

# Game Production and Marketing

## Syllabus

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**Overview:** Find out how the video game industry really works by learning the tools, skills, and methodologies used to create and produce video games. You'll divide into teams to create, market, and sell your game while battling for the title of "Most Games Sold" using a virtual-dollar system. Commercially viable board and card games may result, and recommendations are given at the end of the course for taking them to market.

**Learning Outcomes:** *Students will demonstrate proficiency with...*

- identifying the tools, skills, and methodology used in the game industry;
- collaborating on the design and construction of a board game;
- developing a marketing plan for a student-developed board game;
- evaluating the process used to design, create, and market a student-developed board game.

**Length of Course:** Between 80 and 120 hours of coursework

**Assessments Include:** Rubrics designed for Authentic Assessment of Project Based Learning Activities

**Materials and Supplies:** Students will create pieces, boards, for a half-dozen game prototypes. The creation of paper prototypes is an essential part of the class. Foam-core, scissors, markers, tape, etc., are helpful. Ambitious students may desire to print cards.

Modules	Lessons	Assignments
1 <b>How Games are Created and Produced</b>	1 Introduction to the Course 2 Creating a Game 3 Creating Game Art 4 Marketing a Game	● The History of a Game ● Phases in Game Production ● Game Art Collage
2 <b>Managing a Creative Team</b>	5 Scheduling the Team 6 Managing the Early Creative Sessions 7 Defining the Team Roles	● Team Scheduling ● Choose Teams and Roles
3 <b>Choosing a Product</b>	8 Introduction to Brainstorming 9 Introduction to Creating a Market	● Thinking about Brainstorming ● Creating a Survey ● Pitch Your Game Idea
4 <b>The Game Design Process</b>	10 The Target Audience 11 Types of Games to Build 12 Beginning to Document Your Ideas 13 Creating Game Art	● Marketing Techniques ● Marketing Strategy ● Examine Your Chosen Game ● Project Documentation ● Create Prototype Game Art
5 <b>Starting the Buzz</b>	14 What is Market Research, and How Do You Do It? 15 Asking the Right Questions 16 How to Reach the Audience	● The Marketing Questionnaire ● Marketing ● Test Potential Ad Locations

<b>6 First Prototype</b>	<b>17</b> Thinking About Your First Prototype <b>18</b> Artwork for First Public Prototype <b>19</b> Managing the First Playtest	<ul style="list-style-type: none"> <li>● First Public Design Prototype</li> <li>● Thinking about the Essential Question</li> <li>● Playtest Prototype Three Times</li> </ul>
<b>7 Prototype Iteration</b>	<b>20</b> First Wave of Feedback, Oh My! <b>21</b> “First Fun” Artwork <b>22</b> Creating the “First Fun” Prototype	<ul style="list-style-type: none"> <li>● Integrate First Feedback</li> <li>● Playtest</li> <li>● Create “First Fun” Game Components</li> <li>● Designer Delivers “First Fun” Prototype</li> </ul>
<b>8 Marketing Strategy</b>	<b>23</b> First Pass Marketing Materials <b>24</b> How to Use Tissue Testing <b>25</b> The Marketing Plan <b>26</b> How to Predict Sales	<ul style="list-style-type: none"> <li>● Create Half-Sheet</li> <li>● Ad Copy</li> <li>● Tissue Test Your Game</li> <li>● Thinking About Marketing</li> <li>● Predicting Sales</li> <li>● Survey Audience and Predict Sales</li> </ul>
<b>9 Final Product</b>	<b>27</b> Writing a Test Plan <b>28</b> Putting the Game Up for Sale	<ul style="list-style-type: none"> <li>● Create a Test Plan and Implement It</li> <li>● Putting the Game Up for Sale</li> </ul>
<b>Final Exam – Multiple Choice</b> <b>Final Exam – Reflection Essay</b>		