



IMGD 1001: Project Pitch

by

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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 10 minutes (strict!)
 - 8 groups / 2 days = ~4 groups/day
 - 45 minutes / 4 groups = ~10 minutes
 - Added time for judging, comments, applause, etc.

Demo Video of Game

- Two slides of intro
 - Team Name, Game Name, names of developers
 - High-Concept 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!

Demo 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
 - Put it on Web space ahead of time Sunday night

Evaluation

- Panel will evaluate, Peers (students) will vote
- Gameplay
- Audio Art (may want sound effects)
- Visual Art
- Programming
- Overall
- Fun

- So, 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
- You can practice lots! (6 times takes ~ 1 hour)
- Have a backup video in case things go wrong
 - And they will!
- Relax and have fun!

Judging

- The judges 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 the projects
 - Judges' Choice
 - Audience Choice
 - Most Fun
 - Best Artistic Effect
 - Best Programming
 - Maybe some others ...

Setting up for your Pitch

- Come to FL-222 at Noon on the day you will present to load your stuff onto the presentation machine
- Bring
 - Your PowerPoint file
 - A .exe of your game to demo, and/or
 - A demo movie of your game

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