
Overview

This standard is about designing the overall concept and functionality for games or interactive media projects. This includes interpreting high-level requirements, designing content, structures and functionality and specifying this so it can be used as a plan for development for games or interactive media projects.

This standard can apply to games or interactive media. Interactive media can involve any type of interactive media content, products or services including, but not restricted to, websites, applications, or online marketing campaigns.

Games and interactive media projects can be for multi-platform or multi-channel use and can also involve the use of immersive technology which can include, but is not restricted to, Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR).

This standard is for anyone who designs games or interactive media projects.

Performance criteria

You must be able to:

1. use information from reliable sources to identify expectations and requirements for the work
2. develop design parameters that meet business practice and client, user and commercial requirements
3. design content structures, navigational devices and interface functions that are appropriate to target users and product purpose
4. devise appropriate naming, coding or mapping conventions for documenting product structures
5. specify functionality that meets project expectations and requirements
6. produce designs that make optimum use of target platforms and relevant available technologies
7. check with appropriate colleagues that architecture and user interface are suitable for intended purpose and audience
8. specify concept and functionality in sufficient detail to enable technical specifications to be developed
9. document specifications and designs in approved organisational formats

Knowledge and understanding

You need to know and understand:

1. sources of information about requirements and expectations for clients, target users and any commercial factors including the nature of clients' business and the context in which work is required
2. how to reconcile business practice and client, user and commercial requirements
3. the interrelations between content, design and technology including any requirements for localisation
4. differences required for the development of prototypes or end products
5. the technical parameters of target platforms including processing power, memory, bandwidth, screen size, resolution, colour depth and physical user interface
6. the capabilities, opportunities, limitations and constraints of available technologies and approaches including the applicability of real-time animation and the accuracy, range and degrees of freedom and input methods for tracking technology
7. relevant standards, conventions and guidelines including guidelines and best practice for user comfort and quality of experience
8. the impact of diversity, inclusivity, accessibility, ethics, emotional intelligence and behavioural psychology on projects
9. principles of interaction design including usability, accessibility and effects on users
10. how to devise user interface and other end-user features including navigational and functional devices
11. how to use results of user testing or other data analysis to inform design decisions
12. how to structure content in a logical and consistent manner
13. how to document specifications and designs using text, drawings, wire-frames, storyboards, maps or diagrams.
14. colleagues involved in marketing, creative, development and quality assurance processes and how and when to communicate with them

SKSIM6

Design concept and functionality for games and interactive media projects



Developed by	ScreenSkills
Version Number	2
Date Approved	30 Mar 2021
Indicative Review Date	30 Mar 2026
Validity	Current
Status	Original
Originating Organisation	ScreenSkills
Original URN	SKSIMT3
Relevant Occupations	Arts, Media and Publishing, Crafts, Creative Arts and Design, Media and Communication, VFX Technician, Animation Professionals, AR/VR Technician, Interactive Media Professionals, Games Professionals
Suite	Games and Interactive Media
Keywords	interactive media; games; gaming; applications; online marketing; AR/VR; 360; immersive technology; mixed reality; augmented reality; end user; multi-platform; multi-channel; scope; plan; design; brief; specification; specify; functionality;
