The concept milestone has two deliverables:

1. Research (50% of Milestone Grade)
   - Target Employer Research
     - Identify your top three employer targets (potential audience for your class project as part of your design portfolio).
     - For each employer, evaluate what they do, company size, public statements (such as information shared on their website, press interviews, or GDC talks), job postings, and content ratings of published games. Demonstrate that you understand the nature of these employers and their design philosophy.
     - Identify which of your game concepts target each of those employers or, if they don't, explain why you are not targeting them specifically (e.g., other projects in your portfolio already do this).
     - *Guideline: I suspect that you will need a minimum of half a page to adequately demonstrate your understanding of each company, but there is no firm word count limit.*
   - Game Concept Research
     - Research the marketability of your game concepts by identifying top 3 competitors for each concept, market share, target platforms, customer profiles, etc.
     - *Guideline: I suspect that you will need a minimum of half a page per game concept to adequately demonstrate your understanding of the potential market, but there is no firm word count limit.*
   - Expected format: Word Document (.docx). Please pre-approve alternate formats with you instructor.


2. Greenlight Presentation (50% of Milestone Grade)
   - Present **THREE** professional quality pitch decks for projects created 100% by you. You will have 7 minutes to present all three of your concepts.
     - The base expectation is that the cover slide will contain your name and contact info and the name of the pitch. You should have custom backgrounds and colors, carefully selected fonts, and information should be well laid out for rapid scanning and visual appeal. Reference images are recommended.
   - One pitch **MUST** be brand new, one **MUST** be based on previous work, and the third may be either (though it is recommended that you base it on previous work). GAT 251/315 or DigiPen game gallery are acceptable sources, but you must take the projects to the next level.
   - *Guideline: You most likely will only have time for 5-8 slides per concept. It is recommended that you combine all three pitches into a single PowerPoint presentation for presenting to the class to minimize downtime.*
   - Expected format: PowerPoint (.pptx)

Your research and your presentation must be typed, well laid out, have visual appeal, and contain perfect spelling. Penalties will be assessed for poor spelling and grammar.