

Planning your games cover

Task 1

Brainstorm your ideas for the title of your games cover.

- List all of the possible titles.
- Ask members of your target audience which they prefer.
- Explain which titles you are rejecting and why. Do this for each one.
- Explain the final choice of videogame title Why have you chosen this one? Did your audience like it? Does it help define the genre you have chosen? (also explain your narrative/narrative frame of the game briefly)

Task 2

- Brainstorm your ideas for your font choices for the title.
- Try out your title in different fonts Get audience feedback on the ones that they prefer.
- Explain your final choice. Why have you chosen this font? Did the audience like them? How do they fit with the genre of your game?
- Explain why you rejected the others.

Task 3

- Sketch out and Ideas for front cover, back cover and spine. Get feedback from your audience. Do they like it? How could it be improved?
- Write up the feedback.
- Produce a new sketch with improvements.

Task 4

Explain what images you are going to have on your cover and where they will appear. How do they convey the genre of the game and appeal to the target audience?

You can use found images from the internet, sketches or images that you have taken yourself.

Task 5

- Produce a Mock-up of the cover to try out layout ideas.
- You can try this on word, Publisher or Photoshop. Get some feedback.
- What do people like/ dislike?
- What do you need to do to improve the cover?

REMEMBER if you are working in a pair you BOTH need to do the above tasks together.

DEADLINE.....

Planning your adverts

Task 6

- Explain the main image ideas for your advert for your game.
- Use examples of possible images and annotate them with reasons behind your choice.
- How does the idea link with the game and the theme of your game? linking it to the brief

Task 7

Produce a brainstorm for each of the following:

- Tagline/slogan ideas
- Logo ideas
- Font choice ideas

Get feedback from your audience.

Explain your final choices. Refer to feedback and explain how they fit with your game.

Task 8

Explain where the advert might appear.

Task 9

- Produce a Mock-up of the layout of your advert.
- Get audience feedback.
- What do people like/dislike
- What do you need to do to improve the advert?

REMEMBER if you are working in a pair you BOTH have to plan a DIFFERENT advert.

DEADLINE.....

Planning your time

Task 10

Produce a production schedule with deadlines showing how you will organise your time/locations/models/resources.

Use the example grid below to help you.

Task	By when? By Who?	Completed