

GAMING INDUSTRY PROJECT OVERVIEW

In this project you will analyse a Gaming Industry franchise, the games that they make, and plan a new game for the franchise. You will explore how developers build and a grow an audience for their games.

Your project will include the following activities:

- An analysis of the structure and products of a game developer/ publisher of a specific game franchise
- In depth analysis of games made by your chosen game developer/publisher
- Analysis of existing game reviews and the creation of your own game review of games made by your chosen game developer/publisher
- Analysis of how a specific game made by your chosen game developer/publisher is marketed and distributed
- Analysis of the legal and ethical issues related to a specific game made by your chosen game developer/publisher
- Plan the development of a new game in the franchise of your chosen game developer/publisher