IMAGINE CUP 2011
GAME DESIGN COMPETITION
RULES & REGULATIONS

OVERVIEW

The object of the Game Design Competition is to utilize Microsoft technologies to create a new game that illustrates the Imagine Cup theme. This is a chance for students who've always enjoyed playing games to create their own game and help improve the global community at the same time. The Game Design competition provides an excellent opportunity to learn and take steps toward a career as a game developer or as an entrepreneur in the game business.

In order to help you to better understand this year's theme – "Imagine a world where technology helps solve the toughest problems" – we recommend familiarizing yourselves with the eight United Nations Millennium Development Goals ("MDGs"). The MDGs identify some of the toughest challenges in the world today. Learn more about the 2011 Theme.

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 Competition Rules and Regulations described below.

If there are any inconsistencies between the Imagine Cup Official Rules, the Imagine Cup Terms of Use, and/or the Imagine Cup Code of Conduct, the Imagine Cup Official Rules will govern.

WHAT ARE THE START AND END DATES?

This Competition starts at 00:01 (12:01 A.M.) Greenwich Mean Time ("GMT") on July 9, 2009, and ends at 23:59 (11:59 P.M.) GMT on April 25, 2010 ("entry period").

The Entry Period consists of the three (3) 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	July 9, 2010	March 7, 2011
Round 2 - Worldwide Finals Qualifying	March 28, 2011	April 25, 2011
Round 3 - Worldwide Finals	July 2011	July 2011

The Competition Sign-Up Period begins on July 9, 2010 at 00:01 (12:01 A.M.) GMT, and ends on March 7, 2011 at 23:59 (11:59 P.M.) 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. 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..

It is recommended, but not required, that you have one (1) mentor for your Team in addition to your four (4) Team members. Limit one (1) mentor per Team.

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

New to the Imagine Cup 2011 Game Design Competition, three competition tracks are offered:

1. Windows/Xbox (XNA)
2. Mobile (Zune/Phone)
3. Web Browser (Silverlight)

Prior to competing in the Imagine Cup 2011 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). However, Each Imagine Cup competitor will be allowed to be a member of only one Game Design Team per Game Design track.

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, your Team will be required to choose one Game Design Track in which to compete at the Worldwide Finals.

ENTRY REQUIREMENTS

Your Team's entry materials must meet the following required content and technical requirements:

1. All games must have been developed either using Microsoft® XNA™ Game Studio 3.1 or later; Visual Studio, HTML5, or Silverlight technologies.
2. Your Team's game must be developed for one of the following environments:
   o Competition Track #1: The game must be designed for the Microsoft Xbox 360 gaming system, or Microsoft Windows Operating Systems (Windows XP SP2, Windows Vista, or Windows 7) and playable on a Windows PC, as specified in the XNA Game Studio Toolkit, for the purposes of judging.
   o Competition Track #2: The game must work on a Windows Phone 7 mobile device or the Windows Phone 7 mobile device emulator and developed in either Microsoft XNA Game Studio 4.0 or later, or Silverlight technologies.
   o Competition Track #3: The game must work on a Silverlight-capable browser (such as Internet Explorer 7 or later)

3. The content of the Game must address a social cause connected to the 2011 Theme: "Imagine a world where technology helps solve the toughest problems".

4. The content of the Game must be equivalent to an Entertainment Software Rating Board (ESRB) rating of "E" for Everyone. (See http://www.esrb.org for details).

5. The judges must be able to play the Game, as specified in the XNA Game Studio Toolkit for XNA-based games, or in the case of a Silverlight game, be able to be hosted by IIS. If the game is built on Silverlight and hosted in a web browser, it must be available to be played offline – games that require some of their code to be hosted and executed on a remote server will not be eligible. Games that require unusual server technologies apart from database storage – as long as it can be automatically set up to be hosted by IIS – are not eligible.

6. ClickOnce deployment is only permissible for XNA and Silverlight entries if the set up in its entirety is delivered as part of the submission. Those ClickOnce setup projects submitted that require internet connectivity to download components of the games will be disqualified immediately.

7. All entry materials must be submitted and presented in the English language. If a translator is needed, you are responsible to procure and to make use of one.

8. If pre-existing source code or third party technologies are incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 300 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

ENTRY MATERIALS

During each designated round, your Team must submit the materials described below.

Round 1

During Round 1, you or your Team must create and submit the materials described below:

1. Game Summary
   a. Include a short description (300 words maximum) of the Game including its premise, unique game play features and how it addresses the 2011 Theme, as an electronic file in the .doc, .docx, .pdf or .txt file format
   b. If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 300 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

2. Game Play Instructions
   a. Include either a game screen (.jpg file) or as a text document in .doc, .docx, .pdf or .txt file format in a readme file.

3. Playable Video Game Application
   a. If your Team's game is based on XNA, include one of the following installation applications in a zip file: a setup.exe, an .MSI file, or a .ccgame file of no more than 300 MB. No source code is permitted and games will be disqualified if they are submitted as development projects.
   b. If your Team's game is based on Silverlight, include in a .zip file the complete folder/file structure that can be copied to an IIS web server to be played and of no more than 300MB.
   c. This application should be comprised of at least one (1) playable level that illustrates 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 should represent the conceptual art direction of the Game that you would like to develop.

4. Game Video

a. Include a video screen capture of your Team's game in action. The video should be no more than ten (10) minutes long and a file of no more than 200 MB. We recommend creating your screen capture using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at Dreamspark. This video can include narration and presentation information to convey your Game's premise and intent as well as intended gameplay experiences.

Round 2 - Worldwide Finals Qualifying

During Round 2, you or your Team (if you are advanced to compete in Round 2) must create and submit the materials described below:

1. Game Summary
    a. Include an electronic file in the .doc, .docx, .pdf or .txt file format a written description (300 words maximum) of the Game including its premise, unique game play features and how it addresses the 2011 Theme.
    b. If pre-existing source code is incorporated into the Game, then this pre-existing source code must be clearly identified in the Game Summary (this description does not count toward the 300 word limit but please be brief). Before incorporating any pre-existing source code in the Game, make sure that your inclusion of such pre-existing source code in your Game does not infringe on any third party rights, and is used in accordance with all applicable licensing and use terms.

2. Game Play Instructions
    a. Include as a game screen (.jpg file) or as a text in a readme file (name your file as readme only).

3. 100% Playable Game
    a. If your Team's game is based on XNA, include in the .zip file format an installable application (either a .ccgame, a setup.exe or .MSI file of no more than 300MB.
    b. If your Team's game is based on Silverlight, include in the .zip file format the complete folder/file structure that can be copied to an IIS web server to be played and of no more than 300MB.
    c. If your Team's game is developed for the Windows Phone 7 platform, your submission must include the installable application as a setup.exe or .MSI file of no more than 300MB).
    d. A 100% playable video game application, based on the Game Demo submitted in Round 1; at least one complete level and near final graphics required.

4. Three (3) Game Screenshots
    a. Take three (3) screenshots of the Game that capture the game play and style of the Game as accurately as possible; do not include any unfinished artwork or graphical artifacts.
    b. Each screenshot should be submitted as a separate file in the .jpeg format.

5. Game Video
    a. Include as an electronic file in the following file formats: .avi. .wmv, .mpeg, .mp4, .xesc.
    b. The video should be no longer than five (5) minutes in length, and should clearly depict the functionality and game play features of the Game. The file size should not exceed 120 MB. We recommend creating your screen capture using Microsoft Expression Encoder 3 Screen Capture which is available to students for free at Dreamspark.

Round 3 – Worldwide Finals

If your Team advances to compete at the Worldwide Finals, your Team must fulfill the competition requirement described below:

1. Up to two (2) different 20-minute live presentations to a panel of qualified international judges, along with a ten (10) minute question and answer period per presentation.

HOW DO I SUBMIT MY TEAM'S ENTRY?

Round 1

Submit your Team's entry for Round 1 on the Game Design competition page at www.imaginecup.com. The required entry deliverables must be submitted as instructed before the Round 1 deadline.

Round 2 – Worldwide Finals Qualifying

Submit your Team's entry for Round 2 on the Game Design competition page at www.imaginecup.com. The required entry deliverables must be submitted as instructed before the Round 2 deadline.

Round 3 – Worldwide Finals

If your Team advances to compete in Round 3, instructions regarding Worldwide Finals entry requirements will be provided via e-mail.

ENTRY LIMIT

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

HOW WILL ENTRIES BE JUDGED?

Round 1

At the conclusion of Round 1, all eligible entries received will be reviewed by a panel (or panels) of qualified international judges based on the judging criteria set forth below. Up to fifty (50) of the top Teams from each of the three Game Design Tracks, totaling up to one hundred and fifty (150) teams, will advance to compete in Round 2.

Round 1 Judging Criteria

Criteria	Points
Innovation: How creative and technically unique is the Game?	0-20
Theme: How well the Game addresses the Imagine Cup 2011 Theme.	0-20
Fun Factor: How intense, exciting, and entertaining are the attributes of the Game?	0-20
Production Quality: How complete is the Game including its polish of design, functionality, and thematic execution?	0-20
Presentation: How clear and precise is the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds?	0-20

Round 2 – Worldwide Finals Qualifying

At the conclusion of Round 2, all eligible entries received will be reviewed by a panel (or panels) of qualified international judges based on the judging criteria set forth below. Up to five (5) of the top Teams from each Game Design Track will advance to compete at the Worldwide Finals.

Round 2 Judging Criteria

Criteria	Points
Innovation: How creative and technically unique is the Game?	0-20
Theme: How well the Game addresses the Imagine Cup 2011 Theme.	0-20
Fun Factor: How intense, exciting, and entertaining are the attributes of the Game?	0-20
Production Quality: How complete is the Game including its polish of design, functionality, and thematic execution?	0-20
Presentation: How clear and precise is the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds?	0-20

Round 3 – Worldwide Finals

Judging will take place in two (2) phases as follows:

Phase 1: Teams will make a thirty (30) minute presentation of their game to a qualified 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 where the judges will play the games individually in a two (2) hour open-ended play session.

Worldwide Finals Judging Criteria (the following criteria will be used for Phase 1 and Phase 2):

Criteria	Points
Innovation: How creative and technically unique is the Game?	0-30
Theme: How well the Game addresses the Imagine Cup 2011 Theme.	0-20
Fun Factor: How intense, exciting, and entertaining are the attributes of the Game?	0-30
Presentation: How clear and precise is the Game Summary, Game Play Instructions, Game Video and Presentation to judges in each one of the rounds?	0-20

PRIZES

Round 2 - Worldwide Finals Qualifying

Each officially registered member of the top five (5) teams from each Game Design Track (fifteen (15) Game Design teams total) will win a trip to New York City, USA to compete in the Imagine Cup 2011 Worldwide Finals in July 2011. Trip includes round trip coach airfare from major airport closest to winner's home(s), standard hotel accommodations, select meals, and activities.

Round 3 - Worldwide Finals

Competition Track #1 – Windows/Xbox (XNA)
- **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

Competition Track #2 – Mobile (Zune/Phone)
- **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

Competition Track #3 – Web Browser (Silverlight)
- **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