

REFERRAL/DEFERAL EVALUATION

Version 1.0
BA Game Development
GAM240

Gareth Lewis & Brian McDonald

"A lot of indie developers who became 'Overnight Successes' were working at it for ten years."

- Dan Adelman



"We do not learn from experience ... we learn from reflecting on experience"

- Dan Adelman

"Self-reflection is the school of wisdom"

- Balthasar Gracian

Introduction

For this assessment you will write a **1000-word evaluation** of your work on your game development so far and you will also write a **1000-word market evaluation** where you will provide a plan of how you would get your game to market.

Development Evaluation

You can use this part of assessment to reflect on the development's progress so far, how it is going and your contribution to it, as well as to think forward to what you need to do to, revise, edit, or do differently, on the next game project in **3rd year**. You will need to list a plan or set of actions that you could feed-forward into the **3rd year project**.

This assessment allows you to reflect on your working processes and critically evaluate what you have learnt so far on the project.

Evaluations are an extremely important part of the learning process and should not be taken lightly. These key points should always be born in mind:

- You must critically appraise both your work and your approach to and understanding of that work.
- Do not write a narrative. Pick 3-5 points you consider to be important and explore these in depth critically and reflectively.
- As you work on your projects, make a note of interesting points that the evaluation may discuss.
- Include a plan or set of actions for your final project in **3rd year**. These should arise from your evaluation.

Business Evaluation

For this part of the assignment you should provide a plan for how to get your game to market. In the report you should evidence the following:

- Demonstrate an understanding of the audience/market
- What is unique about your game
- How your specialism will help to deliver the game
- Evidence an understanding of your place in the games sector and your value to the project
- Provide a plan of how to get the game to market

cont...

The assignment consists of the following parts:

Part A

Work with your team to develop your game during the first semester. As the project progresses, be sure to record your contributions and the impact that those contributions have had on the product you are making, your team and yourself. Use reflective practice to make sense of what has happened on the project and how you can develop your hard and soft skills for the future.

Part B

This is a single summative submission. To complete this part, **combine** the **Development Evaluation** and **Business Evaluation** into a single document. Submit your report to learning space. Your submission will be assessed against the rubric at the end of this document.

You will receive formal feedback within 3 weeks

Additional Guidance

Writing a reflective or evaluative report at the end of body of work can often become a fraught process as it can become difficult accurately remember what has happened, to whom and what outcomes occurred. Therefore, maintaining a private account of your project experiences will help you to remember what has happened.

It can be helpful to use models of reflective practice to help you frame your analysis and insights, Kolb, Argyris and Schon and Gibbs are three models that may prove helpful.

Do not just dwell in what has happened for your evaluation, use your experiences to help you plan for the future and how you can develop your professional practice for **3rd year**. SMART is a particularly useful framework for future-planning.

For the business aspects of the report, you will receive support for this in You will receive support for above points in the **Business Development Lectures** and **Marketing Exercises**.

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

[illegible]

		DEVELOPMENT EVAL: How thoughtfully and perceptively has the student reflected on their contribution to the game development?	10%	No consideration	Very limited reflection on personal contribution	Generally broad personal analysis with limited reflection across areas of importance or missing areas of true significance.	Reasonably clear and insightful analysis and reflection of involvement and performance over the semester Reflection tends to be broad rather than narrow, missing the opportunity for appropriate depth in some areas	Fairly clear and insightful analysis and reflection of involvement and performance over the semester Reflection tends to be narrow, but may miss out key issues / areas	Clear and insightful analysis and reflection of involvement and performance over the semester Reflection is narrow and deep rather than trying to address all issues.	Reflection is extremely insightful and captures key involvement and performance issues over the semester
		DEVELOPMENT EVAL: How thoughtfully and perceptively has the student reflected on the progress of their game development across the module?	10%	No consideration	Very limited reflection on game development, very few areas considered and/or no depth of consideration	Generally broad development analysis with limited reflection across areas of importance or missing areas of true significance.	Reasonably clear and insightful analysis and reflection of game development over the semester Reflection tends to be broad rather than narrow, missing some appropriate depth	Fairly clear and insightful analysis and reflection of game development over the semester Reflection tends to be narrow, but may miss out key issues / areas	Clear and insightful analysis and reflection of game development over the semester Reflection is narrow and deep rather than trying to address all issues.	Reflection is extremely insightful and captures key game development issues over the semester
		DEVELOPMENT EVAL: How much depth of analysis is demonstrated in the evaluation?	10%	No consideration	Very limited analysis	Analysis is fairly shallow, with some references to industry practice and academic references	Analysis is tending towards deep rather than broad and drawing from industry best-practice and suitable academic references	Analysis is generally deep drawing from industry best-practice and suitable academic references	Analysis is deep and insightful typically drawing from industry best-practice and suitable academic references	Deep analysis that focuses on key industry arguments / best practice and has suitably reference key sources
		DEVELOPMENT EVAL: How well has the student used the evaluation to come up with a plan or set of actions for Semester Two to ensure completion of the game development?	20%	No plan	Little or no planning No real relationship between self- and game reflections, analysis and plans	Some evidence of a plan, aims and objectives broad and ill-defined Some consideration of SMART and other suitable planning templates & frameworks Little relationship between plans and work for 3 rd year	Clear evidence of a plan with some structure, though aims and objectives are not necessarily achievable Consideration of SMART and other suitable planning templates & frameworks Some relationship between plans and work for 3 rd year	Some evidence of a realistic and achievable plan that is shows signs of currently being undertaken. Plans developed using SMART or other suitable planning templates & frameworks Fairly clear relationship between plans and work for 3 rd year	Clear evidence of a realistic and achievable plan that is shows signs of currently being undertaken. Plans developed using SMART or other suitable planning templates & frameworks Clear relationship between plans and work for 3 rd year	Clear evidence that planning is part of a larger plan that has been in place for a large part of the semester already. Plans developed using SMART or other suitable planning templates & frameworks Strong and existing relationship between plans and work for 3 rd year