Game Design
Fall 2013

Concept Pitch Requirement

Total Grade: 100

You should develop a presentation and a document that discusses the following:

- **Basic Info:** Game Name and Team Name, a visual that depicts the gameplay and genre
- **Overview of Game:** Genre and Aesthetics of the game, use visuals
- **Target Audience:** who are they? Be specific, age, gender, gaming experience and why?
- **Previous research:** what other games this game resembles, be extensive here and make sure you describe the game and why the concept is similar and what is the main difference you see of your game from these games
- **One innovation:** what is the major feature that differentiates your game from others? Be specific here: innovate on one item and not on several fronts. How are you going to test and make sure you succeed in this element
- **Prototype of the concept:** a rough paper prototype of the major mechanics that you want to develop.
- **Plan**: detailed plan of when and how you will reach your milestones and release date, what are the major risks you see. Discuss the expertise of your team and how you will work together
- **How do you know you are done?** Discuss all assessment and evaluation protocols you plan to use to know how well your game is working
- **What tools will you use and why?**

Rubric:
Students are given full credit if:

- Address all the points above with <u>enough detail</u>, each point are equally weighted except for the name of the team and group which will be worth 5 points out of 100. 'Enough detail' is discussed individually with every team upon approval of their documents before presentation.
- Assignment turned in on Blackboard