

## DZC21 – “Making a Serious/Applied Game”

Project: Develop a serious game to promote your department and attract new students.

Lead-time: 8 weeks, starting from Monday November 10<sup>th</sup> at 09.30h.

Weight: 50%

*Achievement (tentative): Showcase your game during the next TU/Experience Days!*

Step-by-step:

1. Form your group of 4-6 people. Your assignment partner should not be in the same group!
2. Decide on the department of your choosing. Make sure one or more of the team members are with the particular department.
3. Describe the department program, its subjects and main learning goals (tip: use the table from the assignment).
4. Create a profile of the targeted students. What is his educational background? What are his aspirations? What are his motivations for joining the department?
5. Create a profile of the department alumni. What will be his profession? What will be his goals and ambitions?
6. Define the key learning goals (knowledge, skills, attitudes) that connect the profile of the targeted students with the profile of the alumni.
7. Ideate. How could these key learning goals constitute a game?
8. Conceptualize.
  - a. What does the game teach?
  - b. How does the game attract the player?
  - c. How does the game motivate the player to learn?
  - d. How does the game keep the player engaged long enough?
  - e. What/how do you want the player to feel after he played the game?
9. Build (assign tasks, divide the work, start prototyping).
10. Test. Does the game achieve the intended results (see questions step 8)?
  - a. Set-up a test plan;
  - b. Test your prototypes with the targeted students;
  - c. Evaluate the results.
11. Iterate.
  - a. Review your design;
  - b. Redesign necessary elements;
  - c. Modify your prototype.
12. Iterate more. Repeat step 10 and 11 as often as necessary.
13. Deliver the game, including:
  - a. A stand-alone build of your game;
  - b. A description of the gameplay (manual).
  - c. A video of your work, including gameplay footage and footage of testing your game with the target audience.
14. Evaluate the game.
  - a. Did your game achieve the intended results?
  - b. Are you happy with the result?
  - c. How could the game still be improved?

Your report (max. 3MB) should include:

- A description of your process following the above-mentioned steps.
- Images of your process and game (tip: if available, include also non-used material for showing iterations).
- Introduction to the team, including a short description of the role each team member played in the realization of this assignment.
- Short evaluation of the project per team member. What have you learned?

**Deliver game** (see step 13): **Week 8, January 12<sup>th</sup> or 15<sup>th</sup>** (depending on your group), at **17:00h** to [g.j.jacobs@tue.nl](mailto:g.j.jacobs@tue.nl)

**Deliver report:** Week 9, **January 22<sup>nd</sup>** at **17:00h** to [g.j.jacobs@tue.nl](mailto:g.j.jacobs@tue.nl)