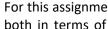


Gareth Lewis & Brian McDonald

"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.

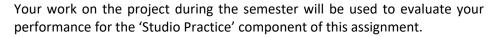
"Golden rule of level design - Finish your first level last."

- 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.



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



"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

## Part C

#### **Produce Promo Materials**

As a consequence of the move to online teaching we will not be running an a 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
  - o 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 icth.io page can be found here - <a href="https://itch.io/docs/creators/design">https://itch.io/docs/creators/design</a>

Examples of good pages can be found below:

- <a href="https://crowscrowscrows.itch.io/dr-langeskov-the-tiger-and-the-terribly-cursed-emerald-a-whirlwind-heist">https://crowscrowscrows.itch.io/dr-langeskov-the-tiger-and-the-terribly-cursed-emerald-a-whirlwind-heist</a>
- 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.

## **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 markers 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
Name	Description  Produce work as part of a multidisciplinary team critically appraising practices, approaches, and tools; applying them to enhance development pipelines.	Effective team worker		large number of team meetings / SSP sessions	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  Average attendance  Some tendency work to	Student attends most sessions.  Delivers acceptable work without major issues  Has occasional issues dealing with some teammates  Good attendance	work with only minor issues	Student attends most sessions.  Delivers good work. Inspires some teammates  No noticeable issues dealing with teammates. Tends to promote team harmony Good attendance  Work is delivered, with	Student is driving the team to achieve great things  Team is highly supportive of leadership direction and approach  Good attendance
Collaborate / Collaborate		Agile Practitioner	15%	what's going on	Delivers assets for integrate only at end of sprint	some tendency work to slip, reluctance to share development issues  Struggles to contribute	Work is generally delivered, with only occasional slippages. Team is often, but not always made aware of issues.  Often contributes to	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	vork 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	Work is delivered, team is generally made aware of issues and progress.  Able to provide a lot of support to teammates  Extremely good
		Version control practitioner		Student ignores version control at all costs	planning activities Student uses VC with many significant problems for the team Mainly delivers assets outside of version control	meaningfully to planning Student uses mainline version control with few problems .		planning Student is generally working in a single branch with fairly successful integration to mainline.	planning Student is generally working across multi- branches to deliver features.	contributor to planning Student is successfully working across multiple branches.  Student is an enthusiastic adopter of other 'advanced' version control concepts
		Reflective Practitioner	10%	teammates	Student comments are generally lightweight platitudes (gr8 work m8) Student generally ignores feedback		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	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 selfimprovement

Assignment 2 – Product & Expo Evaluation

Learning Outcome Name	Learning Outcome Description		Weighting		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.	coherent experience. However, there are some components that break the overall coherence	Generally, the game components work well together to create a coherent experience. However, there are some aspects of components that break the overall coherence	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 ar existing game or genre with the addition of innovative mashups / extensions.  Resulting game concept is reasonably engaging	generally organic concept drawing components that make some sense for game.	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).	may have a time/content limited player experience	experience with no	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 highly engaging and enjoyable for players.	Players want to play the game beyond reasonable expectations

T		<b>k</b> 1	<del>-</del>	<del>-</del> 1	<del>-</del>	<del>-</del>	<del>-</del>	<del>-</del>
		No description or trailer		The trailer captures the	The trailer captures the	The trailer generally	The trailer captures all	The trailer captures all
		present		_	basics of the game and	captures all the key	the key concepts of the	the key concepts of the
				details some of the key	details some of the key features. The video	concepts of the game	game and will generate excitement for the	game and will generate excitement for the
			~	features. However, the trailer has limited		and will generate		audience. It also feels
000140					contains scenes that may			
PROMO MATERIALS -					generate some excitement for the	audience	production values are lacking	and looks like a 'paid for' games trailer on itch.io
_				just strings together		The same description	lacking	games trailer on itch.io
Engagement			basic and doesn't engage the audience and make	some gamepiay	audience.	The game description captures excitement for	The game description	The game description
(Can you	10%			The game description	The game description	•	captures excitement for	captures excitement for
engage your				captures the essences of		good job of making the	· •	the audience and does a
audience via			_	the game but just	excitement for the	audience want to	good job of making the	good job of making the
the itch.io					audience.	download the game.	audience want to	audience want to
page?)				real detail or language	addictice.	download the game.		download, instantly play
page.				that grabs the audience.			instantly play the game.	the game and share the
				8			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	link with their
								community.
								,
PROMO		No game presented or	Game presented but with	Marketing materials	Marketing materials	Marketing materials	Team presents a strong	Brand comes across as
MATERIALS -		no marketing materials	very limited / no	presented appear	presented are fairly	presented are coherent.	and coherent brand	being very professional.
Brand			marketing materials.	random and disjointed:	coherent.		across all marketing	
				art style, composition,			materials and game.	Game would be shared
(Quality of				choice of materials.				amongst the community
Marketing								in the Games Academy.
materials,	10%			Materials do not present	Materials present the	Materials present the	Marketing materials are	
clarity of	1070			the brand in a positive	brand in a neutral light.	brand in a positive light.	professional and are	
studio/game				light.			well-received by visitors	
identity,							to the page.	
alignment with								
target market,								
IP awareness)								