



ENTERPRISE PROJECT

2022

The pandemic saw a rapid rise in the popularity of video games. As a result the UK gaming market is valued at over 7 billion pounds.

Your team challenge is to design a brand new video game aimed at Year 7 aged pupils (you are not actually making the game)

The judges are your target audience of Year 7 pupils and they will decide which team has the best concept

Your team has two days to produce the following and convince the judges that your video game concept is the best:

A filmed presentation (5 minutes maximum): This should explain what your game is about, the work each of the team members have carried out and justify why your game would be a success. As a team you need to convince the judges why they should choose you! The presentation should be videoed (filming instructions provided separately). Ideally, each team member will be involved in the video and you may decide to introduce all team members at the start along with stating your team number. Props/ costumes are allowed... be creative!

An electronic presentation: Such as a PowerPoint document which will be emailed to Mr Vowles. This should showcase the great ideas you have for your game and might include designs of your characters, how the game works, background scenery, levels, instructions etc. You could include an animated advert, promotional poster... whatever you think will 'Wow' the Year 7 audience and judges! *Include your team number*

Suggested format for the two days

Tuesday AM Team meeting: generate ideas for the type of game you wish to create Research the gaming market. Spot a 'gap in the market' for this age group. Decide on the genre and style of your game Decide on team roles and duties	Wednesday AM Continue to work in subgroups on the tasks assigned Prepare script for filmed presentation and rehearse Team meetings when required to assess progress
Tuesday PM Work in sub teams on the tasks assigned to you Team meeting by end of the day to assess progress and plan for day 2	Wednesday PM Teams to carry out recordings Electronic presentations to Mr Vowles by 2.55pm

Suggested roles & duties within the team. You may wish to allocate team members into smaller sub teams to cover the following:

- ♦ **Team Leader-** responsible for heading up the team and overseeing the planning and strategy
- ♦ **Game design-** character/ scenes / level design to give a representation of what the game would look like
- ♦ **Branding-** to decide on a team/ game name, logo, strapline, that matches the identity of the game and the team
- ♦ **Other promotion-** such as an animated advert, promotional poster, social media campaign etc
- ♦ **Finance-** research the costings of rival products, decide on pricing for your game and be able to justify the price chosen
- ♦ **The electronic presentation-** responsibility for pulling together the content and emailing to Mr Vowles on time
- ♦ **The filmed presentation-** responsibility for planning the content and script (who is saying what!)

Communication will be vital across the team and sub groups so that everyone has a clear understanding of what the team is working towards and to ensure deadlines are met. Successful teams will utilise the skills and strengths of all their team members

Good luck!! Prizes for the winning teams!!