

RPW350 Information Architecture

Project Evaluation: Game 2 Prototype Pitch (G2PP)

The checklists indicate project elements where your submission meets expectations, and if applicable, where it still could benefit from further development or continued refinement. (The key to the evaluative comments is included below the checklist.) Your score by category appears in the Project Evaluation to the right.

Evaluation Criteria: Content

- # Memo is framed properly, provides appropriate context & justification for the project, provides a link to the screencast video, & requests appropriate action regarding the submission.
- # Title and opening introduce the game by name & make the vid's purpose clear.
- # Pitch distills the essential elements of the game, including the core concept, game mechanics, connections to other games, & some sense of the game's appeal.
- # Pitch effectively incorporates appropriate visual content (e.g., still images, video).
- # Pitch supported by concrete, meaningful details throughout.
- # Pitch is consistently well organized.
- # Presenter(s) close(s) pitch professionally & invite(s) viewers to try out the game.

Evaluation Criteria: Design & Delivery

- # Memo meets format/layout expectations for the genre.
- # Screening document / video elements establish & maintain a strong, consistent visual logic.
- # Screening document / video elements presented in a professional page design that effectively coordinates textual, visual, & dynamic content.
- # Screening document / video elements are professionally framed on screen.
- # Presentation of content is consistently well paced & confidently delivered.
- # Pitch audio & video are clear & free of glitches or production problems.

Project Evaluation

Total Points (200 possible)	#
Content (80 points possible)	#
Design, Delivery (80 points possible)	#
Professionalism (40 points possible)	#

Evaluation Criteria: Professionalism

- # Submission includes the required, properly labeled file in the appropriate format & posted to the designated location(s).
- # Memo demonstrates appropriate professionalism & attention to detail.
- # Screening document & screencast demonstrate appropriate professionalism & attention to detail.
- # Presenter(s) seem(s) prepared, & maintain(s) appropriate professionalism throughout the pitch.
- # Written & spoken content are grammatically sound, properly punctuated.
- # Written & spoken content are stylistically appropriate (clear, concise), & utilize audience-appropriate terminology.

Evaluation Criteria Key

- 1 exemplary, minor flaws only
- 2 strong, much more successful than not
- 3 evident, would benefit from more revision
- 4 particularly weak, needs significant work
- 5 missing or greatly misunderstood
- na does not apply to this submission