

Assignment #5: Game Design Document & Pitch

CMS.301: Spring 2016

Summary: *Organize an ideation session; evaluate the ideas for a coherent game idea; create an elevator pitch and design highlights for the potential game; present the game design & the process that developed it.*

Learning Goals: *Introduction to a 'formal' creative design process: brainstorming, the challenges of group design, utilizing game research, defining and communicating creative ideas in written and oral format - vision statements, pitch, and High Level Design Documents (HLDD).*

Key Dates:

- Session 9: Exercise presented in class, teams formed, in-class time for brainstorming.
- Session 10: Completed pitches & High Level Design Documents due; 5 - 10 minute in-class presentation. (Design documents should be turned in on the course website in .pdf format before start of class.)

Assignment Description: Having completed your User Research assignment, you will start the concept work for a game using the research done in Assignment 4. This group assignment, for 3 - 4 people has three phases: a brainstorming session, creation of a high level game design and pitch, and a class presentation. Students are encouraged to form new teams for this assignment, so that as a group you have multiple user personas and game analysis to choose from for your game design.

Teams will be formed in class on Session 9, and ideas generated during the brainwriting / brainstorming workshop in class. Teams then work together to develop a game design, and write a High Level Design Document to describe and communicate the design. A HLDD template can be downloaded from the course website. For Intended Audience and relevant game research, you should reference a user persona and research generated during assignment 4.

The HLDD needs: the intended audience, prior research summary, a description of the core concept and core gameplay, a setting, a brief description of gameplay, and a callout of the game's innovative and/or unique aspects. Finally, it will also need a pitch, written to convince either potential investors or potential players of the game's value. Your pitch should include design highlights - the top three or four things that make this game compelling.

The presentation has two distinct parts: first, the description of your game design and its pitch. Present the game, describe its core gameplay and setting, and explain why it is unique & interesting. Convince us this is going to be a great game!

Secondly, reflect on the overall design process, and what did and did not work well for your team. Did your brainstorming process work? How did you decide on the final idea? Why did your group choose the idea it chose, etc. How would you improve your design process in the

future? All group members should have a voice in the presentation. **No slides or PowerPoint presentations - you may show your HLDD while you discuss it if you wish.**

You will have time to work on this in class on Session 9, but expect to arrange at least one meeting to complete it out of class.

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