Creative Brief Assessment 4

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Introduction

Introduction:

Your Company has been hired by a client to develop a product for them, They have a series of jobs they would like to do, and have given you a list to pick from. As the lead developer, it is your task to flesh out the idea from your client's brief.

Requirement as a client:

- Write a topic and elaborate on the overview of the brief

Your requirements to flesh out the idea:

- Write a Strength, Weaknesses, Opportunities, Threat (SWOT) Analysis
- Write who is their target audience
- Write who is their competitors
- Write any potential constraints
- Write what drives you to create this piece and visualise your work from inspirations
- Plan a schedule

Topic and Overview

Topic assessment will include:

Select a topic from the list below for your whole assessment or *alternatively create your own (this must be approved by your teacher)*. Once selected you will need to come up with a background for why you will be creating what is needed.

Easy	Medium	Hard
• Jumping castle • Bedroom • Coffee shop • Classroom design	• Outdoor classroom • Animal crossing over freeway • Park • Skate Park • Your own indie game studio	• Artificial reef • Energy friendly house • Simulated fire evacuation plan • A vertical slice of your game

Overview assessment will include:

Your task is to write an overview what your client has requested for you to do. Your task is to write and describe in a paragraph(s) the core of what exactly they want you to develop.

The assessment instructions:

All sections marked in green must be edited/filled out by each student. Be sure to replace "Student Name" on the first slide and the in the document title with your name.

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Topic and Overview

Medieval Bedroom

A client has hired my company and asked me to create a medieval styled bedroom owned by a young mage girl for a the beginning of a game level as well as three assets to go along with the room.

This will be a great opportunity to utilise my creativity as well as to learn more about modelling assets in a medieval kind of environment. If the modelling is done well, I should have a result of a neat room with many aspects given to it that are very medieval and mage-like (based on the protagonist of the game who owns the room).

SWOT Analysis

Introduction:

This is one of the useful technique to help you to strategically identify the client's real need.

Strength:

Pointing out the best quality that this project already has

Weaknesses:

Pointing out the downfall for this project

Opportunities:

What would be the benefits of working on this project
For the clients, for the customers, to you and your company

Threat:

What may be the problem of working on this project

The assessment instructions:

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SWOT Analysis

Strengths

- The simpleness that can be used to create the theme of a bedroom (furniture, basic objects, etc.

Weaknesses

- The textures that would be included in an old styled bedroom

Opportunities

- Medieval themes are becoming much more popular among games and movies, it could be could to get my company out there so other clients will be interested with this work

Threats

- There could be an issue with the time if I can't make the assets within the time frame given to me

Target Audience

Introduction:

On the next slide you will need to describe your ideal target audience for this project. Demographics are the 'cold hard' facts about your audience. Psychographics are the 'softer' facts, but are equally or sometimes even more important.

Use the following list of demographics to help you write your audience description:

- Age, location, type of job (occupation), level of education (schooling), social class and religion

Use the following list of psychographics to help you write your audience description:

- Activities/hobbies (what they do with their time)
- Personality & values (outgoing, brave, friendly, lazy, grumpy, generous, funny, etc..)
- Attitudes (who do they vote for? What sports team do they support? Favourite band/music?)

Analyse and evaluate

- Will there be a potential issue that may not work with the group(s) mentioned above?
- If so, how can you fix them?

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Target Audience

Demographic-
I picture my target audience as teenagers, roughly aged 13-17, who are still in their schooling years and mostly situated in Australia as my company is a Melbourne-based one.

Psychographic-
My target audience would have hobbies of watching movies, playing video games, or playing games with a small group of friends. They would mostly enjoy a fantasy genre of entertainment. They would be kind but probably a bit angsty (given the age) and emotional, but adventurous, curious and ready to give things a go. The music they would like would be indie pop, rock, or unpopular music not many others would listen to such as instrumentals or soundtracks to their favourite games/movies.

Analyse and Evaluate-
There could be potential issues of some teenagers not having much time to play my game while they're caught up with work, so with that I could then enhance the speed of the game progress without making it seem rushed, so they enjoy the moments they have to play it. Another issue I could run into would be that some young teenagers may not have the money to buy the game themselves and have to ask parents, who would want to know about the game and make sure it is safe for their child. To solve this I could have safe language used in my game and not as much gruesome graphics, and also lower the price range a bit.

Competitors

Introduction:

You will need to do your own research about your competitors

Use the following list of questions to help you write the information:

- Are there any existing competitors? If so, who are they?
- Are they big companies or small ones?
- What do they have that you do not?

Analyse and evaluate:

- What benefits and advantages can you provide that your competitors can't?
- What makes you stand out against your competitors?
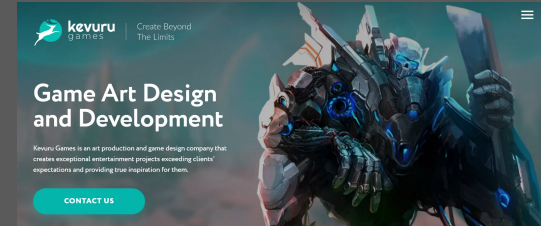
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Competitors

Write about your competitors here. You should research at least 2 competitors (you can include images too)

Kevuru Games – An Australian game design company that is small yet they have over 8 years of industry work complete and many different aspects to their own portfolio on their website.

Dani – Dani is a new indie games producer that have made a new game. They are not a big company or very experienced but have already begun attracting an interested audience.

kevuru games | Create Beyond The Limits

Game Art Design and Development

Kevuru Games is an art production and game design company that creates exceptional entertainment projects exceeding clients' expectations and providing true inspiration for them.

CONTACT US

What can you offer that your competitors can not? What makes you stand out?

I am a lot more flexible than many other competitors. While they may be small companies, they would already be well on their way making a name for themselves and developing their own audience. I would also be cheaper and more appealing to clients who would not intend to pay too much for me to work on their ideas.

Constraints

Introduction:

You will need to think about the possible obstacles that can occur

Constraints:

- Think about the limitation of your resources.
- Think about your budget.
- Think about the limitation of your skills.

The assessment instructions:

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Constraints

Some possible constraints for this project could be the time frame given to complete it. Since my company is fairly new and therefore doesn't sport the same experience in time management, we would be new to working on projects like this during certain time frames. We also don't have that many employers like many other game companies have, which would then speed up their production time.

Drives & Visuals

Introduction:

At this stage you should have a better understanding of "your" client needs.

Drives - use the following list below to help you write what drives you to work on this project:

- What is the main reason for you to be excited to work on this project?
- What issues you are looking forward to solve?

Visuals:

- What sources of information or inspiration would help you to achieve your goal?
- Are there examples that you can draw inspiration from?
- Make sure you ANNOTATE your visuals – what do you like? what do you not like?

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Drives & Visuals

The main reason I'm excited to complete this project is because of the experience I'll gain from it. I'll learn new things about modelling and using programs like Unreal Engine and I'll also learn more about the theme of the project (which is more medieval) which will be interesting. I'm looking forward to solving the issue I could possibly have with time. By managing my time well I'll be able to organise myself a lot more which I'm looking forward to doing.

I'm finding a lot of inspiration from Skyrim: The Elder Scrolls game. It has a lot of fantasy/medieval locations and places which I think are great, and I could draw inspiration from that.

In these images I like the old wooden textures used and the colour schemes as well.

I like the shape of the room

I like the texture of the wall

The shape of the bed

Bedside table & treasure chest models + their textures

Schedule

Introduction:

By now, you should have a good understanding of your client brief that you are able to work out how on how long it will take to do your project.

Reference the calendar on the class website to complete this task

Schedule:

- Fill out your task list for each week
- Describe them in bullet points

The assessment instructions:

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Schedule

Week 7, Term 3
- Topic & Overview / Brainstorm
- Creative Brief PowerPoint

Week 8, Term 3
- Complete & Submit Creative Brief PowerPoint
- - Mind map, references
- - Start asset thumbnail sketches

Week 9, Term 3
- Complete 3 x asset thumbnail sketches
- - Complete final concept sketch
- - Submit folio for pre-production feedback
- - UE4, greyboxing & geometry

Holidays

Week 1, Term 4
- Block out environment in UE4

Week 2, Term 4
- 3 x asset primitive blockouts
- Add asset blockouts to UE4 blockout

Schedule

Week 3, Term 4
- **Model asset 1**
- **Model asset 2**
- **Model asset 3**

Week 4, Term 4
- **Construct final level design in UE4**

Week 5, Term 4
- **Complete folio – add screenshots & post mortem questions**
- **Submit final level & folio**