



IMAGINE CUP 2012 GAME DESIGN: PHONE COMPETITION RULES & REGULATIONS

[OVERVIEW](#)

[WHAT ARE THE START AND END DATES](#)

[CAN I ENTER](#)

[HOW DO I ENTER THE COMPETITION](#)

[ENTRY MATERIALS OVERVIEW](#)

[ENTRY MATERIALS REQUIREMENTS & DEFINITIONS](#)

[HOW DO I SUBMIT MY TEAM'S ENTRY](#)

[ENTRY LIMIT](#)

[HOW WILL ENTRIES BE JUDGED](#)

[PRIZES](#)

OVERVIEW

The object of the Game Design: Phone Competition is to utilize Microsoft technologies to create a new game that illustrates the [Imagine Cup theme](#). As a student who loves playing games, this is your chance to create your own and help improve the global community at the same time! The Game Design: Phone competition gives you an excellent opportunity to learn the art of mobile video game design and allows you to showcase your talent on the world stage – a perfect chance to start taking steps toward a career in game development! Remember, first and foremost this competition is all about making a super fun game – it doesn't have to be educational or a serious game (although those are perfectly acceptable too!) and it should be aligned to the [Imagine Cup 2012 Theme](#) "Imagine a world where technology helps solve the toughest problems". Your Game should be enjoyable to play and highlighting how technology can have an impact.

In order to help you to better understand the [Imagine Cup 2012 Theme](#) – "**Imagine a world where technology helps solve the toughest problems**". You can choose any topic that highlights how technology can impact our lives to make them better. In addition to the resources on the 2012 Theme page, you could check out the [United Nations Millennium Development Goals](#) ("MDGs") for inspiration. Including the MDGs in your project is completely optional, but they might help you identify some of the toughest challenges in the world today.

If you choose to compete in this Competition, then you agree that your participation is subject to the following:

- The [Imagine Cup Official Rules](#)
- The Imagine Cup Game Design: Phone Competition Rules and Regulations described below.

If there are any inconsistencies between the Imagine Cup Official Rules, the [Imagine Cup Terms of Use](#), the [Imagine Cup Code of Conduct](#) and/or these Competition Details, the [Imagine Cup Official Rules](#) will govern.

WHAT ARE THE START AND END DATES?

This Competition starts at 00:01 Greenwich Mean Time ("GMT") on 17 October 2011 and ends at 23:59 GMT 10 July 2012 ("entry period").

The Entry Period consists of the four (4) separate Rounds as described below. Each Round has unique entry requirements. All required entry deliverables must be received within the designated Round in order for your entry to be eligible for judging.

ROUND	START DATE (all times 00:01 or 12:01 A.M. GMT)	END DATE (all times 23:59 or 11:59 P.M. GMT)
Round 1 – Storyboard/Summary Submission	17 October 2011	14 February 2012
Round 2 – Game Submission	23 February 2012	13 March 2012
Round 3 – Worldwide Finals Qualifying	3 April 2012	3 May 2012
Round 4 – Worldwide Finals	6 July 2012	10 July 2012

The Competition Sign Up Period begins on 17 October 2011 at 00:01 GMT, and ends on 14 February 2012 at 23:59 GMT.

CAN I ENTER?

You are eligible to enter this Competition you meet the Eligibility Requirements set forth in the "Eligibility Criteria" section of the [Imagine Cup Official Rules](#)

HOW DO I ENTER THE COMPETITION?

If you wish to participate in this Competition, you must sign up as instructed during the Competition sign up period. To sign up, please visit imaginecup.com.

A Team may consist of up to four (4) eligible students (each a "Team"). Your Team does not need to consist of members who are legal residents of the same country/region, or students at the same academic institution, but your Team can only represent one (1) country/region and at least one (1) of the Team members must be a legal resident of the represented country/region. To qualify as a valid Team member, each individual must register and form a Team's no later than the closing date of Round 1. We will not accept changes to a Team beyond this date.

It is recommended, but not required, that you have one (1) mentor in addition to your four (4) Team members. Limit one (1) mentor per Team. A mentor can be from an educational institution, a not-for-profit organization or a private sector company. To qualify as a valid mentor for a Team, this individual must register as the Team's mentor no later than the closing date of Round 1. We will not accept changes to a Team's mentor beyond this date.

For additional important details regarding signing up for a competition, please see the requirements set forth in the "Team and Individual Competitions" section of the [Imagine Cup Official Rules](#).

Choosing a Game Design Competition Track

For the Imagine Cup 2012 Game Design Competition, two competition tracks are offered. Note: The rules in this document pertain to Game Design: Phone. The two competition tracks are:

1. Game Design: Xbox/Windows
2. Game Design: Phone

Prior to competing in the Imagine Cup 2012 Game Design Competition, your Team must select the Game Design Track(s) in which your Team chooses to compete. Each Game Design competitor will be allowed to sign up and compete in multiple Game Design track(s). Each Imagine Cup competitor will be allowed to be a member of only one Game Design: Phone Team.

If your Team is invited to compete in the Worldwide Finals in more than one Game Design track, your Team may only compete in one Game Design track at the Worldwide Finals. In other words, you will be required to choose one Game Design track in which to compete at the Worldwide Finals.

ENTRY MATERIALS OVERVIEW

During each designated round, your Team must submit the Entry Materials described below. The details of the specific submission components are defined below.

Round 1 – Storyboard/Summary Submission

To have an eligible Round 1 entry you or your Team must submit one (1) of the following entry materials by the closing date of Round 1:

One (1) Game Design Storyboard

OR

One (1) Game Summary Document

*The maximum file size for the Round 1 submission is 50MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#).

Round 2 – Game Submission

To have an eligible Round 2 entry you or your Team must submit the following entry materials by the closing date of Round 2.

1. One (1) Game Design Storyboard **OR** One (1) Game Summary Document
2. One (1) Game Play Instructions
3. One (1) Game Video
4. One (1) Playable Game

*The maximum file size for the Round 2 submission is 500MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#).

Round 3 – Worldwide Finals Qualifying

To have an eligible Round 3 entry you or your Team must submit each of the six (6) following entry materials by the closing date of Round 3. It is recommended that your Team refer to the judge feedback received between rounds and any learning's from the [Imagine Cup Game Design Forums](#) to update your submission – we would like to see you continue to develop your game.

1. One (1) Game Design Storyboard **OR** One (1) Game Summary Document
2. One (1) Game Play Instructions
3. One (1) Game Video
4. One (1) Playable Game

5. Three (3) Game Screenshots
6. One (1) Game Trailer

The maximum file size for the Round 3 submission is 550MB. Instructions for how to upload the entry are detailed in the [How Do I Submit My Team's Entry](#) section.

Round 4 – Worldwide Finals

If your Team is advanced to compete in Round 4, your Team will have a live presentation round at the Worldwide Finals in Sydney, Australia. It is comprised of a number of live presentations and opportunities for judges to get hands-on with your game. Note that you can revise your entry up to the Worldwide Finals. Here's a sample of what you have in store if your Team is advanced to compete at the Worldwide Finals:

1. Up to two (2) separate 20-minute live presentations to a panel of international judges presenting your Game Design Submission with any revisions you have made from the Round 3 judge feedback.
2. A fifteen (15) minute question and answer period per presentation.
3. Participate in hands-on game play sessions for judges to play your games.

The Worldwide Finals are an opportunity to introduce your Team to the global gaming community and the judges, demonstrate your Game, showcase future developments your Team may be planning, and demonstrate your Game's business development options. More information will be provided via email to all Round 4 advanced Teams by 1 June 2012.

ENTRY MATERIALS REQUIREMENTS AND DEFINITIONS

Following is a Glossary of Terms for all Entry Materials, along with the specific content and technical requirements.

Game Design Storyboard

The *Game Design Storyboard* is an electronic document describing a game concept in graphical format detailing the unique game play features, concepts, theme and premise of your game idea. We have provided a Storyboard template for you to use.

Technical Requirements:

1. Storyboard must contain at least four (4) image panels and at most twenty (20) image panels.
2. You must provide a name for your game. The name must be in the English language.
3. The content of the game must address a social cause connected to the 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
4. If you use written text in the Game Design Storyboard, it must be in the English language. If a translator is needed, you are responsible to procure and to make use of one.
5. You must use the Imagine Cup [Game Design Storyboard Template](#) provided here.

Helpful Hints:

1. Please view the [Game Design Storyboard Template](#) complete the required information and submit it by the deadline on your Team's entry panel.
2. Here's a [Game Design Storyboard Example](#) to assist you.

Game Summary Document

The *Game Summary Document* is an electronic text document that describes your Team's game, the intent of your game, and details the unique game play features and how it aligns to the [Imagine Cup 2012 Theme](#). You must include additional attributive information relating to third party content per the technical requirements below.

Technical Requirements:

1. You must use the [Game Design Summary Document Template](#).
2. The summary must be a minimum of 600 characters including spaces.
3. You must provide a name for your game. The name must be in the English language.
4. The file format must be either a .DOC, .DOCX or .PDF, .RTF or .TXT file. This option does not allow .JPEG submission files.
5. The content of the Game must address a social cause connected to the 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
6. The Game Design Summary Document must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.
7. The file may include images if you feel it conveys your message better, however, images are not required for the Game Design Summary Document.
8. **Important note about Copyright:** Your Team's entire entry must only include material (including source code – both open source and third party sourced, user interface, music, video or images) that you own or that you have permission from the copyright/trademark owner to use. Your Team's entry may not include copyrighted materials (such as source code, user interface, background music, images or video) unless you own or have permission to use the materials. Ownership is not defined as purchasing a CD at a music store for replay, playing a copyright recording on your guitar or repurposing an application's user interface - your Team's entry will be disqualified if copyrighted materials, including but not limited to these examples, are a part of your entry without appropriate licensing or permissions. If you do use permissible copyrighted materials, you must include the permissions information by citing the artist/creator and license information in the Game Summary Document. Note that even material released under sites such as Creative Commons, common open source code licenses, and other similar licensing may need permission or acknowledgement as per the specific license. Note: your team's entry will be disqualified if permissions information is not included as per the requirements in the specific Competition Rules.

Helpful Hints:

1. To help you, here's a [Game Summary Summary Document Example](#).
2. Include images to help convey your Team's idea. Think about what elements of your game will best describe it to others – theme, genre, gameplay style, unique control mechanisms, 2D versus 3D, and so on.

Game Play Instructions

The *Game Play Instructions* document is an electronic document that informs the judges and players how to setup and play your Team's game.

Technical Requirements:

1. Include either a game screen (JPEG file) or text document in .DOC, .DOCX, .PDF or .TXT file format in a readme file.
2. The Game Design Summary must be submitted in the English language. If a translator is needed, you are responsible to procure and to make use of one.

Helpful Hints:

1. The content of the Game must address a social cause connected to the 2012 Theme: "Imagine a world where technology helps solve the toughest problems".
2. This is an important element of your entry so the judges know how to play your game. If your game is complex, then make sure you take the time to explain how to play every aspect.

3. If your game is installed in a particular location or under a particular name or folder, ensure you list out the instructions on how to find and start your game.

Playable Game

In order to judge your Team's game, we need to be able to play it! The *Playable Game* is defined as an installable and playable game in the format for Phone.

Note: As of 24 January 2012, Imagine Cup has made a change to Technical Requirement #1 below

Technical Requirements:

1. All games must have been developed using Microsoft® XNA Game Studio 4.0 or later or using Silverlight technology. **Visual Studio is no longer required but still an optional technology for you to use.**
2. Since your Team's game is designed for the Windows Phone platform, it must be playable on a commercially available Windows Phone device, not only a phone emulator.
3. Your team must include one of the following installation applications in one of the following formats:
 - a. XAP file: a standard Windows Setup application to install your game on a Windows Phone.
4. No source code is permitted and games will be disqualified if they are submitted as development projects.
5. The game must be comprised of at least one (1) playable level, more than one is permissible and they do not have to be sequential levels. This playable level must illustrate the game play and features of the final game that your team would like to develop; final graphics are not required, but the Game Demo must represent the conceptual art direction of the game that you would like to develop.
6. Your game may target any commercially available version of Windows Phone that is released by the end of Round 3 (Worldwide Qualifying), 3 May 2012.
7. It is acceptable to support multiple languages in your game as long as English is one of the represented languages. If a translator is needed, you are responsible to procure and to make use of one.
8. The content of the game must be equivalent to an Entertainment Software Rating Board (ESRB) rating of "T" for Teen or lower. Mature games that would be rated above "T" for Teen will be disqualified and ineligible to continue in the competition).
9. Remember: The content of the game must address a social cause connected to the [Imagine Cup 2012 Theme](#): "Imagine a world where technology helps solve the toughest problems".

Helpful Hints:

1. If your game supports multiple languages, you are advised to ensure the default language is English even if it's changeable in the Options of your game.
2. If you provide multiple levels and want the judges to play them, consider supplying "save game" files for the judge/player to be able to load from different points in your game.
3. For more information on the ESRB Game Ratings and Descriptor Guide, please visit the [ESRB website](#).
4. Note that the rules clearly state that your game **MUST** be playable on an actual Windows Phone device, not just the development environment emulator.
5. Review the scoring criteria to best optimize your gaming experience.

Game Video

The *Game Video* is a video file showcasing your game. It must include a video screen capture of your Team's game in action. This video can include narration, team introductions, and game presentation information to convey your game's premise and intent as well as intended gameplay experiences. At a minimum, this must show your game in action.

Technical Requirements:

1. The video must include the Imagine Cup Intro and Imagine Cup Outro Clips. Clips can be downloaded at imaginecup.com.

2. The Game Video length must not exceed seven (7) minutes, including the Imagine Cup Intro and Outro Clips.
3. The Game Video must be submitted as an electronic file in one of the following file formats: .AVI, .WMV, .MPEG, .MP4, .XESC.
4. The Game Video can be submitted in any language, however, if not in English, it must include English subtitles. If a translator is needed, you are responsible to procure and to make use of one.

Helpful Hints:

1. We recommend creating your screen capture using Microsoft Expression Encoder 4 Screen Capture which is available to students for free at [DreamSpark](#).
2. Regardless of language used, consider using subtitles to ensure judges can fully understand your video's audio portion.
3. While you must include some screen capture of your video in action, you should also showcase other elements that show your game in a positive light. For example:
 - a. If you have performed play-testing with your intended audience, you might include some video of that experience.
 - b. If you already have future plans for expanding on your game, you could provide samples or show off your models or storyboards in your game video.
 - c. You could introduce each of the team members and what their specialties or contributions were in the creation of the game.

Game Trailer

The *Game Trailer* is a video that can serve to advertise your game on [Imagine Cup](#) to showcase your entry. It is a required element for the final online round of Game Design: Phone.

Technical Requirements:

1. The Game Trailer video must include the Imagine Cup Intro and Imagine Cup Outro Clips. Clips can be downloaded at [imaginecup.com](#).
2. The Game Trailer video length must not exceed one minute twelve seconds (1:12), including the Imagine Cup Intro and Outro Clips.
3. The Game Trailer video must be included as an electronic file in one of the following file formats: .AVI, .WMV, .MPEG (.MPG), .MP4.

Helpful Hints:

1. The Game Trailer is all about being able to showcase your game to the world so make it bold, bright and cool but make sure you clearly demonstrate the game itself.
2. Think about how you would want to sell your game to people so they are excited to download it and play.

Game Screenshot

Each *Game Screenshot* is an electronic image that captures the gameplay and style of your Team's game as accurately as possible. Do not include any unfinished artwork or graphical artifacts.

Technical Requirements:

1. Take a screenshot of your Team's game in action.
2. Each screenshot must be submitted as a separate file in one of the following file formats: .JPEG, PNG, BMP.

Helpful Hints:

1. Screenshots should showcase key aspects of your Team's game. You can include menus but try to provide a mix of gameplay, levels, and other aspects of your game.

HOW DO I SUBMIT MY TEAM'S ENTRY?

Round 1 – Storyboard/Summary Submission

Submit your Team's entry for Round 1 utilizing the submission form on the entry panel of the Game Design Competition Page no later than the close of each Round outlined above. Even though the Round 1 Entry Requirement is an individual file, you must submit a .ZIP file. **The maximum file size for this .ZIP file submission is 50MB.** On the submission form, you will see the following upload options and fields. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you advance further in this Competition. All fields below are required.

1. **Entry File:** To upload your entry collect your [Entry Materials](#) and load into a .ZIP file. If the Round for which you are submitting requires only one (1) file, please use a .ZIP file to upload regardless. This .ZIP file must not exceed 50 MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your entry and must be submitted in the English language and is limited to 500 characters including spaces. It can match the [name of your game](#) as required in the Entry Materials above.
4. **Entry Description:** The Description is the text data describing your Game story and details how the submission adheres to the Imagine Cup 2012 Theme. It must be submitted in the English language and limited to 600 characters including spaces. You can use the same text as used in the [Game Summary Document](#) Entry Material Requirement. It must be submitted in the English language and is recommended to be 600 characters including spaces.
5. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

Round 2 – Game Submission

Submit your Team's entry for Round 2 utilizing the submission form on the entry panel of the Game Design Competition Page no later than the close of each Round outlined above. **The maximum file size for this .ZIP file submission is 500MB.** On the submission form, you will see the following upload options and fields. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you advance further in this Competition. All fields below are required.

1. **Entry File:** To upload your entry collect all of your Entry Materials and load into a .ZIP file. It should contain all required [Entry Materials](#) for Game Design Round 2. Your entire ZIP file, including all your submission components, must not exceed 500 MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your entry and must be submitted in the English language and is limited to 500 characters including spaces. It can match the [name of your game](#) as required in the Entry Materials above.

4. **Entry Description:** The Description is the text data describing your Game story and details how the submission adheres to the Imagine Cup 2012 Theme You can use the same text as used in the [Game Summary Document](#) Entry Material Requirement. must be submitted in the English language and is recommended to be 600 characters including spaces.
5. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

Round 3 – Worldwide Finals Qualifying

Submit your Team's entry for Round 3 utilizing the submission form on the entry panel of the Game Design Competition Page no later than the close of each Round outlined above. **The maximum file size for this .ZIP file submission is 550MB.** On the submission form, you will see the following upload options and fields. These fields are independent of your submission components and may be used by Microsoft to show your entry to the public if you advance further in this Competition. All fields below are required.

1. **Entry File:** To upload your entry collect all of your Entry Materials and load into a .ZIP file. It should contain all required [Entry Materials](#) for Game Design Round 3. Your entire ZIP file, including all your six (6) submission components, must not exceed 550 MB.
2. **Thumbnail:** This is an image which is a small representation of your entry. There are no size requirements for your Thumbnail.
3. **Entry Title:** This title will represent the name of your entry and must submitted in the English language and is limited to 500 characters including spaces. It can match the [name of your game](#) as required in the Entry Materials above.
4. **Entry Description:** The Description is the text data describing your Game story and details how the submission adheres to the Imagine Cup 2012 Theme. You can use the same text as used in the [Game Summary Document](#) Entry Material Requirement. must be submitted in the English language and is recommended to be 600 characters including spaces.
5. **Technologies Used:** Please list the technologies you have utilized in your submission. This must be submitted in the English language.

Round 4 – Worldwide Finals

The Game Design: Phone Round 4 will be held onsite at the Worldwide Finals in Sydney, Australia. More information will be provided via email to all Round 4 advanced teams by 1 June 2012.

ENTRY LIMIT

We will only accept one (1) entry per Team, per Game Design track.

HOW WILL ENTRIES BE JUDGED?

Round 1 – Storyboard/Summary Submission

Round 1 is a preliminary Round to submit your Team's initial proposal. Your Team's entry for this round will not be judged. However, all entries will be reviewed for eligibility and adherence to the entry materials requirements. All Teams submitting an eligible entry to Round 1 before the Round 1 end date will automatically advance to Round

2. If your Team does not submit anything for Round 1, your Team will not be eligible to compete in the Imagine Cup 2012 Game Design: Phone competition.

Round 2 – Game Submission

At the conclusion of Round 2, all eligible entries received will be reviewed by a panel (or panels) of international judges based on the judging criteria set forth below. Up to one hundred (100) of the top teams from the Game Design: Phone Track will advance to compete in Round 3.

Round 2 Judging Criteria

Criteria	Points
Innovation – How creative and technically unique is the game?	
<ul style="list-style-type: none"> • Story – Does the game have a unique story or premise that invites the player into the game world/structure? 	0-5
<ul style="list-style-type: none"> • Unique Game Elements – Does the game have unique and creative technical elements not seen in other games? Does the game implement established game mechanics in creative or new ways? 	0-5
<ul style="list-style-type: none"> • Genre – Does the game create a new genre, blend genres together to form a new way of playing, innovate on an existing, established genre or is it a direct clone of an existing game in the market? 	0-5
<ul style="list-style-type: none"> • Graphical Style – Does the game have a creative or innovative graphical style that sets it apart from other games in the same genre or class of games? 	0-5
Innovation Total	0-20
Theme – How well does the game address the Imagine Cup 2012 Theme?	
<ul style="list-style-type: none"> • Explicit Theme – How well does the game explicitly connect to the theme? 	0-5
<ul style="list-style-type: none"> • Educational Elements – Does the game have educational elements that are well integrated into the gameplay to reinforce the theme? 	0-5
<ul style="list-style-type: none"> • Accessible – Are the theme and education aspects easy to access and naturally integrated into the game? 	0-5
Theme Total	0-15
Fun Factor – How intense, exciting and entertaining is the game?	
<ul style="list-style-type: none"> • Player Feedback – Does the game provide feedback for the player such as high scores, end of level reports or other components that make the player feel good about their achievements in the game? 	0-5
<ul style="list-style-type: none"> • Longevity – Does the design allow for repeat play? Does the player want to keep playing? Would the player keep this game, and play it daily/weekly/monthly/never? 	0-5
<ul style="list-style-type: none"> • Level Design – Are the levels creative and attractive? Is there an appropriate ramp up of difficulty? Are there multiple ways to solve challenges? 	0-5
<ul style="list-style-type: none"> • Excitement – Is the game exciting and inviting to the player? 	0-5
<ul style="list-style-type: none"> • Storyline – Does the game have an obvious storyline or other mechanism to point to the theme or the premise for the game as explained in the game summary? Can cut scenes be skipped? 	0-5
Fun Factor Total	0-25
Production Quality – How complete is the game’s design polish, functionality and thematic execution?	
<ul style="list-style-type: none"> • Audio – Is there music? Are there sound effects? How is the sound quality? Does the sound make sense given the game, theme, genre and context of gameplay? 	0-5
<ul style="list-style-type: none"> • Game Structure – Does the game have additional peripheral elements such as Menus, Credits, Options and/or Pause Screen? 	0-5

<ul style="list-style-type: none"> • Graphics – Are the graphics complete? Colored? If 3D, is shading implemented? Textures? Are there flaws? 	0-5
<ul style="list-style-type: none"> • Level Design – If there is more than one level, do they sequence together in a logical or creative way? Does the collision detection work appropriately? Does the player get stuck? Do interactions make sense? Is there an option for in-game tutorials? 	0-5
<ul style="list-style-type: none"> • Performance – Is screen tearing indicating that the draw functionality is not keeping up? Are there frame rate issues? Does the game sometimes not load (on Phone)? Are there multi-player network speed issues? Does music or sound get out of time with graphic or visuals? 	0-5
Production Quality Total	0-25
Presentation – How clear and precise are the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds?	
<ul style="list-style-type: none"> • Documentation – Is the How To Play document clear and easy to understand? Does the Game Summary help the player understand the premise of the game and how it aligns to the Imagine Cup Theme? Is the documentation creative? 	0-5
<ul style="list-style-type: none"> • Screenshots – Do the screenshots convey the style and theme of the game? Are they good quality? 	0-5
<ul style="list-style-type: none"> • Video – Does the Game Video showcase gameplay? Does it include different elements of the game such as menus, loading screens, and different levels? Does the video include additional material like play testing, video interviews, and future plans? 	0-5
Presentation Total	0-15

Round 3 – Worldwide Finals Qualifying

At the conclusion of Round 3, all eligible entries received will be reviewed by a panel (or panels) of international judges based on the judging criteria set forth below. Up to ten (10) of the top Teams from the Game Design: Phone Track will advance to compete at the Worldwide Finals.

Round 3 Judging Criteria

Criteria	Points
Innovation – How creative and technically unique is the game?	
<ul style="list-style-type: none"> • Story – Does the game have a unique story or premise that invites the player into the game world/structure? 	0-5
<ul style="list-style-type: none"> • Unique Game Elements – Does the game have unique and creative technical elements not seen in other games? Does the game implement established game mechanics in creative or new ways? 	0-5
<ul style="list-style-type: none"> • Genre – Does the game create a new genre, blend genres together to form a new way of playing, innovate on an existing, established genre or is it a direct clone of an existing game in the market? 	0-5
<ul style="list-style-type: none"> • Graphical Style – Does the game have a creative or innovative graphical style that sets it apart from other games in the same genre or class of games? 	0-5
Innovation Total	0-20
Theme – How well does the game address the Imagine Cup 2012 Theme?	
<ul style="list-style-type: none"> • Explicit Theme – How well does the game explicitly connect to the theme? 	0-5
<ul style="list-style-type: none"> • Educational Elements – Does the game have educational elements that are well integrated into the gameplay to reinforce the theme? 	0-5
<ul style="list-style-type: none"> • Accessible – Are the theme and education aspects easy to access and naturally integrated into the game? 	0-5
Theme Total	0-15

Fun Factor – How intense, exciting and entertaining is the game?	
<ul style="list-style-type: none"> • Player Feedback – Does the game provide feedback for the player such as high scores, end of level reports or other components that make the player feel good about their achievements in the game? 	0-5
<ul style="list-style-type: none"> • Longevity – Does the design allow for repeat play? Does the player want to keep playing? Would the player keep this game, and play it daily/weekly/monthly/never? 	0-5
<ul style="list-style-type: none"> • Level Design – Are the levels creative and attractive? Is there an appropriate ramp up of difficulty? Are there multiple ways to solve challenges? 	0-5
<ul style="list-style-type: none"> • Excitement – Is the game exciting and inviting to the player? 	0-5
<ul style="list-style-type: none"> • Storyline – Does the game have an obvious storyline or other mechanism to point to the theme or the premise for the game as explained in the game summary? Can cut scenes be skipped? 	0-5
Fun Factor Total	0-25
Production Quality – How complete is the game’s design polish, functionality and thematic execution?	
<ul style="list-style-type: none"> • Audio – Is there music? Are there sound effects? How is the sound quality? Does the sound make sense given the game, theme, genre and context of gameplay? 	0-5
<ul style="list-style-type: none"> • Game Structure – Does the game have additional peripheral elements such as Menus, Credits, Options and/or Pause Screen? 	0-5
<ul style="list-style-type: none"> • Graphics – Are the graphics complete? Colored? If 3D, is shading implemented? Textures? Are there flaws? 	0-5
<ul style="list-style-type: none"> • Level Design – If there is more than one level, do they sequence together in a logical or creative way? Does the collision detection work appropriately? Does the player get stuck? Do interactions make sense? Is there an option for in-game tutorials? 	0-5
<ul style="list-style-type: none"> • Performance – Is screen tearing indicating that the draw functionality is not keeping up? Are there frame rate issues? Does the game sometimes not load (on Phone)? Are there multi-player network speed issues? Does music or sound get out of time with graphic or visuals? 	0-5
Production Quality Total	0-25
Presentation – How clear and precise are the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds?	
<ul style="list-style-type: none"> • Documentation – Is the How To Play document clear and easy to understand? Does the Game Summary help the player understand the premise of the game and how it aligns to the Imagine Cup Theme? Is the documentation creative? 	0-5
<ul style="list-style-type: none"> • Screenshots – Do the screenshots convey the style and theme of the game? Are they good quality? 	0-5
<ul style="list-style-type: none"> • Video – Does the Game Video showcase gameplay? Does it include different elements of the game such as menus, loading screens, and different levels? Does the video include additional material like play testing, video interviews, and future plans? 	0-5
Presentation Total	0-15

Round 4 – Worldwide Finals

Judging will take place in three (3) phases as follows:

Phase 1: Teams will make a twenty (20) minute presentation of their game to a panel of international judges followed by a fifteen (15) minute question and answer session.

Phase 2: Teams will provide their games to the judges for a hands-on experience. The judges will play the games individually in a two and a half (2.5) hour open-ended play session.

Phase 3: The top five (5) Teams from each track will be advanced to the Finalist Presentation round which will again include a presentation with an accompanying question and answer session.

Judging criteria for Round 4 will be provided to worldwide finalist teams prior to the Worldwide Finals.

PRIZES

Round 3 – Worldwide Finals Qualifying

Each officially registered member of the top ten (10) Teams from the Game Design: Phone Track will win a trip to Sydney, Australia to compete in the Imagine Cup 2012 Worldwide Finals in July 2012. Trip includes round trip coach airfare from the major airport closest to competitor's home(s), standard hotel accommodations, select meals, and activities.

One (1) Mentor* per Worldwide Finalist Team will be provided with travel to attend the Imagine Cup 2012 Worldwide Finals in Sydney, Australia in July 2012. Trip includes round trip coach airfare from the major airport closest to Mentor's home, standard hotel accommodations, select meals, and activities.

Round 4 – Worldwide Finals

- **First Place:** \$8,000 USD, to be divided equally among each officially registered member of the Team
- **Second Place:** \$4,000 USD, to be divided equally among each officially registered member of the Team
- **Third Place:** \$3,000 USD, to be divided equally among each officially registered member of the Team

* The Mentor will not be awarded any portion of the monetary prize winnings listed above.