COMP3013 TEAM ENTERPRISE

20 CREDIT MODULE / 100% COURSEWORK SUBMISSION

MODULE LEADER: **Dr. Chin Ji-Jian**
TUTORs: **Tyler Cheng, Kjellon Morris**

MODULE GOALS:

- Utilise knowledge of emerging entertainment projects and sector innovation to inform development goals
- To gain awareness of the enterprise agenda and support mechanisms for graduate start ups
- To implement a significant prototype with industry relevant skills and methods

ASSESSED LEARNING OUTCOME:

1. Provide a critical framework for developing innovative solutions.
2. Create and establish strategies for personal and group enterprise.
3. Implement a prototype that builds upon the concepts, design and implementation of related entertainment products or systems.

OVERVIEW

This document contains all the necessary information pertaining to the assessment of *COMP3013 Team Enterprise*. The module is assessed via **100% coursework**, across two elements: *30% Set Exercises* and *70% Project*.

The module follows a small developer model facilitating company formation around an entertainment prototype, from initial concept to product launch. Work as part of an interdisciplinary team, develop a commercial pitch and understand your position in the value chain. Make a games product, smart toy or robot system to generate a startup company. Use online project planning, management and version control following an agile methodology.

The sections that follow will detail the assessment tasks that are to be undertaken. The submission and expected feedback dates are presented in Table 1. All assessments are to be submitted electronically via the respective DLE module pages before the stated deadlines. Some elements will link to external repositories for appraisal. Any work completed after the due dates will not be marked, and may invalidate your submission

Table 1: Assessment Deadlines

Set Exercise	%	Description	Deadline	Feedback
Short Paper	0	A formative submission of your short paper to inform team project.	14/10/2024	21/10/2023
Short Paper	30	Individually, agree a topic with staff, research and produce a formal academic paper.	04/11/2024	24/11/2024
Project				
Team Project	70	DLE upload: Complete and upload submission template including links to OneDrive that hold video content + project work.	07/01/2024	27/01/2025

All assessments will be introduced in class to provide further clarity over what is expected and how you can access support and formative feedback prior to submission. Whilst the assessment information is provided at the start of the module, it is not necessarily expected you will start this immediately – as you will often not have sufficient understanding of the topic. The module leader will provide guidance in this respect.

The formative submission is to be a summary of your research area, how it will impact your team game,

COURSEWORK 01: – INDIVIDUAL SHORT PAPER 30%

DESCRIPTION

A four-page paper identifying specific examples of game features or developer tools or techniques in your chosen field. Use this paper to identify the following:

Field/Genre	To establish the focus of your topic area
Key Players	Identify main stakeholders and influencers
USP (Unique Selling Point)	Summarise innovation and key features (including comparison table)
Approach	Method taken by the key players (development approach, technology used)
Evaluation	Potential elements to integrate, apply or extend to inform the team project

A conference format template is provided, you should include a comparison table of features/elements and/or supporting quotes, references or data to validate your findings. Example academic paper User stories as actives for game development. Previous student papers are included on the DLE site for review.

Formal third person writing style, fully spell checked, Harvard referenced, images credited with embedded active links. Previous examples will be reviewed to clarify requirements. You should not mention or name your team, or team project, it is a standalone document. You should not discuss the proposed team project. The purpose of the paper is to establish knowledge/intelligence to inform team decisions during the planning/scoping stage for project work.

For high marks you should demonstrate analytical skills, the ability to select, compare and contrast appropriate key elements and the conviction to make recommendations to your team based on your findings.

This document will be submitted to DLE for assessment but should also be included in an R&D section on the team's web presence.

DELIVERABLES

Individual paper submitted to DLE in .pdf format using template provided.

COURSEWORK 01 - DEADLINES

Part	Description	Deadline	%
C1	Short Paper		30%
	Week 02: Formative discussion of individual research topics to inform team project with staff	30/09/2024	
DLE Submission			
	Short paper submitted to DLE in .pdf format using template provided	04/11/2024	30%

COMP3013 C1: Short Paper – Marking Rubric

Pass (40%+)	Good (50%+)	Merit (60%+)	Distinction (70%+)	Grade
Introduction, Field, Key Players				
Introduction outlines subject area, field and key players. Key conclusions are established but based more on assumption than evidence.	A sound introduction into the subject domain field and key players. Lacks in supporting evidence. Base comparison presented through summary or collated data. Analysis present but underpinned by unevidenced assumptions.	A concise and clear introduction, appropriate references, to support field and key players. Summaries present, good use of tables and charts comparing/contrasting key players. Good number of appropriate references. Analysis present and informs current direction of the field.	An excellent, concise and clear introduction. Well referenced with supporting evidence throughout. Summaries present with critical analysis clearly supported by comparison table/SWOT analysis/sales data etc. Analysis can be considered objective.	**/35**
USP, Technologies/ Approach				
USP and Approach of key players identified but limited in breadth and detail of how these fits into the value chain.	USP and Technologies/Approach of key players identified with some detail on how these fit into the value chain.	USP and Technologies/Approach is identified and explained within the broader context of the value chain in the chosen field	USP and Technologies/Approach are critically assessed identified and explained within the broader context of the value chain in the chosen field.	**/35**
Evaluation				
Little meaningful discussion of investigations in relation to chosen topic.	Clear reflection from investigations, that suggests potential features to implement for a team project. limitations and wider domain.	A level of depth is presented to draw out particular insights from the data. Strengths and weaknesses of features/approaches are described. Potential topics and features for team projects are clear and justified within the wider domain	Analysis helps to identify areas of innovation (gaps in the market) in chosen field. A variety of potential topics and features for team projects are identified within the chosen field based on multiple scenarios. Strengths and weaknesses of features/approaches are discussed and critically evaluated.	**/30**

COURSEWORK 02: – TEAM PROJECT 70%

DESCRIPTION

Project Overview

In this module you are to form a start-up company around an interactive entertainment prototype/system. A team will consist of 2/3 students. You may propose any development environment including existing game engines (unity engine), level editors, or web technologies (WebGL). Outline proposals will be discussed/approved in first few weeks, informed by individual research paper recommendations.

As a team, you are expected to share responsibility by taking on roles that support the development of the project, and the start-up company. The result is not just a product, but a cohesive web presence that links the company to the product.

Team Formation

At the start of the module individuals will be required to summarise previous experience, identify new core skills to develop, and to reflect on their personality (take this test). You will use this information to form teams that help you to create the type of product and company to suit your goals.

The Start-Up Enterprise

Once teams are formed and agreed you will need to establish a team/company/product name, secure a domain, establish a web presence, set up project management and version control, allocate roles and responsibilities and scope out your minimum viable product or MVP. Team objectives may vary; exploit new technology, develop IP, leverage existing skills and experience, apply new techniques from module options to test approaches, target a particular opportunity or event etc. Ultimately the process of working in a small team following an agile approach should deliver a working prototype/playable demo and highly transferable skills.

We also recommend you deliver the MAP by using your individual research assignment to identify opportunities to contribute to team project to give it a critical edge, establish the USP and consider your team position with other stakeholders in a value chain skills working towards a release. (There is potential to further develop successful team projects during COMP3014 in semester 2)

Roles

An effective team will establish primary and secondary roles:

Primary Role	Responsibility
Product Manager	In charge of strategy for project development. Establish agile approach for team to follow. Establish feature releases schedule. Document meetings/reviews. Review project development for improvement.
Technical Director	Define technical strategy, tools and processes, ensuring consistency of coding + implementation. Establish and enforce rules of engagement for version control and repo. Communicate/document development approach. Review technical strategy for improvement.
QA + UX Guru	Develop blueprints for experience design. Create a testing plan that integrates with feature release schedule. Establish rules of engagement for developer facing testing. Analyse and disseminate results of testing. Review testing practices for improvement.

You may choose your secondary role as elements of others primary roles, as this may suite individual skillsets and goals. Please note that it is expected that all team members will help make the product as part of your secondary role. You may find that all team members input into all primary roles. The important distinction is that those in charge of a role take responsibility for the output of that role.

Methodology

For this module, you will be using an agile approach to product development. You cannot simply claim you are using an agile approach because of the tools or services you use, you must agree and apply a methodology and associated agile principles to organize your workflow and development cycle that compliments the type of project you are developing. As a minimum, there are three iterations built into the module structure, *initial tech demo, usability test* and *final assessment*. You will prepare a prototype/demo for each event and carefully document staff and student feedback to prioritise development and improve the project.

For example, once you have agreed an initial concept/genre/goal, start from the perspective of the player or end user, reduce complexity using user stories to identify/extract features and create a project back log. Short example.

Verification and Validation

Progression through an agile methodology requires regular testing and reflection of product features, usability, and team processes. You will provide evidence that the functionality you implement is fit for purpose, and that your usability goals are achieved. This is the minimum expectation for a final stage development project.

Higher marks will come from critical evaluation of data to inform product development taking features from MVP to MAP, and evidencing user experience.

Organisation

There will be a weekly team meeting with module staff to discuss current progress. All team members and project resources should be present for these meetings

Teams should meet at least once a week independently of the workshop sessions; You will be expected to provide a weekly update on a shared module Trello board outlining what has been achieved, any concerns, and what you aim to achieve the following week.

Repo, project management, and website should be continually updated.

Each team must use a project management tool like Kanbanflow, Asana or Jira.

Video Documentation

As part of your submission, you are required to deliver video documentation of your project. This video should include:

- Who you are, and what were your roles.
- What is the problem domain of your project.
- What have you made to solve this problem and what are the key features that support this solution. This should include screen capture of project with audio of final version gameplay sequences /project in use.

While you may also upload this to YouTube, we require a high-quality version submitted with project folder which may be used for promotional purposes.

The required resolution and compression settings for this video are shown below.

File-Type:	MP4
Resolution:	1440p (2K)
Framerate:	30
Video Bitrate:	16 MBS
Audio Bitrate:	Mono – 128 kpbs, Stereo – 384 kpbs
Compression:	H.264

Individual Contribution and Role Responsibility

To help assess individual contribution and reflect a fair mark, complete the contribution form provided on the DLE: to establish primary/secondary role summary, list of assets/documents/activities undertaken/features implemented. Reflection on personal contribution and team performance.

DELIVERABLES

Team Project Submission

Due to the potential size of the team project and supporting documentation, this will be submitted to a remotely accessed server. One submission is required for the entire team per project and documentation. Details on server access will be communicated closer to submission deadline.

Playable Demo/Prototype and Supporting Documentation

Below are the minimum expected artifacts to show both developed output, start-up presence, and testing required to release a project to market. **Please use same structure for your folder organisation as shown in table below.**

Playable Demo/Prototype	
Build	EXE build for Windows or Mac as appropriate
Project Folder	Raw project files used in development. For example, the Unity project (without library files)
Original and third-party assets	Highlight own created assets and any third-party ones used. Document licence agreement for third party assets
Documentation	
Presentations	Team Pitches Progress Presentations Final Presentation
Video	Trailer Developer Walkthroughs
Project Documents	GDD/TDD to inform project development Meeting Records Design Work Press kit Project links (website/release page/repo/ project management/YouTube
Verification and Validation	Raw data compiled from functional testing, user testing, unit testing etc. Analysis of data synthesised from raw data outlaying key findings and how this informs development.
Individual Contribution	
Complete Form on DLE	Outline and evidence work done to support your role and summarise team contribution

COURSEWORK 03 - DEADLINES

Part	Description	Deadline	%
C3	Team Project		70%
	Week 03: Teams formed, team management tool in place, roles, responsibilities, tasks outlined, version control established	7/10/2024	
	Week 06: Initial team **tech demo/pitch** basic functionality implemented. Outline GDD or TDD	28/10/2024	
	Week 08: Functional testing; full game loop, control system, gameplay, save/load etc	11/11/2024	
	Week 10: Usability testing and debugging; action plan for individual tasks/priorities	25/11/2024	
	Week 12: Team Pitches - **progress demo/peer review**; recommendations prioritised, workflow allocated GDD or TDD updated	09/12/2024	
Marketplace Demo + DLE Submission			
	DLE upload: Complete and upload submission template including links to OneDrive that hold video content + project work	07/01/2025	70%

COMP3013 C3: Team Project – Marking Rubric Part 01

Pass (40%+)	Good (50%+)	Merit (60%+)	Distinction (70%+)	Grade
IMPLEMENTATION				
Project present with some features that align to project objectives. Project is largely bug free.	Many features are present and align with project objectives stated in team pitch. Features are MVP. EXE build present and running.	Most features are present and show some balance or overlap to create gameplay, usability, experience, productivity (depending on what you are developing). Visual and audio feedback clearly communicates interaction and action within project.	Many features show MAP level of quality. Visual and Audio feedback show MAP level of quality.	**/40**
TEAM SITE				
Team/project site is present and displays required information but is limited in detail. Press kit present but limited in scope.	Team/project site is present and displays most of the required information and detail.	Team/project site provides sufficient information to "sell" the project. Working build is accessible from Team site. Press kit is comprehensive.	Team project site is thematically cohesive with project.	**/20**

COMP3013 C3: Team Project – Marking Rubric Part 02

Pass (40%+)	Good (50%+)	Merit (60%+)	Distinction (70%+)	Grade
ROLE RESONSIBILITY				
Methodological processes approach is established with evidence of some use through the project.	Methodological processes are largely followed but may miss some key steps or show inconsistencies or a lack of detail	Methodological processes are clearly outlined and mostly followed through the module. Tools are used effectively to support agile processes with sufficient detail.	Full methodological processes in place and consistently followed through the module. Retrospectives used to meaningfully inform the progress/development of chosen methodologies	**/40**
Tech/design documentation present and covers main project features but may have some limitations in detail	Tech/design documentation present and has sufficient detail for many features.	Tech/design documentation covers all project features with a level of depth that connects higher level design goals with within individual features.	Another could use Tech/design documentation to create your project	
Verification and validation is planned with some significant implementation that can be used for analysis, but limited in scope	Use of verification and validation to help inform functional reliability. Questions asked of project are general and not linked to usability or MAP goals.	Verification and validation operationalise usability and MAP goals. Reliability of functions are robustly tested. Analysis and evaluation is present informing development goals and priorities.	Testing sessions have a clear focus. Metrics used to test usability and MAP goals (usability questions, player analytics etc) critically represent core questions asked. Information is triangulated between qualitative and quantitative data points	

REFERENCING

The University of Plymouth Library has produced an online support referencing guide which is available here: http://plymouth.libguides.com/referencing.

Another recommended referencing resource is Cite Them Right Online; this is an online resource which provides you with specific guidance about how to reference lots of different types of materials.

The Learn Higher Network has also provided a number of documents to support students with referencing:
References and Bibliographies Booklet:
http://www.learnhigher.ac.uk/writing-for-university/referencing/references-and-bibliographiesbooklet/
Checking your assignments' references:
http://www.learnhigher.ac.uk/writing-for-university/academic-writing/checking-yourassigments-references/

PLAGIARISM

For all reports, all of your work must be of your own words. You must use references for your sources, however you acquire them. Where you wish to use quotations, these must be a very minor part of your overall work.

Through development, you must write your own code. It is ok to use tutorials, but the expectation is that you use the tutorial to guide key principles used in your code and asset creation. Where code or assets have been created by third parties, these need to be referenced and credited as the licensing instructs.

To copy another person's work is viewed as plagiarism and is not allowed. Any issues of plagiarism and any form of academic dishonesty are treated very seriously. All your work must be your own and other sources must be identified as being theirs, not yours. The copying of another persons' work could result in a penalty being invoked.

Further information on plagiarism policy can be found here:

Plagiarism: https://www.plymouth.ac.uk/student-life/your-studies/essentialinformation/regulations/plagiarism

Examination Offences: https://www.plymouth.ac.uk/student-life/your-studies/essentialinformation/exams/exam-rules-and-regulations/examination-offences

TURNITIN

Turnitin (http://www.turnitinuk.com/) is an Internet-based 'originality checking tool' which allows documents to be compared with content on the Internet, in journals and in an archive of previously submitted works. It can help to detect unintentional or deliberate plagiarism.

It is a formative tool that makes it easy for students to review their citations and referencing as an aid to learning good academic practice. Turnitin produces an 'originality report' to help guide you. To learn more about Turnitin go to https://guides.turnitin.com/01_Manuals_and_Guides/Student/Student_User_Manual

EXTENUATING CIRCUMSTANCES

There may be a time during this module where you experience a serious situation which has a significant impact on your ability to complete the assessments. If you feel you are falling behind on the module, please contact the module leader to talk through the best approach.

If circumstances out of your control do significantly interrupt your studies, please visit your personal tutor for guidance through the university's procedures in such a situation. An overview (with links to more detail) for the extenuating circumstances policy can be found: https://www.plymouth.ac.uk/student-life/your-studies/essential-information/exams/exam-rules-and-regulations/extenuating-circumstances

Referrals

Students are allowed 2 attempts at any module. However, without Extenuating Circumstances (EC's) the second attempt is then capped at 40%.

All marks for assessments are provisional when issued to you. They become confirmed after a panel meeting that takes place in June. After that panel, if you have failed the module, the Page 5 of 5 panel can offer you one of two decisions. The first decision may be to offer you the chance to take the module again over the summer, or if you have failed a number of modules, they may offer you the chance to repeat the module the following year.

Please note doing the module as a referral is not easier. In some ways it is harder because there is no more tuition. The referral would not be two pieces of coursework but would be one piece of coursework that combines the two elements. A new piece of work is issued for the referral you would not complete the original.