|  |
| --- |
| **Assignment** |
| Qualification  | BTEC Extended Diploma in Computer Games Design |
| Unit number and title | Unit 4 – Creative Media Production Management Project |
| Start date | 26/11/2018 |
| Deadline  | 10/12/2018 |
| Assessor name | James Tedder |
|  |
| Assignment title | Pitch your game idea concept |
| You are an apprenticeship games designer working for games developer SLC Studios in the East Midlands. Your manager has asked you to plan and develop a new concept for a video game inspired by the TV show Stranger Things. This will be a 3D game created using the Unreal Engine with custom created 3D models, other royalty free assets can also be used. This game will be developed for Windows PC but should consider the possibility of ports to consoles and mobile devices.**Learning Outcomes for Unit 4:** **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: Pitch a proposal for game**You have previously been asked to develop pre-production documentation for an original game idea concept inspired by the TV show Stranger Things. Using that documentation you now need to pitch the proposal to the commissioning editor of the game. You should highlight the main findings of your research, show your ideas and justify your choices throughout.* 10 minute presentation if working alone. Add 5 minutes for each extra group member.
* The pitch should outline the scope of the game and content that will be included. Show off your creativity and show a clear vision for the project.
* Outline the target audience referencing your research. What’s the market for your game?
* Include your development plan and any resources that need to be created or gathered. Show your understanding of what needs to be done to create the game. Outline who will be doing what if working in a group.
* Your quality of PowerPoint, delivery of the pitch and preparation will all be assessed during the presentation. Allow time for a rehearsal beforehand.

Hand in: To be presented live with PowerPoint slides and notes submitted via Moodle***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 |

|  |
| --- |
| This brief has been verified as being fit for purpose |
| Assessor | James Tedder |
| Signature |  | Date | 10/10/18 |
| Internal verifier | Wayne Gallear |
|  Signature |  | Date |  15/10/18 |