

# STUDIO PRACTICE

Version 1.0  
BA Game Development  
GAM330

Gareth Lewis

*"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 *process* learning objective is used to assess how your team delivers its product.

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 the Games Academy Expo**

Between timetabled supervision meetings, your team will have allocated space in the Academy to work together and 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.



Your work on the project during the semester will be used to evaluate your performance for the 'Studio Practice' component of this assignment.

Please remember to 'TAP' your card in for the sessions you attend to ensure that your attendance is recorded.

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

cont...

*"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

### Prepare your Expo presence

In addition to creating your game, your team will be required to create an eye-catching and engaging presence at the Expo. The precise details of Expo content will be revealed closer to the Expo date, but will consist of creating suitable marketing plan that will result in the creation of a memorable and professional brand, delivered through posters, videos and materials that can be handed out to attendees to create a (hopefully) positive buzz around your game.

Your supervisor will be available to discuss marketing and branding considerations during the weekly supervision meetings.

## Part D

### Attend the Game Academy Expo

You will be required to attend the Game Academy Expo to demonstrate your game to Expo attendees. Your game and your team's performance at the Expo will be evaluated through the 'Product & Expo Evaluation' component of the assignment.

You will receive informal feedback from staff during the Expo and you will receive formal feedback through Learning Space within three weeks of the Expo.

## 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 makers 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.

cont...

# 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
Collaborate / Collaborate	Produce work as part of a multidisciplinary team critically appraising practices, approaches, and tools; applying them to enhance development pipelines.	Effective team worker	20%	Student has missed a large number of team meetings / SSP sessions  Teammates concerned with lack of presence  Student tends to be highly disruptive / chaotic	Student attends less than 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	Student attends most sessions.  Delivers acceptable work without major issues  Has occasional issues dealing with some teammates	Student attends most sessions.  Delivers generally good work with only minor issues	Student attends most sessions.  Inspires some teammates  No noticeable issues dealing with teammates. Tends to promote team harmony	Student is driving the team to achieve great things  Team is highly supportive of leadership direction and approach
		Agile Practitioner	10%	Very low attendance  Team has little to no idea what's going on  Not involved in planning activities	Low attendance  Work always slips Delivers assets for integrate only at end of sprint  Minor involvement in planning activities	Average attendance  Some tendency work to slip, reluctance to share development issues  Struggles to contribute meaningfully to planning	Good attendance  Work is generally delivered, with only occasional slippages. Team is often, but not always made aware of issues.  Often contributes to planning	Good attendance  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 planning	Good attendance  Work 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 planning	Good attendance  Work is delivered, team is generally made aware of issues and progress.  Able to provide a lot of support to teammates  Extremely good contributor to planning
		Version control practitioner	10%	Student ignores version control at all costs  Only delivers assets outside of version control	Student uses VC with many significant problems for the team  Mainly delivers assets outside of version control	Student uses VC with few problems	Student generally works off mainline of project.  Integration is often problematic	Student is generally working in a single branch with fairly successful integration to mainline  Integration generally works well	Student is generally working across multi-branches to deliver features  Integration works well	Student is successfully working across multiple branches  Student is an enthusiastic adopter of other 'advanced' version control concepts
		Reflective Practitioner	10%	Student fills in few, if any peer review forms for teammates	Student comments are generally lightweight platitudes (gr8 work m8)  Student generally ignores feedback	Student submits feedback that lead to flair ups between team members  Student often ignores feedback, but does take some onboard	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 given	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 self-improvement

## Assignment 2 – Product & Expo Evaluation

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	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.	A core of the game components work well together to create a coherent experience. However, there are some components that break the overall coherence leading to a conceptually awkward experience for players.	Generally, the game components work well together to create a coherent experience. However, there are some aspects of components that break the overall coherence	The game components 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 an existing game or genre with the addition of innovative mashups / extensions.  Resulting game concept is reasonably engaging	Game developed as a generally organic concept drawing components that make some sense for game.  Resulting game concept is reasonably engaging	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).	Game feels like a complete product but may have a time/content limited player experience (number of levels / player activities, gameplay components)	Game feels like a complete product with a balanced player experience with no obvious content constraints.	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 engaging and enjoyable for players, though there is some scope for improvement.	The game is generally highly engaging and enjoyable for players.	Players want to play the game beyond reasonable expectations

		<p>EXPO Engagement</p> <p>(Can you engage with attendees at the Expo and leave them with a strong positive vibe about your game?)</p>	10%	No game presented at Expo	<p>Game is presented at Expo, but team is largely unavailable to present their game</p> <p>Game is presented by team.</p> <p>Little enthusiasm for product from team.</p> <p>Players feel uncomfortable playing in team's presence</p> <p>Players are left unclear / confused from team's communication</p>	<p>Game is presented by team.</p> <p>Clear enthusiasm for product from team.</p> <p>Players neutral playing in team's presence</p> <p>Team communications are generally clear, but adversarial approach alienates some players</p>	<p>Game is presented by team.</p> <p>High levels of enthusiasm for product from team.</p> <p>Players enjoy playing in team's presence</p> <p>Team communications are generally clear and generally open to player feedback / concerns</p>	<p>Game is presented by team.</p> <p>High levels of enthusiasm for product from team.</p> <p>Players enjoy playing in team's presence</p> <p>Players are engaged through team's communications</p>	<p>Game is presented by team.</p> <p>High levels of enthusiasm for product from team.</p> <p>Players enjoy playing in team's presence and can engage is open conversation with team members</p> <p>Players are highly engaged through team's communications</p>
		<p>EXPO Brand</p> <p>(Quality of Marketing materials, clarity of studio/game identity, alignment with target market, IP awareness)</p>	5%	No game presented or no marketing materials	<p>Game presented but with very limited / no marketing materials.</p> <p>Team is largely unavailable to present their game</p> <p>Materials do not present the brand in a positive light.</p> <p>Brand creates a negative buzz at Expo</p>	<p>Marketing materials presented appear random and disjointed: art style, composition, choice of materials.</p> <p>Materials present the brand in a neutral light.</p> <p>Brand creates a neutral / no buzz at Expo</p>	<p>Marketing materials presented are fairly coherent.</p> <p>Materials present the brand in a positive light.</p> <p>Brand creates some positive buzz at Expo</p>	<p>Marketing materials presented are coherent.</p> <p>Materials present the brand in a positive light.</p> <p>Brand creates a very positive buzz at Expo.</p>	<p>Team presents a strong and coherent brand across all marketing materials and game.</p> <p>Marketing materials are professional and are well-received by stand attendees.</p> <p>Brand comes across as being very professional.</p> <p>Game is 'talk of the Expo' for the right reasons.</p>
		<p>EXPO Stability</p> <p>(Does it work reliably?)</p>	5%	No game presented	<p>Game is too unstable / non-functional to be played enough to evaluate.</p> <p>Team is largely unavailable to present their game</p>	<p>The game runs, but has obvious and significant stability issues (crashing, becoming inoperable).</p> <p>Most play-throughs result in the game crashing or becoming inoperable in some way</p>	<p>The game runs but has occasional significant stability issues (crashing, becoming inoperable).</p> <p>Some play-throughs result in the game crashing or becoming inoperable in some way</p>	<p>The game has no major significant issues but there are clear small-scale bugs and issues</p> <p>Play-throughs generally have no inoperability issues.</p>	<p>There are no major issues and only slight and largely imperceptible bugs and issues</p> <p>Play-throughs generally have no inoperability issues.</p>