GAM 4493-01

Game Publishing, Promotion, & Portfolio

Spring 2024 Syllabus and Course Calendar

Classroom: NQSC 125C  
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Course Description

Students will work collaboratively to refine a game from a playable prototype through to publishing on a publicly available hosting site. Students will learn and use best practices for building and maintaining a publicly facing website, developing content to help promote and support their game. Students will also develop oral or poster presentations to present in their area of expertise. Lastly, students will learn how to frame and present themselves through their game design portfolio, professional social media profiles, and resumes.

Course Objectives

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| Student Learning Outcomes: | **By the end of the course, students should be able to:** | **Method for Assessing this Learning Outcome** |
| Work collaboratively to polish and complete a video game project. | Finished Video Game, Publishing |
| Professionally present media and concepts according to industry standards. | Publishing, Presentation, Portfolio Profile & Professional Resume |
| Present evidence of their technical skills related to industry. | Finished Video Game, Presentation, Portfolio Profile & Professional Resume |
| Show understanding of the game design industry and related fields. | Reflective Assignments |

Textbooks

* Limpach, O. (2020). *The Publishing Challenge for Independent Video Game Developers: A practical guide*. CRC Press, Taylor & Francis Group.
* Fullerton, T. (2019). *Game Design Workshop: A playcentric approach to creating innovative games*. CRC Press.

Assignments and grading

* **Finished Video Game (20% of grade) –** Students will begin with any previous video game that has been developed to the point of playable prototype with clearly developed gameplay. For this assignment, students will develop and follow through with a plan to cut some content and strengthen others in order to develop a finished playable video game.
* **Publishing (20% of grade) –** Once students finish the playable video game, students will publish the video game to a publicly available platform of their choice. Students will research pros and cons of publishing to different platforms, perform the technical operations to configure their game files to be ready for the platforms, and lastly, students will develop and maintain the content for the public page of their game.
* **Presentation (20% of grade)** – throughout the previous two semesters, students have likely specialized in an area of game design and development. All students in the class will develop an oral or poster presentation on their unique area of expertise.
* **Portfolio, Profile, & Professional Resume (20% of grade) –** Students will develop a professional game design portfolio based on their expertise and how they wish to frame themselves in the game design world. Students will also use best industry standards to develop a public professional profile. Lastly, students will develop a game design resume.
* **Reflective Assignments (20% of grade)** – Throughout the semester there will be short reflective assignments focusing on the game design careers and related industries.

Expectations for out-of-class work

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| Out-of-Class Work: | In addition to attending class and completing all course requirements, students are expected to spend at least 2 hours each week engaged in out-of class work (i.e., reading, studying, doing homework, working on projects, etc.) for every hour of credit earned in this course. |

According to HPU’s accreditation guidelines, for every 1 hour of credit earned in a course, students are expected to spend at least 2 hours each week engaged in out-of-class work (i.e., reading, studying, doing homework, working on projects, etc.). Therefore, in a 4-credit course, students are expected to commit an average of at least eight hours per week outside of class. (In a 2-credit course that meets for half of the semester, you are still expected to commit to an average of eight hours per week.) The estimates listed below reflect the out-of-class time expectations for a typical student – some students might need more or less time on these assignments.

* Readings, Videos, & Reflective Assignments – approx. 30 hrs out of class
* Finished Video Game – approx. 24 hrs out of class
* Publishing - approx. 18 hrs out of class
* Presentation – approx. 18 hrs out of class
* Portfolio, Profile, & Professional Resume – approx. 30 hrs out of class

Deadlines

See School of Communication policy at end of this document (short version = late work loses one letter grade per day; no late work is accepted after three days).

Grading

Grades are assigned as follows (there is no “rounding” of grades):

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| A (superior) –superior quality (90-100%) | B (excellent) –clearly above average (80-89%) | C (average) satisfactory work (70-79%) | D (inferior) –good enough to credit (60-69%) | F (failure) –work fails to meet the minimum expectations (0-59.9%) |
| A+ (97 - 100) | B+ (87 - 89.9) | C+ (77 - 79.9) | D+ (67 - 69.9) | F (0-59.9%) |
| A (93 - 96.9) | B (83 - 86.9) | C (73 - 76.9) | D (63 - 66.9) |
| A-(90 - 92.9) | B-(80 - 82.9) | C-(70 - 72.9) | D-(60 - 62.9) |

Please note that simply completing all required elements of an assignment does not entitle you to an A. Acceptable work of average quality earns a C. You must go above average expectations to receive an above average grade. This mimics the professional world of communication, where basic proficiency might get you in the door at the entry level, but creative thinking and a willingness to go beyond the minimum expectations are necessary to get noticed and advance.

Digital Portfolio

All students in the school of Communication are required to develop a digital portfolio on their LinkedIn page. The digital portfolio is an online collection of the work you've done during your time at High Point University.

The work you do in this class can be lit, rendered, and placed in your online portfolio.

Writing styles

Professional work should be written in the latest revisions of the Associated Press (AP) Style Manuals for print and broadcast. (Yes, AP also has a style manual for broadcast.) The School requires academic papers to be written in the latest revision of the American Psychological Association (APA) style. If you’re unfamiliar with this style, please see the Chair or the Dean. Other academic styles are not accepted unless the student work is written for a publication or event that requires a different format. Having students learn multiple writing styles only confuses them.

Absences and tardies

After two unexcused absences you will receive a Probation Notice. After a fifth absence you will be dropped from the class. Exceptions will only be granted for university-sanctioned events (with prior notice) or hospitalization (with a doctor’s note). Tardies are also unacceptable. Be on time. Better yet, be early. Two tardies will equal an absence. Students will not be permitted to make up grades for work missed due to an unexcused absence or tardy.

Copyright, Plagiarism, and cheating

Each of you signed the HPU Honor Code and it is your responsibility to abide by it. Cheating or plagiarism can result in failure for the course. Theft of intellectual property (such as images, audio, or video) is equivalent to plagiarism. See the School of Communication policies on plagiarism and copyright at the end of this document.

On occasion, the professor will provide media/materials for use in class.  These materials may include photos, video/audio files, scripts, and design templates.  These items are copyrighted (by the professor and others) and may only be used in classroom exercises as specified by the professor.  Consequently, students may not use media supplied by the professor in their projects unless they have been given permission to do so. Student projects containing unauthorized material provided by the professor may be penalized or disqualified.  Students also may not share, distribute, or post online any media that contains media elements provided by the professor.

In addition, the professor holds the copyright on all course materials including lectures, PowerPoint presentations, handouts, video/audio media, etc.  Consequently, course sessions and materials cannot be recorded, copied, or distributed in any form without the written permission of the professor.

Plagiarism involves copying the work of others and/or representing it as your own without attribution. Students should not use any media created by another student or outside entity (e.g. downloaded online) in their assignments without prior permission from the professor.  In addition, students should not copy edited sequences, documents, sessions, or projects and represent them as their own. Incidents of copyright infringement and plagiarism will be treated as University Honor Code violations.

Tentative schedule

This is a tentative schedule that is subject to change. Details for each week’s assignments will be posted on Blackboard.

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| Week | Topic | To Do | Estimated Hours |
| 1 | Finished Video Game | Reading: Fullerton Chapter 12 - Team Structures | Readings: 2 hrs Final Video Game: 6 hrs |
| 2 | Reading: Fullerton Chapter 9 - Playtesting | Readings: 2 hrs Final Video Game: 6 hrs |
| 3 | Reading: Fullerton Chapter 10 - Functionality, Completeness, and Balance | Readings: 2 hrs Final Video Game: 6 hrs |
| 4 | Reading: Fullerton Chapter 11 - Fun and Accessibility  **Finished Video Game Due** | Readings: 2 hrs Final Video Game: 6 hrs |
| 5 | Publishing | Reading: Limpach Chapter 2 - An overview of Indie PC and Console Market | Readings: 2 hrs Publishing to Platform: 6 hrs |
| 6 | Reading: Limpach Chapter 4 - Choosing Your Publishing Strategy | Readings: 2 hrs Publishing to Platform: 6 hrs |
| 7 | Reading: Limpach Chapter 5 - Gathering of Useful Tools for Publishing  **Published Video Game Due** | Readings: 2 hrs Publishing to Platform: 6 hrs |
| BREAK | | | |
| 8 | Presentation Development | Reading: Limpach Case Study - Preparation for Communication is the Core of Your Success | Readings: 2 hrs Developing Slide Deck (or posters) and Presentation: 6 hrs |
| 9 | Reading: Fullerton Chapter 15 - Understanding the New Game Industry | Readings: 2 hrs Developing Slide Deck (or posters) and Presentation: 6 hrs |
| 10 | **Presentation Slide Decks and Posters Due** | Readings: 2 hrs Developing Slide Deck (or posters) and Presentation: 6 hrs |
| 11 | Portfolio, Profile, & Professional Resume | Reading: Fullerton Chapter 16 - Selling Yourself and Your Ideas to the Game Industry | Readings: 2 hrs Portfolio, Profile, & Professional Resume: 6 hrs |
| 12 | Reading: How to Make a Game Design Portfolio That Gets You Hired | Readings: 2 hrs Portfolio, Profile, & Professional Resume: 6 hrs |
| 13 | Reading: The 10 Elements of a Successful Social Media Profile | Readings: 2 hrs Portfolio, Profile, & Professional Resume: 6 hrs |
| 14 | Reading: 15 Essential Game Designer Skills For Your Resume And Career | Readings: 2 hrs Portfolio, Profile, & Professional Resume: 6 hrs |
| 15 | **Portfolio, Profile, & Professional Resume Due** | Readings: 2 hrs Portfolio, Profile, & Professional Resume: 6 hrs |
| Exam Block | Elevator Pitch Session | |  |

**School of Communication Policies, Practices and Expectations**

Students are expected to adhere to all standards outlined in the School of Communication’s Policies, Practices, and Expectations (located at  [http://www.highpoint.edu/communication/files/nqsc\_syllabus\_policies.pdf](https://mobile.highpoint.edu/owa/redir.aspx?C=JyyBBLgH4fYmI71qL7W8GyxmheTK83O7pgF3_zLiu7DsPhTIQFTVCA..&URL=http%3a%2f%2fwww.highpoint.edu%2fcommunication%2ffiles%2fnqsc_syllabus_policies.pdf)) unless alternate standards are specifically outlined elsewhere in this syllabus.