Assessment Brief

"Opportunities don't happen, you create them."

— Chris Grosser

The Professional Practice module provides an opportunity for final year students to demonstrate their ability to respond to an external brief in an imaginative and innovative way. You are expected to bring your existing knowledge of design principles, project management techniques, software tools and programming skills to the work. This will allow you to demonstrate your ongoing professional development and will provide you with important evidence of professional practice for inclusion in your portfolio of work.

The Professional Practice module itself can cover an extremely wide variety of inputs. These can be non-digital, presentational, written or a combination of elements. We aim to accommodate the widest possible array of responses to a diverse range of project brief material.

In achieving the above, the marking scheme for the work must remain highly generalized. You will see it does not specify a particular product, rather it stresses and range of *practices* and *processes* that we expect you to engage with in bringing the final output (whatever it may be) to fruition. This advisory document and assessment brief sets out how the work will be assessed, and what, given the variety of projects that could be undertaken, we might expect to you submit to satisfy the grading criteria.

Assignment 01: Portfolio (80% weighting)

The assignment will require students to deliver a negotiated outcome for the brief supplied by an external organization. The brief will set very specific constraints which must be realised. The nature of the brief will depend on the opportunities available at that time, but will provide students with an opportunity to receive direct guidance and feedback from the originator of the brief. The submission for marking will include all relevant documentation of the process (communication, interim designs etc.)

Assessing learning outcomes 1, 2 and 3, to be submitted upon completion of the project brief.

Engagement with the brief: (60% of the assessment grade)

- ### Evidence of ability to assess the overall requirements of a design brief (15%)

Whatever the brief, we want to know you have the ability to assess the requirements of the work. You have a limited amount of time to spend on this task, so what are the key assets you are being asked to produce? For example, for a game, it might be that you are being tasked with developing only the core game loop, or a particular type of fun. You might be being asked to gather data together for some purpose, to develop a set of 3D modular assets.

What We Might Expect to See

Typically, you might produce a PowerPoint presentation which breaks down the brief into

component parts, along with a Design Document, and/or a series of moodboards. If we and the client do not have something like this to view, it will be difficult to know if you were ever really on-track with the development.

- **Prioritisation of tasks identified from a design brief (15%)**
  What is the order in which you are going to undertake this work? For example, if you are undertaking a complex piece of modelling using elements of the software or a new tool you have not encountered before, can you be sure you can meet the brief? The same issue holds true for a coding task. So you would be well-advised to invest time experimenting with the pipeline or the tool-chain and related processes, so you are well placed to assess the various stages of the workflow to identify what obstacles may be encountered.

  What We Might Expect to See
  It could be early non-digital iteration of the core game-loop to make sure you are nailing down the requisite type of fun. Evidence of experimentation with software or hardware and/or evidence of fast prototyping: these things allow you to show your advanced planning and preparation, indicating you are unlikely to encounter an unanticipated or insurmountable obstacle near the end of the project because, through planning, experimentation and prototyping, you have been able to pre-empt problems early enough to re-scope and reconfigure the project appropriately.

• Formulation of appropriately detailed documentation to allow for successful project auditing: 30%
We need to be able to successfully audit all the work you claim you have undertaken. As with all modules on the course in the final year, this criterion relies on good project management practices and teamwork. We cannot reasonably look at a final product that might be produced by a team and then assign a mark to an individual without being able to verify that everything claimed as a contribution is evidenced. Nor can we confirm work produced by an individual conforms to an ordered plan of development without a clear audit trail.

  What We Might Expect to See
  A detailed project timeline with milestones; evidence of ongoing development using project management tools such as Jira or Trello, Gantt charts, burndown charts, etc; work uploaded at regular intervals to GitHub; regular detailed minutes of group meetings that address Client/Link Tutor feedback. Evidence of discussion between you and your client/team members in Discord etc; a completed project post-mortem.

Evidence of Iteration Based on Feedback: 40%
• Evidence of ongoing ability to apply user feedback into an iterative design strategy 40%
Here is the core ongoing work that is being produced on a week-by-week basis. For this module, it is

crucial that you are responding to feedback. This is what differentiates this undertaking from other L6 modules. In other modules, you may be offered advice or guidance which you may or may not choose to heed. Here, however, you are working to a brief set externally and either managed externally or through a Link Tutor offering feedback. The expectation is that you will respond to the feedback you are given and to make iterative adjustments to the work you are doing. This feedback will be formally produced by staff or come from an external client with whom you will be in negotiation.

What We Might Expect to See
Iteration of assets prior to the final submission; evidence of playtesting and user feedback; minutes of team discussions responding to client feedback.

Assignment 2: Presentation (20%)

Assessment two will require students to present the work that they have done in an efficient and professional manner. The presentation will consist of an outline of the brief, their experience working with their client and a critical evaluation of the project.

Assessing learning outcome 4, to be submitted upon completion of the project brief.

Presentation of Final Product: 20%

• Presentation of the final artefact(s) in an effective, professional and engaging manner 20%
This is the endpoint for the artefact you submit. We want to see the design/scripting/programming/ presentation skills you have used demonstrated to your best advantage. Some things to consider in the submission include;

- If your presentation includes a narration, have you practiced delivery with your speaker notes?
- Have you made an engaging set of PowerPoint slides that are not over-loaded and contain clearly visible content?
- Have you produced a persuasive argument for what you have made?
- Have you demonstrated iterative skills?
- Are you honest about any shortcomings in the project and have not tried to paper-over any cracks?
- Are you clear that you have fully engaged with the brief/client, and have not failed to satisfy the agreed outcomes?

What We Might Expect to See
A pre-recorded video showing a polished, professional presentation of the final artefact including evidence of iterative development, negotiation/response to feedback, effective communications, effective project management, effective documentation and project post mortem.

Conclusion

It should be clear that these criteria are interlinked.

It will be difficult for you to demonstrate that you have carefully iterated your product without being able to refer to the ongoing feedback you have received. You cannot refer in your project post-mortem to work you have produced without that work being easily accessible and identifiable.

You cannot claim to have a realistic project timeline without evidence of early design and experimentation. None of the elements that go toward a successful project are concepts or processes with which you are unfamiliar.

This module provides an opportunity for you to demonstrate how those skills are embedded within your practice and can be operationalized to realise the fulfilment of an external brief. It is this that marks you out as a professional developer.