VGDev Recommendation Report

SUMMARY

VGDev serves as a safe place within the Georgia Tech community for those wishing to learn/hone their skills in game development. While their service to the community continues to be improved upon, efforts to ensure that accessibility for these services are largely ignored.

Recognizing this, we suggest the following assets to help build the club's presence and help streamline the process going forward. For example, GitHub and general Git knowledge is one of the first things a new member needs to know when joining the club and starting work on a game. Most games in the club utilize GitHub as their form of version control, utilizing the same format and process for members to contribute to each game. To bridge the gap and provide a centralized resource for new members and team leads alike, we recommend giving them a resource to point to during member onboarding.

VGDev's public presence is largely linked and limited to their online material. Whether it be via Discord communications or their social media platforms, most of VGDev's effective communication regarding potential recruitment stays locked behind a largely online presence. Although the club booths at tabling events on campus and has a physical presence, the flyers and temporary modes of communication used could be improved to better draw interest. We propose a brochure template detailing more flashy and personable items to better draw in new members and show them what the club is about and how to get started.

Deliverables

GitHub Demo Video
Goals:
- Provide new members with a clear, step by step introduction to GitHub workflows that VGDev uses.
- Allow for those who lack version control experience to learn prior to being involved in future projects.
- Reduce onboarding time for the VGDev board, streamlining project processes
- Improve synchronicity for members by ensuring that all members are following the same workflow

Audiences:
- New club members, particularly freshmen or students without prior collaboration experience
- Technical leads who can utilize this video as a training resource

- Potential external partners who can gain insight on the VGDev team's development workflow

Rationale:
- We opted for a video format because we found that most new students prefer video tutorials rather than text-heavy documentation.
- The tutorial displays screen recordings followed with voiceover instructions, allowing the audience to comprehend complex steps more easily.
- The tutorial content is broken up into multiple segments, giving the audience flexibility on how they want to navigate through the video.

Brochure

Goals:
- Attract new members by displaying VGDev's mission, current/previous projects, events, etc.
- Strengthen VGDev's campus presence by getting involved in campus club fairs, freshman orientation, etc.
- Grow VGDev's status as a premiere video game club on campus

Audiences:
- Prospective members like freshmen and sophomores looking for clubs to join
- Other organizations on campus that may be interested in collaborating together
- Recruiters/sponsors who could be interested in video game developers at Georgia Tech

Rationale:
- We implemented a clean layout with high color contrast to 1) attract people walking by, 2) keep their attention on the content, and 3) provide concise information
- The content contains only key information like project examples, leadership contacts, etc. so that the audience can easily find their inquiries.
- We incorporated visual modes like graphics and images to enhance the reading experience and also highlight VGDev's creativity.
- The tone is informative but also inviting in order to appeal to both new and experienced video game developers.

Continuation

If someone were to pick up where we left off, they should know that the GitHub tutorial is based on VGDev's desired workflow. If they wish to make changes to the demo, they should consult with VGDev's team leads. They should also know that the brochure's design is provided by us, but printing charges would fall on VGDev's part.

FUTURE UPDATES

GitHub Demo Video

- Barring any major changes to VGDev, the GitHub demo should fit VGDev's workflow for many semesters to come with little to no updates required.
- The video could be utilized in a couple different locations to increase visibility to new students
    - A new "Tutorials" section on the VGDev website could be added, with this demo as the first video. This allows for further expansion to assist new students, such as adding a Unity demo, 3D modeling demos, etc.
    - A link to the demo could be pinned in the main VGDev Discord, allowing for quick access and high visibility.

Brochure

- To most effectively use the brochure, it should be updated on a semesterly basis.
- There are several semester-specific details, especially:
    - Semester timeline: this needs to be kept up to date to inform new students about dates for the current semester.
    - Previous games: This can be used to showcase the previous semester's games, and highlight any exceptional games from recent semesters.
- There is also the possibility for future work to repurpose the materials and design used in the brochure for other outreach methods.
    - For example, posters for bulletin boards could be created by rearranging elements of the brochure, or social media posts could be made from individual sections.
    - By repurposing the materials and design, it maintains a cohesive identity for VGDev, while also allowing advertising to reach a wider audience.

ADDITIONAL RECOMMENDATIONS

Based on our research and interactions with VGDev, we came up with a few considerations that they could address. The first two (onboarding and recruitment) were met with our deliverables. However, we found that VGDev's website could increase accessibility for some of its features. Including a search feature and text to speech support would allow VGDev to expand their website reach to those who require additional accessibility. Another aspect that they could consider is providing data visualization for project and/or membership tracking on their website. This would utilize a different flavor of visual communication and help maintain transparency with their audiences.