

## Level 3 Cambridge Technical in Digital Media

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### Unit 2: Pre-production and planning

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**Thursday 11 January 2018 – Morning**

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## Context

Montage Digital Gaming are a games company specialising in the production of app games.

Montage Digital Gaming have been approached by the Children's History Museum to produce an educational game aimed at primary school children. Montage Digital Games are happy to take the commission but feel that they need extra help owing to their current workload.

Montage Digital Games have three main members of staff involved in the production of the concepts:

- Haaris – the app developer and chief coder. Haaris is responsible for creating the functionality of the game based on the designs. Haaris is an experienced coder.
- Astrid – the graphic designer, responsible for producing the app page and front end design work. Astrid has been successful in creating memorable icons and characters for games in the past.
- Justin – the researcher and writer of gaming narratives and factual content.

Montage Digital Gaming have agreed to let you work freelance with them on the project to aid the research and design process, so that you can demonstrate your planning and production skills in hope of future work.

## Product Brief

The Children's History Museum is a new venue specialising in the education of primary school aged children. They would like Montage Digital Gaming to create a fun, yet educational, app based game, that can be accessed via tablet and smartphone devices to support school visits.

The app game should feature key information about the kings and queens in Tudor England, ensuring that the children can learn and practise important names and dates in history.

The app game should also have images and sound effects/speech that will help the children learn the key facts. The app should be bright, colourful and engaging so that children want to access the content. It is hoped that the app game will have local sponsorship to fund the production and generate income from the app game.

The target audience age demographic of the app game is children 7-10 years old, and the Children's History Museum hope that the content will also be engaging enough to appeal to a range of cultural groups.

The Children's History Museum would like the app game to be available for the start of the summer season. This means that Montage Digital Gaming have three months to develop and test the app game.

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