



## Higher National Unit specification

### General information for centres

**Unit title:** Games Design: Pitch to Treatment

**Unit code:** F88D 34

**Unit purpose:** This Unit is designed to provide candidates with the knowledge and skills to enable them to produce a professional pitch for a games concept to a prospective client and then develop a game treatment consisting of a Game Design Document to allow future development of the Game Design.

On completion of the Unit the candidate should be able to:

- 1 Develop a Game Design Proposal.
- 2 Produce a Game Design Document (GDD).
- 3 Present a Game Treatment.

**Credit points and level:** 1 HN credit at SCQF level 7: (8 SCQF credit points at SCQF level 7\*)

*\*SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

**Recommended prior knowledge and skills:** Access to this Unit will be at the discretion of the centre. However, it would be beneficial for candidates to understand how projects work. This may be demonstrated by possession of the HN Units *Project Management* and *Working within a Project Team* or any other equivalent qualifications or experience.

Additionally, experience in art or digital imaging would also be beneficial. This may be demonstrated by previous use of graphic software applications.

**Core Skills:** There are opportunities to develop the Core Skills of *Information and Communication Technology* at SCQF level 6 and *Communication* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

**Context for delivery:** If this Unit is delivered as part of a Group Award, it is recommended that it should be taught and assessed within the subject area of the Group Award to which it contributes.

**Assessment:** It is recommended that all Outcomes are integrated into one holistic assessment which takes the form of a case study. The case study brief must be sufficient to cover all Evidence Requirements for the Unit.

The assessment should be completed on an individual basis under open-book supervised conditions.

Assessors should ensure themselves of the authenticity of the candidate's evidence.

## Higher National Unit specification: statement of standards

**Unit title:** Games Design: Pitch to Treatment

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The sections of the Unit stating the Outcomes, Knowledge and/or Skills, and Evidence Requirements are mandatory.

Please refer to *Evidence Requirements for the Unit* after the Outcomes.

Where evidence for Outcomes is assessed on a sample basis, the whole of the content listed in the Knowledge and/or Skills section must be taught and available for assessment. Candidates should not know in advance the items on which they will be assessed and different items should be sampled on each assessment occasion.

### Outcome 1

Develop a Game Design Proposal

#### Knowledge and/or Skills

- ◆ Game overview including: title, target audience, category or genre, platform, story, technical specification and system requirements
- ◆ Hardware, software and any peripherals required
- ◆ Game mode and unique selling points (USPs)
- ◆ Mood board

### Outcome 2

Produce a Game Design Document (GDD)

#### Knowledge and/or Skills

- ◆ Look and feel: game appearance, mood, colour palettes, lighting, film reference, genre
- ◆ Game objective: ultimate aim, player experience
- ◆ Design menu systems: player navigation; controls — gamepad/keyboard; in-game information – Graphical User Interface (GUI)
- ◆ Character movement and response: interaction with environment, character health
- ◆ Level design: level structure, narrative, maps

### Outcome 3

Present a Game Treatment

#### Knowledge and/or Skills

- ◆ Concept development
- ◆ Visual evidence in a variety of different ways to highlight game concept and genre
- ◆ Game design

## **Higher National Unit specification: statement of standards (cont)**

**Unit title:** Games Design: Pitch to Treatment

### **EVIDENCE REQUIREMENTS FOR THE UNIT**

Candidates will need to provide evidence to demonstrate their Knowledge and Skills by showing that they can develop a games design proposal, develop a game design document and present a games treatment.

A candidate's response can be judged to be satisfactory where the evidence produced shows the candidate is able to:

- ◆ develop a game design proposal for a given brief that includes all of the Knowledge and Skills in Outcome 1
- ◆ produce a game design document that includes all of the Knowledge and Skills in Outcome 2
- ◆ present the game design proposal and game design document to the client. The presentation must include all of the knowledge and skills in Outcome 3.

Assessors should ensure the authenticity of the candidate's work especially where evidence has been produced while unsupervised.

### **Assessment Guidelines**

It is recommended that Outcomes 1, 2 and 3 are integrated into one holistic assessment which takes the form of a case study.

Outcome 1 requires the candidate develop a game design proposal and Outcome 2 requires the candidate to produce a game design document from the game design proposal. Outcome 3 requires the candidate to present these documents to the client.

Candidates must produce evidence for all of the Outcomes in a presentation format. If the presentation is digital, links could be used to direct the assessor to online blogs, wikis or other relevant links showing researched or formative work completed by the candidate. The presentation should contain all Outcome knowledge requirements and other work to support the initial game design including any research-based work, concept artwork or visuals.

It is suggested that the final presentation should last between 5 and 10 minutes.

The tutor could act as client in the pitch and treatment scenario.

Centres could use checklists as an instrument of assessment.

Candidates should be re-assessed on an Outcome-by-Outcome basis.

## Administrative Information

**Unit code:** F88D 34

**Unit title:** Games Design: Pitch to Treatment

**Superclass category:** CB

**Original date of publication:** August 2009

**Version:** 01

### History of changes:

Version	Description of change	Date

**Source:** SQA

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## **Higher National Unit specification: support notes**

### **Unit title:** Games Design: Pitch to Treatment

This part of the Unit specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

### **Guidance on the content and context for this Unit**

This Unit is intended to provide key Knowledge and Skills relating to creating a games concept and developing this into a tangible GDD that allows candidates to develop their initial ideas. The majority of this Unit will be self-driven with input from the peer group and the lecturer. The Unit is designed to develop the candidate's skill in the early part of the games design production.

It is designed as an early Unit, which forms a part of the HNC/HND Computer Games Development award and should be run at an early point in a matrix or introduced into the course as soon as possible to help the candidate focus on the required elements of the overall project. Ideally this Unit will be run early in the year or in conjunction with other units from this HNC/HND award. The HN Unit *Storytelling and Character Creation* might aid the development of this Unit. It will be at the discretion of the centre how to map these units.

The content of this Unit is mainly providing the stages involved in the design process and how to develop ideas into realistic project goals. In researching other game projects and working in a variety of other ways the candidate will be able to develop their own ideas into a feasible project. Through a research based Outcome the candidate will be able to develop this knowledge into a planned project and then into a presented format. Other sources and examples of developing a pitch should be referred to especially in the early part of the Unit so as to provide a context for the HN Unit *Game Design Theory*.

Outcome knowledge should form part of the overall development of the candidate's project and should naturally converge into a presented document or oral presentation. It is an idea to use a variety of different software applications to carry out the skills required to produce Outcome evidence. This could be through use of online technologies that will form part of the Evidence Requirements.

#### **Outcome 1**

This Outcome concerns itself primarily with the initial investigation into an initial game proposal and what that actually involves. This list of knowledge is not exhaustive but is concerned with the principal areas that should be considered when creating a proposal for the idea of the game. In order to develop an idea it is important that the candidate considers all approaches to their game giving thought to the alternatives and gives clarification to what their game is actually about and how this makes an impact on the development stage.

## Higher National Unit specification: support notes (cont)

### Unit title: Games Design: Pitch to Treatment

It is thought that the candidate will thoroughly research utilising a range of different media. This list could contain (not limited to) the following:

- ◆ Internet search facilities
- ◆ Games forums
- ◆ User communities
- ◆ Wikis
- ◆ Blogs
- ◆ Podcasts
- ◆ Online video
- ◆ Books and articles
- ◆ Any other knowledge base

The knowledge list should be listed and discussed in ways that show the candidate has understood their meanings and they have shown a degree of autonomy in relation to collating this information.

The candidate should build up a source of all work produced in this Outcome in a range of different ways highlighting the knowledge list. Through researching, the candidate should begin to develop their own ideas to how they will use them in their own project development. The proposal should be created from knowledge developed in this Outcome.

Hardware and software application should be developed in accordance to what the centre has available to use and should allow the candidate to understand how they will be implemented in their idea. At this stage the proposal will deal generally with the overall project and be specific enough to allow the candidate to progress onto Outcome 2 and provide enough information to build on.

It is important that the candidate understands the existing systems in a game and utilises the requirements for platform and chosen media in the analysis of current technology and games development.

Other areas that should be discussed are copyright legislation and the impact upon development of a game. This should not restrict the creative process but should help to inform the candidate of the factors to be aware of in the production of a game.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Games Design: Pitch to Treatment

### **Outcome 2**

This Outcome is about how to produce a Game Design Document (GDD) and develops on from Outcome 1 in its knowledge and skills. It is the transitional process between the concept and the design phase, incorporating what functional and technical specifications are to be utilised in the game production. It is prior to the production phase where the candidate will apply the Knowledge and Skills learned in this section.

It is important to explain to candidates that there is a degree of modification involved in the development of a GDD and indeed the project as a whole. Certain aspects will be useful to notify the candidate of this in order to help them accept and deal with these situations as and when they arise.

An important function of this Unit will be the catalyst enabling the candidate to see the functional aspect of a team and how this team will co-ordinate itself in relation to the project itself. The candidate will develop different ways to project manage and see the project holistically in relation to the different areas to be developed. It would be useful to provide information on Gantt Charts and creating realistic time frames within which the project will progress.

Emphasis should be placed on the importance of the initial development of a GDD and how this will influence the eventual success of the game in later stages. The candidate should develop their earlier concepts from Outcome 1 into developed ideas relating to how the menu items will function and a variety of other interactive elements within the game environment. It would be helpful to discuss the use of diagrammatical elements such as navigation charts for menu options or level design.

Other areas incorporating the development of visuals could also be included within this part of the Unit.

### **Outcome 3**

This Outcome is a culmination of the previous two Outcomes Knowledge and Skills and the presentation should ideally take the form of a digital presentation that incorporates all of the previous information.

The presentation should show the development of the concept stage and how this has developed into the GDD. Ideally all work should be retained to be included (where appropriate) into the presentation. Diagrams and other information should be included to explain the rationale behind the choices made in the games specifications, eg a walkthrough detailing specifics of the gameplay.

Evidence should be visual to show the look and feel of the game idea and to help the client visualise what the proposals are. Include any visual research and other visual material if it is appropriate to the game development. This could include scenes from films and any advertising material that gives a flavour of the game — screen design as a GUI would be created from this information.

The candidate should ultimately develop their ideas into a fluid description of how they will explain the choices they have made and how this has developed into a tangible form to be tackled in a practical way. The candidate should be aware of all knowledge elements and provide a concise visual representation.

## Higher National Unit specification: support notes (cont)

**Unit title:** Games Design: Pitch to Treatment

### Guidance on the delivery and assessment of this Unit

This Unit is designed as a stand-alone Unit, which forms part of the HNC/HND Computer Games Development award. Delivery should be chronological from the Game Proposal in Outcome 1 to the development of the GDD in Outcome 2. All Knowledge and Skills should then be applied in the final presentation in Outcome 3. This Unit is designed to introduce the candidate to producing a Game Treatment. It is important that the candidate has access to a range of computer games to analyse existing systems and research these in context with the Unit. Additional to this the candidate should have access to a wide range of software development tools to produce visuals and the final presentation. Candidates are required to provide evidence for all Knowledge and Skills through research and evaluation of existing Game Proposals, Game Design Documents and Game Treatments. Evidence could be gathered as pro-formas and a final presentation. It is recommended to integrate the assessment across all three Outcomes. Candidates should therefore be encouraged to produce a portfolio of work that covers all Outcomes. Candidates should be provided with a brief that covers all Outcomes.

Assessment of Outcome 1 should be early in the Unit whereby it reflects the candidate's response to the initial part of the brief. Integrated with the other Outcomes it should form the first part of the final presentation. The tutor can act as client with peer review as a constructive part of the formative assessment. It is a notional guidance that for Outcome 1 and 2, a series of written response questions might be appropriate to use for candidate research.

Assessment of Outcome 2 will be on the candidate's response to the brief using pro-forma documents. It is a notional guidance that for Outcome 1 and 2, a series of written response questions might be appropriate to use for candidate research. Integrated with the other Outcomes it should form the second part of the final presentation.

Assessment of Outcome 3 should be a digital presentation including all Knowledge and Skills using a checklist. The use of a software package should integrate all visual and theoretical information into a highly produced final piece of work.

This Unit is designed to be both theoretical and practical in nature, therefore, collating all relevant research and production information (mood board/design work) will form part of assessment evidence. Candidates should be encouraged to develop a variety of different approaches and visuals exploring the brief. It is suggested that a case study be used to highlight the purpose behind creating the Pitch to Treatment process. The tutor could act as client in the pitch and treatment scenario, as could peer groups aid this process through review, redesign and evaluation pro-forma documents. Centres should provide a range of software applications to allow candidates both design and research work. A variety of different programs should be used giving the ability to develop the *Information and Communication Technology* Core Skill. It would make sense to give a variety of resource material for the candidate at the beginning of the Unit. It would also be pertinent to give presentations on the use of current technology and systems in games development and how other processes are implemented in producing a Game Design Document.

## Higher National Unit specification: support notes (cont)

### Unit title: Games Design: Pitch to Treatment

The structure of delivery may follow these lines:

- Overview of the use of a game proposal
- Outcome 1 — Looking at different ideas
- Idea development
- Producing a proposal
- Outcome 2 — Game Design Document (GDD)
- Main areas in producing a GDD
- Game objective and menu items
- Level Design and walkthrough
- Outcome 3 — Creating a presentation
- Visual elements
- Adapting a workbook for presentation
- Re-assessment

#### *Opportunities for developing Core Skills*

There are opportunities to develop the Core Skills of *Information and Communication Technology* at SCQF level 6 and *Communication* at SCQF level 6 in this Unit, although there is no automatic certification of Core Skills or Core Skills components.

Candidates will be required, as they produce solutions to a given brief, to analyse and seek solutions to a range of theoretical and practical problems and issues as they identify and work towards specific objectives. Identifying and considering the variables, including all available resources, and analysing the relative significance of each before identifying and justifying an appropriate strategic approach. Candidates will develop elements of planning, critical thinking and general problem solving skills to an advanced level. Analysing and evaluating the potential impact of proposed approaches will be a critical aspect of underpinning knowledge and understanding, and candidates should be able to identify appropriate evaluative methods to measure achievement. The Core Skills that are signposted within this Unit are:

- ◆ *Information and Communication Technology:*
  - The electronic collection, organisation, analysis, presentation and communication of information
- ◆ *Communication:*
  - Discussions, presentations and interacting
  - Written: Produce and respond to written communication

Candidates will need to produce and present materials to a standard, which would be acceptable in industry and appropriate for professional practice. This should include the use of technology to support research and the final presentation. Candidates should have opportunities to develop a level of oral communication, skills in questioning, giving information and responding to others in the most appropriate way. Candidates could develop skills in digital working methods and be made aware of the importance of file saving and storage systems.

Although skills in written communication are not formally assessed, candidates should be expected to express essential ideas, information accurately and coherently, to use a formal structure and format. Use of software to check language, spelling, punctuation and syntax for accuracy is good practice.

## **Higher National Unit specification: support notes (cont)**

**Unit title:** Games Design: Pitch to Treatment

### **Open learning**

This Unit could be delivered by open learning provided suitable online materials were developed. There would also have to be a brief which took into account any factors specific to open learning. Feedback from the lecturer and peers could come from an online group forum where discussions relevant to the Unit could take place.

### **Disabled candidates and/or those with additional support needs**

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering whether any reasonable adjustments may be required. Further advice can be found on our website [www.sqa.org.uk/assessmentarrangements](http://www.sqa.org.uk/assessmentarrangements)

## General information for candidates

### Unit title: Games Design: Pitch to Treatment

This Unit is designed to enable you to plan and develop a game concept into a Game Design Document. This Unit will culminate in a presentation where you will deliver your project idea.

In Outcome 1 you will learn how to analyse your game idea and how to assess each element of the idea. By looking at all the processes involved in the Game Design Proposal stage you will get a better idea of whether your game can be developed.

In order to achieve Outcome 1 you need to:

- ◆ describe your game overview including: title, target audience, category or genre, platform, story, technical specification and system requirements
- ◆ detail the hardware, software and any peripherals required
- ◆ sketch details of the design for the cover, packaging and any storyboards
- ◆ describe the game mode and unique selling points (USPs)

In Outcome 2 you will learn how to develop a Game Design Document, using information acquired in the previous Outcome.

In order to achieve Outcome 2 you need to:

- ◆ identify the look and feel: game appearance, mood, colour palettes, lighting, film reference, genre
- ◆ show the games objective: ultimate aim, player experience
- ◆ identify design menu systems: player navigation; controls — gamepad/keyboard; in-game information, Graphical User Interface (GUI)
- ◆ character movement and response: interaction with environment, character health
- ◆ give details on the level design: level structure, narrative, maps

In Outcome 3 you should learn how to apply your knowledge produce a presentation for pitching your games idea to a prospective client.

In order to achieve Outcome3 you need to:

- ◆ produce a presentation to show concept development
- ◆ provide visual evidence in a variety of different ways to highlight game concept and genre
- ◆ develop ways to show game design