Game Marketing Project

The purpose of this assignment is to introduce you to the process of promoting and marketing video games. You will make either a website portfolio of your game design work or a promotional video that demonstrates the experience and content of a video game.

Option 1: Game Design Portfolio Website

Make a website that promotes you as a game developer. Promoting yourself and displaying your work is an essential part of applying to work in the game development industry. Your are encouraged to keep this website updated even after this class is over if you intend to seek a job in the industry.

- You may write the HTML / CSS / Javascript yourself or you may use website development tools such as Dreamweaver or Wordpress.
- The website must be publically available somewhere on the internet. For your deliverable, you should submit a text file containing the URL of the website. Websites which are not publicly available on the internet will not be graded. If the student does not submit the URL of the site in a text file, the project will not be graded.
- You should clearly identify yourself and your skills, including your name, any relevant experience you have, what programming languages you know, what game engines and game development tools you have used, etc.
- Your site must include entries for at least three game-related projects that you have worked on. These can be game or game-related tools. These projects may include unfinished projects that are currently under development. You do not need to be the lead or only author for these projects, but you must have had an important role in the development of the game or tool. If you are not the only author, you should identify the other contributors to the project.
- Each entry should include relevant images or videos to demonstrate the experience of playing the game in question.
- The website may be a single page or multiple pages.
- The website should be professional and aesthetically appealing.

Option 2: Game Promotional Video

Create a promotional video (or "teaser") for a game of your choice. You are encouraged to use a game that you have developed if possible. If you think that none of the games that you have developed are suitable for making a video, then you may use another game of your choosing. Promoting a game via video is an important skill to gain players, increase awareness of your work, and secure funding through platforms such as Kickstarter.

Make sure to follow these guidelines when making your video:

- The video should be in MPEG4 format at 640 x 480 resolution and at least 24 frames per second. Videos not meeting these requirements will not be graded.
- It should be a minimum of 30 seconds long.
- You should clearly identify the game and its authors/developers/studio.
- You should include footage of the game being played as well as text describing relevant information about the game, such as its genre and features. Text can be overlaid on the footage or displayed by itself between shots.
- You should focus on clearly conveying what it is like to play the game and how this particular game is unique.
- Try to convey as much content as possible using short video clips and short snippets of text. Assume that your audience has a low attention span and that they will only watch your video if you keep them interested.
- The video should include sound, especially when showing gameplay footage. You are also encouraged to include background music as long as it does not distract from important gameplay sounds.

Game Marketing Project Grading Rubric (Option 1): ___ / 30

___ / 1 : Clearly identifies the student.

___ / 3 : Identifies the student's skills, such as the programming languages and game engines
the student has used, relevant game design experience, academic credentials, etc.

___ / 6 : First entry:

    ___ / 1 : Identifies the title of the game

    ___ / 1 : Identifies the tools used to create the game

    ___ / 2 : Images and/or videos are used that demonstrate the experience of the game

    ___ / 2 : Description clearly identifies the game's mechanics, with special emphasis on
how the game is unique or content created by the student.

___ / 6 : Second entry:

    ___ / 1 : Identifies the title of the game

    ___ / 1 : Identifies the tools used to create the game

    ___ / 2 : Images and/or videos are used that demonstrate the experience of the game

    ___ / 2 : Description clearly identifies the game's mechanics, with special emphasis on
how the game is unique or content created by the student.

___ / 6 : Third entry:

    ___ / 1 : Identifies the title of the game

    ___ / 1 : Identifies the tools used to create the game

    ___ / 2 : Images and/or videos are used that demonstrate the experience of the game

    ___ / 2 : Description clearly identifies the game's mechanics, with special emphasis on
how the game is unique or content created by the student.

___ / 8 : Presentation is aesthetically pleasing (max of 8 earned from the list below):

    ___ / 2 : Page is not too busy (i.e. it is easy to find the relevant information)

    ___ / 2 : Color scheme is consistent and attractive

    ___ / 2 : Fonts, changes in font size, and typesetting effects such as bold and italic text
are used effectively to convey information and an attractive way

    ___ / 2 : Graphics are used effectively to convey important information

    ___ / 2 : A consistent theme (e.g. high-tech, medieval, minimalistic) is used throughout

Game Marketing Project Grading Rubric (Option 2): ____ / 30

___ / 18 : Content

      ___ / 2 : Clearly identifies the game being promoted

      ___ / 2 : Clearly identifies the authors/developers/studio that produced the game

      ___ / 3 : Footage demonstrates the game's core mechanic

      ___ / 3 : Demonstrates a representative set of the game's content (e.g. different levels, different play modes, different strategies, etc.)

      ___ / 6 : Highlights at least three features of the game that are especially well done or unique for its genre

      ___ / 2 : Includes both footage of the game being played as well as still images such as the game's logo, close-ups of art assets, scenery, etc.

___ / 12 : Presentation

      ___ / 2 : Video is not fuzzy or grainy

      ___ / 2 : Footage is not too busy (i.e. there is not so much going on that it is hard to understand what is happening)

      ___ / 3 : Video clips are long enough to demonstrate the game's content but not so long as to bore the viewer

      ___ / 3 : Text is short enough to be read quickly but still effectively communicates the content

      ___ / 2 : Background music matches the atmosphere of the game and does not distract from the content