

Name: _____

Date: _____

Class: _____

Bellwork

Day	Date	Activity	Response
1		Complete the anticipation guide for this chapter.	
2		Review the reading material for this chapter. List the three main categories of software entertainment.	
3		Define <i>obsolete</i> .	
4		Define <i>experimental</i> .	
5		Review the reading material for this section. List three items that are audio/visual effects.	
6		A cave painting by a prehistoric human was experimental for that time, but is _____ today.	
7		In your own words, define <i>gameplay</i> .	
8		Think about one of your favorite video games. List some rules that help establish the game world.	
9		Define <i>victory condition</i> .	
10		List two items that are considered digital toys.	
11		What is the main difference between a video game and a game that is not a video game?	

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12		According to the reading material, what type of video game has the most complex user interface?	
13		Define <i>demographic segmentation</i> .	
14		Define <i>potential customers</i> .	
15		What is a USP?	
16		Describe the importance of establishing a USP.	
17		What are the characteristics of groups of potential customers that make the marketing effort most efficient?	
18		From a popular game, list examples of what is needed to achieve the victory condition for a level or the end of the game.	
19		List common demographic information used to identify potential buyers.	