

**Department of COMPUTER SCIENCE and TECHNOLOGY
ASSESSMENT DESCRIPTION 2021/22**

MODULE DETAILS:

Module Number:	600090	Trimester:	2
Module Title:	Commercial Game Development Process		
Lecturers:	Neil Gordon and Simon Grey		

COURSEWORK DETAILS:

Assessment Number:	1	of	2
Title of Assessment:	Game Design and Development Plan		
Format:	Report		
Method of Working:	Individual		
Workload Guidance:	Typically, you should expect to spend between	20	and 30 hours on this assessment
Length of Submission:	This assessment should be no more than: <i>(over length submissions will be penalised as per University policy)</i>		3000 words <i>(excluding diagrams, appendices, references, code)</i>

PUBLICATION:

Date of issue:	11 Feb 2022 (TW 2, Week 23)
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SUBMISSION:

ONE copy of this assessment should be handed in via:	Canvas	If Other (state method)	
Time and date for submission:	Time	2pm	Date 10 March 2022 TW6, TT Week 27
If multiple hand-ins please provide details:			
Will submission be scanned via TurnitinUK?	Yes	Submission will be scanned by TurnitinUK, so filetypes must be one the following Word, RTF, PDF, PPT, XLS etc. Students MUST NOT submit ZIP or other archive formats. Students are reminded they can ONLY submit ONE file and must ensure they upload the correct file. The last uploaded file will be the one marked – and if after the submission deadline may incur a late penalty.	

The assessment must be submitted **no later** than the time and date shown above, unless an extension has been authorised. Canvas allows multiple submissions: only the **last** assessment submitted will be marked and if submitted after the coursework deadline late penalties may be applied.

MARKING:

Marking will be by:	Student Number
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ASSESSMENT:

The assessment is marked out of:	100	and is worth	50	% of the module marks
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ASSESSMENT STRATEGY AND LEARNING OUTCOMES:

The overall assessment strategy is designed to evaluate the student's achievement of the module learning outcomes, and is subdivided as follows:

Learning Outcome		Method of Assessment {e.g. report, demo}
LO1	Demonstrate a critical understanding of the computer-games industry in the context of the global market, including its history, its current status and the possible future trends.	Report
LO2	Demonstrate a comprehensive understanding of the concepts and principles of Intellectual Property (IPR) and other relevant legal, social, ethical, and professional issues in the context of the computer-games industry.	Report
LO3	Formulate business plans and devise marketing strategies based on a critical evaluation of the information acquired.	Report
LO4	Systematically apply formal game design methods that are appropriate and relevant for a required purpose.	Report
LO5	Work as a team member, using industry standard methods, to produce a piece of entertainment software, which is appropriate and relevant for a suggested purpose, with a critical evaluation of the process and result.	N/A

Assessment Criteria	Contributes to Learning Outcome	Mark
1) Design of game High Concept Consideration of each of the four elements in the elemental tetrad Novel Design Features Concept sketches and storyboard	1	50
2) Market analysis and business plan Consideration of potential market IPR and copyright issues Development costing	1, 2, 3	30
3) Development schedule and project Management plan Gantt Chart Major milestones and deliverables	4	20

For more details of the mark scheme, see the rubric on the module canvas site.

FEEDBACK

FEEDBACK			
Feedback will be given via:	Feedback Sheet #	Feedback will be given via:	N/A
Exemption (staff to explain why)	#Rubric marking in Canvas		
Feedback will be provided no later than 4 'teaching weeks' after the submission date.			

This assessment is set in the context of the learning outcomes for the module and does not by itself constitute a definitive specification of the assessment. If you are in any doubt as to the relationship between what you have been asked to do and the module content you should take this matter up with the member of staff who set the assessment as soon as possible.

You are advised to read the **NOTES** regarding late penalties, over-length assignments, unfair means and quality assurance in your student handbook, which is available on Canvas.

Please be reminded that you are responsible for reading the University Code of Practice on Academic Misconduct through the Assessment section of the Quality Handbook. This governs all forms of illegitimate academic conduct which may be described as cheating, including plagiarism. The term 'academic misconduct' is used in the regulations to indicate that a very wide range of behaviour is punishable.

In case of any subsequent dispute, query, or appeal regarding your coursework, you are reminded that it is your responsibility to produce the assignment in question.

Assignment Details

Overall Aim

The aim is to outline and describe a game concept. You can choose 3 different potential contexts and targets for this game. In the second coursework, this may be developed and is so you should propose a concept to enable you to showcase you and your team's skills and abilities, as well as demonstrating your understanding and appreciation of the wider commercial context of computer games and related professional skills.

The 3 categories are:

- i) To develop a novel game demonstrating and extending the game framework developed in the semester 1 module 600098 Games Architecture. If you choose this category, your game proposal should outline what is distinct in what you develop beyond the framework/game created for that module;
- ii) To develop a game that would be suitable for open days, to illustrate the technical skills developed within the degree. See the interesting mechanic description below for some potential features;
- iii) To develop a game that teaches players about a specific topic relating to the city of Hull

The game proposals will be shared amongst your allocated team in the week prior to submission: this will allow time for some peer feedback (optional though recommended), as well as feeding into the second coursework, when your teams will go through the proposals and select one (or an adaptation/amalgamation of proposals) that the teams will develop as prototypes in the second part of the module.

Specifications

There are no fixed limitations of how the game can play, nor its topic: the setting is up to you. The game proposal should allow for the development of a prototype game which should take no more than a few minutes to play, but could have the potential for longer and more complex

gameplay. The proposed game should provide a platform to demonstrate technical (programming) skills and other aspects of game development. The game proposal – and the game design – should demonstrate an awareness of the context and market for the game, and demonstrate how you have applied the material covered in the lectures this trimester.

You have full creative freedom on the form that the game will take. However, your design should work within the following constraints:

- Development of the game should be achievable in 250 to 300 hours development work shared across a team of approximately five people (encompassing **all** roles);
- The (primary) target platform for the game should be a PC similar to those supported by the department, e.g. it should run on hardware and software as provided in our labs, though portability to other platforms would be a bonus feature. It is acceptable to use a development tool such as Unity or Monogame, though you should ensure it is already available on available equipment, or if not provided by the University, that the use of any additional tools/libraries is compatible with their licensing and can be managed in the event of hardware failure of a specific machine..

The design proposal should include details of:

- The progression, mechanics, and ultimate goal of the game.
- The setting and theme of the game, and how this relates to the client requirements.
- Additional details like user interface design, sound, and aesthetics.
- Development time plan with milestone details and deliverables.
- Any specialist middleware required by your design.
- You should consider IP ownership of the game, and explore longer term revenue streams once the game is developed and delivered.

Examples of a potential novel mechanics and specific targets are

Category

- something to show and let prospective students try on open days). For this application, it should
 - Play on the TVs in an open area;
 - Ideally allow for a drop in – drop out by design;
 - Potentially be a co-operative or team based game, or that allows scaling to more players
- Prospective students can play on their own phones
- Supports AirConsole (or similar)
 - Allows use of mobile phone to display a HTML based controller for multiplayer
- Playable on Raspberry Pi running Unity for Android

Submission Requirements

You are required to submit a report consisting of **three** components, organised into **two** sections as described below. It should be no longer than **3000** words, although this limit does not include any appendices, Gantt charts, task lists, or references.

Submit your report as a single Word, RTF or PDF file — no other file type, attachments, or other files should be included. *Failure to submit in this format may reduce the marks available if the content is not readily accessible.*

Note that your submission will be scanned by the TurnItIn originality analysis tool. Ensure that you use correct referencing of **any** source material; you should not use copyright materials without permission in your document.

Contents and Structure of your game proposal.

Section A: Game design

A1) An initial concept design.

Your concept should begin with a high concept – just one or (at most) two sentences that answers the question “what is your game about?”.

Some examples include:

“Ping-Pong on the computer” – *Pong*

“A first person shooter where an ordinary technician battles trans-dimensional monsters after an accident at a secret research facility” – *Half-Life*

“A street-racing game where you drive a getaway car for the mob.” - *Drive*

This should go on to expand upon the high concept - briefly describing the objectives and main elements of the game, as well as explaining its gameplay/functionality with reference to the elemental tetrad of games (covered in course material). Rough sketches of the visual aspects of the game should be included. Artistic ability is not being assessed, but aspects such as any special graphical effects and the design and layout of the UI will be considered.

It would be helpful to include clear subsections in your proposal – for example

A1.1 High Concept (5%)

A1.2 Novel Design Features (5%)

A1.3 Elemental Tetrad

A1.3.1 Mechanics (10%)

A1.3.2 Narrative (10%)

A1.3.3 Aesthetics (10%)

A1.3.4 Technology (10%)

If you feel that you can communicate your design in a more clear and concise way by reordering these subsections feel free to do so. You should include concept art where appropriate throughout the descriptions (most likely in the aesthetics and narrative sections).

Section B: Business planning

B2) Market Analysis and Business Plan.

A brief search for equivalent games should be undertaken and some analysis of the market for the game should be presented. Methods of maximizing the revenue from the game should be explored. Consideration of any IPR and ethical aspects should be included.

B3) Development Schedule and Project Management Plan.

A fully priced development schedule should be submitted, and sensible figures for the variables involved should be suggested. This should include the milestones and deliverables for the project and the roles and responsibilities of the development team.

The submission should be made via Canvas, before the time and date stated above on the Assessment Description sheet.

APPENDIX

To get further ideas and concepts that are relevant, look at the sort of prototypes and games from our own

- ThreeThingGame <https://threethinggame.com/>
- Global GameJam <https://globalgamejam.org/>
- BAFTA Game awards <http://www.bafta.org/games>
- Games for Change <http://www.gamesforchange.org/>