

Gareth Lewis

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

*- Cliff Bleszinski*

## Introduction

For this assignment your team will create, develop and deliver a pitch for your game. The pitch will be delivered as part of the Expo at the end of this semester. 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.

## Part A

### Create a suitable product pitch

For this part of the assignment, your team will need to develop a coherent pitch that articulates the values of your game as a product trailer and presentation.

At the very least, you should consider your game from these perspectives:

- Game concept & core features
- Target audience; who you expect to play the game & what other games they play that are like yours?
- Product reach; what makes your game different and engaging to your audience & how do you engage with your audience?

In addition, give some consideration to the 5Ws&H for your players and business development content from previous modules. If your game is commercial in nature, it is worth thinking about your core markets & commercial expectations whilst if your game isn't commercial, it's worth thinking about your target audience and your expectations for them.

As you develop your product pitch, you will be able to ask for and receive informal feedback from your supervisor during the weekly scheduled supervision sessions.

## Part B

### Create a suitable product trailer

For this part of the assignment, you will create a short (1-2min) video of your game to serve as a trailer that can be shown as part of the pitch event and used during the Expo as part of a Game Academy wide rolling trailer of games. This will be shown at multiple points and locations during the Expo.

## Part C

cont...



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

*- John Romero*



*"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*

### **Create a slide deck for your pitch presentation**

For this part of the assignment, you will create a presentation of no more than 15 minutes in length.

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 (as per the rubric):

- Game concept & core features
- Target audience
- Product reach

The rubric for the presentation also considers 'pitch materials' and 'pitch delivery', so give some consideration as to how you can present your game concepts within a Power Point presentation and how you will deliver that content. For example, embedded videos and animated gifs can work well to show dynamic content within a static Power Point slide, i.e. showing a looping gameplay mechanic, rather than trying to explain it. Likewise, having separate presenters for different parts of a presentation gives the audience the impression of expertise.

### **Part D**

#### **Hand-in your pitch materials**

Prior to the Expo, your team will hand-in their pitch materials (trailer + Power Point presentation) so that they can be prepared for the Expo event.

### **Part E**

#### **Present your pitch presentation at the Expo**

Your team will present the pitch to an invited audience of Games Academy staff and industry experts. The format for the presentation is:

- Present Product Trailer (1-2mins)
- Present Pitch (15min limit)
- QA session with GA staff & industry experts (c10mins)

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.

## **Additional Guidance**

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The goal of this pitch is to articulate your vision for the project to a wide audience through your game trailer video and pitch to Games Academy staff and selected industry experts.

Creating pitch materials is a time-consuming activity and often highly iterative given that really good ideas may not surface until you are well into pitch ideation. Therefore, it makes sense to start the pitch process earlier than later.

Likewise, pitch development activities will take team members away from developing game content to develop pitch content, your project planning and ambitions for your game will need to take these factors into account.

#### **For the Trailer Component:**

The role of the trailer is to create interest in the game that you have made. At the Expo, it should drive attendees to your stand and to your game website.

The trailer should look to combine game footage with some narrative to 'hook' potential players to find out more about your game. A trailer that is 'just' game footage or static reveals is unlikely to achieve this goal.

#### **For the Presentation Component:**

Timing 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 any time, take a deep breath, pause and take a drink of water and collect your thoughts.

You should ensure that the supporting materials such as slides, images, audio and video support your presentation and not detract from the core of your presentation.

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>

## **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: Pitch

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Pitch	Evaluate existing artefacts to identify opportunities, emphasise unique features that would fill a gap, and suggest optimal routes to audiences.	Game Concept	20%	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.
		Target Audience	20%	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.
		Reach	20%	The game concept has little or no viability to its target audience, and/or the students have not explained this at all.	The game concept has very little viability to its target audience, and/or the students have failed to explain this in any detail.	The game concept has some viability to its target audience, and/or the students have explained this in some detail	The game concept has clear viability to its target audience  The game concept has been explained in enough detail.	The game concept has clear viability to its target audience  The game concept has been explained in good detail.	The game concept has clear viability to its target audience  The game concept has been explained in very good detail.	The game concept has clear viability to its target audience  The game concept 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 of 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 whole team.	The questions were received as opportunities to enhance the concept, answers were prepared and insightful, and there was engagement from the whole team.