



“Crowdfunding with Confidence: Designing a Game with Crowdfunding in Mind”

Time: MW 6:00-8:00 pm EST

Duration: May 6--June 17, 2024

Industry Expert: Jason Furie, Creator Community Lead, BackerKit, and Game Designer

Academic Expert: Andrew D. Devenney, Associate Director of CLGS, Co-owner and Publisher of Superhero Necromancer Press

Just about every tabletop game success story over the past ten years started with a solid crowdfunding campaign. But it's not as easy as you may think. Let's learn why crowdfunding and tabletop gaming are such a great match. And better yet, let's learn how to design your next game with crowdfunding in mind. It all starts with the seed of an idea, finding ways to nurture and validate that idea, and ultimately get your game made and on people's table. By the end of this course, you'll have the knowledge to crowdfund your next game with confidence.

Course Schedule

Week One

Monday, May 6: Introductions + Expectations + Crowdfunding & Tabletop Games 101

Wednesday, May 8: Personal Goals + Expectations + Target Audience

- **Assignment:** Ideal Backer Profile (Due May 13)

Week Two

Monday, May 13: *Show and Tell* – Ideal Backer Profiles

Wednesday, May 15: Anatomy of a Teaser Page

- Functions + Game Design Considerations
- **Assignment:** Teaser Page (Due May 20)

Week Three

Monday, May 20: *Show and Tell* – Teaser Pages

- Funnel Mindset + Share Strategies

Wednesday, May 22: Working Prototypes

- Creating a working prototype (physical vs. digital) + Feedback Considerations
- **Assignment:** Working Prototype–base form (Due May 29)

Week Four

Monday, May 27: Memorial Day – No Class

Wednesday, May 29: The Three Phases of Playtesting + Audience Building Considerations

- **Assignment:** Player Feedback Form (Due June 3)

Week Five

Monday, June 3: Creating a Campaign-Ready Prototype

- External Validation Strategies

Wednesday, June 5: Anatomy of a Crowdfunding Campaign Page

- **Assignment:** Campaign Page Draft (Due June 17)

Week Six

Monday, June 10: Dispelling Myths about Game Design and Crowdfunding

Wednesday, June 12: How to Know When You Are Ready to Launch

- Campaign Pages Revisited
- **Assignment:** Final Show and Tell (Due June 17)

Week Seven

Monday, June 17: *Show and Tell* – Teaser Page, Campaign Page Drafts, Current Prototype

Assessment

In order to certify your completion of this course, you must finish each of the five core Assignments listed below before the end of the course:

- **Ideal Backer Profile**
- **Teaser Page Draft**
- **Working Prototype**
- **Player Feedback Form**
- **Campaign Page Draft**

Finishing the Assignments requires submitting a 1-2 page summary of your creative activities for each Assignment by the appropriate class period deadline (other evidence could include links to image collections, text drafts, card and board mockups, and the like). Instructors will provide feedback on your submissions, either in class or in writing or both (depending on the nature of the assignment).