

Game Production and Marketing

Scope and Sequence

Module	Approx. Time*	Discussions	Individual Activities	Project Activities
1 How Games are Created and Produced	5 hours		<ul style="list-style-type: none"> The History of a Game Phases in Game Production 	<ul style="list-style-type: none"> WebQuest: Game Art Collage
2 Managing a Creative Team	5 hours	<ul style="list-style-type: none"> Team Scheduling 	<ul style="list-style-type: none"> Choose Teams and Roles 	
3 Choosing a Product	5 hours	<ul style="list-style-type: none"> Thinking about Brainstorming 		<ul style="list-style-type: none"> Pitch Your Game Idea Creating a Survey
4 The Game Design Process	5 hours	<ul style="list-style-type: none"> Marketing Strategy 	<ul style="list-style-type: none"> Examine Your Chosen Game Create Prototype Game Art 	<ul style="list-style-type: none"> WebQuest: Marketing Techniques Project Documentation
5 Starting the Buzz	10 hours	<ul style="list-style-type: none"> Marketing 		<ul style="list-style-type: none"> The Marketing Questionnaire Test Potential Ad Locations
6 First Prototype	10 hours	<ul style="list-style-type: none"> Thinking about the Essential Question 		<ul style="list-style-type: none"> First Public Design Prototype Playtest Prototype Three Times
7 Prototype Iteration	15 hours	<ul style="list-style-type: none"> Playtest 	<ul style="list-style-type: none"> Create First Fun Game Components Designer Delivers First Fun Prototype 	<ul style="list-style-type: none"> Integrate First Feedback
8 Marketing Strategy	15 hours	<ul style="list-style-type: none"> Ad Copy Thinking about Marketing 	<ul style="list-style-type: none"> Predicting Sales 	<ul style="list-style-type: none"> Create Half Sheet Tissue Test Your Game Survey Audience and Predict Sales
9 Final Product	10 hours			<ul style="list-style-type: none"> Create a Test Plan and Implement it Put the Game Up for Sale
Final Exams			<ul style="list-style-type: none"> Final Exam - Multiple Choice Final Exam - Essay 	