

Assignment A Rubric
ART 488c: Team-Based Game Development

Goals:

- 1) Write an elevator pitch
- 2) Think about demographics
- 3) Present a pitch to a sympathetic group
- 4) Come up with an awesome game idea
- 5) Make a project you could get done.

Due Date: Tuesday, February 3, 2009

Grading:

50% Presentation mechanics:

- 10% Slides printed out and handed in, with good grammar and spelling, and with your name on them.
- 5% The pitch is completed in less than 3 minutes.
- 5% The pitch follows the standard outline:
 - Two-sentence description of the game.
 - 30-second description of the sense of playing the game.
 - One-minute description of how the game works.
 - One minute description of how you'll implement it.

Use of visual aids

- 5% Correct use of PowerPoint or similar software
- 5% Presentation includes pictures of the product that convey its style
- +5% Pictures are extra good
- 10% Attitude: positive, cheerful, energetic
- 10% Adequate, courteous participation as an audience member

30% Presentation Content:

- 10% We think that you know what the game would be.
- 10% The ideas that you have are presented intelligibly.
- 10% Merit — in our totally subjective opinion.

20% Analysis component:

- 5% Game is doable in one semester
- 10% Target demographic is identified, and there is evidence that you understand that demographic.
- 5% Game's likelihood of success is presented with evidence from demographics.
(Read: you give us the name of similar games that have succeeded)