Deliverable 1: Project Proposal (20%)

Submission Deadline: February 11, 11:30 PM on Brightspace

- **Submission Format:** One submission per team, labeled clearly (e.g., GroupName_Deliverable1.zip).
- **Team-Based Submission:** Each team is responsible for submitting a single deliverable on behalf of all members.

This first deliverable provides a cohesive overview of your early game design process, demonstrating how fundamental principles and techniques have shaped your initial concept and prototype.

Over the past weeks, you have been introduced to essential game design principles that emphasize **fun, flow, and engagement** as the core targets for creating compelling experiences. You learned the **MDA framework** (Mechanics, Dynamics, Aesthetics), which breaks down a game's structure into its fundamental building blocks, allowing you to analyze and articulate how a set of mechanics leads to specific player experiences and emotional responses. Alongside this, you explored **Bartle's taxonomy of player types**, gaining insights into distinct motivations—like Achievers, Explorers, Socializers, and Killers—and applying those insights to define which audience your game aims to captivate.

Building on these theoretical underpinnings, you engaged in **ideation and brainstorming** exercises, working through various techniques to generate innovative game concepts. Here, you pinpointed themes, clarified overarching goals, and selected a genre suitable for your chosen target audience. This creative process was further refined by specifying **core mechanics** and outlining **gameplay loops**, both short-term (core loops) and long-term (meta loops). These loops illustrate what players do moment to moment, why they remain motivated over extended sessions, and how feedback mechanisms keep them informed and immersed.

With these foundations in place, you shifted toward **paper prototyping and playtesting**, constructing low-fidelity representations of your core mechanics. This hands-on phase allowed you to validate or challenge design assumptions in a quick, cost-effective manner. By observing players' behaviors and gathering their feedback, you gained clarity on what features resonate most strongly and which aspects need refinement or simplification. The insights gleaned from this process are especially valuable for guiding subsequent iterations, helping ensure your concept remains engaging and structurally sound.

In **Deliverable 1**, bring all these elements together in a concise, well-organized format that showcases your current progress. Begin by summarizing your conceptual framework—what your game is about, who it is for, and how you plan to keep players engaged. Discuss how the MDA framework and Bartle's taxonomy influenced your design decisions, then illustrate how your brainstorming sessions led to specific ideas for themes, genre choices, and target audience. Next, demonstrate the core mechanics and gameplay loops you have conceived, emphasizing how they contribute to a satisfying player experience over time. Conclude with an overview of

your paper prototype, describing the playtesting process, the feedback received, and the design adjustments (if any) you made based on those findings.

By structuring your deliverable in this way, you will offer a clear narrative of your early design journey—showing both the rationale behind your creative choices and the practical steps you've taken to test and refine them. This synopsis, along with the supporting materials you include, will set a firm foundation for the next stages of development.

What to Submit in Deliverable 2

1. **Project Proposal Document (PDF or Similar Format)**
   - Conceptual Framework:
     - Briefly describe your game's theme, target audience, and genre.
     - Explain how you plan to engage players (e.g., fun, flow, challenge).
   - Application of Game Design Principles:
     - Summarize your understanding of MDA (Mechanics, Dynamics, Aesthetics) and Bartle's player types, and show how these ideas inform your design choices.
   - Ideation & Brainstorming:
     - Detail how you narrowed down ideas, identified a cohesive theme, and established overarching goals.
   - Core Mechanics & Gameplay Loops:
     - Highlight the short-term (core) and long-term (meta) loops.
     - Discuss any feedback or reward systems you've envisioned.
   - Paper Prototype & Playtesting:
     - Include photos, diagrams, or short descriptions of your paper prototype.
     - Summarize your playtesting process, participant feedback, and any design adjustments you made.
2. **Supporting Visuals or Appendices (Optional)**
   - Brainstorming Artifacts: Scanned sketches or notes showing your ideation process.
   - Prototype Images: Additional screenshots or annotations illustrating your paper prototype in action.
3. **File Naming & Submission**
   - Name your compressed file clearly: GroupName_Deliverable1.zip.
   - Upload this .zip archive to Brightspace before the deadline.

Evaluation Rubric for Deliverable 1 (100 points total)

Criteria	Description	Points
1. Comprehension of Concepts	Demonstrates a solid grasp of game design principles, MDA framework, and Bartle's player types. Accurately applies these concepts to the game idea, showing a clear understanding of **fun, flow, engagement**.	0–20
2. Game Ideation & Theme	Presents original, focused ideas and explains how brainstorming led to a single cohesive concept. Clearly identifies **target audience**, **genre**, and **goals**.	0–20
3. Core Mechanics & Gameplay	Describes **core mechanics** and **short- vs. long-term loops** with clarity. Illustrates the integration of **feedback loops** or reward systems where appropriate. Shows thoughtful design choices.	0–20
4. Paper Prototype & Playtesting	Provides **visuals/description** of the paper prototype. Summarizes **playtesting approach** and **feedback** gathered. Demonstrates **iteration** or rationale behind design decisions informed by test data.	0–20
5. Organization & Reflection	Delivers a **cohesive** synopsis linking all elements (concepts, mechanics, prototypes). Offers **insightful reflection** on challenges, learning points, and next steps. Maintains clarity and logical flow.	0–20

Total Points Available: 100 (20% of overall course grade)