

TAMK Media Programme Pre-task for Application 2010

General information:

The pre-task consists of *three* different assignments:

- 1. Portfolio**
- 2. Concept assignment**
- 3. Design assignment** In this assignment (3) you have three options. Choose only one.

Deadline February 12th 4.15. p.m. Finnish time (+2 hrs GMT). The Entire pre-task has to be in our office at this time.

NB! We will not return your portfolio and other materials. Please send copies of the originals you wish to keep. Don't attach ANY electronic media; print your digital images on paper. URL's are allowed.

1. Portfolio

Design a portfolio that includes the most essential things of your personal and working history.

a) Introduction of yourself:

- ✓ What hobbies/interests do you have?
- ✓ Have you participated in courses or activities relevant for this education?
- ✓ Do you have work experience? What kind of?

b) Include material that you think might improve your chances to get approved. Attach 1–3 work samples.

c) Write a short statement (no more than 200 words) why we should invite you to the Media Programme.

Output: a written document, photos, images and illustrations (max 5 pages, A4).

Criteria for assessment: originality, motivation and suitability for media professions.

2. Concept assignment

Concept for a digital sports game

Choose an existing "real-life" sports game that takes two or more players to play. Describe briefly the idea and rules of the game.

Then create a concept for a digital version based on that game.

The concept should include the following details

- ✓ basic rules
- ✓ functionality and goal of the game

Output: a written document (max. 2 pages A4).

Criteria for assessment: originality, quality of written English.

3. Design assignment

SELECT one task (3a, 3b or 3c) that best suits your abilities and interests:

3a. Visual design

Design the look and feel of the game you designed in assignment 2 by creating concept art (e.g. characters, levels) OR marketing material (e.g. posters, package).

Output: illustrations (handmade and/or digital, max. 2 pages A4 or A3).

Criteria for assessment: creativity, visual impression, originality of ideas.

3b. Interaction design

Describe how the players interact with the game you designed in assignment 2 and the elements and devices that are needed and finally design a prototype of the game user interface.

Output: a written document with illustrations (max. 2 pages A4 or A3).

Criteria for assessment: originality of ideas, imagination, interactivity.

3c. Production

You are the executive producer for the game production you designed in assignment 2.

You need a dream team to design and develop the game. Describe the individual tasks your 3-6 key team members should be able to carry out, and the qualities they should have.

Make a plan for the marketing campaign: how to reach the customers and players in order to make your game a success?

Output: a written document (max. 2 pages A4).

Criteria for assessment: ability to organize, consideration of the target group, quality of written English.

Assessment and points for the pre-task

The portfolio gives 0-40 points, assignments 2 and 3 0-30 points each, thus the maximum amount of points is 100 points.

The 60 eligible applicants having most points will be invited to the entrance exam April 13-14. In case two or more applicants finish 60th, all will be invited.

The points acquired from the pre-task are not taken in the account for entrance exam points, they only determine the applicants to be invited.

Post all three assignments to

**TAMK School of Art and Media
Finlaysoninkatu 7
33210 Tampere Finland**