

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 pitch your game at the Games Academy Expo

This assignment is comprised of multiple parts:

## Part A

**Attend the scheduled weekly team meeting with your project supervisor.**



## Additional Guidance

### 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.

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

*- John Romero*



*"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*

# Marking Rubric

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.  Delivers good work. 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
Pitch / Communication	Evaluate existing artefacts to identify opportunities, emphasise unique features that would fill a gap, and suggest optimal routes to audiences.	Expo participant	30%	Not engaged in Expo						Majorly involved in Expo and in a good way
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)	10%	No game presented  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	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
		Quality	20%	No game presented  Game is too unstable / non-functional to be played enough to evaluate.	Some parts of the game are of acceptable quality, but the game gives the overall impression that much of it is not finished or working.  The game runs, but may have obvious and significant stability issues	The game is of acceptable quality but feels like it would benefit from more development time to develop and refine gameplay, aesthetic and other components.  The game runs, but may have obvious or significant stability issues	The game is of reasonable quality but feels like it needs more work to balance and refine gameplay and/or aesthetic components.  The game has no major issues but there are clear small-scale bugs and issues	The game is of good quality and feels like a game that could be published given more QA.  The game has no major issues but there are clear small-scale bugs and issues	The game is of high quality and feels like a published game with no noticeable.  There are no major issues and only slight and largely imperceptible bugs and issues	The game is of extremely high quality and feels like a published game with no noticeable issues
		Player Engagement	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 it's generally not a great experience  The overall game presentation looks and feels functional.	The game generates some engagement and enjoyability for players, though there is feeling of endurance rather than enjoyment.  The overall game presentation looks and feels fairly functional	The game generates some clear engagement and enjoyability for players, though there is clear scope for improvement.  The overall game presentation looks and feels fairly solid	The game is generally engaging and enjoyable for players, though there is some scope for improvement.  The overall game presentation looks and feels fairly slick with	The game is generally highly engaging and enjoyable for players.  The overall game presentation	The game is highly engaging and enjoyable for players.  The overall game presentation both looks and feels slick.

						rather than solid.	rather than slick.	just a few noticeable issues to detract from it.	generally looks and feels slick with few issues to detract from it.	Players want to play the game beyond reasonable expectations
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