

Pre-Production

Unit 1



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Contents

[Type of production 2](#_Toc431200113)

[Finance 2](#_Toc431200114)

[Time 2](#_Toc431200115)

[Personnel 2](#_Toc431200116)

[Facilities 2](#_Toc431200117)

[Materials 2](#_Toc431200118)

[Contributors 2](#_Toc431200119)

[Locations 2](#_Toc431200120)

[Art Style 2](#_Toc431200121)

[Ideas 2](#_Toc431200122)

[Codes of Practice 2](#_Toc431200123)

[PEGI 2](#_Toc431200124)

[Laws and Regulations# 2](#_Toc431200125)

[Intellectual Property 2](#_Toc431200126)

[Copyright 2](#_Toc431200127)

[Trademark 2](#_Toc431200128)

[A time when a video game has led to a law suit due to copyright 2](#_Toc431200129)

[Article about "Rockstar Vs BBC" 2](#_Toc431200130)

[What is a contract and define the different types of contracts: 2](#_Toc431200131)

[Annotation of call of duty contract 3](#_Toc431200132)

[Zero hour contract 3](#_Toc431200133)

[Full Time / Part Time 3](#_Toc431200134)

[Freelance 3](#_Toc431200135)

[Fixed Term Contract 3](#_Toc431200136)

[What legal issues to you need to consider when making your racing game? 3](#_Toc431200137)

[Write an article about a games company that has had a law suit made against them 3](#_Toc431200138)

[Bibliography 4](#_Toc431200139)

# Type of production

Pre-production in games is the step in game development that goes before the game being started and even before the game being properly planned, most of pre-production consists of mind maps and mood boards. Before a game can begin being developed it needs to be imagined and displayed in a way that everyone can understand what the game is going to be.

## Finance

Before a game can ever become anything further than an idea a lot has to be taken into account, one thing being finance. If a game was mid-way through production and suddenly the members of staff stopped being paid then the game won’t be able to continue being developed and it may not be able to be picked up again. Finance of a game is a huge part of it and most well-known titles use publishers to get the money for their game but there is also ways like crowd funding.

## Time

The amount of time you put into a games development could be the most important aspect of a game. In most big games development they are set a deadline by the publisher so that the game is released around a good time to get the most impressions from customers, this can mean that the developers are rushed which could end up meaning that the game isn’t completely finished when it is released causing the sales to go down and the customers could be unhappy. One of the worst things that can happen if a game is released in an unfinished state is for the player base to become angry at the developers and lose respect for them as a company.

## Personnel

Having the right personnel during a games development is crucial because not only does the development team include artists, programmers and directors but it would also need to include lawyers, producers and level designers. Every part of the production team is as important as each other and without one part of the team another part of the team may not be able to function properly. An example of this is if a team of artists didn’t have a head art director than a lot of the art they make may not have the right art style or be about the right thing.

## Facilities

If a game development project has all the right personnel then that is one step but they also need to have a place to work and communicate with each other well so that the development process stays on track and goes smoothly. The art designers and lead designer of the game would usually not have great ideas if they are stuck in a boring office room. An important part of the process for some teams of the development process is trips to places that the game might be based around, when on the trip they can learn everything about the place they are basing the game off and they can learn about the style of that place and time that the game will be based on so that the art and ideas in the game all have the same theme.

## Materials

The materials needed in game production is a greatly important part of production because it includes the equipment needed to create a finished product. The main materials necessary is the hardware used to actually produce the game like Computers, Graphics tablets and of course paper and pencil. All parts of the production process need different materials to do their jobs for example a concept artist may only need pencil and paper to do their job but a computer with artist’s software and a graphics tablet can significantly help the production process.

## Contributors

All games need a way of funding the production process and most large game companies find a publisher to fund them, they do this buy going to the publisher with their idea for a game and they pitch it to the publisher to get them interested in the game. The benefits of having a publisher to fund the games production is that once they are interested in the game idea they can supply a huge amount of funding to the game production process, A drawback of having a publisher funding the games production is that the publishing company can and most times will demand the game to be developed by a certain deadline which can cause the production process to be sped up which can drastically diminish the final product.

## Locations

In any games production there is a huge amount of work that goes into researching aspects of the game and one thing that games companies do if their game has a real life setting is to Research the real world location that the game is set in. In a games production the game designers are taken on a trip to the location where the game is set and they research all kinds of aspects of the location from the way the streets and houses are built to the way clothes are designed. A good example of this is the game development team for Assassin’s creed syndicate took a trip to London during the production of the game to research different aspects of the location and to get inspiration for ideas they might have.

## Art Style

The art style of a game is a hugely important part of the game because when a consumer initially plays the game the first thing they will notice is the art style. There are many different art styles used in games and some of the most popular examples are Photorealism, Exaggeration, cel-shading and abstraction. Photorealism is used in games that are designed to be very immersive like GTA 5 and Exaggeration is mostly used in anime and manga games to give the game a far-fetched and fun design to it.

## Ideas

The ideas in a game production process are the baseline of a game and there is a lot of work that goes into expanding on those ideas for example; concept artists are used to convey the game ideas to drawings of locations, buildings, weapons and characters and mood boards are made to try to give the game designers ideas for the game.

# Codes of Practice

## PEGI

PEGI is the company that handles the rating systems for games, when a game is finished it is sent to PEGI and they test it to find out the age rating that fits it. A games age rating is very important to the game and when the game is being developed it is important to make sure that the games assets keep to the age rating that the games targeted with. If the age rating of the game comes out to be higher than the designers intended it can cost a lot of time and money to go through the game and change things that may give it an incorrect rating.

# Laws and Regulations

## Intellectual Property

An intellectual property (IP) is an idea such as a logo, invention, names, images, artistic works, designs and symbols that are used in commerce. IP’s are used so that creators can have a way of showing that their ideas are their property and cannot be used without their permission. IP’s are protected legally with Copyrights (©), Registered Trademark (®) and Trademark (™).

## Copyright

Copyright (©) is a legal right created by the laws of a country, Copyright laws differ for each country. A copyright will give exclusive rights to the use and distribution of original work, Copyright laws usually last for a limited time which is around 50-100 years added onto the life of the author or creator. Most Intellectual properties under copyright can be brought, sold and licenced on commercial terms, also the owner of the copyright decides the use of the IP and any unauthorised use of it is unlawful.

## Trademark

Trademark (™) is a symbol or expression that identifies products or services, Trademarks are used to show the original source of the property that it is attached to. The trademark owner can be a business, legal entity or a single person, trademarks can be purchased and sold to allow a company or person to manufacture products related to or containing a brands material.

# A time when a video game has led to a law suit due to copyright

A Chinese video mobile game studio by the name of Lilith Games made a mobile game called Soul clash and were filed for copyright infringement by Blizzard entertainment. The Characters in “Soul clash” have a close resemblance to many World of Warcraft characters, Some Chinese companies are well known for copying characters from popular games and rebranding them for their own game.

# Article about "Rockstar Vs BBC"

“Rockstar, the developer behind the Grand Theft Auto series of games, is suing the BBC over a film about their creation. The film depicts a clash between Radcliffe's character, one of the game's creators, and a lawyer who claimed that the games should be banned because they are violent. But Rockstar has sued to make sure that its "trademarks are not misused in the BBC's pursuit of an unofficial depiction of purported events", according to the BBC. "While holders of the trademarks referenced in the film title and its promotion, Rockstar Games has had no involvement with this project," the company said in a statement to IGN. ""Our goal is to ensure that our trademarks are not misused in the BBC's pursuit of an unofficial depiction of purported events related to Rockstar Games." The company said that it had already attempted to resolve the matter with the BBC "without any meaningful resolution" and so "in this case litigation was necessary". The BBC said that it would not comment on legal matters.”

# What is a contract and define the different types of contracts:

## Zero hour contract

A zero hour contract allows employers to hire staff with no guarantee of work, the employee will only work when they are need by the employer and they will get paid depending on the amount of hours they work.

## Full Time / Part Time

A full time contract is a form of employment which guarantees the employee a set amount of work and also come with certain benefits like bonuses and holiday leave that part time contracts usually don’t have. A part time contract carries less hours a week than a part time contract and the shifts are usually rotational, workers are considered to be part time if they work less then 30 to 35 hours a week.

## Freelance

Freelance workers are employed for a set amount of time by companies to work on something but they are usually self-employed or part of another company but the employer that employs them is still responsible for their health and safety.

## Fixed Term Contract

A fixed term contract lasts for a specific length of time that is set in advance and they employment ends when the task is complete or when a specific event takes place.

# What legal issues to you need to consider when making your racing game?

Copyright is a big thing to consider when making the game because using a companies or a person’s property without permission is unlawful and can become a big issue that takes a lot of time and money.

# Bibliography

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