

446 – Team Project Phase 3: Game Pitch Presentation

Jesse Schell provides several tips when making a pitch to a potential publisher. In this exercise, your team will be providing a 5-minute pitch to the class regarding your game. In this exercise, the audience (your fellow students) will take on the role of publishers. Each team will be given a specific amount of currency to invest in other teams' ideas (based on the pitch).

Directions

To accomplish this presentation, your team will need to deliver a 5-minute game design pitch to the rest of the course. This can be done by one individual on the team, the whole team, or any other configuration you would like to use. In order to complete this presentation, you will need to:

1. Focus on the key element of your game. What is it about your game that makes it unique? At the end of the presentation, the audience should have NO DOUBT what your game is about. For example, Gears of War was very much about a 3rd person shooter with detailed cover mechanics. BioWare was very much about a 1st person shooter with bioengineered abilities, all underwater in a unique environment.
2. The presentation itself will follow the 'Pecha Kucha' method of presenting. What this means is that you will have exactly 5 minutes and 10 powerpoint slides to get your idea across. You should create your powerpoint to automatically transition between slides every 30 seconds. This means that your team will need to rehearse the presentation to ensure it falls within the time limit.
3. As the designer, you know your game the best! You should also be excited about your game. In addition to being energetic, you need to be knowledgeable and convincing. You're trying to solicit money in a pitch (and typically a lot of it!), so your delivery should be crisp and to the point.

Grading Rubric

Checklist	Possible Points	Points Scored
The audience has a clear idea of what your game is about. Another words, you clearly articulated the key aspect or element of the game.	5	
You followed the Pecha Kucha method, using 10 slides and automatically having the slides transition every 30 seconds. Transitions between slides and speakers was smooth and apparent the presentation was rehearsed.	10	
Presenters were confident in delivery, presenting a coherent vision for the game.	5	
Total	20 pts	

Comments: