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School of Computing, Engineering and Mathematics

Assessment Details and Brief	
Module Code:	CI410
Module Title:	Introduction to Game Design and Development
Author(s)/marker(s) of assessment:	Panagiotis Fotaris / Phil Jackson
Assessment number:	1
Assessment title:	Game design
Percentage contribution to module mark:	50%
Weighting of components within this assessment:	Design Report 100%
Module learning outcome(s) assessed:	- LO1: Communicate their own game design, rules, functionality, and user interfaces in writing using a combination of narrative & appropriate diagrams. - LO2: Describe game mechanics found in prior art and demonstrate the ability to predict their impact on gameplay.
The assessment is marked anonymously	☐ Yes ☒ No
Date of issue:	5/10/2020
Deadline for submission:	15/1/2021 15:00
Method of submission:	**You are required to hand a single component:** A 1750 to 2000-word report excluding references should be uploaded to the CW1 Assignment area for CI410 on student central.
Date feedback will be provided:	8/2/2021

Assessment brief
You will need to demonstrate a design-led approach to the creation of a small mobile game paying specific attention to: Rules, Rewards, intended Audience, and Unique Selling Points, as well as appreciation of the benefits of any hardware-specific mobile features such as: touch screen, location sensing, web connectivity, motion sensing, Bluetooth WIFI. You are required to produce a brief game design concept / pitch document (1750-2000 words excluding references). You can use the provided game concept document template or any other template you want.   - Your document should include the following: **Working title:** Your game's title should communicate the gameplay and the style of the game   **Concept statement:** The game in a tweet: one or two sentences at most that say what the game is and why it's fun.   **Genre:** Single genre is clearer but often less interesting. Genre combinations can be risky. Beware of 'tired' genres.   **Target audience**: Motivations and relevant interests; potentially age, gender, etc.; and the desired ESRB rating for the game   **Unique Selling Points (USPs):** Critically important. What makes your game stand out? How is it different from all other games?   **Player experience:** Who is the player? What is the setting? What is the fantasy the game grants the player? What emotions do you want the player to feel? What keeps the player engaged for the duration of their play?   **Visual and audio style:** What is the "look and feel" of the game? How does this support the desired player's experience? What concept art or reference art can you show to give the feel of the game?   **Platform and technology:** Tablet or phone? 2D, 2.5D or 3D? Do you use hardware-specific mobile features such as touch screen, location sensing, web connectivity, motion sensing, Bluetooth, or WIFI?   **Game rules:** What are the rules that define the game world and the gameplay?   **Core loops:** How do game objects and the player's actions form loops? Why is this engaging? How does this support the player's goals? What emergent results do you expect/hope to see? If F2P, where are the monetisation points?   **Objectives and progression**: How does the player move through the game, literally and figuratively, from tutorial to end? What are their short-term and long-term goals and rewards (explicit or implicit)? How do these support the game concept, style, and player-fantasy?   *Narrative (optional): Briefly describe the game world and any narrative in player-relevant terms (as presented to the player).*   *Monetisation (optional): How will the game make money? Premium purchase? F2P? How do you justify this within the design?*   - You are encouraged to include flowcharts, sketches, and concept drawings to effectively communicate your design.   - You should include 2 personas of your intended customers, supported by evidence which supports your assertion. Consideration should be paid to the short and medium-term play cycle with a focus on player actions and game rewards.   - Any 3rd party content should be correctly referenced.

Game Design Concept and Pitch Template

This is a skeleton/reference for a game design concept. Your submitted document should be 1750-2000 words long.

Working title
Your game's title should communicate the gameplay and the style of the game

Concept statement
The game in a tweet: one or two sentences at most that say what the game is and why it's fun.

Genre(s)
Single genre is clearer but often less interesting. Genre combinations can be risky. Beware of 'tired' genres.

Target audience
Motivations and relevant interests; potentially age, gender, etc.; and the desired ESRB rating for the game.

Unique Selling Points
Critically important. What makes your game stand out? How is it different from all other games?

Player Experience
Who is the player? What is the setting? What is the fantasy the game grants the player? What emotions do you want the player to feel? What keeps the player engaged for the duration of their play?

Visual and Audio Style
What is the "look and feel" of the game? How does this support the desired player's experience? What concept art or reference art can you show to give the feel of the game?

Narrative (Optional)
Briefly describe the game world and any narrative in player-relevant terms (as presented to the player).

Monetisation (Optional)
How will the game make money? Premium purchase? F2P? How do you justify this within the design?

Platform(s) and Technology
Tablet or phone? 2D, 2.5D, or 3D?Do you use hardware-specific mobile features such as touch screen, location sensing, web connectivity, motion sensing, Bluetooth, or WIFI?

Game Rules
What are the rules that define the game world and the gameplay?

Core Loops
How do game objects and the player's actions form loops? Why is this engaging? How does this support player goals? What emergent results do you expect/hope to see? If F2P, where are the monetisation points?

Objectives and Progression
How does the player move through the game, literally and figuratively, from tutorial to end? What are their short-term and long-term goals and rewards (explicit or implicit)? How do these support the game concept, style, and player-fantasy?

Marking rubric						
	Unsatisfactory (E/F 0-39%)	Adequate (D 40-49%)	Sound (C 50-59%)	Good (B 60-69%)	Excellent (A 70-79%)	Outstanding (A+ 80-100%)
Report depth 40%	Completely unsatisfactory and weak in all sections.	A poorly structured report with vague language, may include some typos and require a lot of polishing. Some key information missing. Minimal use of mapping features to personas.	A well-structured report, very few typos. Covers most sections but to a poor extent. Some attempts at mapping features to personas.	A clearly structured well-written report. Covers all sections to a reasonable extent. A good depth and breadth of knowledge are shown. Sound attempt at mapping features to personas.	In addition, uses precise language (terminology) and concise in its narrative. Covers all sections, providing extensive links to other sources of information. Demonstrates clear understanding of the use of personas in design.	In addition, a deep understanding of the problem/solution in the domain is demonstrated, also with alternative solutions discussed. Sophisticated critical reflection. Professionally looking, clearly written report.
Report clarity 40%	Poor layout, minimal/no use of diagrams overall too simple for L4.	Acceptable layout, attempt made to use diagrams at a minimal level simple for L4.	Sound layout, good use of diagrams however with a significant number of inconsistencies / irrelevant diagrams for L4.	Clear layout, good use of relevant diagrams minimal inconsistencies for L4.	Highly readable layout, excellent use of highly relevant diagrams no inconsistencies for L4.	In addition to being highly readable with, excellent use of relevant diagrams report contains highly innovative ways of communicating key concepts.
Game design innovation Prototype innovation 20%	Minimal/no evidence of own innovation and or, highly derivative for L4	Evidence of at least one innovative game feature.	Evidence of at least two innovative game features.	Evidence of at least two innovative & complimentary game features.	Evidence of more than two innovative & complimentary game features.	Evidence of multiple interlinked & innovative game features of publishable standard.
	Unsatisfactory (E/F 0-39%)	Adequate (D 40-49%)	Sound (C 50-59%)	Good (B 60-69%)	Excellent (A 70-79%)	Outstanding (A+ 80-100%)

1. *A copy of your coursework submission may be made as part of the University of Brighton's and School of Computing, Engineering & Mathematics procedures which aim to monitor and improve quality of teaching. You should refer to your student handbook for details.*
2. *All work submitted must be your own (or your team's for an assignment which has been specified as a group submission) and all sources which do not fall into that category must be correctly attributed. The markers may submit the whole set of submissions to the JISC Plagiarism Detection Service.*