DES310 – Professional Project Coursework Submission, Semester Two

Abertay University

School of Design and Informatics

Submission Dates:
Unit 1 Portfolio: 28th July 2022
Unit 2 Prototype: 28th July 2022
Unit 3 Peer Review: 28th July 2022

Feedback available from three working weeks after the final submission date.

Contents

Module Information

For this module, students will be required to work together on an interactive media project as part of a multidisciplinary team. Individual students will be expected to contribute to their team by taking on a professional role suited to their area of study. As part of the module, all students will be expected to:

- Contribute to the iterative design and development of a final interactive prototype
- Communicate with clients and relevant stakeholders
- Create project documentation and planning materials
- Participate in pitching and presentations

The aim of this module is to provide the student with the ability to operate professionally as a subject specialist within a multidisciplinary development team, contributing to planning, presenting, prototyping, testing and production.

Module Learning Outcomes

By the end of this module the student should be able to:

1. Contribute to the development, testing, enhancement, and completion of a defined interactive media project.
2. Demonstrate the ability to fulfil and appraise their own defined professional role within a team, evaluating their contribution in relation to expectations of the comparable role in industry.
3. Demonstrate teamwork, communication, and professionalism through collaboration on - and delivery of - a team project.

Coursework

Students are expected to produce a significant body of work for the assessment of DES310. A portion of this work must be prepared by the individual student, while some work must be compiled by the whole team.

All students must ensure that they read and understand the following instructions. You should do this at the start of term.

Unit 1: Individual Portfolio

75% weighting (Learning Outcomes 1 & 2)

Each student must create a portfolio of work that clearly demonstrates their individual contribution to the team. This should include material that supports evidence of, but not be limited to, the following activities:

- Research
- Concept development and ideation
- Participation in group planning
- Feature development
- Prototyping
- Feature and pipeline testing
- Iteration
- Polish

To help guide students with this submission, tips and suggested content that align with different disciplines can be found in the DES310 Wiki in the "Start Here" panel on My Learning Space.

Deliverables:

- A single .PDF, .PPT, .DOC or .DOCX file titled: "*StudentName_StudentID_Portfolio*"
    - While there is no limitation on page/slide count, it should be curated for clarity.
    - There is no minimum or maximum word count.
    - Do not zip up this submission

The following are required components of your portfolio and should be included as part of the single document.

Development Diary

- A bullet point account of weekly completed tasks.
    - Word count: Maximum 400 words in total.

Reflective Essay

- A brief post-mortem of the project from your own perspective.
    - Word count: 750 - 1000 words in total.
    - You should make it clear at what point in the term the activities you are reflecting on took place. This is your chance to tell the story of your contribution to the prototype. It should clearly demonstrate 400 hours of effort across the span of the term.

Unit 2: Prototype

25% weighting (Learning Outcome 3)

Team Resit

Should the entire team fail Unit 2 in the SIT diet then all students will work to develop and complete the Prototype for resubmission.

Each team is responsible for ensuring that the final prototype is prepared and submitted to My Learning Space. This should be submitted by the team lead; however, all members are expected to contribute to it and ensure that it is submitted on time. This list of deliverables may seem extensive, but this is reflective of the amount of effort required to deliver a project in a professional environment. **N.B. All deliverables are mandatory – none are optional.**

Deliverables:

All the following deliverables should be submitted in a single .ZIP file titled:

*TeamNumber_TeamName*_Prototype.zip

Final Prototype

- The final, working prototype submitted as an executable file.
    - An optimized final build that minimizes the overall necessary file size.
    - The team should only include the necessary data folders and must not include earlier builds of the prototype.
- A document titled Readme.doc that provides clear instructions on how to run the prototype.
- A known issues document detailing any outstanding defects that may affect user experience. This should include workarounds if necessary. This can be included in the readme.
- Each team should submit a full source control commit log.
- The full source code (an accessible link to your source code repository is preferable here)

Press Kit

The team must include a link to the itch.io profile for their game and the following materials must be showcased as part of it (teams that are working on NDA limited projects must set the page Visibility and Access options to restricted and provide the password as part of the submission). The page must include:

- Fact sheet copy with all the information about your game
    - This should include Title, Description, Logos and icons and Supported Platforms.
    - It may also include Contact information and social media links.
- At least 6 high-resolution screenshots with appropriate titles that you feel most fully encapsulate your prototype.
- A team bio that lists all the team members and their team roles.
- Two videos:

    - A full gameplay video demonstrating the full functionality of the final prototype.
    - An edited, 30-60 second teaser trailer that demonstrates gameplay and promotes the project.

Additional Materials

- **A link and guest account login details to the Jira instance** used for project planning so that project planning and QA efforts can be assessed. It is *strongly recommended* that the free 10 seat version of Jira is used for project management, task and bug tracking. If another package has been used it must be accessible through a guest account to the marker and external examiner – if it isn't then this may impact your grade.
- A link to the project documentation. This should be a wiki and login credentials should be provided if required. It should contain:
    - Design Documentation.
    - Technical Documentation.
    - An Art Style Guide.
    - Audio Design Documentation.
- Links to the various video presentations/progress reports sent to the client/mentors. These should already have been submitted to MLS throughout the course of the term. These should be hosted as unlisted Youtube/Vimeo links. Teams under NDA should additionally password protect these (the passwords must be included in the submission).
- A full list of Credits including any additional Code, Artworks, Music or Sound Effects with relevant permissions if third-party.

Individual Resubmission

If an individual fails the Prototype component in the SIT Diet they are required to write an evaluation of the project and their role.

In the Evaluation section, you should write a short analysis of the completed product, with a specific focus on your area of specialism and on the elements of the project that you worked on. For example:

ROLE	SUGGEST EVALUATION TOPIC(s)
Producer	Production process, project management, quality assurance/testing, etc.
Game Designer	Game play, narrative, user experience etc.
Programmer	Technical design, technology, graphics, mechanics, user experience etc.
Artist	Visual design, aesthetics, art pipelines etc.
Audio	Audio design, music, SFX, audio-visual style etc.

You should approach the analysis as a post-mortem. You can read example post-mortems online. A list of seminal post-mortems is provided by gamedeveloper.com (formerly Gamasutra).

You should consider to what extent the finished product meets the requirements of the client/student brief and discuss interaction with and feedback from the client/industry if relevant. You should focus on discussing the strengths and weaknesses of the finished product, how the product relates to existing products, and how the product may be further developed. You should use images or screenshots of the final product to provide examples of design, functionality and/or visual style.

You should also draw on a range of credible references to support your postmortem.

The Evaluation may be written in first person, but you should use formal language throughout and apply the Abertay Harvard referencing system for all sources cited.

The Evaluation section should be a **minimum** of 1,500 words.

Unit 3: Peer Review

0% weighting (Learning Outcome 1)

Only if the Team are resitting Unit 2 should students submit the optional Unit 3.

This is an anonymous process, where each student has the opportunity to reflect on both their own and their team-mates contributions to the project.

The purpose of peer review is to ensure that assessment of all team members is fair and takes into consideration their individual contribution to the project. Peer evaluation is open to all students on the module.

Please note: If issues occur within the team, it is important that you raise these at an early stage with the module leaders and academic mentor as many issues can be resolved without the need to revert to the peer evaluation process.

Deliverables:

A completed Peer Review template submitted in .PDF or .DOC, that is titled: *StudentName_StudentID_*PeerReview.

The template will be found in the submission panel of MLS (My Learning Space) towards the end of term.

Submitting Your Work

Submission

Submission of coursework should be completed through MyLearningSpace. A demonstration on where you can find the submission portal will be provided to you by your module tutor.

Late Submission

Students should refer to the Academic Regulations for full details of how to proceed if there are any mitigating circumstances.

Where coursework is handed in late and there are no valid mitigating circumstances, the work will be accepted for grading up to 2 working days after the due date. Late coursework will be adjusted on a sliding scale with one grade deducted (e.g., from B to C+) for each day late for the first two days, after which the grade awarded will be NS.

Assessment Criteria

Overall, your coursework should demonstrate evidence of the following criteria:

Unit 1: Individual Portfolio

- Subject Knowledge: Evidenced understanding and application of subject knowledge, drawing upon relevant research in the subject area and application of this understanding to the project.
- Project Development: Ability to carry out project and development tasks in response to the brief and in relation to the subject area. Ability to plan and develop appropriate project tasks. Supported by evidence in communicating these in the project team.
- Testing and Iteration: Demonstrates capacity to iteratively test, take on board feedback and refine the project build accordingly. Evidenced how feedback and testing has shaped the project and showing how to adapt to project changes.
- Engagement and Commitment: Shows strong engagement with the development process, commitment to the team and to the application of their skills in the project.
- Structure: Appropriate use of structure, headings and sections presented in a logical format. Use of various references and citations from relevant and appropriate sources, using the Abertay Harvard referencing style.

Unit 2: Prototype

- Teamwork: Evidenced that the team worked well together to achieve objectives. Each member contributed in a valuable way to the project. All sources indicated a high level of mutual respect and collaboration.
- Response to Brief: The prototype was imaginative and effective in conveying ideas to the intended audience. Responding to the initial brief and further requests and/or feedback, the team delivered an appropriate prototype.
- Communication: Throughout the project team members were poised and could clearly articulate the project goals. Every team member communicated and participated in a professional and balanced level throughout the project.
- Professionalism: The team evidence skills and experiences through a professional approach, presented in an appropriate and intuitive manner. Presentation and coherence of materials is comparative to professional industry standards.

Source Material and Plagiarism

Fair Dealing and Creative Commons guidelines should be consulted regarding the media that you use as part of your study, development work, research, referencing or inspiration. The use of third-party material as your own work is not permissible. Coursework must be the exclusive work of the individual(s). Where the work of others is cited, this must be indicated by means of explicit references. Reference material used in your final works should total no more than approximately 20%. Students should make time to read the Academic Deceit policy available from the Abertay University website portal.

Feedback

Feedback is a continual and interactive process. You should attend all lectures and practical sessions regularly to engage with peers and staff. You should attend all those seminars that you feel are relevant to your growth as a creative practitioner. As good practice you should document any feedback that you receive and your responses to this.

Formative Feedback: Feedback interactions made throughout the semester are formative and should help you to further or improve your work. This will come from multiple sources:

- Yourself: As a creative practitioner you are expected to be self-reflective and to think critically about your work, identifying strengths and weaknesses, so that you can continue to grow in a manner unique to you.
- Peers: It is essential to seek critique from those in your class, or wider programme. You should interact with your peers by engaging with or creating opportunities to showcase or share your work. This includes the opportunities to engage with testing and presenting your work. Feel free to use our online tools or channels to help one another.
- Module Leader / Tutors: Alongside delivery of weekly lectures and classes, staff will have input to your progress or other timetabled activity.
- Industry Clients / Mentors: A key component of this module is that you will have direct input from clients and/or industry mentors. Each interaction whether formal or informal is an opportunity for you to present yourself professionally and receive feedback.
- Community: There are many local or online creative communities that seek to help and support learners, if you take part in such communities, these can be great means to seek further opinion or guidance with your work – this is good practice, be sure to document it.

Summative Feedback: Feedback that you receive you at the end of term, usually when you receive a grade, and generally underpins an assessment.

Indicative Content

1. Team Organisation and Management
   Attend and participate in team meetings, keep meeting minutes, and assign roles and responsibilities; Identify and overcome team problems, understand conflicts and approaches to conflict resolution, and engage with team building.
2. Communication and Professionalism
   Demonstrate the ability to communicate within the team, with tutors, with clients/mentors, and with other stakeholders in a professional and respectful manner.
3. Development Methodologies
   Understand and apply appropriate development methodologies framed by the requirements of a project and balance of a team, e.g., agile, scrum, lean, spiral, feature-driven, waterfall/traditional.
4. Research and Concept Development
   Research similar products and competitors; Research and interpret the product marketplace, considering platform, user profiles, costs, regional differences etc; Conduct visual and audio research; Iteratively develop design concepts in response to a given brief.
5. Technologies and Pipelines
   Research software and hardware technologies; Develop a technical plan for game development; Research, develop, test and document production pipelines.
6. Style and Branding
   Develop a brand for the team and the project; Research, develop, document, and communicate a defined visual and audio style; Produce marketing and promotional materials.
7. Pitching and Presentation
   Develop and deliver a project pitch in response to a supplied creative brief, and deliver presentations to clients, tutors, and other stakeholders; Respond to client and tutor feedback, revising aspects of the project design
8. Prototype Development, Testing, and Iteration
   Use appropriate software, hardware, game engines, and other tools to deliver a working digital prototype; Engage with regular user testing to inform design iteration, demonstrating an appreciation of user experience.
9. Release Management
   Manage the software development process using source control, defect tracking, and build processes.
10. Project Delivery
    Consider the methods for delivering products to the market, including market cycles, digital distribution, and the publisher-developer relationship; Deliver a complete prototype with accompanying press kit.