Brian McDonald

" All we want to really see is what the developer think makes the game special/fun/provocative,"

- Nigel Lowrie, Devolver Digital

" Make sure you get straight to the point."

- Pete Smith, Sony

Introduction

Pitching is an important skill to develop in your Game Development career, you will have to pitch ideas, game concepts and features to your peers, project leads, publishers and funders.

Game Pitch

For this assignment, you will pitch your group's chosen game concept and Unique Selling Points (USPs) to staff for formative feedback. The pitch will last 15 minutes with an additional 5 minutes for questions. You will be marked on clarity, market research, ability to communicate, and use of materials.

All members of the team must be present for the pitch but not everybody has to speak. It is recommended that you select a small number of team members who are best able to deliver the pitch to do most of the talking while all other team members are on hand and ready to answer specialist questions if and when they come up.

The pitch can be structured in whatever way you think is best to communicate your ideas clearly and professionally, but you should ensure that the following sections are covered:

- Game concept & core features
- The world in which your game is set
- USPs / value propositions (what differentiates your game from similar titles)
- Commercial viability, including market awareness and appreciation of project scope

Additional Guidance

The goal of this pitch is to articulate your vision for the project and also get your colleagues and Games Academy Staff excited about your project. You should also ensure that the supporting materials such as slides, images, audio and video support your presentation and not detract from the core of your presentation.

Timing also can be an issue, please ensure that you try and finish on time, please don't run over or significantly under (a few minutes early is fine!). Be sure to practice your presentation well before your final slot, rehearse in the room if you are able, and iterate on your presentation. It is very natural to get nervous at pitches, if you feel nervous at anytime, take a deep breath,

1

pause and take a drink of water and collect your thoughts.

Lastly, the Q&A part of the pitch is incredibly important. This is a chance for the staff involved to test your ideas and also pick up areas that are lacking in detail. Be prepared for these questions - ideally the rest of the team should be ready to jump in and field from their areas of specialism.

If you need additional guidance on how to deliver a good presentation, please consider contacting the Academic Skills team for support.

https://studyhub.fxplus.ac.uk/presentations

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

- Irme Jele

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.

cont...

Marking Rubric

Assignment 1 – Group Game Pitch

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Pitch	Analyse existing artefacts to identify opportunities, highlight unique features that would fill a gap, and define routes to audiences.	Game Concept	15%	The game concept is non-existent or very derivative of existing games on the market. The core features of the game have not been explained in any great detail.	The game concept is slightly derivative of existing games on the market. The core features of the game have not been explained in great detail.	The game concept is derivative of existing games on the market. The core features of the game have been explained briefly.	While the game concept is slightly derivative of existing games on the market, there are some novel elements. The core features of the game have been explained in some detail.	The game concept has potential to stand out and is distinctive. The core features of the game have been explained in detail, and somewhat contextualised.	The game concept will standout and is both novel and distinctive. The core features of the game have been explained and contextualised in detail.	The game concept is unique, compelling and creatively distinctive The core features of the game have been explained and contextualised emphatically, with clear vision and holistic design.
		World	15%	The world is non-existent or very derivative of existing games on the market.	The world concept is substantially derivative of existing games on the market.	The world concept is derivative of existing games on the market.	While the world concept is slightly derivative of existing games on the market, there are some novel elements.	The world concept has potential to standout and is somewhat novel	The world concept will stand out and is novel.	The world concept is unique, compelling and creatively distinctive
		Value Propositions	15%	There is no market analysis, or the game concept has not been situated in the market	The market analysis has been carried out, but the detail is lacking.	The market analysis has been carried out and the detail is somewhat adequate.	The market analysis has been carried out and the detail is adequate.	The market analysis has been carried out and is a good level of detail.	The market analysis has been carried out to an industry-standard level of detail.	The market analysis has been carried out to an industry-standard level of detail and enhances the overall concept.
		Commercial viability	15%	The game concept is not commercially viable, and/or the students have not explained this at all.	The game concept has very little commercial viability, and/or the students have failed to explain this in any detail.	The game concept has some commercial viability, and/or the students have explained this in some detail	The game concept has commercial viability and has been explained in enough detail.	The game concept has commercial viability and has been explained in good detail.	The game concept has commercial viability and has been explained in very good detail.	The game concept has commercial viability and has been explained comprehensively throughout the pitch.
		Pitch Materials	15%	There are no pitch materials or they are of a very low level of quality.	The pitch materials are of a low level of quality.	The pitch materials are of an adequate quality but there are some flaws in the structure.	The pitch materials are of a good quality but there are some flaws in the structure.	The pitch materials are of a very good quality but there are some flaws in the structure.	The pitch materials are of a very good quality and the structure used enhances the overall concept.	The pitch materials are excellent, approaching industry standard.
		Pitch Delivery	15%	The delivery of the pitch is stilted or non-existent.	The delivery of the pitch is very poor.	The delivery of the pitch is poor.	The delivery of the pitch is adequate.	The delivery of the pitch is good. If there are multiple speakers, they link well.	The delivery of the pitch is approaching industry standard, and the approach taken enhances the overall concept. If there are multiple speakers, they support one another.	The delivery of the pitch is industry standard, and the approach taken emphatically sells the concept. Multiple speakers enhance the overall effect.
		Q&A	10%	There were no answers to the questions.	The answers to the questions were very poor and there was no engagement from the whole team.	The answers to the questions were poor and there was a lack engagement from the whole team.	The answers to the questions were adequate and there was some engagement from the whole team.	The answers to the questions were good, answers were prepared and there was engagement from the whole team.	The questions were received as opportunities to enhance the concept, answers were prepared and there was engagement from the	The questions were received as opportunities to enhance the concept, answers were prepared and insightful, and there was engagement from

									whole team.	the whole team.