

Assignment 6: Pitch Deck

Total Points: 10 (see the rubric at the end of the document for details)

Worth: 10%

Due: April 17, 2020

In this assignment, you will be condensing the project you've developed this semester down into a few points that can be communicated to a stakeholder. In this case, you will be asking a **platform holder** permission to develop on their platform (including accessing technical information, receiving a dev kit, and appearing on their storefront.)

Step 1

See Lecture 10 – Pitching Your Game for more detail.

Create a 3-sentence pitch for your game. It will describe:

1. **The main hook of your game**
2. **The fantasy of the game: who they play as and the emotional stakes**
3. **One really cool action a player will be able to do.**

Step 2

Make a Slides or Powerpoint presentation with 4 slides.

1. **Slide 1:** Your game's title and key art (in this case, the image that best represents your game from the mood board).
2. **Slide 2:** The company name and platform that you want your game to be on. For example, Nintendo Switch, PlayStation 4, Steam, iOS.
3. **Slide 3:** Your pitch, and 3-5 bullet points of the most interesting features in your game (unique gameplay, story, music or art).
4. **Slide 4:** 1-2 more pieces of inspirational art from your mood board, and your contact information including email address.

Note: Please write somewhere on your slides that this deck is for educational purposes only, and that you do not own the rights to the artwork used.

Step 3

Choose **ONE** of the following formats to present your slides:

Video Pitch

Record a 2-minute video of you giving your pitch, as if you were in a videoconference with your chosen platform holder. You should show the slides, use audio of your voice, and you can optionally include a small video of your face if you wish. If you have prototype footage, you may show it as long as the video remains under 2 minutes.

You can use OBS or another free recording software to record the pitch. Please upload to Dropbox, Drive, or YouTube (as an unlisted video).

Email

Write a professional mock email to the platform holder introducing yourself and your game, and include your slide deck as a PDF attachment.

Step 4

Sign up for a presentation slot on slack in #presentation-signups and present either your video or email in Slack. Give feedback to your peers on your presentation day – either April 15 or April 17.

Submit your slides (a link or PDF) on Blackboard for review.

Rubric

	Poor	Satisfactory	Good	Outstanding
Slides Does the entry include a slide deck with 4 slides as outlined in the instructions, including a 3-sentence elevator pitch?	1 mark	2.5 marks	4 marks	5 marks
Presentation Was the video or email professionally given/written? Did it include relevant information about the pitch including what is being asked for, contact information, and what the game pitch is?	1 mark	2 marks	3 marks	4 marks
Feedback Did the student offer critique or feedback to their peers during other presentations?	0.25 marks	0.5 marks	0.75 marks	1 mark