

GDS230 Project Documentation



Due Week 6, Friday, 10pm

Requirements

Deliverables:

- **Game Design Document** (With art and technical considerations)
- **Project Management Plan and Scope**
- **Marketing Plan**

- Clear branding, including a strong logo and consistent visual style.
- Including full-colour concept designs, along with rough sketches which show progress towards final designs. The concepts should lock in a strong, cohesive style.
- Correct APA referencing formatting.

Game Design Document

- Executive Summary
- □Key Features
 - Unique to your game, core selling points
- □Core Gameplay Breakdown (Rules, Mechanics, Goals)
 - Detailed, granular description of how the game actually functions
- □Target Platform
- Controls, Interface and UI
- □Aesthetics, including Moodboards / Examples / UI
- Asset Lists
 - ALL models, textures, audio, UI, etc.
- Testing and Analytics Plan
 - When and how do you plan to test your game? What metrics will you be tracking and how do you intend to act upon gathered data.
- Technical Considerations
 - What technology and hardware is needed to develop and play the game?

Learning Outcomes:

GDS 2, 7, 11

Project Plan and Scope

- Objectives and Approach
 - What do you intend to achieve and how will you practically go about it? What project management methodology will you use?
- Communication and Data Organization
 - Team communication tools, meeting schedule, cloud/physical storage
- Task breakdowns with short summaries, dependencies and time estimates.
- Per week task schedule
 - Including self-imposed deadlines for major milestones (alpha, beta, release).
- Risk Management
 - Version control and backup plan.

Learning Outcomes:

CLO 3, 4

Marketing Plan

- **Project Summary** including:
 - Project rationale (purpose of project execution, product outcomes/objectives)
 - Product details (genre, format, aesthetic, delivery, resources required etc.)
 - Product distinguishing features (what unique value does your product offer the target audience?)
- **Target audience rationale**, including:
 - Target audience identification (demographic, psychographic)
 - Target audience needs/wants/desires inc. sources
 - Supporting research of target audience and wider teaching/learning or development skills (eg. National curriculum, stakeholder provided research, stakeholder provided specifications)
- **Marketing Strategies**
 - Advertising vectors and market reach (format, timing, logistics, support)
 - S.W.O.T Analysis (Strengths, Weakness, Opportunities, Threats)
 - Product delivery (vector, format, cost, support)
 - Support and customer care (testing, iteration, technical support)

Learning Outcomes:

GDS 7, 10, 11