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| **Assignment** | |
| Qualification | BTEC Extended Diploma in Computer Games Design |
| Unit number and title | Unit 4 – Creative Media Production Management Project  Unit 5 – Working to a brief in Media |
| Start date | WC: 2/10/2017 |
| Deadline | Task 1 - WC: 30/10/2017 Task 2 - WC: 27/11/2017 Task 3 - WC: 11/12/2017 |
| Assessor name | James Tedder |
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| Assignment title | Game idea development & Pitch |
| You are an apprenticeship games designer working for a games developer in the East Midlands. Your manager has previously asked you to plan and develop a story for a video game based on the film Big Trouble in Little China. Using this as a basis you will be planning and developing a original game based on your story idea.  **Learning Outcomes for Unit 5:**  **P1** describe the requirements of working to a brief  **M1** explain the requirements of working to a brief with reference to detailed illustrative examples  **D1** comprehensively explain the requirements of working to a brief with elucidated examples  **P2** plan a response to a brief working within appropriate conventions and with some assistance  **M2** plan a response to a brief competently showing some imagination and with only occasional assistance  **D2** plan a response to a brief to near-professional standards showing creativity and flair and working independently to professional expectation  **Learning Outcomes for Unit 4:**  **P1** originate, develop and research an idea for a media product working within appropriate conventions and with some assistance  **M1** originate, develop and research an idea for a media product showing some imagination and with only occasional assistance  **D1** originate, develop and research an idea for a media product showing creativity and flair and working independently to professional expectations  **P2** pitch a proposal for a media product with some appropriate use of subject terminology and with some assistance  **M2** pitch a proposal for a media product competently with generally correct use of subject terminology and with only occasional assistance  **D2** pitch a proposal for a media product to a near professional standard consistently using subject terminology correctly and working independently to professional expectations   |  | | --- | | **The work for this assignment must be submitted in accordance with the instructions given at** **the end of each task within the assignment**  **Students are reminded that late work will not be accepted for assessment. Student Declaration**  I declare that all the work submitted for this assignment is my own work, or in the case of group work, the work is **my work** I completed as part of the group, and that no part of it has been copied from any source (other than for referencing).  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.  Signed: Date:\_\_\_\_\_\_\_\_\_\_\_\_ | | |
| **Task 1 Unit 5 P1 Understanding the requirements of working to a brief**  Create a report discussing your understanding of briefs and working with a client. Which type of brief have you been given? What other types of brief are there? How and why would you negotiate a brief? What opportunities and skills does this brief potentially present you with?  You must:   * Identify and explain the different types of briefs using examples linked to the games industry. * Identify and discuss the type of brief you have been given. Explain what you will need to do to complete the brief. * Identify and explain opportunities for personal development, new skills and new materials for your portfolio/CV.   Hand in: Create a report using word or blogger and submitted via my website.  ***Indicative Content***  ***1 Understand the requirements of working to a brief***  Structure of briefs: contractual; negotiated; formal; informal; commission; tender; cooperative brief; competition Reading a brief: recognise nature of and demand implicit in brief  Negotiating the brief: consultation with client; degree of discretion in interpreting brief; constraints (legal, ethical, regulatory); amendments to proposed final product; amendments to budget; amendments to conditions; fees  Opportunities: identify opportunities for self-development; new skills; multi-skilling; contributions to project brief  **Task 2 Unit 4 P1 Originate, develop and research an idea for a game**  Generate ideas for 4 original game ideas using mind mapping, mood board (Padlet) and creating simple game design briefs. Choose one to develop further with a full design brief and comprehensive research. Your research should include the target audience for your game along with how well your game is likely to be received. Primary and secondary research should be used along with your own informed opinions. Justify your decision to take the final idea forward.  Hand in: When completed a blog post should link to all task documents and submitted via my website.  ***Indicative Content***  ***1 Be able to originate, develop and research an idea for a media product***  Originate ideas: group and individual brainstorming; analysis of each idea; selection; justification  Develop an idea: e.g. mood boards, thumbnails, mock-ups, surveys  Constraints: time; costs; personnel; resources; legal and ethical considerations, e.g. privacy, libel law,  defamation, race discrimination law, data protection, freedom of information; codes of practice; copyright (requirement, owner, clearance, cost)  Research an idea: audience research, e.g. age, gender, socio-economic grouping, lifestyle, location;  audience figures, e.g. RAJAR, BARB, ABC, CAA, ELSPA, Chart Track, MCV; primary content research, interviews, questionnaires, own observations; secondary content research, e.g. newspapers, magazines, books, audio, audio-visual, electronic, internet, archives, libraries; research into competitors; research into market  **Task 3 Pitch Unit P2 Pitch a proposal for game**  Pitch the proposal to the commissioning editor of the game, highlighting the main findings of your research, show your ideas and justify your choices throughout.  Hand in: To be presented live and PowerPoint slides submitted via my website  ***Indicative Content***  ***2 Be able to pitch a proposal for a media product***  *Proposal:* content outline; target audience; resources; personnel requirements, eg cast and crew, team, specialists; budget; project schedule  *Pitch:* style; format, eg PowerPoint, video presentation, multiple presentation; technology, eg video screen, projector, audio playback; product information (content outline, target audience, resources, cast and crew requirements, budget, project schedule, market fit); preparation of materials; rehearsal of pitch; delivery of pitch | |

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| This brief has been verified as being fit for purpose | | | |
| Assessor | James Tedder | | |
| Signature |  | Date |  |
| Internal verifier | Wayne Gallear | | |
| Signature |  | Date |  |