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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - APR 2023**

Semester : Semester IV - 2021

Course Code : DES1107

Course Name : Sem IV - DES1107 - Game Ideation

Program : BDG

Date : 12-APR-2023

Time : 9.30AM - 11.00AM

Max Marks : 50

Weightage : 25%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(2 X 2 = 4M)

1. List Bartle's Taxonomy of Player Types and explain its importance when generating ideas.
(CO2,CO1) [Knowledge]
2. Mention the importance of identifying your target audience in game design and some methods to do so.
(CO1,CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 3 = 6M)

3. Differentiate between Male and Female Gamers using 3 distinct points each.
(CO2,CO1) [Comprehension]
4. Provide a detailed description of at least 3 Game Design Specializations.
(CO2,CO1) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 20 = 40M)

5. Generate a video game idea by using **Your Favorite Movie / Franchise as an inspiration**. (Example Any Movie from the MCU – Marvel Cinematic Universe)
Explore your idea using the 4 elements of a game. (Mechanics, Story, Aesthetics and Technology).
Support the idea with a strong unifying theme.
Describe the game's mechanics and main gameplay in detail.

(CO2,CO3) [Application]

6. Perform the **7 validating tests** on the Game Idea you are developing and creating the GDD – Game Design Document on. Provide a detailed defense for each test. Finish with determining whether the chosen idea is viable and can be developed.
Test #01 – Artistic Impulse.
Test #02 – Demographics.
Test #03 – Experience Design.
Test #04 – Innovation.
Test #05 – Business.
Test #06 – Engineering.
Test #07 – Community.

(CO3,CO2) [Application]