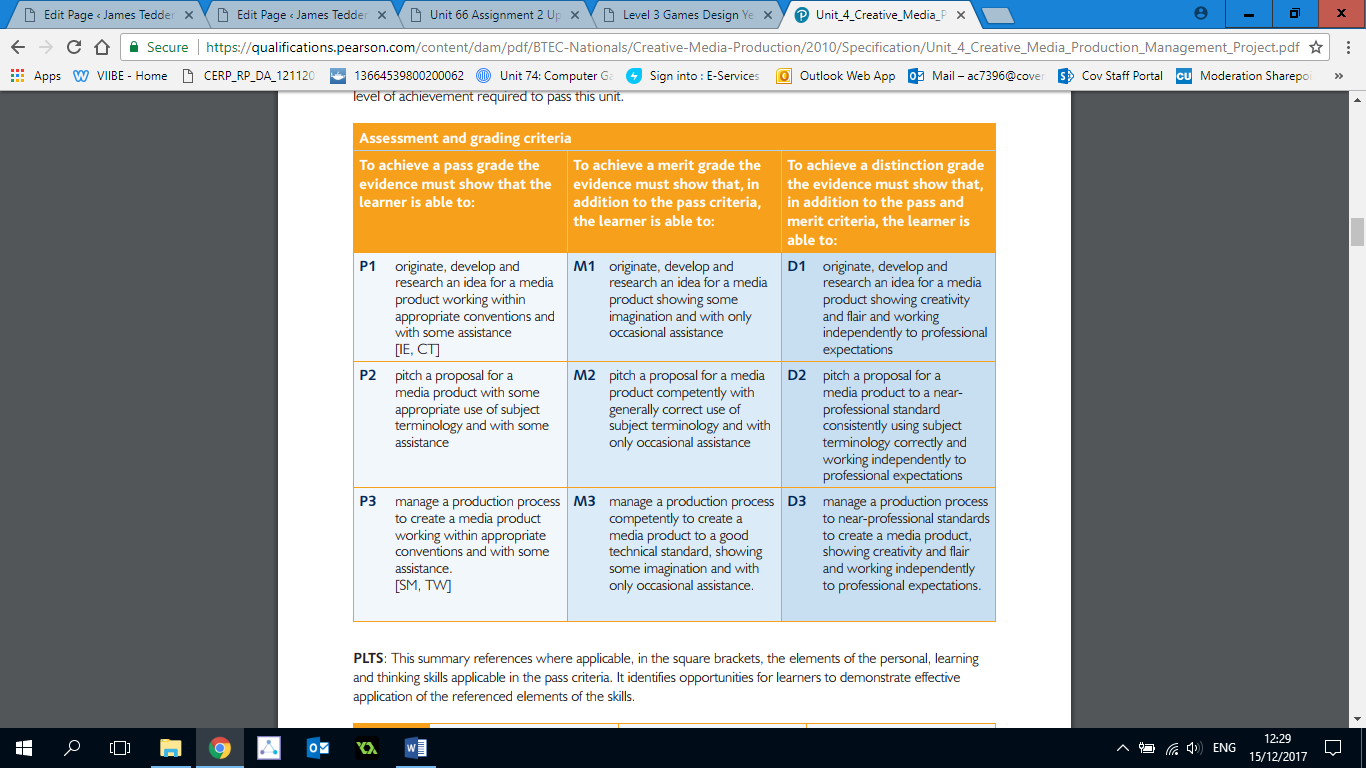
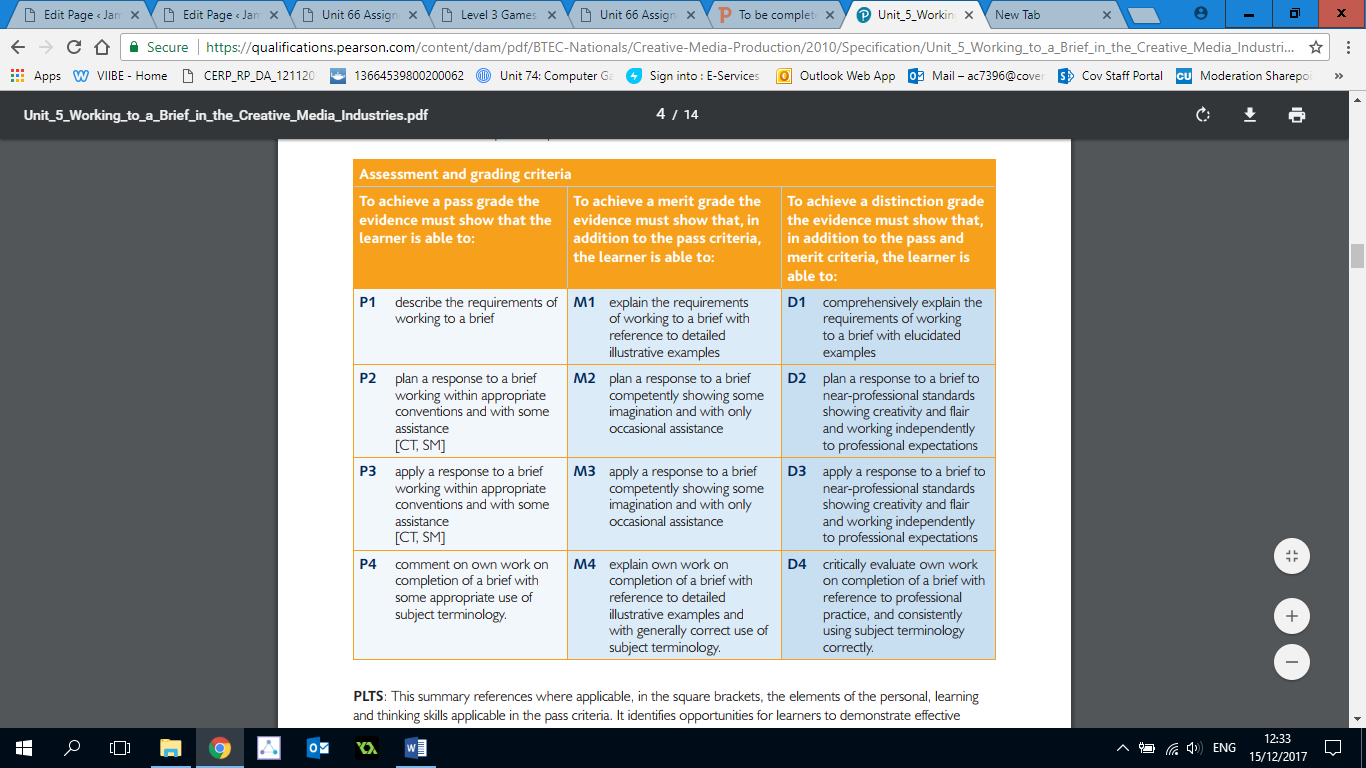
**Grading Criteria & Assessment Checklist**

**Unit 4: Creative Media Production Management Project– P1/M1/D1**



**Unit 5: Working to a Brief in the Creative Media Industries**



**Assignment 2 – Task 2: Originate, develop and research an idea for a game**

**Due: 22/12/17**

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.

Your documentation must will include elements of:

* **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;

All documentation should be explained while linking to your brief whenever possible.

**Merit Criteria:**

* You will make careful plans which are appropriate, in the case of a group project, to their particular areas of responsibility.
* You will communicate ideas with confidence making valuable contributions to the planning stages.
* Work will be approached methodically and with adequate preparation, ideas being worked out and presented neatly.
* Processes will be undertaken with care and, generally speaking, thought will be put into the work.
* Learners will explain how their research relates to and supports the production. Any treatment produced will describe a game which is relevant, appropriate and achievable.

**Distinction Criteria:**

* You will produce a clear idea for a project with a well-defined target audience.
* You will have done thorough research and planning which will be aimed at taking into account the needs and interests of the target audience.
* You will adopt an approach and attitude to this work which would not be out of place in a professional context and contributions to group work will be consistently positive and creative.
* Distinction grade learners will typically take a lead in group discussions, steering them in the right direction and taking responsibility for making decisions where necessary.
* Any treatment will be fully informed and will demonstrate clear, appropriate and thoroughly developed ideas for a production.

**ASSIGNMENT DEADLINE: 22nd Dec 2017**

**Student Name:**

**Checklist (Compulsory)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Game check list** | **Outcome achieved**  **Yes/ No** | **Any actions to be carried forward** | **Learner & Staff**  **initial** |
|  | 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. |  |  |  |
|  | Research should take place included finding out the target audience for your game along with how well your game is likely to be received. |  |  |  |
|  | Primary research conducted such as interviews, surveys and/or focus groups. What have you learner from this information? |  |  |  |
|  | Secondary research to take place along with an evaluation of how this affects your game. Look at previous similar games, how were they received with regards to sales and reviews. What can you learn from them? |  |  |  |
|  | Justify your decision to take the final idea forward. |  |  |  |

**Merit Criteria**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Game check list** | **Outcome achieved**  **Yes/ No** | **Any actions to be carried forward** | **Learner & Staff**  **initial** |
|  | You will make careful plans which are appropriate, in the case of a group project, to your particular areas of responsibility. |  |  |  |
|  | You will communicate ideas with confidence making valuable contributions to the planning stages. |  |  |  |
|  | Work will be approached methodically and with adequate preparation, ideas being worked out and presented neatly. |  |  |  |
|  | Processes will be undertaken with care and, generally speaking, thought will be put into the work. |  |  |  |
|  | Learners will explain how their research relates to and supports the production. Any treatment produced will describe a game which is relevant, appropriate and achievable. |  |  |  |

**Distinction Criteria**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Game check list** | **Outcome achieved**  **Yes/ No** | **Any actions to be carried forward** | **Learner & Staff**  **initial** |
|  | You will work independently to prepare a final specification document, report or presentation including brainstorming sheets, sketches, and storyboards or otherwise.  This will be presented as a final specification suitable for use by another to prepare the model. |  |  |  |
|  | You will demonstrate a consideration of the brief or target audience which will include a reasoned and justified discussion of implications. |  |  |  |
|  | Evidence will demonstrate creativity and flair with an organised approach to ideas generation and planning, and all decisions and intentions will be clearly explained. |  |  |  |
|  | Justify the choice of final ideas for implementation. |  |  |  |
|  | There will be evidence which indicates a thoughtful consideration of the effects of legal and ethical constraints upon the final product. |  |  |  |