

# STUDIO PRACTICE

Version 3.0  
BA Game Development  
GAM330

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*"Nobody in this industry knows what they're doing, we just have a gut assumption."*

- Cliff Bleszinski

## Introduction

For this assignment you will develop a game as part of a team and be assessed both in terms of your individual contribution and your team's performance. From the rubrics (below), the *collaborate* learning objective is used to assess how you work as a member of an agile game development team. Conversely, the *deliver* learning objective is used to assess how successfully your team delivers a product based on your own intellectual property.

This assignment is comprised of multiple parts:



## Part A

**Attend the scheduled weekly team meeting with your project supervisor.** Your supervisor meeting details will be stored on the Falmouth timetable, make sure to attend these. There are two types of project meeting: a project review / planning session and an individual review. In the review / planning session, your team will showcase work undertaken on the most recent sprint and present the forthcoming sprint. For the individual review, you and your teammates will review each other's approaches to work over the last sprint. For more information, please read appendix A of the Agile Guide.

In these sessions you will be able to ask for and receive informal feedback concerning the status and implementation approaches of your project.

*"Golden rule of level design - Finish your first level last."*

- John Romero

## Part B

**Work with your team to prepare your game for final submission**

Between timetabled supervision meetings, you will have access to staff through the supervised studio practice sessions who will be able to give informal feedback concerning the status and implementation approaches of your project.

Your work on the project during the semester will be used to evaluate your performance for the 'Studio Practice' component of this assignment.

In these sessions you will be able to ask for and receive informal feedback concerning the status and implementation approaches of your project.



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## Part C

### Produce Promo Materials

*"You can make an amazing game, but you can't make a success. Your players make the success."*

- Irme Jele



*"Lets optimize for player experience rather than what we think will make more money."*

- Ron Carmel

As a consequence of the move to online teaching we will not be running an in-person Expo, this means you will not have to produce Expo promotional materials.

Instead you **must** produce from the promotional material

- An **itch.io page** (<https://itch.io/>). This should include the following:
  - **Description of the game**, with reference to the key features of the game
  - **How to play** which includes **controls**
  - At least **2 screenshots** of your game
  - A **banner for your game**, this should include your **game name** and **team logo**
  - A **Game Demo** which showcases the game development to date, this should be a **downloadable zip file** which includes an **executable**
  - A **Gameplay** trailer video, which shows the key gameplay features
- Produce a brochure page from the PSD Template, this will include much of the same information from the itch.io page including:
  - **Description of the game**, with reference to the key features of the game
  - **How to play** which includes **controls**
  - At least **2 screenshots** of your game
  - A **banner for your game**, this should include your **game name** and **team logo**
  - A QR Code which points to your itch.io page

**Please note that all assets used for the game and page, will have to allow upload to itch.io. Please check the license on any paid/free assets for appropriate license!**

**You should also add a readme file to the zip file which details all licenses and resources used!**

Tips on how to create the itch.io page can be found here - <https://itch.io/docs/creators/design>

Examples of good pages can be found below:

- <https://crowscrowscrows.itch.io/dr-langeskov-the-tiger-and-the-terribly-cursed-emerald-a-whirlwind-heist>
- <https://davidoreilly.itch.io/everything>
- <https://laundrybear.itch.io/morticians-tale>
- <https://finji.itch.io/night-in-the-woods>

Examples of good brochure pages will be uploaded to the learning space.

You will receive formal feedback from Supervisors at least 3 weeks after the assignment due date.

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## Additional Guidance

This assignment builds on your team development experiences from, all the additional guidance from GAM320 Studio Practice is valid for this assignment. However, this assignment builds on those experiences through the planning & preparation and delivery of your team's stand at the Expo.

Creating a coherent brand for a game is not a simple or straightforward process and should not be left until the last minute. Likewise, getting marketing materials delivered requires careful planning as working with third parties (printers, poster makers etc) normally has lead times associated with it, so plan early.

Typically, developing a brand, creating eye-catching stand materials, attendee giveaways and marketing videos is a job for multiple people to consider and should not just be "left to artists". Whoever is engaged on these activities will end up delivering less game content, so work out a plan that will not kill your team members but will still allow you to deliver a game that works as well as deliver suitably professional and engaging marketing materials.

## FAQ

- **What is the deadline for this assignment?**  
Falmouth University policy states that deadlines must only be specified on the MyFalmouth system.
- **What should I do to seek help?**  
You can email your tutor for informal clarifications.

# Marking Rubric

## Assignment 2 – Studio Practice

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Collaborate / Collaborate	Produce work as part of a multidisciplinary team critically appraising practices, approaches, and tools; applying them to enhance development pipelines.	Effective team worker	15%	Student has missed a large number of team meetings / SSP sessions  Teammates concerned with lack of presence  Student tends to be highly disruptive / chaotic	Student attends less than 50% of team sessions  Student tends to be disruptive / chaotic	Student attends most sessions.  Delivers acceptable work with occasional major issues  Has issues dealing with some teammates	Student attends most sessions.  Delivers acceptable work without major issues  Has occasional issues dealing with some teammates	Student attends most sessions.  Delivers generally good work with only minor issues	Student attends most sessions.  Inspires some teammates  No noticeable issues dealing with teammates. Tends to promote team harmony	Student is driving the team to achieve great things  Team is highly supportive of leadership direction and approach
		Agile Practitioner	15%	Very low attendance  Team has little to no idea what's going on  Not involved in planning activities	Low attendance  Work always slips Delivers assets for integrate only at end of sprint  Minor involvement in planning activities	Average attendance  Some tendency work to slip, reluctance to share development issues  Struggles to contribute meaningfully to planning	Good attendance  Work is generally delivered, with only occasional slippages. Team is often, but not always made aware of issues.  Often contributes to planning	Good attendance  Work is generally delivered, with only occasional slippages. Team is generally made aware of issues.  Able to provide some support to teammates  Good contributor to planning	Good attendance  Work is delivered, with very few slippages. Team is generally made aware of issues and progress.  Able to provide reasonable support to teammates  Very good contributor to planning	Good attendance  Work is delivered, team is generally made aware of issues and progress.  Able to provide a lot of support to teammates  Extremely good contributor to planning
		Version control practitioner	10%	Student ignores version control at all costs  Only delivers assets outside of version control	Student uses VC with many significant problems for the team  Mainly delivers assets outside of version control	Student uses mainline version control with few problems .	Student uses mainline version control with few problems but runs into significant problems with branch-based development.	Student is generally working in a single branch with fairly successful integration to mainline.	Student is generally working across multi-branches to deliver features.	Student is successfully working across multiple branches.  Student is an enthusiastic adopter of other 'advanced' version control concepts
		Reflective Practitioner	10%	Student fills in few, if any peer review forms for teammates	Student comments are generally lightweight platitudes (gr8 work m8)  Student generally ignores feedback	Student submits feedback that lead to flair ups between team members  Student often ignores feedback, but does take some onboard	Student submits generally reasonable feedback that leads to occasional flair ups between team members  Student acts appropriately to some feedback	Student submits generally meaningful feedback  Student tends to act appropriately to feedback given	Student submits meaningful and emotionally intelligent feedback  Student acts appropriately to feedback given	Student submits wise and highly enlightened feedback that team members are highly appreciative of.  Student seeks out opportunities for self-improvement

## Assignment 2 – Product & Expo Evaluation

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Process / Deliver	Produce prototypes based on your own intellectual property that deliver distinguished experiences, justifying how and why it could engage, immerse an audience, and/or lead to innovation.	Conceptual Coherence  (game mechanics, settings, theme, aesthetics, interface & platform)	5%	No game presented  Game is too unstable / non-functional to be played enough to evaluate.	A small subset of the game components work well together to create a coherent experience, but they are stymied by the overall experience of discordance between components leading to a generally awkward experience for players.	A core of the game components work well together to create a coherent experience. However, there are some components that break the overall coherence leading to a conceptually awkward experience for players.	Generally, the game components work well together to create a coherent experience. However, there are some aspects of components that break the overall coherence	The game components work together to produce create a coherent experience	The game components work well together to produce create a coherent experience which players can respond positively to	There is a clear harmony of design between game components creating a highly coherent experience which players can respond extremely positively to
		Creative innovation  (is there novelty in what you have made)	10%	No game presented  Game is too unstable / non-functional to be played enough to evaluate.	Game is generally a rehash/homage of an existing game with little, if anything to distinguish it.	Game developed from an existing game or genre with the addition of innovative mashups / extensions.  Resulting game concept is of questionable engagement	Game developed from an existing game or genre with the addition of innovative mashups / extensions.  Resulting game concept is reasonably engaging	Game developed as a generally organic concept drawing components that make some sense for game.  Resulting game concept is reasonably engaging	Game developed as a generally organic concept drawing components that make much sense for the game.  Resulting game concept is clearly engaging	Game is genuinely novel and extremely engaging to play
		Completeness  (does it feel like a completed product or a tech demo / prototype)	5%	No game presented	Game is presented but feels like a 'proof of concept' or prototype with few features.	Game feels like a product in development with placeholder game elements, wrapper and levels.	Game feels like a near content-complete product with some placeholder elements in game, wrapper or levels (not all three).	Game feels like a complete product but may have a time/content limited player experience (number of levels / player activities, gameplay components)	Game feels like a complete product with a balanced player experience with no obvious content constraints.	The game gives the impression of being a released commercial game with no perceivable issues
		Player Experience  (do people enjoy playing it?)	10%	No game presented  Game is too unstable / non-functional to be played enough to evaluate.	The game generates some moments of engagement and enjoyability for players, though its generally not a great experience	The game generates some engagement and enjoyability for players, though there is feeling of endurance rather than enjoyment.	The game generates some clear engagement and enjoyability for players, though there is clear scope for improvement.	The game is generally engaging and enjoyable for players, though there is some scope for improvement.	The game is generally highly engaging and enjoyable for players.	Players want to play the game beyond reasonable expectations

		<p>PROMO MATERIALS - Engagement</p> <p>(Can you engage your audience via the itch.io page?)</p>	10%	<p>No description or trailer present</p>	<p>There is a basic trailer which shows off the barest essentials of the game and doesn't excite the markers/audience.</p> <p>The game description is basic and doesn't engage the audience and make them want to download the game.</p>	<p>The trailer captures the basics of the game and details some of the key features. However, the trailer has limited production values and just strings together some gameplay</p> <p>The game description captures the essences of the game but just describes it without any real detail or language that grabs the audience.</p>	<p>The trailer captures the basics of the game and details some of the key features. The video contains scenes that may generate some excitement for the audience.</p> <p>The game description generates some excitement for the audience.</p>	<p>The trailer generally captures all the key concepts of the game and will generate excitement for the audience</p> <p>The game description captures excitement for the audience and does a good job of making the audience want to download the game.</p>	<p>The trailer captures all the key concepts of the game and will generate excitement for the audience. However, the production values are lacking</p> <p>The game description captures excitement for the audience and does a good job of making the audience want to download and then instantly play the game.</p>	<p>The trailer captures all the key concepts of the game and will generate excitement for the audience. It also feels and looks like a 'paid for' games trailer on itch.io</p> <p>The game description captures excitement for the audience and does a good job of making the audience want to download, instantly play the game and share the link with their community.</p>
		<p>PROMO MATERIALS - Brand</p> <p>(Quality of Marketing materials, clarity of studio/game identity, alignment with target market, IP awareness)</p>	10%	<p>No game presented or no marketing materials</p>	<p>Game presented but with very limited / no marketing materials.</p>	<p>Marketing materials presented appear random and disjointed: art style, composition, choice of materials.</p> <p>Materials do not present the brand in a positive light.</p>	<p>Marketing materials presented are fairly coherent.</p> <p>Materials present the brand in a neutral light.</p>	<p>Marketing materials presented are coherent.</p> <p>Materials present the brand in a positive light.</p>	<p>Team presents a strong and coherent brand across all marketing materials and game.</p> <p>Marketing materials are professional and are well-received by visitors to the page.</p>	<p>Brand comes across as being very professional.</p> <p>Game would be shared amongst the community in the Games Academy.</p>