



FALMOUTH
UNIVERSITY

Lecture 1: Module Introduction

GAM330: Major Game Development Project: Production
BA(Hons) Game Development

- Introduction to the module

Week 1	Week 2	Week 3	Week 4	Week 5	Reading Week
Introduction					
Supervisor Session	Supervisor Session	Supervisor Session	Midterm review	Supervisor Session	Supervisor Session

Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
Supervisor Session	Supervisor Session	Supervisor Session	Supervisor Session	Supervisor Session	Supervisor Session

Week 13
EXPO!

- Assignments
 - Assignment 1: Pitch
 - Assignment 2: Studio Practice

- Assignments

- Assignment 1: Pitch

- Create a pitch for your game, this will be presented at the Expo to industry experts and GA staff
 - Unlike previous years, the pitch will be a private event

- Assignment 2: Studio Practice

- Develop your game
 - Create marketing materials
 - Prepare and run a stand at the Expo
 - Like the Demo Day but for longer and with real members of the public playing your game (and giving you feedback)

- Assignments
 - Guidance
 - The assignments are intertwined
 - Your marketing research (what you are making, who it's for and why people will play your game) will be used to create your pitch
 - It will also inform the marketing materials for your Expo stand
 - » Particularly swag & give away materials
 - Your marketing research may also inform your game development activities

- Assignments
 - Walk through the assignments on Learning Space

- Assignments
 - Guidance
 - Pitch
 - 15 minute presentation + 5 min QA
 - Make a short (1-2min) trailer for your game
 - » Show this first
 - » Build on what you did in GAM220/240
 - » Have a reasonable level of reveal (from your design pillars)
 - » Don't have 2mins of slow-mo world fly throughs or gameplay with no exposition

- Assignments
 - Guidance
 - Pitch
 - Presentation
 - » Use animated gifs to show things that are hard to explain (gameplay mechanics)
 - » Look to split presentation speaking duties, but don't get the whole team to speak
 - » Consider having some 'experts' to field QA by subject area
 - » Cover all the criteria in the marking rubric to maximise your score potential
 - » Try not to argue with the judges ;)

- Assignments

- Guidance

- Product & Expo Evaluation

- Mainly the same criteria as Demo Day for GAM320

- » Addition of 'completeness' to replace 'quality'

- With added Expo considerations:

- » Expo Engagement

- Do attendees come away with a good feeling about the team and the game?

- » Expo Brand

- Can you create a positive buzz around your game through videos, posters, fliers and swag?

- » Expo Stability

- How well does the game stand up to attendees playing it?

- Assignments

- Guidance

- Product & Expo Evaluation

- Plan what you want to do for the Expo in advance

- » Can take a long time to get things made, printed, delivered etc

- Creating marketing materials can be time-consuming

- » People can make game content & marketing content at the same time, so look to manage the process

- » In my experience, **designers** are often best at working out how marketing content should come together, creating fliers, making videos and so on. Don't lump everything on artists ;).

- Assignments
 - Guidance
 - Product & Expo Evaluation
 - Record a video of gameplay and cut it into a longer game trailer so you can leave it running on a loop at the stand alongside your game
 - » Avoid writing self-demo code as this will tie up a lot of development time that could be spent on game dev.
 - » Look to have 2 machines & monitors at the Expo:
 - One to demo the game on and one to play looping videos

- Assignments

- Guidance

- Product & Expo Evaluation

- Work out a team roster

- » Don't make people 'do' the stand for ages at a time, they'll get knackered and techy – not good for 'Expo engagement'
 - » Keep people on the stand supplied with water, talking for hours is very thirst making
 - » Invest in some comfy shoes
 - » Get cushions for your plastic chairs

- Assignments

- Guidance

- Product & Expo Evaluation

- Marketing materials

- » Make sure whatever you make can be read at distance
 - » And make sure everything has a common visual language
 - » For hand-out materials, look to include your stand number
 - » I'm sure there's plenty of guerrilla marketing opportunities available
 - » Look to provide attendees with things they might want to have

- <https://www.awesomemerchandise.com/>

- Assignments
 - Guidance
 - Preparation
 - You need to split your team between market research, pitch planning, video preparation, Expo materials and development activities
 - » Work out how to scale your ambitions to fit the resources and time you have
 - Think about how this can tie into any plans you may have for Transfuser or Launchpad applications

- Do you have any questions for me?