DGM07 Marking Guide

This is the most important summative of the entire course, consisting of a 20 week production.

Submission Checklist (as per brief handout):

**Downloadable Game Build**

*Functional, stable build, available online*

Make sure that if you’ve marked the build as available for a specific platform, there is actually an executable for that platform.

Make sure that the executable runs! (download your own game and test it before publishing).

**Devblog**

*Documentation of your development process available online. Regular post frequency.*

A detailed weekly summary as a minimum. See Rubric checklist below for more details.

**Presski**t

*Game Trailer, screenshots, logline, detailed description, downloadables.*

Refer to a presskit template provided.

**Unity Project**

*Executes without error in the editor, includes all dependencies with no copyright violations.*

Make sure all the necessary assets are in the Unity Project. It should run without errors.

In your production document, cite any external assets or store bought resources (music, etc.) that you used in your project.

**Production plan**

*Production schedule, marketing strategy*

A single .pdf file containing both. See rubric guide below for details.

**Post Mortem**

*Devblog entry and reflection*

See rubric details below.

Rubric checklist

**Proficiency in interaction design principles demonstrated.**  
Do you demonstrate understanding of feedback loops?  
Does your game communicate what the player can/can’t/needs to do?  
Does your game communicate consequences to given actions?

**Proficiency in visual design is demonstrated.**Is your game visually consistent?  
Does your game visually communicate important gameplay information?  
Does your game give visual feedback to player’s actions?  
Do you provide references to sources that influenced and inspired your designs?

**Documentation is critical and thorough.**Do you have a minimum of 20 blog entries (1 detailed weekly summary of work).  
Do your entries describe the work done (screenshots, gifs, text)?  
Do your entries reflect on the work produced?  
  
**Production plan is thorough and up to date.**  
Do you have a 20 week breakdown of your schedule?  
Do you reflect on the ongoing changes to the schedule?  
Do you reflect on what influenced changes to the schedule?  
  
Marketing strategy:  
Do you outline your target audience and how you’re planning to reach them?  
Do you have market research to back your intended methods?  
Do you have case studies of similar game’s marketing efforts?  
Do you reflect how your previous learning may affect your approach to this release?

**Production post-mortem communicated clearly.**Do you communicate your key experiences?  
Do you communicate mistakes you made in a manner that would help others avoid them?  
Do you demonstrate confidence and understanding of the process you have gone through?  
Do you identify missed opportunities and choices not taken?