

Course: Business of Board Game Design B

Level: Advanced Date: 2023

Business of Board Game Design Part B Curriculum

Chambersburg Area School District

Course Map Timeline: 1 Semester / 90 days (45 min classes)
2023

Unit	Days	Days	Days	Days
Unit 1 Games influence on the development of the business world	20 days			
Unit 2: Creativity in Gaming		25 Days		
Unit 3: The creation of a board game as an experience for society			20 Days	
Unit 4: The publishing process of games				25 Days

Key Learning:

- **Students will be able to analyze the role that games have played in the development of the modern business world and the practical implications of those advancements.**

Unit Essential Question(s):

- **How have tabletop games influenced the structure and development of the business world?**

Concept:	Concept:	Concept:
Evolution of game design, viewpoints of modern game designers, and designer’s roles in the business of design.	Social constructs of gaming, behavior modifications through design, and professional aspects of games in business and the military.	The Family of Games and Genres, an introduction to expanded games and how expansions create new systems.
PA State Standards 15.2.12.A, 15.2.12.B, 13.1.11.G, 13.1.11.H, 15.2.12.O, 15.3.12.D	PA State Standards 15.2.12.Q, 15.3.12.A, 15.3.12.D, 15.3.12.G, 15.3.12.H, 15.5.12.G, 5.6.12.A, 15.8.12.A	PA State Standards 15.2.12.A, 15.2.12.K, 15.3.12.C, 15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.N, 15.3.12.P, 15.6.12.A, 15.7.12.F, 15.7.12.N
Lesson Essential Question(s): <ul style="list-style-type: none"> - How has the evolution of game design impacted the game market? - What inspires game designers? - How are historical events replicated in games through modern design? - What business decisions do designers consider during the design process? 	Lesson Essential Question(s): <ul style="list-style-type: none"> - What are social factors that impact game design? - Explain the changes in behaviors that can be caused by playing games. - How do businesses utilize games to train employees? - What are the military aspects of gaming? - How does the Military use gaming to train? 	Lesson Essential Question(s): <ul style="list-style-type: none"> - What processes exist to create expandable games? - How do expansions affect an original game design? - What do designers do during initial designs to prepare for possible expansions? - What protections are available to designers when creating expansions for existing games?
Vocabulary: Abstract Game, Agent, Anticipatory Conflict, Character class, Downtime, Fluidity, Play-Balance, Real-time Strategy	Vocabulary: Adaptive behaviors, Additive strategy, Atmosphere, Bell Curve, Resistance, Tactical, Teamwork, Token economy, Validity	Vocabulary: Asymmetric, Expansion, MDA (MDA–Mechanics, Dynamics, Aesthetics.), Symmetric, Trademark

Key Learning:

- **Students will investigate and explore advanced mechanics in the design and development of modern strategy board games.**

Unit Essential Question(s):

- **What are the important considerations for developing a game with interconnected mechanics?**
- **What are some considerations for translating the game into digital media?**

Concept:	Concept:	Concept:
Development of game design, and viewpoints through Role-Playing genres.	Creation of a gaming universe through legacy design.	Elements of digital and analog prototyping to facilitate playtesting.
15.2.12.A, 9.1.12.A, 9.1.12.B, 9.1.12.C, 9.1.12.E, 9.1.12.J,	15.3.12.C, 15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.O, 15.3.12.W 15.5.12.L15.8.12.S	15.2.12.Q, 15.3.12.A, 15.3.12.B, 15.3.12.C, 15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.N, 15.3.12.P, 15.3.12.W, 15.4.12.D, 15.5.12.L, 9.1.12.B
<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - How has Dungeons and Dragons evolved throughout the years and still remained relevant? - How have role-playing games evolved since D&D in 1974? - How do game designers use varied mechanics in a role-playing game? - What are the social and business benefits of LARP? 	<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - What is the impact of the legacy gaming genre? - What are common mechanics and themes in legacy games? - How do legacy games allow designers to tell a story? - How do testing methods change when testing a legacy-style game? 	<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - How has playtesting evolved digitally? - How do designers utilize digital platforms to test? - What resources do designers have access to for digital playtesting?
<p>Vocabulary: Agent, Alternate Reality Games, Character Class, Convergence, Immersion, Improviser, LARP, Role-Playing Game, Role-Selection, Sandbox, Turtling,</p>	<p>Vocabulary: Accessibility, Analysis Paralysis, Balance, Challenges, Commercial Viabilit, Fluidity, Legacy Game, Metagame, Solo (Solitaire), Story-Driven Game</p>	<p>Vocabulary: Discord, Experience, Feedback, Objects, Tabletopia, Tabletop Simulator, Tokens, Unpub, Workflow, Workshop,</p>

Key Learning:

- **Students will develop an advanced knowledge of multiple gaming mechanics and how to synergize them into a tabletop game.**

Unit Essential Question(s):

- **How do game designers market their prototypes to existing publishers?**
- **What are the options for game designers to self-publish their games?**

Concept:	Concept:	Concept:
Development of game publishing as a business with a corporate structure	Effective techniques for designers to use when designing a marketing plan to pitch to existing game publishers	Professional awards and commendations available to game designers and publishers
15.2.12.A, 9.1.12.A, 9.1.12.B, 9.1.12.C, 9.1.12.E, 9.1.12.J,	13.4.11.C, 15.3.12.C, 15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.O, 15.3.12.W 15.5.12.L15.8.12.S	15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.O, 15.3.12.W,
<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - What is the business structure of a board game publishing company? - Why do game publishers work within specific genres of games? - How has technology impacted the business of board game publishing? 	<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - When is the best time for a new designer to approach an established game publisher? - How can new designers find equity with an established game publisher? - What is the process of creating a professional sell sheet? 	<p>Lesson Essential Question(s):</p> <ul style="list-style-type: none"> - How do game designers apply for annual awards? - What factors do award committees consider when judging new games in the market? - In what ways do awards affect the sales and reputation of designers and publishers?
<p>Vocabulary:</p> <p>Business Model, Flowchart, Headquarters, Organization Chart, Research & Development,</p>	<p>Vocabulary:</p> <p>Content Creation, Elevator Pitch, Marketing plan, Sell Sheet,</p>	<p>Vocabulary:</p> <p>Credibility, Endorsement, Golden Geek, Morale, Nominee, Spiel de Jahres,</p>

Key Learning:

- **Foundational concepts of marketing related to the board game industry to create a market-ready product.**

Unit Essential Question(s):

- **What is the overall economic and social impact of board games in the entertainment market of a developed society?**

Concept:	Concept:	Concept:
Development of technology in the gaming sector of entertainment.	Venues and opportunities for marketing new and existing game designs.	Professional options for designers and publishers to create a profitable gaming experience for the market
3.4.12.C2, 3.4.12.C3, 3.4.12.E4, 15.3.12.C, 15.3.12.D, 15.3.12.E, 15.4.12.A, 15.4.12.D, 15.4.12.G, 15.4.12.K,	15.6.12.A, 15.6.12.B, 15.6.12.F, 15.7.12.C, 15.7.12.E, 15.7.12.I,	15.3.12.D, 15.3.12.G, 15.3.12.H, 15.3.12.O, 15.3.12.W, 6.2.12.A, 6.2.12.B, 6.2.12.C, 6.2.12.D, 6.3.12.C, 6.4.12.A, 6.4.12.B, 6.5.12.C, 15.5.12.C, 15.7.12.N
Lesson Essential Question(s): - How has technology changed the way board games are designed? - What is the benefit of using digital prototyping? - How do 3D printed models create value to a prototype?	Lesson Essential Question(s): - What are the benefits of playtesting at a gaming convention? - What are the steps to prepare a marketing campaign before publishing? - How do convention directors and game publishers collaborate and create gaming experiences?	Lesson Essential Question(s): - What economic factors are considered by designers and publishers before publishing? - How do publishers create a buzz in the market for new projects? - What are the steps publishers will go through to build, package, and ship a board game?
Vocabulary: 3D printing, Calibration, Carriage, Cura, Filament,	Vocabulary: Campaign, Content marketing, Convention Director, Engagement, Gen Con, Origins, Social media marketing, Testimonial, World Boardgaming Championship (WBC), World Series of Boardgaming (WSOBG),	Vocabulary: Breakevens, Crowdfunding, Freight, Gamefound, Kickstarter, Logistics, MSRP (Manufacturers Suggested Retail Price), Self-Published, Supply Chain, Return on Investment, RFQ (Request for Quote),