



IMGD 1001 - The Game Development Process: Project Pitch

by

Robert W. Lindeman (gogo@wpi.edu)

Kent Quirk (kent_quirk@cognitoy.com)

(with lots of input from Mark Claypool!)



Introduction

- Present game to independent panel
- Get them to care about your game
 - Ex: Publishers (deep pockets)
 - But don't need to do the marketing analysis
 - Ex: Professors (give you grade)
 - -> In this case, PUBLISHERS! (more later)
- Only 6 minutes (strict!)
 - 23 groups / 2 days = ~12 groups/day
 - 12 groups / 2 sections = ~6 groups in 55 minutes)
 - Added time for judge comments, applause, etc.
 - We'll start promptly (for a change 😊)

Demo Video of Game

- Two slides of intro
 - Team Name, Game Name, names of developers
 - One-sentence description
 - Highlight innovative features
 - artwork, gameplay, ...
 - Indicate what *Art* is yours
- Give demo / show demo video
- Camtasia* for videos (*Recorder* and *Studio*)
 - Note, for home use, *Fraps* cheaper
- WARNING! *Camtasia* only compresses video very slightly.
 - At 640x480 likely 300+ MB for 5 minutes!

Demp Video of Game: Compress After Capture

- Camtasia*
 - Import video files → drag to timeline → Produce video as... → (can pick any of QuickTime, Windows Media Player, Flash)
- Virtualdub*
 - <http://sourceforge.net/projects/virtualdub/>
 - Install in user space
 - Video → Compression → (Choose one, Microsoft?) → Save as AVI
- WARNING! At 8:1, but 5 minutes of video still 50+ megs
 - Install on computer ahead of time
 - Monday/Tuesday at 8:00am
 - Put it on Web space ahead of time Sunday night

Evaluation

- Gameplay
 - Audio Art (may want sound effects)
 - Visual Art
 - Programming
 - Overall
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- Emphasize notable and where effort spent on above

Tips

- Write a "script" of:
 - What you will say, and
 - What you will demo.
 - Pre-plan your demo carefully to show key stuff
- Everyone in group talking is a good idea
- Don't talk too much without visuals
- Have a backup video in case things go wrong
 - And they will!
- Relax and have fun!

Judging

- Each judge will have \$1,000,000 to spread amongst all the projects presented in a given session
 - Can fund whole projects
 - Can give seed funding
 - Can walk away from project

Awards

- Best of each session move on to next round
 - Judges' Choice
 - Players' Choice
 - Most Novel Game Idea
 - Most Fun
 - Funniest
 - Best Use of Pizza
 - Best Artistic Effect
 - Best Programming
 - Others?

What Else to Turn in

- ❑ Each team should email the TAs a description of what each team member did
 - Can submit as a group, or individually
- ❑ Send me (gogo) your two slides for your team this weekend
 - Use the template we sent you