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Your ACE C&A Critique

March 24, 2013 2:56 PM

Dear Pamela,

I am pleased to inform you that your C&A entry "Game Over Gopher" (2013-0584) has been critiqued and is this year's honorable mention winner in Class 38 - Interactive media program. Congratulations!

We hope you'll be able to attend the ACE/NETC conference June 11-14 in Indianapolis to accept your award in person and to bring samples of your work or a display to share with others. Conference registration will be out soon, but learn more now at <http://www.dce.k-state.edu/conf/ace-netc/>.

Reviewer comments are below. Please contact me at becky.koch@ndsu.edu if you have questions. Thank you for submitting your work to ACE C&A.

Best regards,

Holly Young, ACE Interim Executive Director, and Becky Koch, ACE President-elect

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REVIEWER COMMENTS:  
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Reviewer #1:

1. Judge:

Jake Dolan

2. Design:

Does this program demonstrate an appropriate level of planning and vision in its design and format, as stated in the entry's objectives?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Nice design and format. 10

3. Content:

Does this program present its content to the target audience(s) in an easy-to-grasp and engaging method?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

I thought the had an effective and engaging way of introducing the grid concepts to the user. 14

4. Technical Quality:

Provide an overall rating for this program/product's technical quality, which can include images,sound, text, graphics, video, printed material.

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Good use of graphics, sound and flash functionality to make an engaging application. 13

5. Use of medium:

Provide an overall rating for this entry's appropriate use of medium.

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Great flash application. I would've liked to see a plan to implement this through alternate methods (full download, order cd, mobile

app) though. 14

6. Marketing/Promotion:

Did the entrant use appropriate techniques to market or promote availability of this program or product?

Strongest aspects:

Weakest aspects:

Score: (10 possible)

Good detailed growth plan for delivering the content to larger audiences. 8

7. Evaluation:

Did the entrant use appropriate methods to evaluate this program, or does the entrant have appropriate methods outlined for a future evaluation?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Evaluation is still being analyzed, but anecdotal evidence shows success. 4

8. Effectiveness:

Was this program/product effective in achieving the entrant's stated goals, objectives, and needs?

Strongest aspects:

Weakest aspects:

Score: (15 possible)

Very effective for its goals. 14

9. Total Score: (100 possible, no ties)

77

10. Award: (gold, silver, bronze {no ties} or honorable mention)

honorable mention

11. Judge's Comments:

This is an incredible, well developed flash application (I played a variety of the levels), but this class is for "CD-ROMs, DVD, touch-screen kiosks or other non-Web media." Without detailing a plan to deliver this game in a non-Web setting it is difficult to award it a medal. Given that the NMSU does with "Pearl Diver," I would guess that sometime in the future this would also be delivered to iOS or other offline methods.