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| Current Trends in the Games Industry |
| Date of Issue: | 17th November 2015 |
| Submission Deadline: | 26th January 2016 |
| Assignment Duration (approximately) | 25 hours + |

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| Qualification  | Level 3 90-Credit Diploma in Creative Media Production (Games Development) |
| Unit  | Unit 2 Communication Skills for Creative Media Production Unit 3 Research Techniques for the Creative Media IndustryUnit 13 Understanding the Computer Games Industry |
| Assessors: | Matthew O’Neill Jim Lynn |
| Student Name: |  |

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| Project Overview / Scenario |
| You are currently working as an article writer for a newly created news website dedicated to the computer games industry. The first article you have been asked to produce is about the current market and financial trends which are effecting the games industry today. The editor has decided that you are to investigate the growth of VR and constantly online games and what impact they have had. As part of the role you are also expected to keep a detailed archive of your research materials and sources of information in case of liability action against the article.  |

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| Task |
| You are expected to use a variety of research methods and techniques to gather the relevant information for the article. All of the research conducted should form a portfolio. This portfolio which will include a research logbook with references to the data you have collected, pages from websites, online journals, book and magazines which will need to be annotated. You should include several forms of primary research which could be questionnaires, surveys and focus groups. The results of these should be recorded in a readable format such as charts and analysis report, along with a written transcript of the interview, again these should be annotated.  Once you have gathered your research materials you will be able to start the article. First you should start by explaining what is meant by VR and constantly online, providing examples of them and explaining any variations in them. You are also expected to cover the financial implications and how the business model works for them. The article should then move onto explain what the advantages and disadvantages of both VR and constantly online are; this needs to show them from the point of view of both the companies involved and the users. This is not a group assignment and as such the students are to produce their articles individually. |
| Covers Learning Outcome: | Unit 2: 1 Be able to extract information from written sourcesUnit 3: 2 Be able to apply a range of research methods and techniques Unit 13: 2. Understand financial issues and current market trends affecting the games industry.  |
| Submission Deadline: | 26th January 2016 |

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| Evidence to be submitted: |
| A word document or similar format containing the article, research portfolio and logbook. Please ensure it is the actual document and not a link that you provide. Please remember that I do not wish the work to be physical and therefore should be in a digital format.  |

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| Sources of Information  |
| Boodle and Shared drive TextbooksBaylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Student Book(Pearson, 2010) ISBN 978-1846906725Baylis P, Freedman A, Procter N et al – BTEC Level 3 National Creative Media Production, Teaching ResourcePack (Pearson, 2010) ISBN 978-1846907371Boyd GG and Green B – Business and Legal Primer for Game Development (Charles River Media, 2006)ISBN 978-1584504924Irish D – The Game Producer’s Handbook (Thompson Course Technology Premier Press, 2005)ISBN 978-1592006175Laramee F D (editor) – Secrets of the Game Business (Charles River Media, 2005) ISBN 978-1584503996Paavilainen J – Mobile Business, Creating Business with NGage Nokia (New Riders Publishing, 2003)ISBN 978-0735713758Portny SE – Project Management for Dummies, 2nd Edition (John Wiley & Sons, 2006) ISBN 978-0470049235Websiteswww.allpm.com/ – a project management site with useful resourceswww.berr.gov.uk/ – the Department for Business Enterprise and Regulatory Reform (UK Governments) hasarticles on the game development industrywww.comp.glam.ac.uk/pages/staff/dwfarthi/projman.htm – the University of Glamorgan – useful projectmanagement linkswww.gamasutra.com – a comprehensive website on the games development industry run by GameDeveloper Magazine and Gamasutra, covering industry news, jobs, and educationwww.hmrc.gov.uk/index.htm – the Inland Revenue, for information about tax matters relating to bothindividuals and companieswww.hsegov.uk – the Health and Safety Executivewww.skillset.org/games/careers/article\_2768\_1.asp – the Skillset website has job profiles information aboutthe computer games industry |

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| To successfully achieve the project you must: |
| The assignment must be submitted by 23.59 p.m. on the date specified or on the agreed upon extension deadline. Extensions will only be permitted if you have a legitimate reason and have spoken to both your tutor and the Lead Internal Verifier who have both agreed to the extension. |
| Being ill will not be considered a legitimate excuse for not submitting the work on the due date, unless previously discussed with the unit lecturer and/or your tutor well before the due date. |
| Work presented in an assessment must be the student’s own. Plagiarism is where a student copies work from another source, published or unpublished (including the work of a fellow student or of a tutor) and fails to acknowledge the influence of another’s work or to attribute quotes to the author. Plagiarism is an academic offence. |
| Complete and sign the declaration form at the back of this assignment brief – your work will not be marked if you do not do this**.** The signature can be done digitally; this will be taken as you officially signing the declarations. Although we will need your handwritten signature if your work is Internally Verified or Externally Verified.  |

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| Date of Submission: |  |
| Extension submission date:  |  |
| Reason for extension: |  |
| Lead Internal Verifier Resubmission authorisation:  |  |
| Resubmission date: |  |

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| General Feedback Comments |
| If you have any questions in regard to the feedback/grade provided here see me or email me and I will clarify any issues. |
| Grade Achieved: |  |
| Resubmission Grade Achieved: |  |

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| Criteria | Criteria Feedback |
| Unit 13 Understanding the Computer Games Industry Learning Outcome 2 |
| P2 | Describe current market trends and financial issues in the games industry with some appropriate use of subject terminology |  |
| M2 | Explain current market trends and financial issues in the games industry with reference to detailed illustrative examples and generally correct use of subject terminology |  |
| D2 | Comprehensively explain current market trends and financial issues in the games industry with reference toelucidated examples and consistently using subject terminology correctly |  |

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| Unit 3 Research Techniques for the Creative Media Industry Learning Outcome 2 |
| P2 | Apply research methods and techniques with some assistance  |  |
| M2 | Apply research methods and techniques competently with only occasional assistance  |  |
| D2 | Apply research methods and techniques to a near professional standards working independently to professional expectations |  |

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| Unit 2 Communication Skills for Creative Media Production Learning Outcome 1 |
| P1 | Use appropriate techniques to extract relevant information from written sources |  |
| M1 | Use appropriate techniques to extract information from written sources with some precision |  |
| D1 | Use appropriate techniques to extract comprehensive information from written sources |  |

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| Assessor Signature: |  | Date: |  |
| Learner signature: |  | Date: |  |

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| Learner Assessment Submission and Declaration |
| Learner name: |  | Assessor name: |  |
| Issue date: |  | Submission date: |  | Submitted on: |  |
| Programme: |  |
| Unit: |  |

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| Individual work identification for group assignments |
| Student Name  | Learning Outcome  | Evidence submitted | Page numbers ordescription |
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| Additional comments to the Assessor: |
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| Learner declaration |
| I certify that the evidence submitted for this assignment is my own. I have clearly referenced any sources used in the work. I understand that false declaration is a form of malpractice. |
| Learner signature: |  | Date: |  |

Paste your work here