GAM 4493-01

Game Publishing, Promotion, & Professionalism

T/Th 1:35 Pm – 3:15 Pm

Spring 2023 Syllabus and Course Calendar

Classroom: NQSC 125C  
Instructor: Brian Heagney  
Office: NQSC 341

Course Description

Students will work in groups to collaboratively iterate a video game from playable prototype through completion, ultimately publishing on a publicly available platform. Students will engage in best practices to promote the game through relevant social media and by designing engaging content for the hosting site. Students will develop resumes and portfolios to prepare for a professional career in or related to game design. *Four credits.* Prerequisite: GAM 4492

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 as an effective member of a collaborative game development team | Shipped Game |
| Demonstrate practical knowledge of the steps to publishing a video game | Shipped Game |
| Understand the nuanced roles of professional game design | Resume; Portfolio |
| Understand how to present oneself as a professional ready for a career in game design | Resume; Portfolio |
| Present professionally | High-PURCS |

Textbooks and Required Course Materials

* **TEXT:** Zackariasson, P., & Dymek, M. (2017). *Video game marketing a student textbook*. London ; New York.
* A **USB flash drive 16GB** (or higher).
* **Software/Computer Labs** – Students may use personal computers, but it is expected that some students may need to rely on the GAM computer lab. If using the GAM computer lab, organize your time accordingly, ensuring that you schedule time when there is not another class scheduled.

Assignments and grading

* **Shipped Game (20% of grade) –** Students will collaboratively make a plan to both enhance and cut features and squash bugs to publish a video game and hosting it on a public platform.
* **Resume (20% of grade) –** Students will strategically analyze their work and professional histories to develop competitive game design resumes.
* **Portfolio (20% of grade)** – Students will use pre-existing 3D models and skeletons to develop a walk or run cycle using 3ds Max
* **Professional Presentation (20% of grade) –** Students will use their walk or run cycle developed previously, combined with pre-existing animations from Mixamo, to develop and build a fully playable 3D character in Unreal Engine.
* **Weekly Assignments (20% of grade)** – There will be short online quizzes based on assignment texts and assigned readings and videos. In this course, quizzes must be taken to advance through the class modules.

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.

* Assigned Readings & Videos – approx. 30 hrs out of class
* 2D Character Rig – approx. 24 hrs out of class
* 2D Playable Character - approx. 18 hrs out of class
* 3D Playable Character I – approx. 18 hrs out of class
* 3D Playable Character II – 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.

Blackboard Blackboard Blackboard Blackboard Blackboard

I am a self-avowed blackboard nut and evangelist. I use blackboard for all of my class administration, and therefore you MUST use blackboard as well. If you have never used Blackboard before, it will become your friend. If Blackboard is already your friend, you will become BFFs. If you dislike Blackboard, then please come see me and I will evangelize to you appropriately. The following is how I use Blackboard:

**Assignments:** All assignments will be hosted and explained in Blackboard. Every major assignment will have a rubric attached to it in Blackboard, which will help you understand how assignments will be assessed.

For every assignment, you MUST submit something through Blackboard. If you complete an assignment and do not submit it to Blackboard, it is as if you have not completed it and it will be counted as late.

**Assignment Calendar:** Blackboard has an amazing assignment calendar associated with it. When you go to the Blackboard assignment calendar, you will be able to see EVERY assignment and quiz that is assigned so you won’t ever forget!

**Syllabus:** This syllabus will also be hosted on Blackboard.

**Blackboard is Master:** Blackboard assignment dates and descriptions take precedence over all dates/descriptions on this syllabus.

**Feedback:** Feedback for ALL assignments (including final assignments) will be conducted through blackboard rubrics.

Problems with Blackboard: Please contact IT IMMEDIATELY if you do not have access to our class blackboard page. I cannot help you, only IT can help you. It is your responsibility to remedy the problem ASAP so you can participate in the course.

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.

GRADE APPEAL

If a student has a complaint or concern about a faculty member regarding a grade, they should first try to resolve it with the instructor in question. If the complaint is not resolved through this interaction, the student should then go to the Department Chair. If the instructor of the course also serves as a Chair, then the student should approach the Dean as the first step in the process.

**For this course**, a student should pursue the following process:

1. Talk with the instructor of the course,

2. Talk with Dr. Stefan Hall who serves as the Chair of the Nido R. Qubein School of Communication’s Game Design department.

The decision of the Chair/Dean is final.

GRIEVANCE PROCEDURE

If a student has a complaint or concern about a faculty member regarding any matter other than a grade, they should first try to resolve it with the instructor in question. If the complaint is not resolved through this interaction, the student should then go to:

1.     the Department Chair;

2.     the Dean of the School of Communication; then

3.     the Senior Vice-President of Academic Affairs, which is the final step in the grievance process.

Bypassing any of these steps—going directly to the president, for example—will not resolve the issue and will only delay resolution. Senior administration will not deal with grievance issue unless it has been discussed at the appropriate level.

For this course, a student should pursue the following process:

1. Talk with the instructor of the course.

2. Talk with Dr. Stefan Hall who serves as the Chair of the Department of Game Design.

3. Talk with Dr. McDermott, who serves as the Dean of the Nido R. Qubein School of Communication.

4. Talk with Dr. Bauer, who serves as the Senior Vice President of Academic Affairs of High Point University.

The decision of the Senior Vice President of Academic Affairs is final.

Exam Block

At High Point University, every course is expected to use its designated exam block. While I try to clearly mark the exam block date and time on this syllabus and on Blackboard, please note that if it is incorrect for any reason, it is expected that ALL STUDENTS verify the correct date and time using the Registrar’s website.

In this course, we will use the exam block for a fun in-class 3D modeling activity.

STARFISH SYLLABUS STATEMENT

High Point University cares about your success!

This course is part of a HPU initiative that utilizes Starfish Connect, a communication tool for students and faculty. Through Starfish, instructors, coaches, and advisors provide feedback to you about course progress by emailing you about your academic performance. The emails are designed to be helpful by identifying strategies that increase your success in courses. Be sure to open any emails you receive and follow the recommendations.

Your instructor, coach, or advisor may also recommend that you contact a specific campus resource, such as the Learning Lab or Counseling Center. If an instructor makes a referral, you may also be contacted directly by this campus service as a follow-­‐up.

Starfish also allows you to schedule appointments with various offices and individuals across campus and request help on a variety of topics.

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 | Day | Date | Topic | Sub Topic | To Do | Estimated Hours |
| 1 | Monday | 8/22 | 2D | Vector Art |  | Readings / Viewings: 2 hours 2D Character Rig: 6 hours |
| Wednesday | 8/24 |  |
| Friday | 8/26 |  |
| 2 | Monday | 8/29 |  | Readings / Viewings: 2 hours 2D Character Rig: 6 hours |
| Wednesday | 8/31 |  |
| Friday | 9/2 | Due at End of Week: Illustrator Files |
| 3 | Monday | 9/5 | Walk Cycle |  | Readings / Viewings: 2 hours 2D Character Rig: 6 hours |
| Wednesday | 9/7 |  |
| Friday | 9/9 |  |
| 4 | Monday | 9/12 |  | Readings / Viewings: 2 hours 2D Character Rig: 6 hours |
| Wednesday | 9/14 |  |
| Friday | 9/16 | Due at End of Week: 2D Character Rig |
| 5 | Monday | 9/19 | Unreal Engine +  Other Cycles |  | Readings / Viewings: 2 hours 2D Playable Character: 6 hours |
| Wednesday | 9/21 |
| Friday | 9/23 |  |
| 6 | Monday | 9/26 |  | Readings / Viewings: 2 hours 2D Playable Character: 6 hours |
| Wednesday | 9/28 |  |
| Friday | 9/30 |  |
| 7 | Monday | 10/3 |  | Readings / Viewings: 2 hours 2D Playable Character: 6 hours |
| Wednesday | 10/5 |  |
| Friday | 10/7 | Due at End of Week: 2D Playable Character |
| BREAK | Monday | 10/10 |  | | | |
| Wednesday | 10/12 |
| Friday | 10/14 |
| 8 | Monday | 10/17 | 3D | 3D Playable Character 1: Mixamo |  | Readings / Viewings: 2 hours 3D Playable Character I: 6 hours |
| Wednesday | 10/19 |  |
| Friday | 10/21 |  |
| 9 | Monday | 10/24 |  | Readings / Viewings: 2 hours 3D Playable Character I: 6 hours |
| Wednesday | 10/26 |  |
| Friday | 10/28 |  |
| 10 | Monday | 10/31 |  | Readings / Viewings: 2 hours 3D Playable Character I: 6 hours |
| Wednesday | 11/2 |  |
| Friday | 11/4 | Due at End of Week: 3D Playable Character 1 |
| 11 | Monday | 11/7 | Playable 3D Character 2: Maya |  | Readings / Viewings: 2 hours 3D Playable Character II: 6 hours |
| Wednesday | 11/9 |  |
| Friday | 11/11 | Due at End of Week: Make Human Character |
| 12 | Monday | 11/14 |  | Readings / Viewings: 2 hours 3D Playable Character II: 6 hours |
| Wednesday | 11/16 |  |
| Friday | 11/18 |  |
| 13 | Monday | 11/21 |  | Readings / Viewings: 2 hours 3D Playable Character II: 6 hours |
| Wednesday | 11/23 |  |
| Friday | 11/25 |  |
| 14 | Monday | 11/28 |  | Readings / Viewings: 2 hours 3D Playable Character II: 6 hours |
| Wednesday | 11/30 |  |
| Friday | 12/2 |  |
| 15 | Monday | 12/5 |  | Readings / Viewings: 2 hours 3D Playable Character II: 6 hours |
| Wednesday | 12/7 | Due at End of Week: 3rd Person Unreal Animation Due |
| Exam Block | Saturday, December 10 8 AM - 11 AM | | In Class Activity |  |  |  |

**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.