

Computer Game Design – Sales Presentation Grading Rubric

Criteria—Goal	4 Exemplary	3 Good	2 Marginal	1 Needs Improvement
Introduction, mental picture —The introduction (first 30 seconds to minute) gave a clear mental picture of the game idea	You understood the game idea completely	You understood the game idea, but somewhat fuzzily	You saw several possibilities for the game idea, but were not sure which idea they were presenting	You were not sure what the game idea is
Introduction, excitement —The introduction (first 30 seconds to minute) excited the listener about the game idea	You were on the edge of your seat to hear the rest of the presentation	You were excited about hearing the rest of the presentation	You were unsure that you wanted to hear the rest of the presentation	You were not interested in hearing the rest of the presentation
Introduction, target audience —The first minute or so made clear who the target audience (potential buyers) for the game is	You understood completely who the target audience is	You understood mostly who the target audience is, but had some questions about this	You understood somewhat who the target audience is, but you had important questions about this	You did not understand who the target audience is
Features, look-and-feel, clarity — The first 7 minutes or so of the presentation gave a clear picture of the look-and-feel of the game	The look-and-feel of the game was crystal clear in your mind	The look-and-feel of the game was mostly clear in your mind	The look-and-feel of the game was fuzzy in your mind	You could not picture in your mind the look-and-feel of the game
Features, look-and-feel, beauty — The first 7 minutes or so of the presentation made the look-and-feel appear beautiful Score this item as a 1 if the look-and-feel was fuzzy or worse in your mind	The look-and-feel of the game will be beautiful to the target audience; they will love to play this game based on this criterion alone	The look-and-feel of the game will be attractive to the target audience, but you are unsure whether they would want to play this game based on this criterion alone	The look-and-feel of the game will be OK to the target audience but they will generally not want to play the game based on this criterion alone	The look-and-feel of the game was fuzzy in your mind, or it will not be attractive to the target audience
Features and overview, gameplay, mental picture —The first 7 minutes or so of the presentation gave a clear mental picture of the gameplay	You completely understood what the player would do – what sorts of challenges were available and what actions the player could take	You understood most of what the player would do – what sorts of challenges were available and what actions the player could take	You understood some of what the player would do – what sorts of challenges were available and what actions the player could take	You understood little or none of what the player would do – what sorts of challenges were available and what actions the player could take
Features and overview, gameplay, excitement —From the first 7 minutes or so of the presentation, you were convinced that the target audience will want to play this game based on its gameplay	The target audience will definitely love to play this game based on its gameplay	The target audience will probably like to play this game based on its gameplay	The target audience may like to play this game based on its gameplay, but you are unsure	The target audience will probably not like to play this game based on its gameplay
Genre —The genre of the game is indicated accurately	Indicated accurately	----	Indicated but inaccurately	Not indicated
Target hardware and licensing — indicated accurately	Both are indicated accurately	----	Only one is indicated accurately	Neither is indicated accurately
Unique selling points and Relevant competition, clarity —clear and accurately addressed	The unique selling points are completely clear; relevant competition is addressed	The unique selling points are only somewhat clear and/or relevant competition is addressed but inadequately	Only one of the following is clearly addressed: Unique selling points; relevant competition	Neither unique selling points nor relevant competition is clearly addressed

Criteria—Goal	4 Exemplary	3 Good	2 Marginal	1 Needs Improvement
Unique selling points, compelling —the unique selling points make you want to market the game	From the unique selling points, you are very excited about marketing the game	From the unique selling points, you are excited about marketing the game, but not completely sold	From the unique selling points, you are considering marketing the game, but definitely not sold	The unique selling points don't encourage you to market the game
Overall, Would you give the game designers a contract to design their game?	Definitely	Probably	Maybe	No
Overall, Organization —Organized presentation in a manner that enhanced the audience's understanding	Great organization that enhanced the presentation	The organization was clear	Organization was clearly lacking in some spots	Unorganized to the point of distraction
Overall, Materials —Used clear visual aids, not too much on a slide/screen, readable from the back of the room; appropriate English syntax and grammar used	Outstanding slides	Slides were clear	Hard to read some slides	Could not read or understand the slides
Overall, Time —Did not take too little time, so that material was explained inadequately, or too much time, leaving inadequate time for other team members (speakers should be given an equitable portion of the presentation for the material that they must present)	Plenty of time for questions, but covered everything thoroughly	Enough time for everyone	Had to skip something, or wasted time unnecessarily	Completely blew the schedule
Overall, Presentation Skills —Faced and made eye contact with members of the audience, words and phrases enunciated well, spoke loud enough to be heard (but not too loud), few annoying mannerisms such as pacing back and forth, saying "uh" after every sentence or word, getting in the way of the presentation materials, etc.	So good you did not want them to stop	Most speakers made eye contact, had clear voice	Some speakers were hard to understand	Most speakers were hard to understand
Overall, Polish and Attitude —Made clear that the presentation was rehearsed and ready to go; demonstrated a positive attitude and enthusiasm about the presentation, able to handle questions and comments positively	Made you want to join their team	Presenters were relaxed, answered questions easily	Seemed unsure of themselves	Seemed genuinely embarrassed to be there

This rubric is based upon work by Sriram Mohan, Matt Boutell and others.

Your name: _____ **Team being evaluated:** _____

Computer Game Design – Sales Presentation Score Sheet

INSTRUCTIONS: For each presentation and each criterion, circle the number that best reflects how you think *the team as a whole* performed with respect to *just that criterion*. Please use the Grading Rubric as a guideline. Try to not to let the team's performance on one criterion effect your evaluation of their performance on other criteria.

GRADING: A team's presentation score will be calculated by a weighted average of the instructor's evaluations and peer evaluations. I reserve the right to adjust the relative importance of the two sources of input depending on how objective I feel your evaluations are.

You will individually receive a citizenship grade for completing this peer evaluation. Your evaluation should be candid yet professional.

Criteria—Goal	4 Exemplary	3 Good	2 Marginal	1 Needs Improve ment	Comments, if any (use back as needed)
Introduction, clarity	4	3	2	1	
Introduction, excitement	4	3	2	1	
Introduction, target audience	4	3	2	1	
Features, look-and-feel, clarity	4	3	2	1	
Features, look-and-feel, beauty	4	3	2	1	
Features/overview, gameplay, clarity	4	3	2	1	
Features/overview, gameplay, excitement	4	3	2	1	
Genre	4	3	2	1	
Target hardware and licensing	4	3	2	1	
Unique selling points, clarity	4	3	2	1	
Unique selling points, compelling	4	3	2	1	
Would you give the game designers a contract to design their game?	4	3	2	1	
Overall, Organization	4	3	2	1	
Overall, Materials	4	3	2	1	
Overall, Time	4	3	2	1	
Overall, Presentation Skills	4	3	2	1	
Overall, Polish and Attitude	4	3	2	1	

Other comments:

Bugs in the rubric or suggestions for its improvement:

How to structure your presentation:

Audience: Electronic Arts team who makes the decision for whether or not to fund a game proposal. Secondly, Rose-Hulman students will implement some of your games next term.

Length: 10-11 minutes for presentation. 1-2 minutes for questions. Total: 11-12 minutes.

Dress: Whatever makes you feel professional (may be casual).

Organization:

1. 1 minute: The first minute must:

- ***Give the listener a clear mental picture of the game idea.***
- Excite the listener about the game.
- State who the target audience of the game is (who you expect will want to buy the game).

2. 6 more minutes: The next 6 minutes must:

- ***Show the look-and-feel of the game.***
- Convince the listener that the look-and-feel is beautiful.
- ***Explain the gameplay clearly, so that the listener has a clear mental picture of the game concept.***
- Convince the listener that the target audience will want to buy the game.

3. 1 more minute: The next minute must:

- State the genre of the game.
- State the target hardware and licensing.

4. 2 more minutes: The next two minutes must:

- ***State the Unique Selling Points of the game clearly.***
- Convince the audience to fund the game.