

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 **3**rd **year**. You will need to list a plan or set of actions that you could feed-forward into the **3**rd **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 **3**rd **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

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 it 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 **3**rd **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

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Analysis / Reflect	Plan your post- graduation pathway, with reference to how you will overcome obstacles, and how you will build a personal brand that highlights your professional attributes.	BIZ EVAL: How thoughtful has the student thought about their game and the Marketing it is situated in.	10%	No consideration	Very limited understanding of the market	•	Reasonably clear marketing analysis. The student has demonstrated an understanding of where their game is in the market but it may have slight errors or omissions	gaps in the range of analysis of the market.	Clear and Insightful market analysis. The student has completed a very further review of the current market.	Excellent market analysis. The student has situated their game in the market and has even provided realistic sales estimate and other key performance indicators
		BIZ EVAL: Has the student identified the unique selling points of their game?	10%	No consideration	Very Limited understanding of the unique selling points of the game	·	Reasonably clear unique selling points of the game. There is some analysis of USP of other games.	There is some comparative analysis of	Clear identification of the unique selling points of the game. There is some analysis of USP of other games.	the unique selling points of the game.
		BIZ EVAL: How thoughtful has the student been in describing the role of their specialism in delivering the game to market	10%	No consideration	Very limited understanding of your specialisms role of delivering the game to market	Generally broad understanding of their role in delivering the game to market.	Reasonably clear understanding of their role in delivering the game to market.	role in delivering the game to market. The student has provided some concrete examples of work carried out which aids in completing the	specialism but also	Excellent understanding of their role in delivering the game to market. The student has demonstrated an understanding of the t-shaped nature of their role in delivering the game to market.
		BIZ EVAL: How detailed is the plan to get the game to market?	20%	No plan	Little or no market planning	Generally broad plan, which feels more like a narrative rather than a plan.	Reasonably clear plan which has some actions for the team to deliver the game to market. The plan is missing some key facts and figures.	hits most of the key areas for the team to deliver the game to market. There are some attempts to align the plan with key stats such as sales, break even points etc	team to deliver the game to market. There is a clear link between the plan and	Excellent Market plan which provides confidence to the marker that the student has set a realistic set of goals for the team. This backed up with a detail set of stats which have led the development of the plan.

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How perc stud thei the p	/ELOPMENT EVAL: w thoughtfully and ceptively has the dent reflected on ir contribution to game relopment?	10%		Very limited reflection on personal contribution		insightful analysis and reflection of involvement and performance over the semester Reflection tends to be broad rather than	involvement and performance over the semester Reflection tends to be narrow, but may miss	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
How perc stud the p gam	VELOPMENT EVAL: w thoughtfully and ceptively has the dent reflected on progress of their ne development coss the module?	10%		Very limited reflection on game development, very few areas considered and/or no depth of consideration	•	Reasonably clear and insightful analysis and reflection of game development over the semester Reflection tends to be broad rather than	the semester	analysis and reflection of game development over the semester Reflection is narrow and	Reflection is extremely insightful and captures key game development issues over the semester
How anal dem	VELOPMENT EVAL: W much depth of elysis is nonstrated in the luation?	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	best-practice and suitable academic	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
How stud eval with actic Two com	VELOPMENT EVAL: W well has the dent used the luation to come up h a plan or set of ions for Semester to to ensure inpletion of the ne development?	20%		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 templat es & frameworks	with some structure, though aims and objectives are not necessarily achievable Consideration of SMART and other suitable planning templates & frameworks	of currently being undertaken. Plans developed using SMART or other	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 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
					Little relationship between plans and work for 3 rd year		between plans and work for 3 rd year	Clear relationship between plans and work for 3 rd year	Strong and existing relationship between plans and work for 3 rd year