

Module specification

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Module Code	GME417
Module Title	Game Industry and Agile Production
Level	4
Credit value	20
Faculty	FACE
HECoS Code	101267
Cost Code	GAGM
Pre-requisite module	N/A

Programmes in which module to be offered

Programme title	Core/Optional/Standalone
BSc (Hons) Game Development	Core
BA (Hons) Game Art and Animation	Core

Breakdown of module hours

Learning and teaching hours	40 hrs
Placement tutor support hours	0 hrs
Supervised learning hours e.g. practical classes, workshops	0 hrs
Project supervision hours	0 hrs
Active learning and teaching hours total	40 hrs
Placement hours	0 hrs
Guided independent study hours	160 hrs
Module duration (Total hours)	200 hrs

Module aims

This module aims to do the following:

- Introduce the concept of the project management and agile production.
- Experience with project management software to track a live project
- Track and discuss project data to interpret project work.
- Explore further employability skills and criteria relating to the Games Industry.
- Explore further enterprising skills that relate to indie game strategies.

Module Learning Outcomes

At the end of this module, students will be able to:

1	Identify key principles and practices associated with agile production methodologies.
2	Apply industry-standard software to a live project to track and manage project work.
3	Demonstrate wider game industry research and engagement as part of a portfolio of personal development.
4	Demonstrate game industry awareness by producing indie studio content relating to a game product.

Assessment

Indicative Assessment Tasks:

This section outlines the type of assessment task the student will be expected to complete as part of the module. More details will be made available in the relevant academic year module handbook.

Assessment 1:

Students will be required to explore agile production principles through a small-scale live games project. Students will implement a custom part-time, appropriate agile methodology (such as Scrum), to manage and deliver a project output. Students will use appropriate industry-software to demonstrate agile techniques to enforce agile-style delivery of a game product with an appropriate hour quota.

Assessment 2:

Students will produce a variety of content that demonstrates exploration and ongoing engagement within the games industry. Indicatively this will include engagement with event opportunities and broader CPD activities. Additionally, students will be tasked with taking an enterprising approach with a project and develop some indie studio materials that demonstrate a wider awareness of industry start up strategies (such as a slide deck/pitch and expo strategy).

Assessment number	Learning Outcomes to be met	Type of assessment	Duration/Word Count	Weighting (%)	Alternative assessment, if applicable
1	1, 2	Coursework	N/A	40%	N/A
2	3, 4	Coursework	N/A	60%	N/A

Derogations

None

Learning and Teaching Strategies

The primary skill base of this module will be delivered through a series of lectures, demonstrations and practical sessions which will equip the students with the practical means to manage agile development projects. As some of the project development will be in the context of a live project it is expected that there will be formal and informal production meetings to give formative feedback and encourage agile workflow reflection.

As the module progresses through to wider exploration of game industry employability and enterprise, more class-wide discussions and seminars will take place to explore, appreciate and challenge some existing and future practices.

Welsh Elements

Students will have the right to submit assessed work in Welsh, to receive academic supervision and access learning resources and correspondence in Welsh. Students are encouraged to engage with Welsh cultural themes, creative elements and enterprising opportunities as part of student-led activities and assignments to facilitate wider contextual awareness and distinctive creative outputs.

Indicative Syllabus Outline

Indicative Syllabus includes the following topic areas:

- Agile Production Methodologies
- Jira & Project Management Tools
- Iterative Development & Minimum Viable Products
- Sprint, Task and Backlog management
- Sprint Reviews, Retrospectives & Reflections
- Burndown Charts and Production Data
- Game Industry Engagement and CPD Opportunities
- Job Roles & Specialisms
- Indie Studio Start Ups & Funding Models
- Pitching Strategies

Indicative Bibliography

Please note the essential reads and other indicative reading are subject to annual review and update.

Essential Reads:

Keogh, B. (2023), *The Videogame Industry Does Not Exist: Why We Should Think Beyond Commercial Game Production*, Cambridge: MIT Press.

Other indicative reading:

Malakar, S. (2021), *Agile Methodologies In-Depth: Delivering Proven Agile, SCRUM and Kanban Practices for High-Quality Business Demands*, Delhi: BPB Publications.

Morris, D. (2017), *Scrum in easy steps: An Ideal Framework for Agile Projects*, Leamington Spa: In Easy Steps.

Schreier, J. (2017), *Blood, Sweat, and Pixels: The Triumphant, Turbulent Stories Behind How Video Games Are Made*, New York: Harper.

Van Droenen, J. (2020), *One Up: Creativity, Competition, and the Global Business of Video Games*, Columbia: Columbia University Press.

Administrative Information

For office use only	
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Date and details of revision	
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