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| Aspect | 0 (F) | 1-39 (R) | 40-49 (D) | 50-59 (C) | 60-69 (B) | 70-79 (A) | 80-89 (A) | 90-100 (A) |
| Practical Work (70%)   * Application * Asset Pack * Prototype | Plagiarism, collusion, non-presentation. | Deliverables partially complete, e.g. not all components attempted. No game mechanics, assets missing key components/features. Scripting patterns inconsistent. Poor quality comments in code, poor quality of assets and accompanying client facing documentation. | All components attempted. At least one core game mechanic, or complete asset set. Simulated example of in-app purchase, or discussion of saleable assets. Basic artwork / placeholder graphics. Some comments in code. Some evidence of weekly progress report. Presented first prototype on time. Supporting documentation submitted, with references. | All components functional. Good core game mechanic with evidence of progression. Assets completed to a good standard. Suitable file and code structure. A range of examples of in-app purchases, or other monetisation opportunities. Good comments in code. Good quality artwork. | Original and intuitive ideas. Engaging, addictive and innovative gameplay. Assets fit a market niche that is underdeveloped or exceed in an overcrowded space in some capacity. Very good game mechanics complemented with excellent artwork. Clear evidence of progress, showing evidence of problem-solving along the way. Clear comments indicating understanding of code, or understanding of marketplace. | Excellent progress reports and completed product. High quality, aesthetically pleasing, interactive interface / game design or assets. Explored and integrated additional APIs. Solid understanding of the marketplace for assets of developed type. Good range of suggestions for expansion of asset development or promotion of asset to be utilised in varied ways. Included suggestions for further work including a range of marketing tools. | Seen all possibilities in task. | All work superlative & without fault. |
|  |  |  |  |  |  | ✓ |  |  |
| You are to indicate with a tick (✓) which grade band you consider your work falls in. | | | | | | | | |
| Business Plan (30%) | Plagiarism, collusion, non-presentation. | Deliverables partially complete, e.g. not all areas attempted no evidence of background reading, weak English, no images to illustrate context, poor layout. | Evidence of reading, acceptable minimum level of English, supporting documentation submitted, with references. | Good layout, appropriate academic writing style. Good use of illustrations, tables, and charts to accompany documentation. | Evidence of clear strategy for marketing game/assets in business plan. | Business plan concise and delivered with excellent strategies of the marketplace / comparison to similar markets. | Explored all possibilities | As for 80-89. |
|  |  |  |  |  | ✓ |  |  |  |
| You are to indicate with a tick (✓) which grade band you consider your work falls in. | | | | | | | | |