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 your team will create, develop and deliver a pitch for game/personal work. The pitch will be delivered to the marking team 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 pitch

For this part of the assignment, your team will need to develop a coherent pitch that articulates the values of your game or personal work 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.

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

- John Romero

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

If you are pitching individual work:
- Role
- For each project
  - Describe the brief
  - Describe key iterations
  - Discuss lessons learned
- Summary of what you have learned

The important thing to remember about this pitch is that you are describing how you worked on the various projects through the course of the module.

This should be reflective in nature and you should discuss what you have learned from each project.

Part B
Create a suitable trailer/showreel
For this part of the assignment, you will create a short (1-2min) video of your game to serve as a trailer or showreel that can be shown as part of the pitch and used on your itch.io page.

Part C
Create a slide deck for your 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. See Part A for more details

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 Pitch, your team will hand-in their pitch materials (trailer + Power Point presentation). **This should be uploaded to the Learning Space**

Part E
Present your pitch presentation
You will present the pitch to an invited audience of Games Academy staff. The format for the presentation is:

- Trailer/Showreel (1-2mins)
- Pitch (15min limit)
- QA session with GA staff (10mins)

Additional Guidance

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.

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 - Game

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 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.

Marking Rubric: Pitch - Individual

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.	Role	20%	No discussion of their specialist role.	There are some references to the role but no real detail of the function of the role as a freelancer.	The student's role as been explained, but with no industry context or details of how fits into a team	The student explains their role in good detail and gives some details of how it fits into a team context	The student explains their role in good detail and gives some details of how it fits into a team context. They also provide examples of how their role works with others in the team	The student explains their role in very good detail and explains in some detail on how they secured work with other teams. They also provide examples of how their role worked with others in the team	The students explanation of their role feels like a professional job sepc. They also provide examples of their role in industry They also provide examples of how their role worked with others in the team
		Project (s) Description	20%	No description of any project given	There is a list of the various projects but with no real detail or support evidence	There is a list of projects with summaries for each one.	There is a list of project with a brief description of the game and the work that was required for completion.	There is a list of project with a description of the game and the work that was required for completion. This is supported by screenshots of the work in isolation and in the project	There is a list of project with a detailed description of the game and the work that was required for completion. This is supported by screenshots of various iterations of the work including those of the asset in the game	There is a list of project with a very detailed description of the game and the work that was required for completion. This is supported by screenshots of various iterations of the work including those of the asset in the game. There are also suggested next steps for the work.
		Reflection	20%	No reflection	Very limited reflection Very few areas considered and/or no depth of consideration.	Generally broad analysis limited reflection across areas of importance Missing areas of true significance.	Reasonably clear and insightful analysis Reflection tends to be broad rather than narrow. some appropriate depth	Clear and insightful analysis and reflections. Reflection is narrow and deep rather than trying to address all issues.	Reflection is extremely insightful.	Reflection is extremely insightful. The reflection also critiques the role in industry.
		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 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.