

Eco Gamer.

Worksheets



These worksheets should be used to complement the activities in the Eco Gamer workshop.



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Game Design Document – This is a highly detailed document that is used by the development team throughout the game development process. It includes all details of the game and is kept constantly up to date.

Name of your game:

Planet Simulator

Who is the audience of your game? (Who will play it?)

Children aged 7+, PEGI 3, both boys and girls who are interested in the environment and ways that we can become more environmentally friendly.

What is the aim of the game, what is it about?

By changing various properties in the game environment such as the number of cars allowed on the road, whether people are allowed to take flights and how many people in the country are vegan, Planet Simulator will use this data to create a prediction of what the planet will look like as a result of these changes.

Is there a main character to the game? What does it do?

No, the player interacts directly with each of the countries and the properties they can change within these.

How do you win the game or move onto the next level?

There is no 'next level' the aim of the game is to survive the longest with the lowest amount of damage to the environment. If the environment becomes too damaged by the properties set, then the human race will die out and the game will restart.

How does the game end?

There is no game end as such but there is an optimal set of properties which will allow for the best future, at this point the credits will roll but the player can choose to continue to make changes to see if they can improve even further on their settings.

What are the main rules of the game?

Change the properties to see what effect this has on various parts of the environment i.e. different animal species, acidity of the sea, amount of rain fall, melting of the polar ice caps etc.



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Brand Identity - Use the tables below to design a brand identity for the game Planet Simulator. Extra blank tables have been included for you to add your own ideas.

Game logo	
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Game tagline	
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Colour scheme	
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Social Media Strategy - Use the table below to begin to build a strategy for the social media campaign you will design.

	Questions	Answers
Set your social media goals/objectives	What do you want to achieve with social media?	
Develop your content strategy	What types of content do you want to post to each social network? Who is the target audience? How often will you post content and how will you promote it.	



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Social Platforms – Using the information on page 5 of Hootsuite’s Social Media Strategy Workbook choose the 3 platforms you will focus your campaign on and explain why.

Platform	Explain why you have chosen this platform



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Getting the information right – Using the information found in SEGA’s analysis of the packaging for FM2020, complete the following table detailing what content and information you will include on each platform.

Platform	Content / information to be included on this platform



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FACEBOOK - U5

Facebook - Using the following template, design your campaign for Facebook.

Profile picture	Profile name	Audience of post
Post		
Image		



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TWITTER - U5

Twitter - Using the following template, design your campaign for Twitter.

Profile picture	Profile name @TwitterHandle
Tweet	
Image	



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LINKEDIN - U5

LinkedIn - Using the following template, design your campaign for LinkedIn.

Profile picture	Profile name Profile description
Post	
Image	



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INSTAGRAM - U5

Instagram - Using the following template, design your campaign for Instagram.

Profile picture	Profile name
	Location (or Sponsored)
Image	
Post	

Image	
Post	



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GOOGLE+ - U5

Google+ - Using the following template, design your campaign for Google+.

Profile picture	Profile name	#Hashtags
Post		
Image		



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Evaluation – Use the following table to help you to evaluate your campaign, for each criterion tick or cross to indicate if your post meets it. Don't forget to refer to the Hootsuite Social Media Strategy Workbook for more detail. If any criterion have a cross, consider revising your post.

Platform	100 -120 characters	Proper sentences	Encourages conversation	Uses hashtags often	Links shortened	Bright, strong image	Has personality
Twitter							

Platform	Positive post	Questions posed	Image at least 403 X 403 pixels	Includes followers / fans
Facebook				

Platform	Short post	People or companies tagged	Includes an image	Platform	Longer post	Uses image(s)	Uses hashtags	Uses keywords
LinkedIn				Google+				

Platform	Picture tells a story	Uses block colours	Has own recognisable visual style	Uses appropriate hashtags	Uses own hashtag campaign
Instagram					

