Assessment Deliverables Guide: Unit 1

Introduction to Game Design

Note that this document is not a replacement for the subject guide for the unit, nor does it supersede the assessment rubric within it.

It does however provide concrete delivery specifications for you that are a requirement for your teacher to consider your work delivered in a manner that demonstrates competency.

Deliverables per rubric item

Assessment Rubric Item	Deliverable
1 - Analysis of a computer based game	**Document** – Videogame Analysis
2 - Analysis of a board game	**Document** – Boardgame Analysis
3 - Verbal Communication within class *	Participation *
4 - Create, iterate and present a range of game documents	**Document** – Game concept design
	PowerPoint – Game concept pitch
5 - Research, analysis and discussion of game players and target markets	**Document** – Market Analysis
	Document – Persona

* = Note, while there is no actual deliverable for this, failure to engage actively in class discussions will result in being marked NYC.

General assessment document advice:

- Read your documents – Ensure they have enough context to always makes sense. To check against that, ask yourself if the way it is, your document might confuse or mislead someone. Any time you're unsure, get a friend to proof read it for you.

- Treat page counts as a guideline for cases where you either weren't including images, or not many.

- Any time you are uncertain about requirements, go speak to your teacher. Ultimately, it is them who will assess you, so they are the ideal contact for discussing expectations with.

Details of Deliverables

1 - Analysis of a computer based game

Document – Analysis of video games

Delivery details:

Filename:	<your name> - Fortnite Analysis
	<your name> - <game> Analysis
Length:	1.5 - 3 per document
Contributors:	Individual
Format:	Word Document

Submission Details & Requirements:

These documents are to contain an example of video game analysis. They will contain analysis on two games – One of your choosing, and one prescribed for you.

Consider the following mandatory:

- **Cover two games**
  - 1 x Analysis of a game your teacher specifies
  - 1 x Analysis of a game of your choice

- **Ensure your analysis of each game covers:**
  - **Product details:**
    - Product attributes – Platform, genre, no# of players
    - An overview of the game (a 1-2 paragraph summary of what the game is about and entails)
    - Target market (who is this aimed at?)
      - Ensure you describe some of their key characteristics (gaming habits, spending habits, things they value, etc)
    - New concepts / unique selling points

  - **Gameplay details:**
    - Game objectives / goals
    - Core experiences
    - Key mechanics – Ones that drive the gameplay
    - Gameplay loops
    - Critical analysis (Show objectivity – That you observed cause & effect in the design of this game.)

2 - Analysis of a board game

Document – Analysis of board games

Delivery details:

Filename:	<your name> - Boardgame Analysis
Length:	2 - 6 pages (1-2 per game)
Contributors:	Team & Individual (mixed)
Format:	Word Document

Submission Details & Requirements:

This document is to contain an example of board game analysis. It should ideally contain two to three games analysed – One will be a team effort, the rest, individual analysis you do alone. Note that the team analysis will not be held to the same standards the other analysis will.

Consider the following mandatory:

- **Analyse two board games**
    - Include one where the answers are produced collectively by your group
    - At least one must be a solo analysis (played with group, analysed alone).

- **Ensure your analysis of each game covers:**
    - Product details:
        - An overview of the game (a paragraph-format summary of what the game is about and entails)
        - Number of players
    - Gameplay details:
        - Game objectives / goals
        - Core experiences
        - Key mechanics – Ones connected to the core
        - Gameplay loops
        - Critical analysis (Show objectivity – That you observed cause & effect in the design of this game)
        - How feedback is delivered
        - A distinct summary for each of the cognitive, social and emotional aspects of gameplay

4 - Create, iterate and present a range of game documents

Document – Game concept design

Delivery details:

Filename:	<your name> - Game Concept Design
Length:	2 - 4 pages
Contributors:	Individual
Format:	Word Document

Submission Details & Requirements:

This document is to contain the outline of a game concept you design. This will basically be a rough/light game design document, which will include not only an original concept, but also, the results of testing some aspect of your game – This is the basis of game design!

Consider the following mandatory:

- **Game Overview - Ensure you include information on:**
  - Game overview and core experiences
  - Gameplay loops, rules and mechanics
  - Its point of difference / unique selling points / innovation
  - The target market, and how that will impact the design
  - Target platform, and how that will impact the design

- **Evidence of design – Your document must show that:**
  - You had an initial design
  - You built a paper prototype to test the design
  - You performed the test and got results
  - You made changes to your design based on the findings of the test

PowerPoint – Game concept design

Delivery details:

Filename:	<your name> - Game Concept Pitch
Length:	2 to 6 minutes
Contributors:	Individual
Format:	PowerPoint

Submission Details & Requirements:

This file is simply the slide-deck you will be using to assist with your presentation of your game concept pitch.

Your talk should cover the following:

- **Everything from the Game Concept Design document**

5 - Research, analysis and discussion of game players and target markets

Document – Games market analysis

Delivery details:

Filename:	\<your name\> - Market Analysis
Length:	3 - 6 pages
Contributors:	Individual
Format:	Word Document

Submission Details & Requirements:

This document is effectively a research document, where you will be collecting information on multiple aspects of the games market today – Ranging from financial / business issues, through to social issues.

Consider the following mandatory:

- **Games market research – Basic market analysis**
  - Current platforms – Sales and activity data (Units sold, usage info, etc)
  - Current games – Sale and activity data (What games are selling / grossing the most, what are people actually playing, etc) – **For 1 platform / distribution channel**
  - Market size by nation / region
  - Identify trends – You must:
    - Show some data over time for at least one of the above, then use that data to identify trends.
    - For an identified trend – Make a useful conclusion by highlighting opportunities or problems for game developers that could result from this identified trend.

- **Non-standard markets** (serious games, games for education, charity, gambling, etc)
  - Identify and profile three Australian studios / developers in non-standard markets. Cover:
    - Their releases / products / services
    - Their business model (how they make money)
    - Where / how they utilise game design
    - Additional skills and knowledge their business requires

- **Social issues in the gaming market**

  Research key social issues in games, and the impact and perception of games in the world today. Ensure your research touches on issues from each of the following:
  - Violence, diversity, health issues & addiction, games for good (positive application)
  - You must make clear points as to how this research is relevant or useful.

Document – Target Market Example

Delivery details:

Filename:	<your name> - Persona
Length:	1 page
Contributors:	Individual
Format:	Word Document

Submission Details & Requirements:

This document is a snapshot of the target customer for your game concept. This must be a plausible person – And they must not just be a representation of your personal tastes. Interview people who could be viable customers for your game concept and use their responses to ensure your persona objectively created.

Consider the following mandatory:

- **Personas of games market end users**
  - Create a full-page example of a persona for a games customer
  - Ensure you include:
    - Basic attributes (age, sex, profession, etc)
    - A bio / overview (1-2 paragraphs)
    - Motivations
    - Frustrations
    - Behaviours (when, where and how of their gaming and purchasing habits)
  - Do not pad the persona with information that has no relevance to them as a potential game player / customer.

Submission Process

1. **Check your work against the deliverables. Double check you're not missing something.**
2. **So long as your submission is under 800MB in size, submit the file(s) to Canvas**
   - **Note! Any time you have over 800MB in files to submit**
     - Only submit your documents to Canvas
     - Also submit a text file called '!!! Link to <item description>'
     - Ensure the text file contains a link / description of file path to where the files reside on assessment drive
3. **Also put the files into the respective folder on Assessment drive for the unit you are working on as a network backup**
4. **Ensure you have a personal backup as well (USB drive, cloud drive, etc)**
5. **Finally, email your teacher to let them know you are ready to be assessed.**

Remember, it is your responsibility to ensure submissions work with the guidelines provided. Failure to work within those guidelines may result in you not being assessed until things are rectified.