

# PROMOTIONAL MATERIALS

Version 1.0  
BA Game Development  
GAM340

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*'Choose a job you love, and you will never  
have to work a day in your life'*

- Confucius



*'We don't have a choice on whether we  
DO social media, the question is how well  
we DO it'*

-Erik Qualman



## Introduction

For this assignment you will create a series of promotional materials that will aid you in your graduate job-hunting activities.

This assignment is formed of several parts:

- (A) **Create** a short form resumé that will:
  - i. Highlight your key skills and abilities with respect to your desired field
  - ii. Leverage professional insights to enhance your personal brand;
  - iii. Project your professionalism and/or creativity;
  - iv. Emphasise your professional practice.
- (B) **Create** a professional profile a suitable social media platform, e.g. LinkedIn.com, that will:
  - i. Enable you to create meaningful connections with other creative professionals
  - ii. Allow you to post your academic, creative and professional experience highlights
  - iii. Share your thoughts and opinions with others
  - iv. Find jobs
  - v. Funnel interested people to your professional website content
- (C) **Create** a professional website that will demonstrate and showcases:
  - i. Your portfolio work from assignment 1.
  - ii. Your individual academic, professional and self-directed work
  - iii. Your roles on the various group projects you have been involved with during your time at Falmouth.

## Assignment Setup

All parts of the assignment will be submitted as a **single summative submission** as a single zip file that will contain your resume and hyperlinks to social media profiles and professional website. Use any tools and the platform of your choice for creating the parts of this assignment, ensure that your professional website is accessible and viewable on a range of browsers.

## Part A - Resumé

To complete this part of the assignment, create a professional short form resumé. To help with creating resumés, there will be lecture and workshop materials in week 8.

## Part B – LinkedIn Profile

To complete this part of the assignment, create an account on LinkedIn.com and populate your profile with relevant information.

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## Part C – Professional Website

To complete this part of the assignment, create a professional website that will act as a central hub for your on-line presence and contain your 'hero' piece from assignment 1. The website can be hand-created (if that makes sense for your professional goals) or a content hosting service (e.g. artstation.com)

To complete all parts of the assignment (A to C), combine all parts into a single .zip file and upload it to Learning Space containing the following:

- Professional resumé
- A link to your LinkedIn presence
- A link to your professional website

You will receive formal feedback from your tutor three weeks after the final submission deadline.

## Additional Guidance

The three parts of this assignment are all very closely related together – you are building a common set of information about your experiences in game development but presenting that information in slightly different ways depending on the format you are using (resumé, LinkedIn or website). Therefore, a good starting point for this assignment is to get a clear idea of what your message should be.

Historically, students are very bad at writing resumés, often concentrating on the presentation rather than content. Remember, recruiters will often automate their recruitment processes, so it's vital your resume contains the right terms for the jobs you are looking for. Beyond the automation process, recruiters will read your resumé, so remember to write about your project-based experiences.

Many users of LinkedIn.com do themselves no favours by having profiles that contain little or no information on them, have no links to their portfolios and/or look like they have never been updated. Recruiters use LinkedIn to recruit, so it's vital that your LinkedIn presence gives a reasonably detailed and up to date account of you.

Many students feel the need to create their websites from scratch, this is somewhat pointless unless you are looking to work in web development as a graduate. Find a good website provisioning service that will give you a framework to place your content on without the need to become an html programmer. The website is all about the content and its context rather than the nuts and bolts.

## FAQ

- **What is the deadline for this assignment?**  
Falmouth University policy states that deadlines must only be specified on the MyFalmouth system.
- **What should I do to seek help?**  
You can email your tutor for informal clarifications.

# Marking Rubric

Learning Outcome Name	Learning Outcome Description	Criteria	Weighting	Clear Fail	Near Pass	3rd	2:2	2:1	1st	>1st
Website										
Process/ Practice	Construct quality assets using industry-standard workflows in the specialism.	Designed to showcase student specialisations and experience	20%	No Submission	Website cannot be loaded on popular browsers Website is little more than a landing page Website does not contain student material	Website contains arbitrary work with no real explanation of what the work is and why it has been included	Website contains somewhat arbitrary work with no real explanation of what the work is and/or why it has been included	Website contains generally good quality work with some explanation of the work and its development	Website contains generally good quality work with reasonably detailed / meaningful explanation of the work and its development	Website contains high quality student work which is well curated with good textual descriptions next to work to explain rationale behind their inclusion, the work undertaken and the approach performing the work / issues encountered
		Creative approach taken to designing and presenting the materials	5%	No Submission	Website has little or no content Website feels like content has be arbitrarily dumped onto it Missing content	Website has no overall style and work feels haphazard and generally thrown in Site navigation is difficult and/or troublesome	Website has some aesthetic / style but is not consistent Site navigation is generally difficult and/or troublesome	Website has a clear aesthetic, but student work tends to jibe. Site navigation isn't difficult but could be smoother	Website has a good aesthetic throughout the entire site Much of the work presented gives the impression of fitting within the aesthetic, as if it has been chosen specifically Site navigation feels good	Website has a good aesthetic throughout the entire site. Each piece of student work gives the impression of fitting within the aesthetic, as if it has been chosen specifically Site navigation is good / natural
		Materials are well targeted and relevant to the student's employment aims	15%	No Submission	No relationship between website content and student aims (through resume and/or LinkedIn profile)	There is a marginal relationship between student employment aims and materials presented	There is some relationship between student employment aims and materials presented, though much material presented has no relevance	There is a clear relationship between student employment aims and materials presented	There is a strong relationship between student employment aims and materials presented.  The website builds on content from resume and LinkedIn profile	There is a very strong relationship between student employment aims and materials presented  The website builds on content from resume and LinkedIn profile and all sources successfully reference each other
Industry/ Implement	Produce assets in correspondence with relevant methodological practice.	Professional approach to self-marketing in evidence	10%	No Submission	Evidence of unprofessional or unethical approaches to self-marketing (swearing, inappropriate content, potentially liable content, misappropriation of copyright materials)	Website comes across as the product of a fairly immature developer	Website comes across as fairly competent with only a few 'features' that suggest an immature developer	Website is professional, giving the air of modesty and a desire to develop as a professional	Website gives the impression of being developed by an early stage professional developer that is keen to develop their skills and expertise	Website gives the impression of being developed by an early stage professional developer that is aware that they are at the beginning of a life-long journey of professional development

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<b>Resume</b>										
Process/ Practice	Construct quality assets using industry-standard workflows in the specialism.	Materials are well presented	10%	No Submission	Extremely poorly laid out resume with little or no useful content.  Many spelling and grammatical errors  Excessively long or short	Resume contains many spelling and/or grammatical errors, layout is poor (no / few paragraphs, generally a wall of text)	Resume contains some spelling and/or grammatical errors, layout is patchy, and content is generally poor with potentially important details missing	Resume is fairly well-written with few spelling, grammar or layout errors	Resume is well-written with no obvious spelling, grammar or layout errors	Resume is well-written and creates a genuine sense of interest
Industry/ Implement	Produce assets in correspondence with relevant methodological practice.	Materials are well targeted and relevant to the student's employment aims	20%	No Submission	No noticeable relationship between resume content and employment aims	Slight cohesion between employment aims and resume content	Some cohesion between employment aims and resume content	Reasonable cohesion between employment aims and resume content	Good cohesion between resume content and employment aims	Strong cohesion between employment aims and resume content
<b>Social Media Profile</b>										
Process/ Practice	Construct quality assets using industry-standard workflows in the specialism.	Designed to showcase student specialisations and experience	15%	No Submission	Empty or very sparsely populated profile	Profile contains a small amount of content / detail that details specialisations and/or experience	Profile contains some content / detail that details specialisations and/or experience	Profile contains a fair amount of content that highlights and details specialisations and experience	Profile contains significant content that highlights and details specialisations and experience	Profile contains significant content that highlights and details specialisations and experience and is interesting to read
Industry/ Implement	Produce assets in correspondence with relevant methodological practice.	Professional approach to self-marketing in evidence	5%	No Submission	Empty or very sparsely populated profile  Profile is not professional	Some self-marking evident which may include some of: -presentation/show casing work, -network building, beyond course mates -engaging with relevant professionals -positively engaging in professional posts	Some self-marking evident which includes most of: -presentation/show casing work, -network building, beyond course mates -engaging with relevant professionals -positively engaging in professional posts	Much self-marketing evident.  Some evidence of building a personal brand.	Much self-marketing evident with clear evidence of building a personal brand.  Some evidence of community building / recruitment interest	Much self-marketing evident some evidence of building a personal brand.  Engagement from recruiters has resulted in interviews / job offers