**GL1 Project Demonstration Assessment Description**

**Name of Course Module GameLab #1**

**Osiriscode, number of EC’s** GL1, 5ECTS

**Name of Assessment task, (Assessment task number):** Demonstration Assessment, 50% of final grade

**Objective(s) of the Assessement task**

The purpose of this assessment task is for the student demonstrate their minimal viable product **(MVP)** to an audience of their peers, staff and others. The student must present their work, in person, to other people than just their coach, and must be able to answer questions about their end product and the design / development process that lead up to it. By showing their work to other people, the student is able to demonstrate the full range of their competence in the design and development process. The demonstration relates to the following learning outcomes:

B: Conceptualize. The student is able to generate and develop creative ideas and concepts for interactive communication products, -services and/or -experiences while taking the wishes of the user into account.

C: Visualising and Prototyping. The student applies their knowledge of user experience and interaction design under supervision, and makes use of known, simple methods and techniques, to create multimedia prototypes in a simple context.

J: Entrepeneurship. The student shows their entrepreneurial spirit by maintaining a proactive attitude, staying curious, and expanding upon their network while generating and creating innovative ideas and concepts.

**Description of the Assessment task**

CMD is a creative programme, and it is not enough for a student to understand the theory and skills being taught: he or she must be able to explain these things, and the choices made, to a wider audience. As such, the student must demonstrate, with their project group, their end product to all the teachers who have taught on the project. The demonstration is not a presentation in front of a class, but a sit-down demonstration and playsession (as appropriate) of the end product. Thus, a developed presentation will be needed, but the student must also be able to deal with interruptions and questions, in order to fully explain their design choices and the unique selling points of the end product. The demonstration need not be lead by the entire group, but each group member must be present to receive a grade, and must be able to answer questions if called on.

The demonstration is an oral, tactile and audio-visual presentation, done informally or on the fly at the table where the group has made their demonstration. When describing their end product to assessing staff members, the student must be able to demonstrate:

1. An appropriate and professional demonstration style and appearance;
2. A clear insight into the concept and design choices based upon research;
3. A completed mvp of the end product based upon their chosen case;
4. A feasible breakdown of the business model which applies to the end product;

**Conditions**

The demonstration is a presentation that occurs in week 8, at the time and place scheduled in the student’s roster. The actual demonstration to assessing teachers will take place within this scheduled time, at the prerogative of the assessing teachers; the student must be present throughout the scheduled time to receive a grade. Failure to be present at the demonstration at the time chosen by the assessing teachers will result in a missed opportunity.

**Submission of assessment task**

No additional submission of documentation is required.

**Assessment Criteria**

The GL1 Demonstration rubric can be found on Blackboard as part of the GL1 Assessment Rubric and Matrix file.

**Resit opportunities**

Block 3 resits occur in the assessment weeks of Block 4, thus the Demonstration resit will occur in week 9 of Block 4, on <DATE>, from <TIME>, in <LOCATION>.

The Demonstration Resit will take the form of an additional demonstration to assessing teachers, using the same format as described in this document. Should only some members of a group need to resit the Demonstration, they receive no discount on the expected standard due to lower numbers of students in the group presenting.