1. As specified in the criteria section of this assessment, you will need to select one of the

active client projects outlined within the ‘AT03 Active Projects’ directory on BlackBoard.

Once you have selected a client project to produce, download the associated client brief

and any other provided production documentation. The client brief will need to be

included in your assessment submission as a supplement to your production diary, so

that the project you have selected can be identified.

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2. To ensure you have a clear understanding of the gamified application you are producing

for the client, you will need to research the gameplay elements and objectives for

different genres of video games and gamified applications. Identify, analyse, and review

at least one (1) genre of video games relevant to the gamified application you will be

producing. In your review of the genre explain the core mechanics and other gameplay

elements it is typically associated with, and describe the player objectives typically

presented in the genre. Document the findings of your analysis and review in your

production diary.

3. In order to produce an application that efficiently fulfils its intended purpose, it is critical

to build a clear understanding of the primary audience(s) it will be built for. In your

production diary identify the primary target market that the gamified application is being

produced for, and clearly describe the relationship between the intended purpose of the

application and the needs of the market.

a) After you have identified and described the primary demographic for the

application, you need to understand the motivations of the market. Research the

consumer choices and patterns for the target demographic(s) of the application, and

in your production diary describe your interpretation of these choices and patterns

and how they may impact the marketing of the product.

4. With an understanding of the genre and target demographics relevant to your selected

gamified application, you need to determine how your selected project can be ‘gamified’.

Research and identify at least two (2) game design principles and two (2) gameplay

strategies, and in your production diary outline how they can be applied to your selected

project.

5. In order to efficiently maintain and monitor the production cycle, you must consider the

industry standards and organisational guidelines that need to be followed throughout

production. In your production diary outline the guidelines for version control and project

management that will be followed throughout the production of the project.

a) Describe how version control (such as Git) and other relevant software (such as

GitHub or SourceTree) will be used to maintain the integrity of the project files

during production. Here you must include a link to a software repository you have

created for storing the project files throughout production.

b) Describe how agile project management software (such as Hack ‘n’ Plan) will be

used to monitor and maintain the progress of production for the project.

6. It is important to create a production and testing schedule for the development of the

project so that you can track production progress and prioritise your work accordingly.

Use relevant project management software (such as Hack ‘n’ Plan) to organise and

maintain a schedule for production and testing throughout the development cycle of the

project.

a) To build an effective schedule you will need to ensure that you have identified all

of the required technical specifications for the gamified application, as well as the

assets that need to be sourced and/or produced. For each of the tasks and tests

being generated and managed through project management software, ensure you

include all of the required details as according to the creative and production

requirements of the project.

b) Your schedule will need to outline the development sequence for the construction

of a beta prototype of your selected project. Use relevant features and tools

provided by your project management software in order to create and plan iterative

phases of production (sprints) for the entire production cycle.

7. With the different types of assets required for the application identified and a list of

required assets defined, you will need to consider the standards and procedures for

implementing the asset files within a game engine. Meet with the studio manager to

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evaluate various types of file formats for different types of assets, and discuss potential

issues that may be encountered when integrating the assets into a game engine.

8. After determining the required assets and the specifications for their file formats, you

may now begin to generate original assets or source and select existing ones as

necessary. Download the Unity package file provided for your selected client project

(e.g. ‘RealEstateWalkthrough.unitypackage’) from the ‘AT03 Client Projects’ directory on

BlackBoard, which contains the scripts required to define the core functionality of the

project. Visual and audio assets may be sourced and downloaded from a third party,

provided that the assets have been released under the CC0 or CC-BY copyright licensing

terms. All third party assets must have their original sources documented in your

production diary. All assets must be stored in an appropriate version control repository

so they are ready for production.

9. To ensure that production runs smoothly it is important to ensure you have considered

how you will maintain the progress of production against the planned progress outlined

in the schedule. In your production diary describe at least two (2) strategies that you will

use throughout production to actively monitor the actual production progress against the

planned production progress.

10.The final element of pre-production that needs to be defined is the game-engine

software that will be used to construct the application. There are many commercial

game-engines available to choose from, with each having different strengths and

weaknesses. As such it is important to research and consider the tools and features

provided by different game-engines in relation to the concepts of your selected project,

to determine which engine is most suitable for producing the gamified application you

will be developing. In your production diary evaluate at least two (2) different gameengines available for commercial use, describing their strengths and weaknesses as well

as some of the unique tools and features they provide.

11.Once you have assessed the strengths and weaknesses of at least two different gameengines, it is important to consider how suitable they will be in the implementation of

your selected project. Meet with the studio manager to evaluate your research findings,

and assess which game-engine will be most suitable to produce the project and its

corresponding gameplay requirements. Select the most suitable game-engine software

for production based on the outcomes of the discussion.

Part 2 – Create a prototype

1. Now you will need to use your selected game-engine software to create a prototype for

your selected client project. Load the game-engine software using the appropriate

processes, create a project with a suitable configuration for development of the

application, and then use the tools and features provided by the game-engine software

to implement the require gameplay and sound for the project.

2. Although you have been provided with most of the scripts required to generate the

functionality for your selected client project, you will need to write a small amount of

custom code in order to integrate at least one (1) of the unique gameplay

functions/mechanics outlined in the client brief of your selected project.

a) The custom script files you write will need to be named appropriately according to

the nature of the unique gameplay functionality being implemented (e.g. a C# script

for a UI mini-map would be called something like ‘MiniMap.cs’).

b) Each custom script you write will need to include a code comment at the top of

the script detailing your name and the date that the script was last updated.

3. As you import and assemble the assets and gameplay for the application, it is important

to ensure you are completing production tasks efficiently by following a logical sequence.

Import and assemble the required assets and gameplay for the application in a logical

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sequence as according to creative and technical requirements of the project, to ensure

that issues encountered in production are minimized.

a) As various gameplay elements are implemented, test and check them against the

creative and technical requirements of the project to ensure all specifications have

been met.

4. Once you are satisfied with the state of gamified application prototype you will need to

export it from the game-engine in order to create a build that can run on the desired

platform(s). Using your selected game-engine, follow the appropriate processes for

compiling an executable version of the gamified application. Save the build of the

prototype in an independent directory ensuring that all required files have been included,

before archiving the build directory to a zipped file and storing it via your version control

repository.

Part 3 – Peer review prototype

1. Next you will need to have your prototype peer reviewed in order to ensure that the

creative, technical, and production requirements of your selected project have been met.

Demonstrate your prototype as a presentation for the studio manager by testing and

running the gameplay sequences. In discussion with the studio manager confirm that

your prototype fulfils the required creative, technical, and production specifications.

2. It is also important to consider the user-experience that the prototype provides users. In

discussion with the studio manager evaluate your prototype to determine how you have

achieved a creative product that is user-friendly and provides an engaging experience for

users.

3. As a result of your peer review you may need to apply some amendments to your

prototype. In discussion with the studio manager identify a range of potential changes to

the prototype, and agree on the changes you need to integrate.

a) You must integrate the required changes into the prototype as agreed on with the

studio manager. You will need to create a new build for the amended prototype,

which must be named clearly and stored separately from the original prototype build

using your version control repository.

Part 4 – Conduct user trials

1. Assist in conducting the testing processes required for trialling the prototype with a

group of target users. You will need to organise a small testing group of at least three

(3) users who will test the prototype by running through it, with developer assistance

only as required. You will need to use industry language and appropriate listening and

questioning techniques to obtain feedback from each tester, and document or record the

feedback appropriately so that it can be reviewed and evaluated to identify issues and

improvements. It is important that you ensure that the location, date, time, and

necessary resources required for the user trials have all been pre-arranged so that your

testes can be appropriately prepared.

a) You may decide to record user feedback using a feedback form or survey, or an

audio or video recording. These records will need to supplement the production

diary.

2. The feedback received through user trials can be used to identify the strengths and

weaknesses of your application as according to the interpretations of the target

audience. Review the range of feedback that you recorded throughout the user trials of

the prototype, and document an evaluation of the feedback in the production diary. In

your evaluation consider the feedback from users against the design and implementation

of the concept in order to identify issues and potential improvements. You should also

consider how successfully the requirements of the concept have been fulfilled and how

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engaging the user experience is. Identify at least two (2) potential improvements that

could be integrated into the prototype in response to the feedback received from user

trials, and describe them in your production diary.

3. After you have evaluated the outcomes of the user trials and identified the strengths and

weaknesses of the prototype, you must define the final amendments that will be

integrated into the gold-master version of the gamified application. Meet with the studio

manager to discuss your evaluation of the user trials, agree on the final amendments

that need to be integrated into the prototype, and confirm the endorsement of the

studio manager to develop the prototype into a complete gold-master version of the

application.

Part 5 – Produce a gold-master

1. At this stage you should be ready to finalise the production of the project by completing

the gold-master version of the gamified application. Integrate the final required

amendments to the prototype as previously discussed with the studio manager, and

ensure that all elements of the application have also been integrated as required by the

creative and technical specifications of the project.

2. Before you create a final build for the complete gold-master version of the application, it

is critical that you conduct a review and appropriate quality assurance processes. As you

review the application ensure that the navigational sequences conform to the intended

design by confirming all UI elements, menus, and scene transitions function as required.

3. Once you are satisfied with the final state of the complete gold-master version of your

application, you are ready to generate the final build and prepare it for distribution.

Using your selected game-engine export the required final executable builds by following

the processes suitable for the required platforms, saving and storing the builds as

according to relevant organisational procedures.

a) An independent directory should be created to store all of the files relevant to the

final build of the application, with the name of the directory clearly indicating the

gold-master state of the build.

b) A copy of each directory containing the final executable builds will need to be

compressed (zipped) and stored in your version control repository.

c) The final versions of all game-engine project files also need to be appropriately

stored in your version control repository.

4. After finalising the gold-master version of the gamified application and appropriately

storing it according to organisational procedures, meet with the studio manager to

obtain their final sign-off on the completion of production for the project.

Background music: [https://pixabay.com/music/future-bass-lifelike-126735/](https://pixabay.com/music/future-bass-lifelike-126735/%20)

**User Trials:**

**Trial 1: Richard**

Feedback:

* Hitbox for waypoints are a little off in the bedroom

**Trial 2: Colton Onderwater**

Feedback:

* Bottom teleport pad should be clickable
* Text saying to click on the waypoints rather than use WASD which is natural to most people for first person applications.

**Trial 3: Josh**

Feedback:

* Bottom green waypoints are sometimes unclickable
* Not all audio implemented

Chosen to fix based on budget/time constraints:

* Fix waypoint issues
* Add text saying “Look around with the mouse and click on waypoints and text bubbles”