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Refer to guidance notes for completion of each section of the specification.

Module Code:	COM554

Module Title:	Indie Studio Management & Game Production

Level:	5	Credit Value:	20

Cost Centre(s):	GACP	<u>JACS3</u> **code**: <u>HECoS</u> code:	I220 100753

Faculty	FAST	Module Leader:	Richard Hebblewhite

Scheduled learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning eg practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total contact hours	**30** hrs
Placement / work based learning	
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BSc (Hons) Computer Game Design & Enterprise	✓	
BSc (Hons) Computer Game Design & Enterprise (with Industrial Placement)	✓	
BSc (Hons) Computer Game Development	✓	
BSc (Hons) Computer Game Development (with Industrial Placement)	✓	
BA (Hons) Game Art	✓	
BA (Hons) Game Art (with Industrial Placement)	✓	

Pre-requisites
None

Template updated: September 2019

Office use only	
Initial approval: 03/04/2019	Version no:1
With effect from: 01/09/2019	
Date and details of revision: Revalidated BA (Hons) Game Art approved 15/6/20 with effect from Sept 20	Version no:2

Module Aims
This module aims to develop students' skills in the key technologies and practises involved in managing an independent game studio along with the development of a product protype. Students will build knowledge of the tools and techniques used to support studio and development management, along with an understanding of production data analysis and key reflective practises that are essential to good team productivity. The module also aims to provide students with the opportunity to apply these principles to a live development project and to evaluate the effectiveness of their methods.

Module Learning Outcomes - at the end of this module, students will be able to	
1	Utilise an agile methodology as part of the management of a live game development project.
2	Demonstrate a critical awareness of the systems, tools and technologies relating to modern indie studio management and game production.
3	Critically analyse the impact and effectiveness of an agile management methodology on the game development process, and the associated legal, ethical and business issues.

Employability Skills The Wrexham Glyndŵr Graduate	I = included in module content A = included in module assessment N/A = not applicable
CORE ATTRIBUTES	
Engaged	I/A
Creative	I/A
Enterprising	I/A
Ethical	I/A
KEY ATTITUDES	
Commitment	I/A
Curiosity	I/A
Resilient	I/A
Confidence	I/A
Adaptability	I/A
PRACTICAL SKILLSETS	
Digital fluency	I/A
Organisation	I/A
Leadership and team working	I/A
Critical thinking	I/A
Emotional intelligence	I/A
Communication	I/A

Derogations
N/A

Assessment:

Indicative Assessment Tasks:

| The module will be assessed using one overarching assignment:

Assignment: (Indicative)

Students will be required to form a small indie development team and apply an agile methodology as part of the development process relating to an ongoing game project. The assessment will require students to develop a management portfolio that evidences skills across the essential elements of studio management and game project production. The portfolio will consist of concise production documentation relating to the design, development and management of a live project. The portfolio will also contain a set of production data that will be generated using an appropriate digital management platform.

The student teams will also be required to hold regular meetings and to document the process of production as the project evolves.

All teams will be assessed by way of a stakeholder meeting where they will be invited to demonstrate their work, answer questions relating to their methods and reflect upon the process as a whole.

Indicative word count is 4000 words. |
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Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1,2,3	Portfolio	100%

Learning and Teaching Strategies:

| Lectures, supported by tutorial sessions where students get the opportunity to conduct case studies and guided technical research in order to underpin their theoretical knowledge.

The lectures will focus on presenting key topics and concepts, whereas the tutorial based learning will provide directed training in industry standard platforms and tools associated with digital project management platforms and studio production.

As the module progresses, students will be supported by regular management meetings with staff along with directed study sessions.

Formative, self-directed exercises will be used to support transfer of knowledge and understanding. The Moodle VLE system will form the primary platform for the dissemination of training videos, tutorials, lecture notes and reading material. Assessment material and supporting documentation will also be made available online. |
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Syllabus outline:

| • Agile project management
  - SCRUM
  - Sprint Management
  - Task prioritisation & work dependency
  - Workload management and task allocation |
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- Poker Technique

• Indie studio management
  - Studio Branding and organisation
  - Conflict Resolution
  - IP Distribution and copyright issues
  - Licensing and branding affiliations
  - Product monetisation strategy
  - Outsourcing and third part management

• Management Documentation
  - SWOT Analysis
  - PEGI Ratings and ethical analyses
  - Game design documentation
  - Technical design documentation
  - Art style and audio documentation

• QA Testing
  - Test strategies and management
  - Methods of testing
  - Bugbases and bug tracking

Indicative Bibliography:
Essential reading
Rubin, K. (2012) Essential Scrum: A Practical Guide to the Most Popular Agile Process, Addison-Wesley Professional

Other indicative reading

Futter, M. (2017), The GameDev Business Handbook, Bithell Games.

Linz, T. (2014) Testing in Scrum: A Guide for Software Quality Assurance in the Agile World, Rocky Nook, Santa Barbara, CA.

Olson, Taylor. (2015), Digital Project Management: The Complete Step-By-Step Guide to a Successful Launch, J Ross.

Professional Body Websites:
UK Interactive Entertainment (UKIE): http://ukie.org.uk/
International Game Developers Association (IGDA): https://www.igda.org/
Creative Skillset: https://creativeskillset.org/
The British Computer Society (BCS): http://www.bcs.org/