

# Lab 01 – Game Analysis

Návrh a vývoj počítačových hier  
Tvorba a dizajn počítačových hier  
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# DO GROUP PROJECTS!

You will learn more

You will create a bigger game

You will create a more finished game

Game Design **is** Communication

**Communication is a must at work**

# Task 1 – 15min (groups of 2-4)

1. Find a game you **all** played and **really liked**
2. Each separately list 3 reasons why you **like it**
3. Each separately list 3 reasons what **you don't like about it**
4. Cross-match your lists and write down 3 lists
  1. Things you **all** liked
  2. Things you **all** disliked
  3. Emotions you share and emotions you don't share

You will present these lists at the end of the Lab

# Task 2 – 30min (same groups)

1. Find a game you **really like** and your teammates **have never played**
2. Watch your teammates' games on YouTube
  - Ideally trailers with gameplay
  - No interaction during the videos
3. Write down why you would/would not play the game
4. List 2-3 reasons why you think your teammate likes it (if you can)
5. Discuss with your group and write down your findings
6. **Select one game for presenting to all students**
  - Tell us the game's name

# Task 3

- Present your findings from Task 1
  - One person from the team
  - ~3min per team
- Trailers from Task 2
  - Why does your teammate like it?
  - Why don't some of you like it?

# Backup slides

If there's time

# Unique Selling Points

Why will I buy your game instead of X?

How do the trailers communicate USPs?

**What are USPs that target you?**