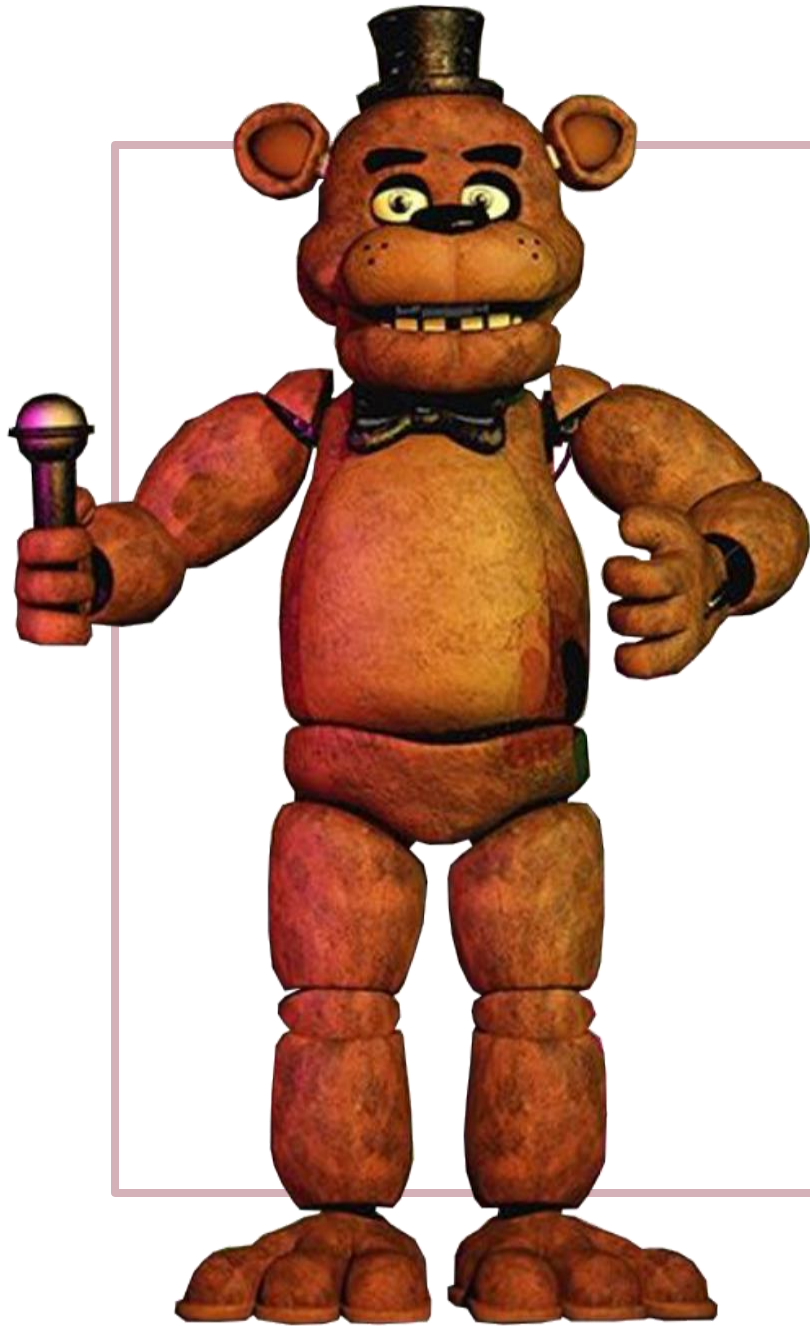




YR2 ANIMATION AND GAME DESIGN INTRODUCTION WEEK

TODAY WE WILL GO OVER ADMIN WORK AS WELL AS A SHORT
TASK TO HELP GET YOU STARTED WITH THE 2nd YEAR COURSE.



INTRODUCTION TASK

To get started back at college you each will re-introduce yourselves, as well as one thing you did over the summer. Only speaking when you have the controller.

STANDARDS FOR SUCCESS

Standards for Success

Student Learning Contract

We have high expectations for our students. These standards are designed to help you reach your full potential at West Thames College and to support others in achieving theirs.

We expect students to:

- Attend every lesson
- Be on time, every time
- Show respect to students, staff, visitors and neighbours
- Wear your college ID card
- Be ready and equipped for every lesson
- Keep the college clean and tidy
- Meet all homework and assignment deadlines
- Practice online safety and use of appropriate language

We don't expect students to:

- Use a mobile phone in class
- Disrupt lessons
- Eat in class
- Use language or behaviour which may cause offence to others
- Wear hats, caps, headphones, or hoodies in college
- Damage college property

To support our students' success, we provide:

- A safe and healthy place to learn
- Fair treatment and respect
- Extra help if you need it
- Regular updates on your progress, along with information, advice and guidance for future next steps
- Opportunities to share your feedback

Thank you for reading this contract. We will discuss our expectations and these standards during your induction and throughout your time at West Thames College.

Tracy Aust

Tracy Aust
CEO & Principal





CLASSROOM RULES

When in Class please make sure to follow these rules:

- Coats, Jackets, Hats, and headphones must be taken off for the duration of the lesson.
- No eating or drinking allowed in the classroom
- Treat everyone with professional standards and respect
- Make sure all equipment is turned off and put away properly
- No games are to be played outside lesson curriculum inside the class
- Please make sure the door is shut behind you.
- If you are late please note yourself in the paper register by the door.

WELCOME BACK TO ANIMATION AND GAME DESIGN

Year 2 of L3 Animation & Games will see a more productive year of learning. We will cover a lot more theory as well as practical techniques and University level modules to help prepare you for further education past this.

You will learn the following:

- Theoretical approaches to game and animation design
- Workshop lessons teaching software and tools
- Practical workshops to produce full dev games and animations.
- External skills to help broaden your creative ideas

WHAT WILL WE DO THIS YEAR?

You will again be participating in 4 projects starting with your induction. These 4 project will cover the following:

- Induction project: Team based Game Jam
- Project 1: Team based World Design project
- Project 2: Individual work on a Design Document
- FMP: Individual work on either a Full game demo or Animation

KAHOOT QUIZ

Please look to the board for the kahoot code.

Word Press Set up

- Please Follow the following guide to set up your blog page. Once set up please create the following headers to categorise your work for this project in the induction page:

- Project Overview
- Research/Visual Studies
- Classroom Work
- Dev-log entries
- Final Work assets

<https://artwtc.com/blog-setup/>



INDUCTION PROJECT - "Order & Chaos"





INDUCTION PROJECT

For your induction project, You will be creating a Game Jam project with a final outcome of a game presentation and a mini-form of a GDD. You will be looking each week a certain aspect in what makes a game.

- Research (looking at similar ideas, genre & audiences)
- Appeal/style (Creating screen, character, logo mockups)
- Logic & Mechanics (Creating loops, dependencies and level layouts in Fortnite's creator tool)

You will alongside be compiling research and practical tasks within your own time. Your final outcome will be a group presentation.

WHAT IS RESEARCH IN GAME DESIGN?

In pairs for the next 10 minutes. Create a mind map of points on what you think makes for good research in a game project. What should be covered?, why?

After 10 minutes we will come back around the middle table and answer.

WHAT IS PROJECT RESEARCH?

Production research is the information gathering of similar products to your idea that are already on the market as well as the financial and marketing section for your idea. This will include:

- Staff costs
- Revenue streams
- Similar product research
- Market research (genre, games ETC)
- Audience research
- Marketing and social outreach

Production research is more of a logistical back-up to your idea to convince potential investors or your team manager that the idea is worth the time and effort and providing the costs as well as evidence of similar ideas working already. A lot of the time your tasks, especially at Uni level will ask you to roleplay an employee and create a spreadsheet of employee costs and project expenditure alongside your product research.

TARGETED AUDIENCE

The ideal target audience would be a child to pre-teen audience (7–12-year-olds) due to the gameplay structure & the brands already pre-existing audience. We can see that we would have a good chance of success through data from similar match-3 puzzle mobile games. *Candy Crush*, although a 10-year-old game, has kept a consistent audience of over 255m annual users (*MobileMarketingReads*, 2022). We can also look at the success of other games within the Disney franchise such as *Emoji Blitz*, hitting 32.7 million downloads and a peak revenue of 4.3 million dollars in the month of May 2020 (*PocketGamerBiz*, 2020).



SCOPE & MONETISATION

The scope of the project we set is what our team believes will be manageable for the work we've planned. Having a summer 2023 release date will benefit both our project timeline and the promotion of the finished product. Additionally, Multiversal Match will be released in 2023 as it is the 100th anniversary of the Disney company and will celebrate the occasion. Our release can also coincide with big blockbusters like *The Little Mermaid* remake to ensure maximum audience reach. The way we will monetise towards a younger audience is by including an optional bonus level in each Universe, this will not impede their progression in any way, it is just an extra level they can buy to earn a special medal token for completing it.

WHY US?

We have created an idea and plan that benefits both parties included. The motivation and skill to produce such a game with minimal repercussions are sought after within our industry and we can produce that for you. Our dedicated team understands the needs and progression of the Disney company and respects the values it has. We have an idea that is unique within the market and utilises all Disney flagship products in a new way. We can create a game that gives exposure to all of Disney's flagship products whilst also drawing in new younger audiences and creating a small monetisation plan to pull in maximum profit whilst not breaking Disney's policies.

Candy Crush annual users 2013 to 2021 (mm)

Year	Users (mm)
2013	287
2014	322
2015	327
2016	303
2017	293
2018	283
2019	272
2020	273
2021	255

APPROACH

Our team will take on this project by breaking it down into appropriate sections. First working on a playable prototype to be able to test for feedback and polish it before moving to the asset stage. After gameplay is complete, implementation of the assets would have already been started pipelining with the coding. This is to maximise the project timeline. Our dedicated team members will work from day 1 on their assigned tasks and will follow the overall timeline as stated above.



MARKET RESEARCH AND GAME AUDIENCE



<https://www.youtube.com/watch?v=-ue5aN-o008>

MINI TASK PT 2

Now I want you to go back to your mind-maps around research. Add in and fill gaps from what you just learnt from the video.

Once done, upload this to your Blog site, this should go into your Classroom work section.



PRACTICAL ACTIVITY

For this week's practical activity towards your final outcome, you will be working on production research for a idea that would fit with the project theme. You must come up with a game idea, this doesn't have to be fleshed out just a basic understanding of genre, mechanics and feel.

You must include the following:

- Financial report (Put yourself in the shoes of a dev team. Create a small excel spreadsheet report on the salaries and roles that would be needed for your idea.)
- Audience research: (Look into the audience for your idea as well as similar products audience, look at genre and spectator reports such as twitch viewership.)
- Revenue streams: (Look at the similar games revenue streams, how did they make money?)
- Marketing and Social Outreach (How would you market this game? Create a report outlining your outreach plans.)

Please create a presentation document for this and add this to the first slides of your presentation. Please also add this to your first section on your wix sites.



REMOTE LEARNING TASK

For this week's remote learning task, please set-up your Wordpress blog page fully. Use the instruction video and help documents on the artwtc blog.

As well, please make a start on your dev-log section, these will be checked weekly going forward so make sure you stay up to date with them.

Your dev-log week 1 should document your activities towards this game jam for the week including your participation in your group work as well as documented visual evidence towards this. Remember to answer the following questions each week. This can be done either in a written format or as a interview/ video dev-log style format.

The questions:

1. What you did?
2. Why did you do it?
3. How you feel about it?
4. What could you have done differently?

