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**DIGITAL  
ATTENDANCE  
REMEMBER  
TO TAP**

**FALMOUTH**  
UNIVERSITY

**EXPO  
PLANNING**

**GAMES  
ACADEMY**



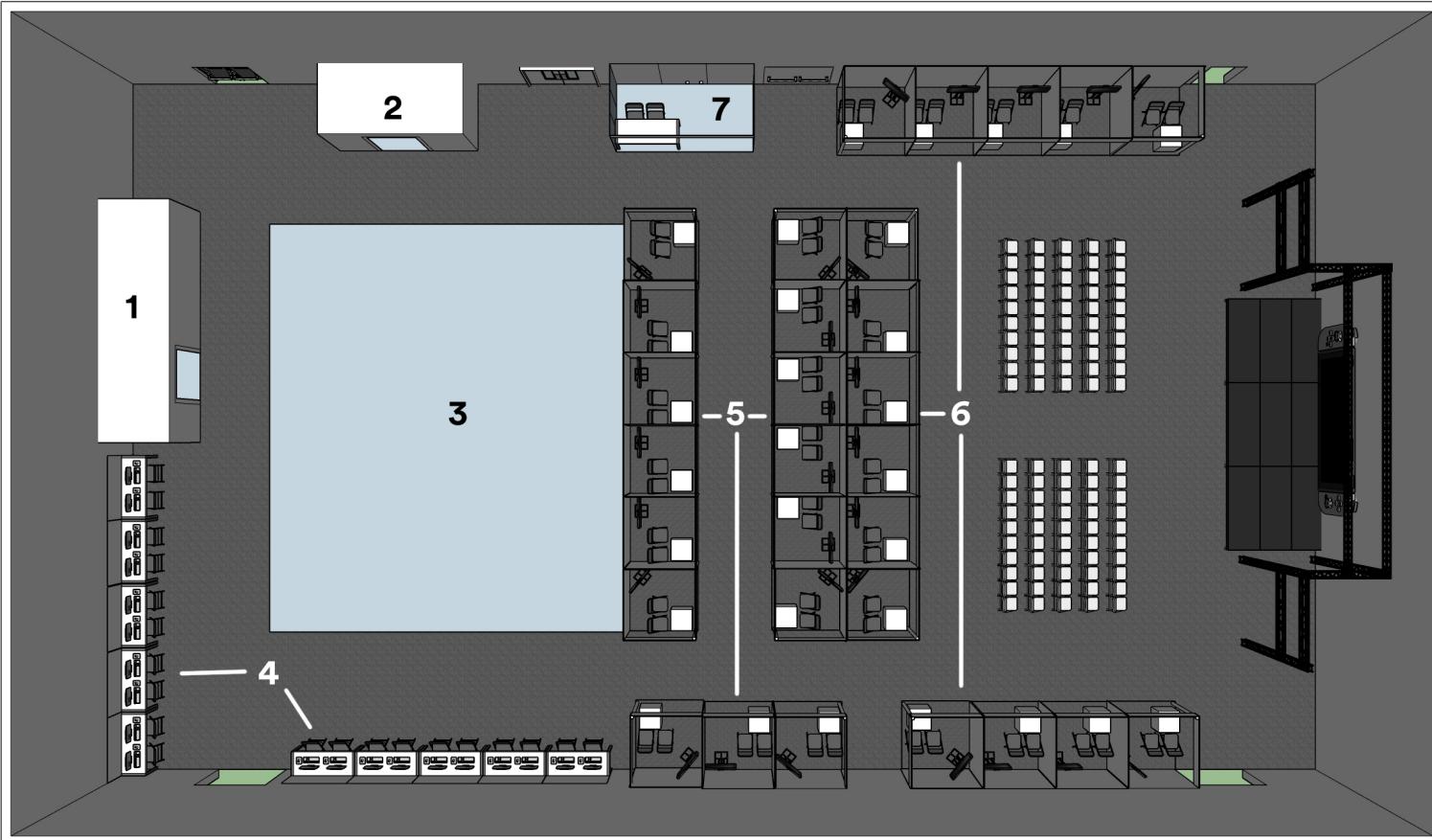
# Expo Reminder

- Expo will take place from the 4<sup>th</sup> – 7<sup>th</sup> of May in the Sports Hall
  - Monday 4<sup>th</sup> - **Setup Day**
  - Tuesday 5<sup>th</sup> – **Industry/Pitch Day**
  - Wednesday 6<sup>th</sup> - **Games Academy Day**
  - Thursday 7<sup>th</sup> – **Community Day**
- The Expo will open from 10 – 4 each day, apart from **Setup Day** where the hall will be open from 9am
  - There will be a slot for each year to come and do their setup
  - Please come in as a team and setup
  - Please sign the register as you enter the hall!

# Show Floor

## Games Expo 2020 Floor Plan

- 1: Display booth for Masters(6mx2m)
- 2: VR Booth (4mx2m)
- 3: Art Gallery Space (12mx10m)
- 4: First Years
- 5:Second years
- 6: Third Years
- 7: Aardvark (4mx2m)

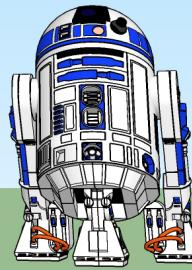


# Expo Booth

## Games Expo Stand Menu 3rd Years



**2 x 2m Backdrop Banner  
Team Logo (upto 1.5m x 30cm)  
32 inch Monitor on Stand  
6ft Long Table  
2 Chairs  
Power Points**



All booths are 2m x 2m sq  
and approximately 2.4m high

# Expo Requirements

- For the expo we are require you to have the following ready:
  1. Game
  2. Game Trailer
  3. Booth Rota
  4. Expo Materials
- This is all part of the **Studio Practice** Assignment for **GAM330**
- See Assignment Brief for details
  - <https://learningspace.falmouth.ac.uk/mod/url/view.php?id=44189>

# The Game

- The game should be in a playable state
- Over and above this, the following are **suggestions**, not **requirements**:
  - God mode
  - Attract mode
  - Cheat
  - A special expo build
  - Ability to restart the game with a keypress

# The Game Trailer

- This should show the gameplay of your game
- The format is up to you
  - Flashy E3 style trailer
  - ‘Lets’ play style
  - Traditional gameplay trailer
- These will be collected in by the Techs and will be looked by the External Examiner to verify the marking process
- So, this should really be a good showcase for your game!

# Expo Rota

- As a team you decide on a schedule for manning the booth
- The rules are:
  1. A minimum of **two** people need to be there each day
  2. Everyone should take a turn
  3. All team members should be present at some point on the **Industry Day & Games Academy day**
  4. Everyone should be able to deliver the Elevator Pitch for the game
  5. The Rota should be shown to your Supervisor in advance of the Expo
- Please note, you will still need to sign-in for the Expo Day
- **Those not on the booths should be attending the Expo or taking a break**

# Expo Materials

- These materials will directly impact on the look of your booth, so carefully consider the design of these materials
  1. Banner for the Game – 2m x 2m
  2. Team Logo and Ident – 30cm (tall) x 1.5m (wide)
  3. Various Merch
  4. Game Standee
- These materials will need to be printed, so make sure you complete these in plenty of time
- In addition, please proofread all materials!
- Please note, it is the team's responsibility to design and make these. Please don't put all the work onto the art team!

# Expo Materials – Banner & Ident

- These will be mounted on your booth
- Please make sure your work is high resolution and high dpi (300 – 600 DPI for print is usual)
- Start think about the design of these now, and consider working on a draft in the next Sprint
- We are going to order from the following using the GA Credit Card
  - [https://www.printedtoday.co.uk/product/exhibition-backdrop-banners/?gclid=Cj0KCQiApt\\_xBRDxARIsAAMUMu-KRJ9K96G8VM62iEO1mOpHcQ4VXzH7r-R0ozWpnIWu6Nc\\_JX6AGPYaAissEALw\\_wcB](https://www.printedtoday.co.uk/product/exhibition-backdrop-banners/?gclid=Cj0KCQiApt_xBRDxARIsAAMUMu-KRJ9K96G8VM62iEO1mOpHcQ4VXzH7r-R0ozWpnIWu6Nc_JX6AGPYaAissEALw_wcB)

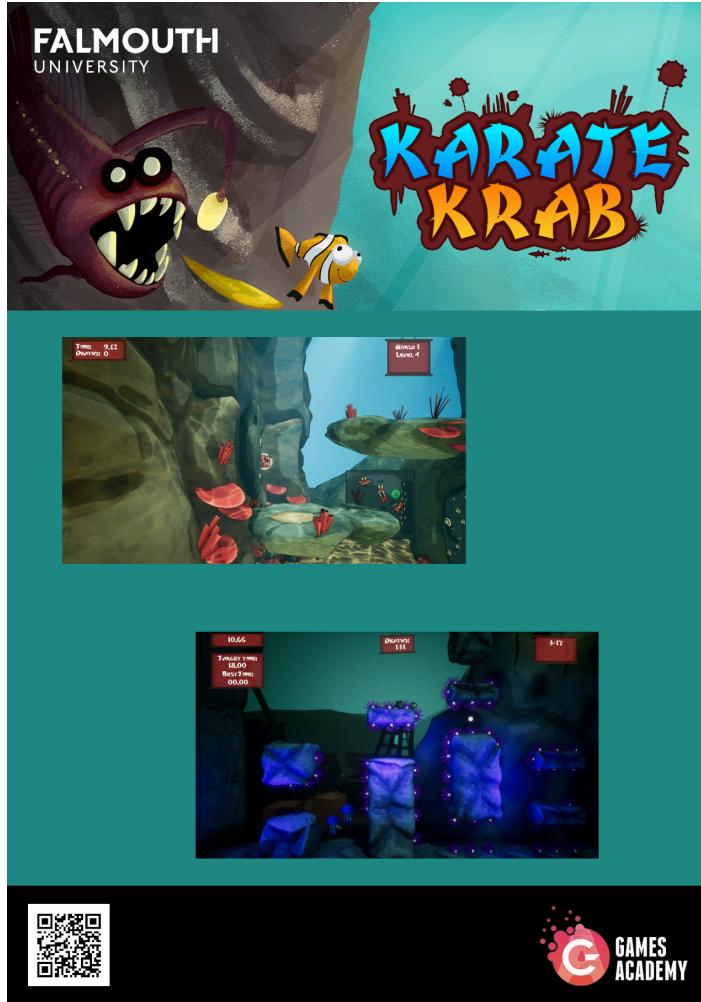
# Expo Materials – Merch

- You will have a budget of £100
- Please use the following website to build up a list of items
  - <https://www.fluidbranding.com/>
- Please consider sustainability when selecting items
- Show a list of items to your supervisor for sign-off
- The Games Academy will order this via our account with Fluid Branding

# Expo Materials – Game Standees

- These small stands will be used to explain your game and the controls
- Think of it as a summary that someone would browse on a game box or on a steam/itch.io page
- The standee should also feature the game controls, please consider making this easy to read and not just a block of text
- Please provide a QR which points to an itch.io page or similar
- We will provide a PSD template for this:
  - <https://learningspace.falmouth.ac.uk/mod/resource/view.php?id=60914>
- The Games Academy will print these for you!

# Expo Materials – Game Standees



# Expo Materials – Game Standees

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# RAINBOW BEACH

The game:

Rainbow Beach is an adventure puzzle game where the main mechanic is to mix colors using the primary colors on your controller in order to complete tasks. These tasks include destroying enemies, dodging turret bullets, unlocking chests and unlocking bridges in order to progress through the levels.

Story:

Hidden across vast oceans, communities thrive on their tropical islands. Each island living without conflict through the rule of Queen Ulani as her power, kindness and wisdom have helped them to become the happiest nation that ever existed.

On one seemingly normal night, as the waves of the ocean calmly rolled and the light of the large full moon cast a peaceful white glow over the islands, a large rumble disturbed the earth and an ominous orange glow filled the sky, causing panic among the residents of these beautiful islands. Something was coming...



Download at Itch.IO

**GAMES ACADEMY**

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# RAINBOW BEACH

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Controls:

Xbox Controller:  
X, Y, B to mix colours  
Left stick to navigate  
A to climb

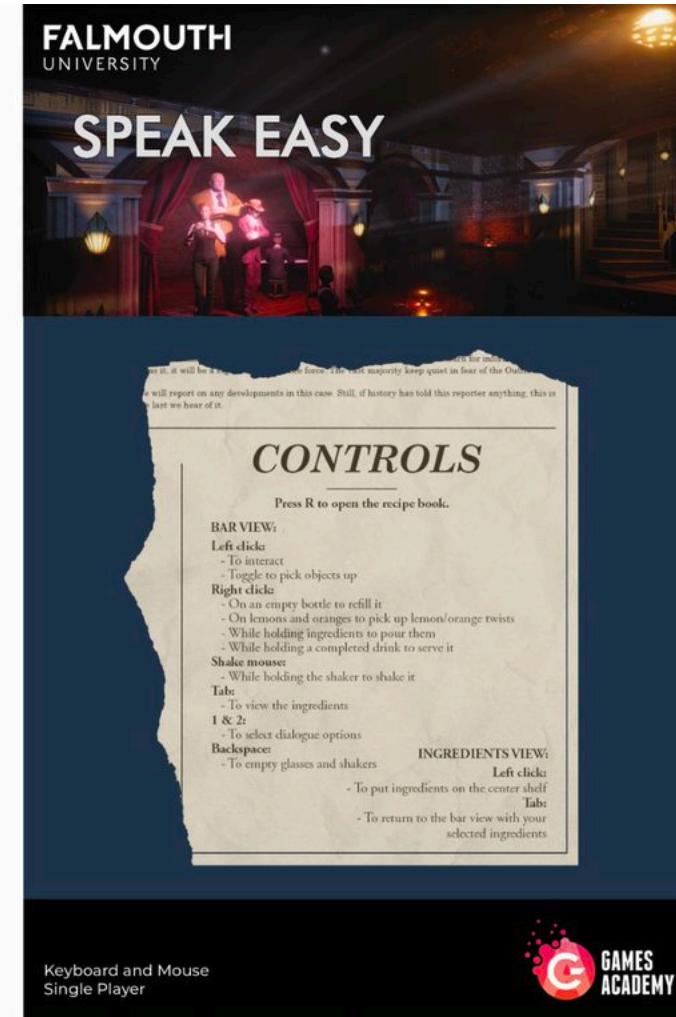
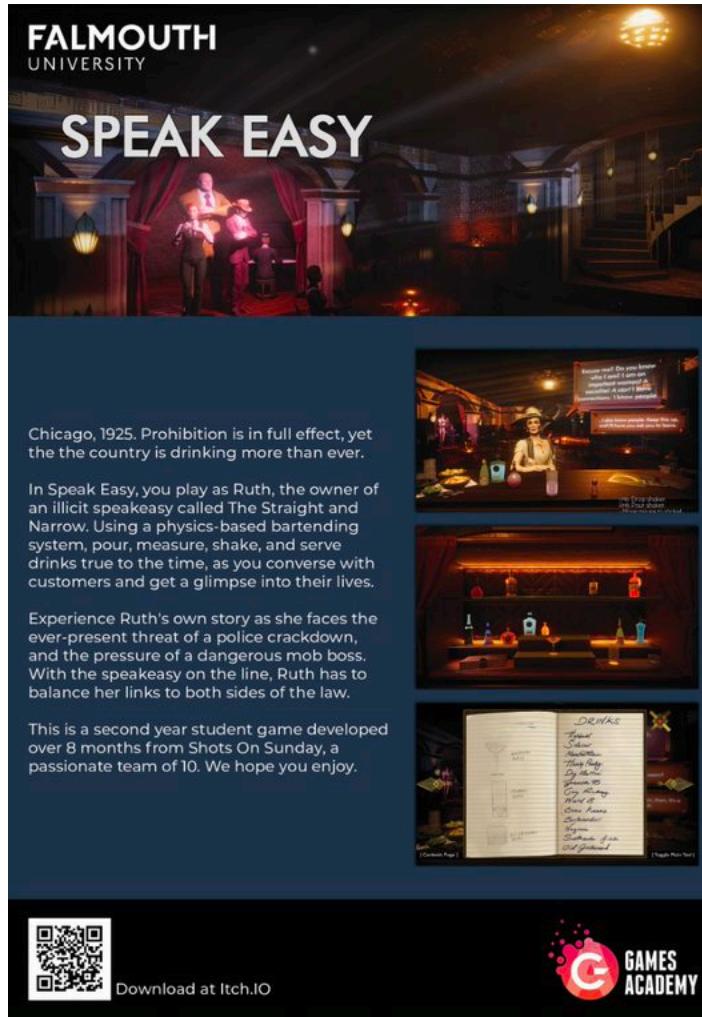
Keyboard:  
I, O, P to mix colours  
WASD to move  
L to climb

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Controller  
Keyboard and Mouse  
Single Player



# Expo Materials – Game Standees



# Expo – Final Words

- This is a celebration of your work
- We want you to have fun. showing off your work
- We also want you to play each others game and give feedback
- This is going to be a fun event and be a great experience!



# Useful Links

- You suck at showcasing your game -  
<https://www.youtube.com/watch?v=gB8CvsOjDvg>
- Planning a booth at PAX - <http://www.zoinkgames.com/plan-convention-booth-pax-east/>
- How to showcase your Indie Game -  
[https://www.gamasutra.com/blogs/LauraBularca/20160922/281849/How to show your indie game at any expo.php](https://www.gamasutra.com/blogs/LauraBularca/20160922/281849/How_to_show_your_indie_game_at_any_expo.php)

# Expo Key Dates

- All Expo Materials Supervisor Sign-off – **1700 on 27<sup>th</sup> of March**
- T-Shirts – **1700 on 3<sup>rd</sup> of April**
- All Expo Materials to be ordered/printed – **1700 on 3<sup>rd</sup> of April**
- Game Trailers – **1700 on 27<sup>th</sup> of April**
- Expo – **4<sup>th</sup> of May**

# Questions?