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| **UNIT 9** | **IT Project Management (SMG Game Design)** |  | **STUDENT NAME:** |  |

**Criteria requirements:**

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| Pass ✓🗶 | Merit ✓🗶 | Distinction ✓🗶 |
| *Learners will have made a presentation covering the main points of their concept but will convey little enthusiasm and will not persuade their audience of the value of their ideas.* | *Learners will give a generally enthusiastic presentation covering all the main points of their concept. Learners will speak with conviction and be able to relate their concept to existing titles, showing how their idea may have value.* | *The presentation will be convincing and professional, revealing coolness under pressure, yet will be complete in content and energetic in approach, exhibiting verve and aplomb. It will have been prepared autonomously, though tutors will wish to monitor its development to assure themselves of its authorship.* |

**The Game Brief requested that the student demonstrate consideration of the following: (are these included in the presentation)**

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|  | Their game’s USP |  |
|  | A one/two-liner advertising hook |  |
|  | Game designed to play on a mobile device (not pc) |  |
|  | Must be a PUZZLE game – what is the Puzzle? |  |
|  | Games must focus on Colours and Shapes and Sounds |  |
|  | Appeal to Casual Gamer market – is there research evidence and a design to match  (biggest market being females between 35-44 yrs old who play for approx. 10-15mins) |  |
|  | What the player would see/do within the game environment |  |
|  | What makes the player come back to play the game, again and again |  |
|  | Identify the rewards or incentives |  |
|  | Length of time for development and development costs |  |
|  | Identify possible revenue from such a game (possible profit) |  |
|  | Cost to the player + any online purchases or DLC (downloadable content) |  |
|  | Inspiration for the game concept |  |

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| **Signature of Observer:** |  | **Confirming Signature:** |  |
| **Name of Observer:** |  | **Confirming Name:** |  |
| **Date of Observation:** |  | **Date:** |  |