MODULE SPECIFICATION

Part 1: Information			
Module Title	Commercial Games Studio		
Module Code	UFCFBK-60-M	Level	Level 7
For implementation from	2019-20		
UWE Credit Rating	60	ECTS Credit Rating	30
Faculty	Faculty of Environment & Technology	Field	Computer Science and Creative Technologies
Department	FET Dept of Computer Sci & Creative Tech		
Module type:	Project		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description

Educational Aims: Commercial Games Studio focuses on the development of commercial entertainment software products in a real-world industry setting. The module involves work on commercial projects slated for release or stakeholder handover, complete with accompanying project management, team-work and milestones. This approach is sustained through situation of the module within UWE's student, graduate and staff-powered Enterprise Studio for games (PlayWest) where students are exposed to the entire development lifecycle from conceptualisation to commercial launch.

Typically, PlayWest completes several videogame products each year. Developer teams are comprised of several team members responsible for the project, who meet with studio management on a daily basis and weekly as an entire studio. As well as entertainment software products there are regular opportunities for work on serious games as well as work on the research and development for prospective projects, pitches and tenders.

Upon graduation students are expected to be reflexive and responsive to a demanding, fast moving industry and able to function effectively as independent developers or within 'AAA' development environments. Due to the unique position of PlayWest, its links with industry, close ties with TIGA through accreditation and partnership with Sony and their PlayStation First

programme this module offers a unique opportunity to develop a strong commercial portfolio, technical expertise and industry awareness.

Outline Syllabus: Indicative content includes:
CONTROL: A multitude of input and display technologies
HARDWARE: 1st party platform hardware technologies, associated SDK
GAMEPLAY: Mechanics, loops, immersion, flow, motivation, 'playable data'
ENGINE: Assets, cameras, collisions, AI, animation, effects, and shaders.
COMPOSITION: Design principles, aesthetics, framing, lighting, audio
CONNECTIVITY: Social media, networking, multiplayer, 2nd screen, streaming
QUALITY: Deployment, QA, playtesting, profiling, optimisation, fixes and updates
DISTRIBUTION: Cloud services, build engineering, game persistence, porting.
ENTERPRISE: Licensing, copyright, distribution, funding, pitching and publishing

Teaching and Learning Methods: Studio-based, 6 hours per week for 24 weeks totalling 144 hours, scheduled on a module per day basis in order to facilitate part-time student engagement, bond development teams and sustain an authentic industry environment for all participants.

Students will have the opportunity to situate themselves in the PlayWest studio environment beyond the contact hours stated.

Contact time: 144 hours
Assimilation and development of knowledge: 296 hours
Viva preparation: 40 hours
Portfolio preparation: 120 hours
Total study time: 600 hours

Scheduled learning:

The module operates within a commercial studio environment on a designated working day(s) each week. The time where students join the studio team takes the form of a practical studio session during which support of the module team, studio staff and student peers is on hand throughout the course of the project lifecycle.

Each student will be part of a team working towards a release candidate for a designated platform. Typically this will be a commercial project early in development such as a game or serious game IP. It may be possible for student projects to be in-housed through prior discussion and arrangement, but only if the studio has appropriate resource, and the project is of appropriate scope, content and standing.

Taught material and resources specific to key technical or conceptual challenges will be delivered to the studio experience during group meetings, one-to-ones, cohort presentations and other studio based development activities common to industry, as well as from visiting industry professionals and through field trips.

The studio sessions will also benefit from technical or practitioner innovations that contribute towards formative and summative feedback mechanisms on the module. For example, events such as 'Game Jams' will be used to establish rapid conceptualisation and prototyping skills as well as fostering team identity.

Independent learning:

Students are expected to work on their own tasks in a self-directed manner, in line with industry process, in order to complete creative and technical work. Projects will utilise a range of industry standard performance metrics, milestones and processes, as well as reflective practice including peer review, post-mortem reporting and more regular 1-2-1 meetings with developers and module staff.

Increasingly, technology available to the PSFirst development studio such as 360 degree video will be used to feed-in outcomes of work 'outside' of scheduled studio sessions as well as for interactive playtest and discussion.

Part 3: Assessment

Formative assessment:

Formative feedback upon iteration is a mainstay of games development practice. Within studio sessions students are expected to both demonstrate, evaluate and reflect on their work with peers, managers and the module team regularly. Besides regular team meetings, and individualised developer support, the module team and visiting industry professionals will conduct regular 1-2-1s on academic attainment, practitioner craft and onward trajectory.

Summative assessment:

The commercial game deliverables span the 'developer journey' through an entire product lifecycle and are split between group and individual elements. Research and development work (A1) illustrates rapid prototyping and conceptualisation skills. Documentation (A2) shows an ability to bind both creative and technical vision together and maintain it until the final Beta, release candidate or launch build (A1, A3).

An important individual element of the project is a reflective report (A2) detailing individual game industry and professional stakeholder engagement throughout the course of the module. This facilitates a critical step towards that of an independent practitioner, but also provides an opportunity for the team to scaffold their post-graduation trajectory.

Presentations and pitches are a key part of commercial studio operation (A3), covering conceptual, technical and reflective content in equal measure. During this assessment it is expected that students not only present their completed software projects, but show understanding of their games in context of industry practice and the entertainment software product lifecycle.

First Sit Components	**Final Assessment**	**Element weighting**	**Description**
Report - Component A		30 %	Development Documentation and Reporting
Practical Skills Assessment - Component A		40 %	Scheduled Software Builds
Presentation - Component A	✓	30 %	Scheduled presentations
Resit Components	**Final Assessment**	**Element weighting**	**Description**
Report - Component A		30 %	Development Documentation and Reporting
Practical Skills Assessment - Component A		40 %	Scheduled software builds
Presentation - Component A	✓	30 %	Scheduled presentations

Part 4: Teaching and Learning Methods

Learning Outcomes

On successful completion of this module students will achieve the following learning outcomes:

Module Learning Outcomes	Reference
Identify, demonstrate and apply advanced game development techniques across live commercial projects, which contribute to a professional portfolio.	MO1
Design, implement and deploy polished entertainment software products, using suitable management techniques to guide projects through alpha, beta, gold and support project phases.	MO2
Identify and analyse constraints across a range of platforms, devices, customers and market-places, using first, third party and in-house tools to optimise product performance accordingly.	MO3
Employ cost and time-effective approaches to ensure compliance with industry technical requirements, quality assurance, intellectual property, copyright and contractual standards.	MO4
Strategically plan and manage the launch window of entertainment software products for digital distribution in terms of asset and build management, through the engagement with industry partners, publishers, customers and clients.	MO5

Contact Hours

Independent Study Hours:	
Independent study/self-guided study	456
Total Independent Study Hours:	456
Scheduled Learning and Teaching Hours:	
Face-to-face learning	144
Total Scheduled Learning and Teaching Hours:	144
Hours to be allocated	600
Allocated Hours	600

Reading List

The reading list for this module can be accessed via the following link:

https://uwe.rl.talis.com/modules/ufcfbk-60-m.html

Part 5: Contributes Towards

This module contributes towards the following programmes of study: