

The Business of Games

Scope and Sequence

Module	Hours	Lessons	IDEA Team Activities	Individual Activities
1 I Have an Idea for a Game	2	1 Forming IDEA Teams 2 Steps in Game Production	<ul style="list-style-type: none"> Evaluating a Game’s Design IDEA Team Plan Steps in Game Production 	<ul style="list-style-type: none"> Favorite Game Art Collage
2 But Will It Sell?	3	3 Introduction to Creating a Market 4 The Target Audience 5 Document Your Ideas		<ul style="list-style-type: none"> Creating a Game Survey Pitch the Game Idea The Marketing Survey Project Documentation
3 Who Wants to Play Our Game?	4	6 Creating Game Art 7 Thinking About Your First Prototype 8 Managing the First Playtest	<ul style="list-style-type: none"> First Public Design Prototype Playtest Prototype Three Times 	<ul style="list-style-type: none"> Create Prototype Game Art
4 Who Wants to Buy Our Game?	3	9 Reaching the Audience 10 Second Playtest – Tissue Testing	<ul style="list-style-type: none"> Test Potential Ad Locations Tissue Test Your Game 	
5 Hosting a Game Festival	3	11 Putting the Game Up for Sale 12 Reflection	<ul style="list-style-type: none"> Putting the Game Up for Sale 	<ul style="list-style-type: none"> Reflection