Whitehall-Coplay School District Syllabus

Course Title: Business of Game Development 2 Grade: 10, 11, 12

DESCRIPTION OF COURSE: The Business of Game Development 2 will launch students deeper into the game design and marketing process. Skills acquired in level one will be reviewed and expanded upon through the use of more robust software. Furthermore, students will be asked to extend their prior projects created in the level one course to show the advanced use of design elements, coding, and analyzation. At the completion of this course, students will have planned, developed, and field-tested an original computer game using the provided software. Additionally, students will create an innovative marketing plan and materials for their original creation.

REQUIRED TOPICS OF STUDY	SUGGESTED INSTRUCTIONAL TIME	STANDARDS/ELIGIBLE CONTENT
Game Design and Evaluation	2 weeks	ISTE Standards for Students: 1c, 3a-b, 3d, 5b PDE Computer and Information Technology: 15.4.12.K
Creating an Effective Marketing Strategy	3 weeks	ISTE Standards for Students: 3a, 3c-d, 4d, 6c PDE Computer and Information Technology: 15.2.12.B, 15.3.12.B, 15.3.12.E, 15.3.12.I, 15.9.12.K
Introduction to Industry Level Creation Software	5 weeks	ISTE Standards for Students: 3a-b, 4a-d, 6a-b, 6d PDE Computer and Information Technology: 15.4.12.A, 15.4.12.G, 15.4.12.H
Game Creation	5 weeks	ISTE Standards for Students: 3a-b, 4a-d, 6a-b, 6d PDE Computer and Information Technology: 15.4.12.A, 15.4.12.G, 15.4.12.H
Marketing Plan Creation	3 weeks	ISTE Standards for Students: 3a, 3c-d, 4d, 6c PDE Computer and Information Technology: 15.2.12.B, 15.3.12.B, 15.3.12.E, 15.3.12.I, 15.9.12.K

RESOURCES: code.org, Bloxels (game creation software), Game Salad (game creation software), various online videos and articles

Revised: 8/2019