Course: Game Design in Unity (Lawson) | Module: Project: Finish Your Game

Lesson 6.2: Promote Your Game

https://codehs.com/course/17583/lesson/6.2

Description	Students learn about promoting their game by designing and creating a gameplay trailer.
Objective	Students will be able to: • Understand the purpose of a gameplay trailer • Define the common structures of a gameplay trailer • Create a gameplay trailer to promote a game
Activities	6.2.1 Connection: Purpose of a Gameplay Trailer 6.2.2 Connection: Trailer Review: Cake Bash 6.2.3 Free Response: Reflection: Cake Bash 6.2.4 Connection: Trailer Review: It Came From Space... 6.2.5 Free Response: Reflection: It Came From Space... 6.2.6 Free Response: Create a Gameplay Trailer 6.2.7 Free Response: Share Your Gameplay Trailer
Prior Knowledge	• Basic understanding of screen recording • Basic understanding of editing tools
Planning Notes	• Ensure students can access gameplay trailer video examples either on YouTube or via the alternative video links in the lesson. • Prepare and choose a screen recording tool and a video editing tool for students to create their gameplay trailer videos. (Some free screen recording and video editing tool options are linked in the lesson for students.) • Decide how students will share their videos with you and the class. Several options exist - publish on a video hosting site, post to a shared network drive, share from a local drive during a class viewing party, etc. • Students may need additional time to complete this lesson while they create their gameplay trailer videos.
Standards Addressed	
Teaching and Learning Strategies	**Lesson Opener:**

- Have students brainstorm and write down answers to the discussion questions listed below. Students can work individually or in groups/pairs. Have them share their responses. [5 mins]

Activities:

- Review the lesson notes *Purpose of a Gameplay Trailer?* and the included trailer example video. [10 mins]
- Complete the *Trailer Review: Cake Bash* connection activity. [5 mins]
    - The trailer video can be viewed as a class, individually, or in small groups.
    - Students can be paired up or put into small groups to discuss the questions in this activity.
- Complete *Reflection: Cake Bash* free-response activity. [10-15 mins]
    - Students can be paired up or put into small groups to discuss the questions in this activity.
- Complete the *Trailer Review: It Came From Space…* connection activity. [5 mins]
    - The trailer video can be viewed as a class, individually, or in small groups.
    - Students can be paired up or put into small groups to discuss the questions in this activity.
- Complete *Reflection: It Came From Space* free-response activity. [10-15 mins]
    - Students can be paired up or put into small groups to discuss the questions in this activity.
- Complete *Create a Gameplay Trailer* free-response activity. [15-20 mins]
    - Students may require time outside of one class in order to complete their trailer video.
    - Screen recording and video editing options with links are available in this exercise. You may want to provide students with additional instructions or guide them to a preferred video creation tool(s).
- Complete *Share Your Gameplay Trailer* free-response activity. [5-10 mins]
    - Instruct students to share their videos with your preferred method - video hosting site, shared drive, locally with class viewing, etc.
    - Students should include instructions and possibly a video URL in the exercise to submit their gameplay trailer.

Lesson Closer:

- Have students reflect and discuss their responses to the end-of-class discussion questions. [5 mins]

Discussion Questions	
	Beginning of Lesson:

- Describe a good movie trailer. How does it give you information about an upcoming movie?
  - *Student responses will vary, but they should provide some evidence or support for why they think a specific movie trailer is done well.*
- Describe the goals or challenges a player must obtain to win your game in one sentence.
  - *Student responses will vary, but they should think about how to concisely state the player's objective in their game.*
- What makes your game interesting and/or unique?
  - *Student responses will vary, but they should focus on the key elements that make their game interesting, fun to play, or unique and justify their answer.*

End of Lesson:

- What's the purpose of a gameplay trailer video?
  - *Sample Response: Videos are powerful media to communicate the important game mechanics or story of a game to potential players. A gameplay trailer gives them information and excitement around the game.*
- Why is it important to consider multiple trailer structures before planning to create a gameplay trailer?
  - *Sample Response: Different games may have different strengths and require a specific style or structure to their gameplay trailer. For instance, a game might have a strong storyline that should be the focus of the trailer. A game may be abstract and difficult to understand with a short video and might require a trailer with a 'how-to' style.*
- What did you find easy and/or challenging while creating your gameplay trailer?
  - *Answers will vary, but students should explain what parts of the process they found easy or difficult and support their response with evidence. You might also ask students to explain what they would do differently if they had to recreate their gameplay trailer.*

Resources/Handouts	

Vocabulary

Term	Definition
gameplay	Gameplay is a term to describe players interacting with a video or computer game.
game mechanics	Rules, challenges, abilities, and parameters that dictate how a game functions or operates

Modification: Advanced	**Modification: Special**	**Modification: English**

	Education	Language Learners
- Allow students to use additional digital creation tools to edit their videos. - Allow students to work with classmates who may need assistance with the assignments.	- Consider having students work in pairs to complete these assignments. - Give students ample time to complete the video creation part of the lesson. - Provide students with a limited number of editing tools they're comfortable using and ensure they have support to use those applications.	- Consider having students work in pairs to complete these assignments. - Give students ample time to complete the video creation part of the lesson. - Have students use a dictionary to translate unknown vocabulary.