Mathew Mason
Semester Project, TC 446
Project Write-up

Target product or service: Game Design and Development Specialization, Michigan State University

The target service (MSU's Game Design program) helps to prepare students to enter into the field of professional game design and development by teaching fundamentals in game design, and focusing on project development within groups. A student in the program will begin with simple 2d game design projects, and move on into 3d, and eventually into client work (the capstone course). The eventual outcome, ideally, is to place the thoroughly trained student into a position within the game design industry.

The target audience for the banner will be either High School students looking at potential colleges, or students already attending Michigan State University, and who are interested in game design. The target should be of course already interested in at least some piece of game development as a career, and may include potential artists, programmers, audio specialists, or all around designers.

In order to market the service, I plan on showing screens of game development from concept art and documents, to code, to prototypes, to finished products. These screens will be simplified, and may either be fully done in vectors, or in bitmaps. The banner will then focus on some of the past achievements of students including showcases in game design conferences and positions acquired in the industry. The banner will be clickable, and will link off to a page on the DMAT site where the potential student can find more information.