

The Business of Games

Syllabus

Total Completion Time: Approximately 15 Hours

Objectives: Students will be able to...

- Collaborate effectively in teams within a project-based environment
- Identify the phases of game development
- Analyze the market potential of a game idea
- Design and playtest a game

Materials: Students should have access to game making supplies such as scissors, poster board, markers, colored pencils, white glue, rulers, straws, colored construction paper, masking tape, and playing pieces.

Modules	Activities	Est. Time
<p>Module 1: Have an Idea for a Game! Dive into the exciting world of game design. Become a member of a game design team to build and market a fun and engaging game.</p>	<p>Identify and Analyze</p> <ul style="list-style-type: none"> ● Establish student teams ● Create a game production flow chart ● Create a collage of favorite game art 	2 hours
<p>Module 2: But Will it Sell? Once you have a great game, how will you market it? Who will buy your game? How will you know it will sell? Dive into marketing techniques used by game design companies.</p>	<p>Analyze</p> <ul style="list-style-type: none"> ● Manage a survey ● Collect and analyze marketing data ● Determine the product to pitch 	3 hours
<p>Module 3: 19th Who Wants to Play my Game? You have a game. You understand your market. Next, figure out what your game will look like and whether it will work. It's time for you to dive into the details of making and playtesting a game.</p>	<p>Prototype and Playtest</p> <ul style="list-style-type: none"> ● Identify game mechanics, story, and aesthetics ● Design a prototype ● Playtest the developing game 	4 hours
<p>Module 4: Who Wants to Buy My Game? Now your team has played and improved its game. It works! It's time to market it at your school using virtual currency.</p>	<p>Deepen Knowledge</p> <ul style="list-style-type: none"> ● Team iteration of game elements ● Second prototype ● Second playtest ● Analyze virtual economies 	3 hours
<p>Module 5: How Should I Pitch My Game? We all know the power of advertising! Here's your chance to decide how to harness that power to pitch your game. Your team will choose from three possible marketing strategies. Which will work best for your game?</p>	<p>Predict Success Student teams choose from three possible activities:</p> <ul style="list-style-type: none"> ● <i>Pitch Game to Class</i> ● <i>Create a Trailer</i> ● <i>Create a Portfolio</i> 	3 hours