

## GAM220 - World Pitch

Over the summer break you will devise a world pitch and then during the first week of study block 1 you will present it to your teammates and team supervisor via presentation lasting no more than 5 minutes. The session appears on your timetable as "World Pitches Team #". Your pitch should contain.

- **Content Communication** – i.e. how well have you communicated your ideas?
- **World & Gameplay** – i.e. have both been considered in appropriate depth?
- **Distinctive Hook** – i.e. does your pitch demonstrate something novel and interesting?

Feedback and ratings of your pitches will be derived, in part, through peer evaluation.

On the following page there is a rubric which informs the marking of the pitch. On Page 3, there is a marking sheet, which students can use to mark their peers.

## World Pitch Rubric

Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Communication	25%	There has been no engagement with the pitch process	Communication of world features and design is poor	Communication of world features and design is adequate	Communication of world features and design is good – the world is clearly understood and articulated	Communication of world features and design is strong – the world is clearly understood and well-articulated	Communication of world features and design is strong – the world is clearly understood and actively sold as a place for games	Communication of world features and design is comprehensively informed, confidently delivered and approaches industry standard
World & gameplay	25%	There is no world or gameplay described	There is no real link between world & gameplay	There are some links between world & gameplay	There are clear links between world & gameplay, but these may not be fully explored	There are clear links between world & gameplay	There are excellent links between world & gameplay, these links are examined.	There are excellent links between world & gameplay well-articulated within the world pitch context.
Hook	25%	There is no novelty or the world idea has no merit.	The world idea has scope, but no real distinctive hook or feature	The world idea has a potential distinctive hook or feature	The world idea has an emerging distinctive hook or feature	The world idea has an emerging distinctive hook or feature which is clearly emphasised	A distinctive hook informs and enhances the world idea	A unique, creatively distinctive hook informs and enhances both world idea and potential game possibilities.
peer assessment	25%	No real engagement with the peer assessment process	There is some engagement with peer assessment.	There is some engagement with peer assessment, but this is not comprehensively maintained. Feedback is not always useful, is flippant, or of low quality.	There is a good level of engagement with peer assessment and the feedback given is appropriate.	There is a good level of engagement with peer assessment and the feedback given is constructive and of a high standard.	There is an excellent level of engagement with peer assessment and the feedback given is generous and constructive.	There is of an excellent level of engagement with peer assessment and the feedback given is exemplary.

## GAM220 - World Pitch Peer Assessment Form

**Student Name:**

Please fill out constructive feedback notes on each team member's presentation. You should also provide a rating out of 10 for each pitch.

**Presenters Name:**

**Feedback:**

**Rating:**            /10

**Presenters Name:**

**Feedback:**

**Rating:**            /10

**Presenters Name:**

**Feedback:**

**Rating:**            /10