

Tuesday 16 January 2024 – Afternoon

Level 3 Cambridge Technical in Digital Media

05843/05844/05845/05846/05875 Unit 2: Pre-production and planning

INSERT



INSTRUCTIONS

- Use this Insert to answer **all** the questions.
- Do **not** send this Insert for marking. Keep it in the centre or recycle it.

INFORMATION

- This document has **2** pages.

ADVICE

- Read this Insert carefully **before** you start your answers.

Context

Progress Games are a commercial company that produce video games. The company have been commissioned by Cony, an international computing company, to develop their new video role-playing game 'Black Portal'.

Progress Games have three key members of staff who will work on developing the game:

- Charlie – concept artist. He will develop the artwork for the video game.
- Anika – developer and coder. She will program all the interactivity and missions in the video game.
- Li – marketing manager. He conducts market research and will arrange all advertising for the video game.

Progress Games have offered you a work experience placement over the summer to help them develop the video game.

Product Brief

'Black Portal' is a sci-fi role-playing video game. Set in the year 2080, the Earth has been taken over by giant genetically modified humans. The aim of the game is to save the planet by destroying these giant genetically modified humans. The video game will be awarded a PEGI 16 rating.

Progress Games need to finalise the designs for the main characters and locations in the game. They also need to conduct research about the types of features that the target audience of 16–30-year-old, culturally diverse gamers might want to see included in 'Black Portal'. A prototype of the game will be created to gather feedback.

To create awareness about the video game, Cony need to make sure that they have a marketing campaign in place six months before its launch. To support this, Cony have asked Progress Games to think about key features of the game that could be used to support advertising and marketing.

Cony have also asked for the video game to be launched at the start of November too so people can purchase it before the holiday season.

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