



## GAME DESIGN COMPETITION DETAILS

### Overview

The object of the Game Design Competition is to create a new game that uses either [Microsoft's XNA Game Studio 3.0](#) or later; Visual Studio or [Silverlight](#). Competitors' games should illustrate the Imagine Cup theme below. This is a chance for students who've always enjoyed playing games to create their own game and at the same time help change the global community. The Game Design competition is a great opportunity for learning and making steps towards the creation of a career either as a game developer or as an entrepreneur in the game business.

This year's theme is "**Imagine a world where technology helps solve the toughest problems**" The United Nations has identified some of the hardest challenges in the world today in its Millennium Goals. This year the Imagine Cup uses these ambitious challenges as a guiding light to inspire change all over the world. Learn more about the [2010 Theme](#).

**PLEASE NOTE:** If you choose to submit an entry in this Competition, then you agree that your participation is subject to the following:

- The [Imagine Cup Official Rules](#)
- The Imagine Cup Game Design Competition Details described below.

If there are any inconsistencies between the [Imagine Cup Official Rules](#), the Imagine Cup Terms of Use, the Imagine Cup Code of Conduct and/or these Competition Details, the Imagine Cup Official Rules will govern.

### WHAT ARE THE START AND END DATES?

This Competition starts at 00:01 (12:01 A.M.) Greenwich Mean Time ("GMT") on July 8, 2009, and ends at 23:59 (11:59 P.M.) GMT on May 3, 2010 ("Entry Period"). The Entry Period consists of the three (3) separate Rounds as described below. Each Round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

<b><u>Round</u></b>	<b><u>Start Date</u> (all times 00:01 or 12:01 A.M. GMT)</b>	<b><u>End Date</u> (all times 23:59 or 11:59 P.M. GMT)</b>
Round 1	July 8, 2009	March 15 , 2010
Round 2 - Worldwide Finals Qualifying	April 5, 2010	May 3, 2010
Round 3 - Worldwide Finals	July 3, 2010	July 8, 2010

The Competition Sign-Up Period begins on July 8, 2009 at 00:01 (12:01 A.M.) GMT, and ends on March 15, 2010 at 23:59 (11:59 P.M.) GMT ("Sign Up Period").

### **CAN YOU ENTER?**

You are eligible to enter this Competition you meet the Eligibility Requirements set forth in the "[Eligibility Criteria](#)" section of the Imagine Cup Official Rules.

### **HOW DO I SIGN UP FOR A COMPETITION?**

If you wish to participate in this Competition, you must sign up as instructed during the Competition sign up period.

A Team may consist of up to four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region.

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your four (4) Team members. Limit one (1) mentor per Team.

For additional important details on signing up for a competition, please see the requirements set forth in the "[Team and Individual Competitions](#)" section of the Imagine Cup Official Rules.

## WHAT CONSTITUTES AN ELIGIBLE ENTRY?

To be eligible, your entry / entry materials must meet the following required content and technical requirements:

- All games must have been developed either using [Microsoft® XNA™ Game Studio 3.0](#) or later; Visual Studio or [Silverlight](#) technologies.
- Your game must be developed for one of the following environments:
  - The game must work on a Silverlight-capable browser (such as Internet Explorer 7 or later)
  - The game must be designed for the Microsoft Xbox 360 gaming system, or Microsoft Windows Operating Systems (Windows XP SP2, Windows Vista, or Windows 7) and playable on a Windows PC, as specified in the XNA Game Studio Toolkit, for the purposes of judging.
- The content of the Game must address a social cause connected to the [2010 Theme](#): **"Imagine a world where technology helps solve the toughest problems"**
- The content of the Game must be equivalent to an Entertainment Software Rating Board (ESRB) rating of "E" for Everyone. (See <http://www.esrb.org> for details).
- The judges must be able to play the Game, as specified in the [XNA Game Studio Toolkit](#) for XNA-based games, or in the case of a Silverlight game, be able to be hosted by IIS.
- All entry materials must be submitted and presented in the English language. If a translator is needed, you are responsible to procure and to make usage of one.
- If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 150 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

In addition, to be eligible for consideration, you must submit the materials described below during each designated round:

### Round 1

**During Round 1**, you or your Team must create and submit a .zip file of no more than 500MB which includes the materials described below:

#### Game Demo:

- Include a video screen capture of your game in action. The video should be no more than 15 minutes long. We recommend creating your screen capture using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at [Dreamspark](#).

#### Playable video game application:

- If your game is based on XNA, include in your .zip file as an installable application either a setup.exe or .MSI file of no more than 300 MB.
- If your game is based on Silverlight, include in your .zip file the complete folder/file structure that can be copied to an IIS web server to be played and of no more than 300MB.
- This application should be comprised of at least one (1) playable level that illustrates the game play and features of the final Game that you would like to develop; final graphics are not required, but the Game Demo should represent the conceptual art direction of the Game that you would like to develop.

- If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 150 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

#### **Game summary:**

- Include in your .zip file as an electronic file in the .doc, .docx, .pdf or .txt file format a short description (150 words maximum) of the Game including its premise, unique game play features and how it addresses the [2010 Theme](#).
- If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 150 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

#### **Game Play instructions:**

- Include in your .zip file either as a game screen (.jpg file) or as a text in a readme file (name your file as readme only).

### **Round 2 - Worldwide Finals Qualifying**

During Round 2, you or your Team (if you are invited to advance to compete in Round 2) must create and submit a .zip file of no more than 500MB which includes the materials described below:

#### **100% Playable Game:**

- If your game is based on XNA, include in your .zip file as an installable application (either a .ccgame, a setup.exe or .MSI file of no more than 300 MB.
- If your game is based on Silverlight, include in your .zip file the complete folder/file structure that can be copied to an IIS web server to be played and of no more than 300MB.
- A 100% playable video game application, based on the Game Demo submitted in Round 1; at least one complete level and near final graphics required.

#### **Game Summary:**

- Include in your .zip file as an electronic file in the .doc, .docx, .pdf or .txt file format a written description (200 words maximum) of the Game including its premise, unique game play features and how it addresses the [2010 Theme](#).
- If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary. Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

### Three (3) Game Screenshots:

- Each included in your .zip file as an electronic file in the .jpeg format. The Game Screenshots should not exceed a combined file size of 2MB.
- Take three (3) screenshots of the Game that capture the game play and style of the Game as accurately as possible; do not include any unfinished artwork or graphical artifacts.

### Game Play Instructions:

- Include in your .zip file as a game screen (.jpg file) or as a text in a readme file (name your file as readme only).

### Game Video:

- Include in your .zip file as an electronic file of no more than 25MB in the following file formats: .avi, .wmv, .mpeg, .mp4, .xesc.
- Create a short video (3 minutes max) that depicts the functionality and game play features of the Game. We recommend creating your screen capture using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at [Dreamspark](#).

### Round 3 – Worldwide Finals

During Round 3, you or your Team (if you are invited to advance to compete in Round 3) will make up to two (2) presentations of up to thirty (30) minutes to a panel of judges and participate in a Q&A Session with the judging panel.

### HOW DO I SUBMIT MY ENTRY?

**Round 1:** To submit your entry for Round 1, navigate to the [Game Design](#) competition page at [imaginecup.com](#) and submit the required entry deliverables in a single .zip file (i.e., a .zip file containing the Game Demo, Game Application, Game Summary, and Game play Instructions) as instructed before the close of Round 1. Your .zip file can have the maximum size of 500 MB.

**Round 2 – Worldwide Finals Qualifying:** To submit your entry for Round 2, navigate to the [Game Design](#) competition page at [imaginecup.com](#), and submit the required entry deliverables in a single .zip file (i.e., a .zip file containing the Game, Game Summary, Three Game Screenshots, Game play Instructions and Game Video) as instructed before the close of Round 2. Your .zip file can have the maximum size of 500 MB.

**Round 3 – Worldwide Finals:** We will provide individual instructions by e-mail to those teams going to the Worldwide Finals in Poland on how to submit your required entry materials.

### ENTRY LIMIT

We will only accept one (1) entry per Team.

## HOW WILL ENTRIES BE JUDGED?

**Round 1** – At the conclusion of the Round 1 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of qualified judges based on the judging criteria set forth below to determine up to one hundred and fifty (150) of the top Teams (each, a “Semi-Finalist”) that will advance to compete at the Round 2.

### Round 1 Judging Criteria:

- 20% Innovation: How creative and technically unique is the Game.
- 20% Theme: How well the Game addresses the [2010 Theme](#).
- 20% Fun Factor: How intense, exciting, and entertaining are the attributes of the Game.
- 20% Production Quality: How complete is the Game including its polish of design, functionality, and thematic execution.
- 20% Presentation: How clear and precise is the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds.

### Round 2 – Worldwide Finals Qualifying:

At the conclusion of the Round 2 Entry Period, all eligible entries received will be reviewed by a panel (or panels) of qualified judges based on the judging criteria set forth below to determine up to six (6) of the top Teams (each, a “Finalist”) that will advance to compete at the Worldwide Finals.

### Round 2 Judging Criteria:

- 20% Innovation: How creative and technically unique is the Game.
- 20% Theme: How well the Game addresses the [2010 Theme](#).
- 20% Fun Factor: How intense, exciting, and entertaining are the attributes of the Game.
- 20% Production Quality: How complete is the Game including its polish of design, functionality, and thematic execution.
- 20% Presentation: How clear and precise is the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds.

**Round 3 - Worldwide Finals:** Judging will take place in 2 phases as follows:

**Phase 1:** Entrants will make a 15 minutes presentation of their game to the Judges followed by 10 minutes of Q&A.

**Phase 2:** Entrants will make a 20 minutes game demonstration to the Judges followed by 10 minutes of Q&A.

### Round 3 Judging Criteria (this criteria will be used for both phases):

- 30% Innovation: How creative and technically unique is the Game.
- 20% Theme: How well the Game addresses the [2010 Theme](#).
- 30% Fun Factor: How intense, exciting, and entertaining are the attributes of the Game.
- 20% Presentation: How well did the entrants present their project and address the Judges questions.

## **PRIZES**

**Round 2 - Worldwide Finals Qualifying:** Finalists will receive a trip to Warsaw, Poland to compete in the Worldwide Imagine Cup Finals in July 2010. Trip includes round trip coach airfare from major airport closest to winner's home, standard hotel accommodations, and select meals.

### **Round 3 - Worldwide Finals:**

- **First Place:** \$25,000 USD
- **Second Place:** \$10,000 USD
- **Third Place:** \$5,000 USD