

BA GAMES DESIGN - INDEPENDENT PROJECT - Final Report – 40%

Student Name:	DANIEL THOMAS
Title of Project:	ANIMATION IN VIDEO GAMES: FEEDBACK TO THE PLAYER
Supervisor:	PHIL ORGAN
2nd marker:	ADAM HEAD

1. Engagement with Literature Skills	
- Clearly show your engagement with an extensive range of relevant and credible literature. - Use discussion, critique and referencing to demonstrate your awareness of a range of theories and concepts. - Apply your referencing skills clearly and consistently.	13/20
2. Knowledge and Understanding Skills	
- Manage and organise your research information into a coherent framework which clearly shows your knowledge and understanding of the principles and theories of your topic. - Use analysis, discussion, and bibliographic referencing to show you are well-informed by a range of research and scholarship. - Show your ability to learn from your insights and understanding by showing how this could link to your practice, the future direction of your practice, and/or the practices of others.	20/30
3. Cognitive and Intellectual Skills	
- Independently select and build a distinctive research area or field. - Create links and relationships to theories and practices that apply to your chosen theme/topic. - Critically evaluate and analyse the relevant theoretical and practice-based discourses; - Outline and justify the insights and understanding that have come from your research.	17/25
4. Practical Skills	
<i>Criteria not assessed as part of this submission</i>	<i>n/a</i>

5. Transferable Skills for Life and Professional Practice	
- Assimilate and apply the required rules and criteria of the dissertation format to your text. - Organise information into a coherent framework which identifies and clearly communicates the ideas of others, your own ideas drawn from a theoretical discourse, your insights and understandings. - Consistently apply referencing conventions to suit the required format. - Present your text professionally, applying attention to the conventions of English language and grammar. - Communicate your ideas in a coherent and consistent style with due consideration to the reader/audience. - Apply your writing knowledge showing a command of writing structures, such as sentence structure, paragraphing, the use of headings and chapters, and appropriate and explicit use of visuals to enhance communication.	18/25
TOTAL	68%

Feedback/Comments:

• The document reads well enough, although some of the language can be jumbled (or could be better defined). Some repetitive parts detract from the flow (see 1st paragraph before Lit. Review). That said, the main areas for consideration are clear and established at the start. • Interesting enough overview on the history, but it becomes a lot more relevant / salient when you link the visuals to your own thoughts on engagement and immersion – or – include quotes that provide examples on the designer’s intent / goals / aesthetic. Some points open new avenues of thought and consideration (e.g realism via 3D games) and are helpful, but somewhat under-developed at times. Solid enough coverage elsewhere, with some conjecture on the views shared, on content, style and gameplay. Good to see references to Madigan and Brycer. To have had more here, on the psychology / ludology? On emotional connectivity and manipulation? Flow and immersion? • Good breakdown on the next phase of the production, with identifying the level of complexity, motion, expression, etc. The rationale behind each character has depth and covers idiosyncratic nuances, together with evoking the best action or response. Further enforcement of the themes or more structural cohesion with bringing it all together could have given more depth to the debate. Good level of reflection and referencing provided, to finish. A good effort, to complete a strong project.			
Signed:	Phil Organ	Date:	May 2025
The case studies and look at pixel art/sprite animation in video games and beyond is well put together although it would have been good to have shown a larger awareness of its application into your own practice. The impact of feedback overall in gameplay is a very interesting point to explore with a good breakdown of application in your own workflow. Overall an interesting and insightful dissertation with knowledge that could easily be applied in future projects. Well done.			
Signed:	Adam Head (2 nd marker)	Date:	May 2025