Assessment No 2:-

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| Assessment size | Weighting (%) |
| Max 2000 words | 70% |

Background:-

At the point at which you will begin undertaking this assignment you will have worked on the following:-

Game Prototypes, for Digital Scripting Module.

1 Team Mod for Level Design Module

1 Completed Group Project and 1 beginning for Managing Games Production Module

1 Non Digital Game (for those taking Practical Prototyping)

Brief:- 2000 Words (equivalent)

Project - Create a business plan for a studio that would develop and publish a student game currently in development. You are asked to:-

a) Outline the business structure. - 30 - 20

b) Create a marketing plan. - 35 - 40

c) Produce a press kit. - 35 - 40

that could effectively take the game you have chosen to market.

**ASSESSMENT CRITERIA**

* Evidence of ability to understand and adhere to the components of a brief.
* Evidence of ability to conduct personal research and apply critical thinking.
* Aptitude in producing documentation within identifiable constraints.
* Accurate knowledge and understanding of theories, concepts, and issues.
* Evidence of ability to present work in accordance with standard academic and professional conventions.

|  |  |  |
| --- | --- | --- |
| Student Name: | | |
| **3rd** | **1st Marker** | **2nd Marker** |
| Little evidence that the student is able adhere to the components of a brief. |  |  |
| Very little evidence of personal research and critical thinking. |  |  |
| Documentation broadly produced within the identifiable constraints. |  |  |
| Some awareness of relevant concepts, theories and issues. |  |  |
| Evidence of ability to present work in accordance with standard academic and professional conventions but with errors. |  |  |
| **2:2** |  |  |
| The brief has been followed |  |  |
| evidence of personal research and critical thinking but unevenly applied |  |  |
| Documentation produced within the identifiable constraints. |  |  |
| Relevant concepts, theories and issues applied but inconsistently |  |  |
| Evidence of ability to present work in accordance with standard academic and professional conventions with minimal errors. |  |  |
| **2:1 As above** |  |  |
| Consistent evidence of personal research and critical thinking. |  |  |
| Relevant concepts, theories and issues applied throughout. |  |  |
| Evidence of ability to present work in accordance with standard academic and professional conventions to a high standard |  |  |
| **1st** As Above but |  |  |
| An insightful examination of the games ???? demonstrating a thorough engagement with the brief. |  |  |
| **Grade** |  |  |
| **Agreed Grade** |  |  |
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