# 2022 Subject & Assessment Guide

## Production Planning

ICT50220 Diploma of Information Technology (Game Programming)

CUA51020 Diploma of Screen and Media

# Table of Contents

# Production Planning

## Units of Competency

**BSBCRT512** – Originate and develop concepts

**ICTICT435** – Create technical documentation

**CUAPPR415** – Develop and discuss ideas for own creative work

**CUAIND412** – Provide freelance services

Assessment processes and competency evidence requirements are described in the *Assessment Criteria* section below. If you have prior or other evidence against competency, you should discuss this with your teacher.

# Subject Overview

## Overall Learning Outcomes

- Identify the requirements requested from a client
- Prepare and present multiple proposals to address a client's requirements
- Seek feedback and agreement from a client for a proposal
- Document the details that describe an approved project

## Subject Description

This subject is about identifying the requirements needed by a client and proposing and documenting a project proposal to address those requirements.

You'll first receive a client brief that will outline a client's request. You'll need to break down this client brief into a detailed description in you planning documentation. This documentation will house a full description of the client and what they need.

Your second task is to create *more than one* proposal that can address the needs of the client and present these proposals to them for review. You'll need to collect feedback and approvals from your client to process.

You will then produce a Production Brief document detailing the agreed production. This document will be supplemented with Technical Documentation, Games Design Documents and Art Bibles as required by the project in question.

This documentation will then need to be approved by the client.

## Industry Relevance

Understanding the roles of each discipline within a studio is important for a team to successfully work together on creative endeavours. Proposing creative solutions and Planning projects are skills and knowledge directly relevant to the operations of creative studios around the world.

## Assumed Knowledge

- Basic knowledge of preparing game projects

# Assessment Criteria

## Assessment Description

### Assessment Milestones

**Please refer to your Class Schedule for actual dates on your campus**

### General Description

For this assessment you will establish yourself as a freelance game developer, join a team of other freelancers to operate as an outsourcing collective, and develop a project proposal to a prospective client.

As an individual, you will need to establish and maintain a professional network using several online platforms for the purpose of self-promotion.

Once you have joined a team, you will need to respond to a brief from a client or stakeholder.
As an individual, you will need to originate, develop, and present at least one concept that responds to the client brief.

At this stage, one of the concepts pitched by the team members will be selected for further development.

As a group, you will need to refine the concept for proposal to the client / stakeholder as a group presentation.
The group's proposal must contain additional information including refined technical documentation, work and fee schedules, fees, risk analysis, proposed management systems, and revision/review policies (see assessment task and evidence description for full list).

As a group, feedback must be sought, and an agreement must be negotiated that does not compromise the ethics or reputation of the group.

In line with the agreed upon fee schedule, you will need to complete and record at least one transaction (I.e., generate an invoice in line with the completed business planning documentation and work schedule)

Finally, as an individual you will to conduct a self-evaluation, including an assessment of the impact of the technical documentation and an evaluation of the technical documentation creation process.

*Evidence Specifications*

This is the specific evidence you must prepare for and present by your assessment milestone to demonstrate you have competency in the above knowledge and skills. The evidence must conform to all the specific requirements listed in the table below. You may present additional, or other evidence of competency, but this should be as a result of individual negotiation with your teacher.

*Your Roles and Responsibilities as a Candidate*

- Understand and feel comfortable with the assessment process.
- Know what evidence you must provide to demonstrate competency.
- Take an active part in the assessment process.
- Collect all competency evidence for presentation when required.

This table defines what you need to produce as evidence of competency.

| Assessment Tasks & Evidence Descriptions |
|---|
| **1. Online Professional Network (individual submission)**<br>Evidence that includes:<br>• Established professional connections through professional social networking services (such as LinkedIn, GitHub, Twitter, etc.)<br>   When creating or updating your professional profile, ensure you<br>    o Maintain ongoing communication with your professional network<br>    o You have created your profile to enhance your professional reputation<br>    o Your professional skills, services, and experience are clearly identified<br>• Prepare a resume. This may be a traditional resume, or a complete online profile through a site such as LinkedIn or Seek.<br>• Prepare two other pieces of self-promotional material to circulate on professional social media platforms. |
| **2. Business Documentation (individual submission)**<br>Evidence that includes:<br>• A business plan where:<br>    o Market opportunities have been identified<br>    o Target markets have been identified<br>    o Communication channels have been identified<br>    o An analysis of competitors has been conducted<br>    o Revenue sources have been identified<br>    o Expected expenses have been identified<br>    o Fee structure has been defined<br>    o A financial forecast for the coming year including estimated expenses and profit<br>    o The key people for the business have been identified.<br>• A policy for the management of |

- o  Record keeping
- o  Tax documentation

**3. Concept Pitch (group submission)**

Evidence that includes:

- Pitch presentation and presentation aids that demonstrates the following:
  - o  Needs and requirements of clients / stakeholders were identified and assessed
  - o  Benchmark reference of comparable existing works has been collected and compared to proposed solution
  - o  Proposed solution targets client / stakeholders' requirements within the appropriate market context
  - o  A risk analysis of the proposed solution was conducted
  - o  The proposed solution exhibits the following features
    - ▪  Demonstrates creativity
    - ▪  Appropriate for target audience
    - ▪  Feasible in terms of future production
    - ▪  Effectively demonstrate any cultural contexts the clients / stakeholders require
  - o  Multiple potential solutions to client / stakeholders' requirements were proposed and discussed
  - o  Feedback on potential solution was sought and documented
- A completed observational checklist of an oral presentation that demonstrates the following:
  - o  The relevant stakeholders were presented to
  - o  Key concepts and central ideas were presented
  - o  Presentation aids using visual imagery and text were used to support the audience's understanding of key concepts
  - o  The requirements of the brief were met
  - o  Appropriate language and communication techniques were used to secure audience interest to achieve the presentation outcomes
  - o  Key points and ideas were summarised where required to facilitate understanding
  - o  Opportunities were provided for stakeholders to ask questions and clarified concepts where necessary

**4. Work Proposal (group submission)**

Evidence that includes:

- Production documents suitable to address the Client Brief and Production Brief as required, which may include:
  - o  Game Design Document
  - o  Technical Design Document
  - o  Art Bible
  - o  Storyboards

  Documentation is to demonstrate the following:
  - o  Feedback received on the initial concept was analysed and required revisions

> to concept were made
> - o   The roles of the stakeholders have been clearly identified
> - o   Approximate resource requirements to produce the concept have been identified
> - o   Expert feedback was sought to ensure practicality and feasibility
> - o   Work schedules that include milestones, deadlines, and deliverables have been defined
> - o   Fees and fee schedules have been defined
> - o   A revision and review policy has been formulated
> - o   Client stakeholder feedback on proposal was sought and addressed
> - o   Client and Stakeholders approval was sought for proposal and received

> ### 5. Completed Transaction (individual submission)
>
> Evidence that includes:
>
> - An invoice has been created in line with payment terms and conditions
> - Financial systems have been updated with appropriate records

> ### 6. Evaluation (individual submission)
>
> Evidence that includes:
>
> - A personal self-evaluation of own performance highlighting successes, areas for improvement and recommendations for future similar planning projects

# Assessment Instructions for Candidate

### METHOD OF ASSESSMENT

Assessment is a cumulative process that takes place throughout a subject. A 'competent' or 'not yet competent' decision is generally made at the end of a subject. Your assessment will be conducted by an official AIE qualified assessor. This may be someone other than your teacher. The evidence you must prepare and present is described

above in this assessment criteria document. This evidence has been mapped to the units of competency listed at the beginning of this document. Assessments will be conducted on a specific milestone recorded above in this assessment guide document.

### ASSESSMENT CONDITIONS

Formative assessment takes place as your teacher observes the development of your work throughout the subject and, although the assessor is likely to be aware of the evidence you are submitting, it is your responsibility to be prepared for the interview where a competency judgement is made (summative assessment). Forgetting something, or making a small mistake at the time of the milestone assessment, can be corrected. However, the assessor may choose to assess other candidates who are better prepared and return to you if time permits.

Upon completion of the assessment, you will be issued with feedback and a record of the summative assessment and acknowledge that you have received the result. If you are absent for the nominated

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assessment milestone (without prior agreement or a sufficiently documented reason), you will be assessed as not yet competent.

## GRADING

The assessment you are undertaking will be graded as either *competent* or *not yet competent*.

## REASSESSMENT PROCESS
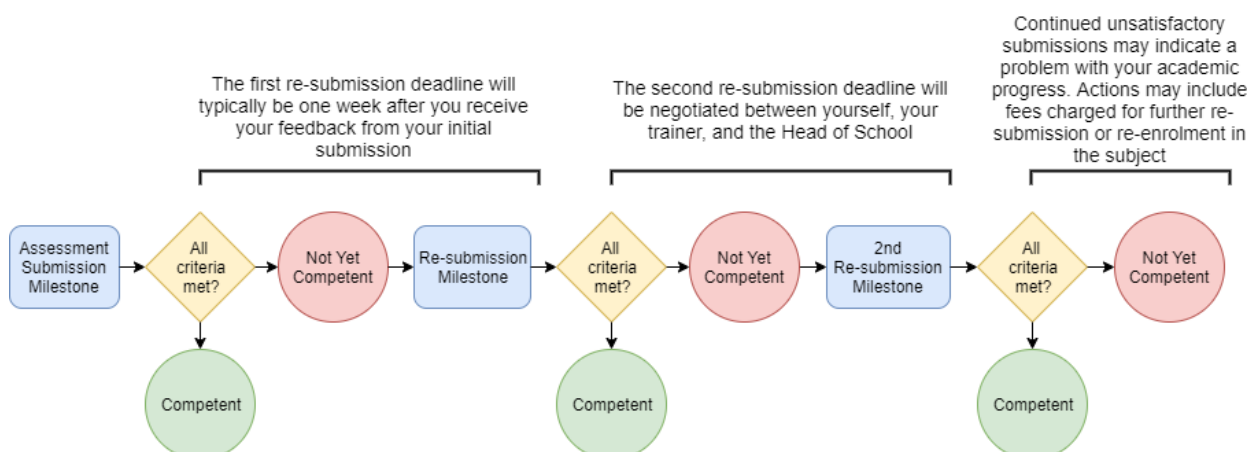


If you are assessed as being not yet competent you will receive clear, written and oral feedback on what you will need to do to achieve competence. Failing to submit an assessment will result in you being assessed as not yet competent. You will be given a reassessment milestone no more than one (1) week later to prepare your evidence. If you are unsuccessful after your reassessment, you may be asked to attend a meeting with your Head of School to discuss your progress or any support you may need and further opportunities to gain competency.

## REASONABLE ADJUSTMENTS

We recognise the need to make reasonable adjustments within our assessment and learning environments to meet your individual needs. If you need to speak confidentially to someone about your individual needs, please contact your teacher.

## FURTHER INFORMATION

For further information about assessment and support at AIE, please refer to the assessment and course progress sections of your student handbook.

# Software

Various production and management software as required by each project and negotiated with your teacher and team.