** LEYTON SIXTH FORM COLLEGE – CENTRE NO: 13409**

**DEPARTMENT: COMPUTING AND IT**

**COURSE: BTEC EXTENDED DIPLOMA IN IT - ACADEMIC YEAR 2012-2013**

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| **Student Name: Student ID: Teacher: Gary Budgen** | | | | | | | |
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| **Unit No: 40 Unit Name: Computer Games Design**  **Internal Verifier: Mrs J Niles-Braithwaite Date Verified: 9th January 2013** | | | | | | | |
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| **Assignment No: 3 Assignment Title:** **Pitch Presentation**  **Assignment Given Out: 18th March 2013 Assignment Submission Date: 29th March 2013**  **Learning Outcome: LO4 – Be able to present a game concept to stakeholders** | | | | | | | |
| **Task** | **Unit** | **Grading Criteria**  **Reference** | **Grading Criteria** | **Review Date** | **Grade Awarded** | **Date Achieved** | **Page No#** |
| 1 | 40 | P4 | Present a game concept to stakeholders with some appropriate use of subject terminology. | 22nd March 2013 |  |  |  |
| 1 | 40 | M4 | Present a game concept to stakeholders competently and with generally correct use of subject terminology. | 22nd March 2013 |  |  |  |
| 1 | 40 | D4 | Present a game concept to stakeholders to near-professional standards and consistently using subject terminology correctly. | 22nd March 2013 |  |  |  |
| **Assignment Rules:**  Any work submitted after the deadline may not be marked. | | | | | | | |
| **Student declaration**  I declare that all of the work submitted for this assignment is my own work or, in the case of group work, the work of myself and the other members of the group in which l have worked has not been copied from any source. I understand that if any part of the work submitted for this assignment is found to be plagiarised, none of the work submitted will be allowed to count towards the assessment of the assignment.  **Student Signature: Date:**  **Assessor Signature: Date**: | | | | | | | |

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| **SCENARIO**  You are a freelance games designer who has been given the opportunity to present initial designs for a new **adventure** game to a group of potential investors who, if they like your game, will give you the money to develop your game and market it. The game should be rated, using the PEGI (Pan European Game Information) system, as “12” so there should be no excessive violence or adult content.  Each of the criteria in this unit should be completed with a view to acceptance of the game design by the potential investors and therefore a high standard of research, development and presentation is required throughout. |
| **TASK 1 (P4,M4,D4) – Pitch presentation**  You now have the opportunity to convince the group of potential investors to invest in the development of your game. Prepare and present a convincing argument for someone to invest in your game. This is known as a ‘pitch’. The pitch that will:   * explain your game concept * give details of visual style and gameplay * give examples of the game world and characters including images * describe the game’s unique selling point * discuss the target audience   You presentation should last for between 10 and 15 minutes and you should leave time, within this, for questions from the audience.  You should prepare for this presentation in a professional way. You should use appropriate language and dress formally.  For P4 you should complete the **presentation** covering all the main points of the concept.  For M4 you should include **appropriate terminology** and show enthusiasm while covering all the main points of the concept. You should be able to relate your game to existing games on the market and describe the way you game has value in terms of what it contributes to the games industry.  For D4 you should work largely alone to prepare a presentation that will be to **professional standards.**  This means you should dress and speak appropriately and formally. You should use materials that are to an excellent standard (for example Powerpoint slides that are formatted using an appropriate template). |
| **Submission list:**   * Pitch presentation slides, speaker’s notes and handouts. * Recording of presentation. |