GDD 325 Promotional Advertising and Final Stuff

Due Date: December 7 (with last Sprint)

Overview

As a team you will need to create promotional material
for your game. Much of this should be posted on your game's website.
Some of it is needed on the expectation your game will also be hosted on the UW-Stout GDD game
site. Some of it is needed to advertise the anticipated Game Launch that you game will be featured in.
All of it is needed to make your game become a finished product.
This promotional material must be in conjunction with the 'final' version of your game. Details of the
minimal expectations of these things are offered below.

This should match the Last Sprint details. Ask instructors if there are any discrepancies.

Details

1. Final online **game URL**, submit to Game URL dropbox on D2L as a text file

2. Final **Game** – includes a zip file of: all that is needed to **play** it
   If you are unable to upload zip file to D2L due to size, a complete zip file MUST be downloadable from your
   URL →So upload a txt file to the appropriate D2L dropbox indicating if such is the case.
   Zip file should minimally include:
   a. Final **Game** – includes all html, css, js, images, sound… all files that are needed to play it
   b. a **readme.txt** with 3 sections:
      i. how to install/start the game
      ii. the **elevator pitch**/description
         *as a short **paragraph** (4 to 10 sentences) that is for the game*.
      iii. the **credits** with the names of all the people who worked on the game
         -- include credits as needed for 'free' things used
         -- include the instructors (titled as producers unless otherwise agreed upon)
         these credits should match the credits screen of the game
3. Advertising
   a. 8.5 x 11 **Poster** – with game name, main people on team, URL
   b. 8.5 x 11 **Poster for Game Launch**: above+'Game Launch'+date+time+location
   c. Final **Trailer** – 20 to 40 seconds, MP4 format
   d. Final **ICON**: 200x200, PNG format
      • Examples at: http://gddgames.uwstout.edu/gdd/dev/src/index.php
   e. Final **Advertising Blurb** (2 to 4 sentences)
   f. Fun things/handouts for Game Launch (potential bonus points)
      i. Alternate size posters, business cards, handouts, flyers, CDs of game
      ii. Final **Box Art** – like for a DVD box case (with promo text and all that)
      iii. Game Webpage (URL), submit game URL to D2L dropbox as a text file

Turn-In (to the appropriate D2L dropboxes)

See Last Sprint directions