MARKET EVALUATION – PROFESSIONAL PRACTICE REPORT

Dr Michael Scott & Gareth Lewis

"Research is formalized curiosity, it is poking and prying with a purpose."

- Zora Neale Hurston

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"Listening is hearing the needs of the customer, understanding those needs and making sure the company recognizes the opportunity they present."

- Frank Eliason

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"Innovation needs to be part of your culture. Customers are transforming faster than we are, and if we don't catch up, we're in trouble."

- Ian Schafer

Team Niche extensively marketed their game at events such as *PAX* prior to and during its Kickstarter campaign. It was funded.

Introduction

Assessment 1: Professional Practice Report 40% 1500 words (+/- 10%)

In order to help you prepare for life in professional practice, you are required to write a professional practice report based on discussions with your product owner/mentor, with members of the team based in your area of game development and on discussions with others who can give you an insight into professional life and development in your area of practice. The exact format of this plan is entirely up to you, but must address the assessment criteria below. You are looking to gain a greater understanding of your craft, then relate it to the creation of a plan for how you will use this information to benefit you as you continue your journey beyond the course.

There are many games and business/enterprise professionals in the university, as well as art, audio, writing and animation professionals; now is the time to actively seek them out and talk to them about professional and business practice. It is critical that you start work on gathering data as soon as possible!

It is really important that you ensure that you have questions prepared before speaking to someone. Do your homework on what they do and so you can get the best out of them. After speaking (or emailing them) record the material gathered and your thoughts on the topic, all of which can then analysed and used in your report. The report invites you to critically analyse the information you've gathered and use it to help create a personalised strategy for managing your future personal and professional development.

You can use lists, charts, visual information and bullet points in the report, it doesn't have to simply be an 'essay'. What we are looking for however, is effort made in gathering and evaluating/analysing knowledge that will inform and support your own professional development.

Report Presentation

Please ensure you include a word count for the essay. Use one and half or double spacing and a font no smaller than 10 point. Make use of Harvard referencing style. For help with this go to: http://ask.fxplus.ac.uk/harvard-referencing-falmouth-university (Or use Word's very good in-built referencing system). You can where relevant use image but make sure that you give numbers to each image (Fig. 1 etc) and include captions explaining their link to what you've written in the report.

Assessment 3: Promotional Materials 20%

You will make some promotional/marketing materials to get information on yourself out into the market; a portfolio, website and social media most likely, but it may be other elements. Think creatively about your promotional and marketing materials and gear them around the career path you are looking to pursue. This is a chance to be creative or simply very professional. Presentation needs careful thought as that's all part of getting your message across about how you wish to be seen by your audience of employers/customers or business partners.

This assignment is formed of several parts:

(A) **Write** a 1500-word report which will:
  i. **Do** what Rich said

(B) **Create** your short-form CV and portfolio website such that they:
  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.

(C) **Create** a professional resume on Linkedin.com:
  i. **Revise** any issues raised by your tutor and/or your peers.

(D) **Create** a professional website that will demonstrate and showcase both your individual technical work and your roles on the various group projects you have been involved with during your time at Falmouth.

Assignment Setup

This assignment is a **business task**. Fork the following GitHub repository:

> https://github.com/Falmouth-Games-Academy/comp340-market-evaluation

Please use the template as provided. Do not modify the directory structure or the template.
Modify the .gitignore to the defaults for **TeX**. Please, also ensure that you add editor-specific files and folders to .gitignore.
Use any tools and the platform of your choice for preparing the CV and portfolio website.

Part A

Part A is a **single summative submission**. This work is **individual** and will be assessed on a **criterion-referenced** basis. Please refer to the marking rubric at the end of this document for further detail.
To complete Part A, upload the report and your resume along with a text document containing links to you website and linkedin profile to the LearningSpace. Please note, the LearningSpace will only accept a single .zip file.

You will receive **formal feedback** three weeks after the final deadline.

Additional Guidance

As you progress into your final year, you will have discovered that a much greater level of intellectual independence is expected of you. Sessions now focus on student-driven dialogues where important issues are explored instead of merely presented. Your tutor is there to highlight opportunities for learning and to facilitate the dialogue. It is up to you to analyse the material and consider its value in the context of your own aspirations. It is, therefore, critically important that you engage in research across the study block and review relevant materials ahead of attending each session.

Identifying the most appropriate skills to address and propose to develop through further professional practice is the primary goal of this assignment. It is unlikely that you will settle on the first type of role or set of job averts that you find, but stick with it. You can always repeat the exercise to prepare yourself for a change of role in the future.

In order to help you prepare for life in professional practice, you are required to write a professional practice report based on discussions with your product owner/mentor, with members of the team based in your area of game development and on discussions with others who can give you an insight into professional life and development in your area of practice. There are many games and business/enterprise professionals in the university, as well as art, audio, writing and animation professionals; now is the time to actively seek them out and talk to them about professional and business practice.

It is really important that you ensure that you have questions prepared before speaking to someone. Do your homework on what they do and so you can get the best out of them. After speaking (or emailing them) record the material gathered and your thoughts on the topic, all of which can then be analysed and used in your report. The report invites you to critically analyse the information you've gathered and use it to help create a personalised strategy for managing your future personal and professional development.

Areas where students tend to lose marks are: depth of insight; analytical skill; and evaluative skill. Depth of insight implies rigorous research, addressing a defined and focused field and associated skills in significant detail, rather than broad field or a general area like 'computing'. Adequate analysis implies going beyond mere description, perhaps through: performing calculations, comparing sources, or even deploying reasoning to generate new insights. Adequate evaluation implies making appropriate reference to evidence and ensuring that evidence is of appropriate quality. Further to this, sound and valid arguments are constructed, criticising the claims made by other authors. In your final year, your submissions must clearly illustrate your ability to analyse and evaluate as a minimum requirement to pass!

You have but 1500-words! Depth over breadth. Quality over quantity. Write concisely. Your research skills, such as your ability to lookup facts and figures, is not under assessment so focus on construct a sound competitor analysis and arguing critically about the skills that you need to develop and the approaches to professional practice that you are or will engage in to get there.

You can use lists, charts, visual information, and bullet points in the report, it doesn't have to simply be an 'essay'. What we are looking for however, is effort made in gathering and evaluating/analysing knowledge that will inform and support your own professional development.

You will then make some promotional materials for yourself for personal branding and self-marketing; most likely, a website as well as a professional CV. In some case, other things like business cards

might be appropriate. The direction you take with this assessment should reflect your discipline and the path you wish to follow after university—as highlighted in your report. These obviously need to be designed to promote you and, where relevant, your game. Think creatively about your promotional and marketing materials and gear them around making you and your product stand out in a crowded marketplace while remaining professional. This is a chance to be creative or simply very professional. Presentation needs careful thought as that's all part of getting your message across.

FAQ

Is this a mistake?

If you have discovered an issue with the brief itself, the source files are available at:

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https://github.com/Falmouth-Games-Academy/bsc-assignment-briefs.
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Please make a pull request and comment accordingly.

Additional Resources

- `https://www.kent.ac.uk/careers/sk/top-ten-skills.htm`
- `http://creativeskillset.org/creative_industries/games/job_roles`
- `https://www.gamasutra.com/view/feature/131064/so_you_want_to_be_a_ game_.php`
- `https://blog.codinghorror.com/recommended-reading-for-developers/`
- `http://tinysubversions.com/2005/10/effective-networking-in-the-games-indu index.html`
- `http://www.sloperama.com/advice.html`

Marking Rubric

Criterion	Weight	Refer for Resubmission	Novice Competency	Novice Proficiency	Professional Competency	Professional Proficiency	Expert Competency
Basic Proficiency Threshold	40% (Threshold)	Parts A & B have not been submitted, are incomplete, or are unsatisfactory.	Parts A & B are complete. The reference section is complete and well-formed in either ACM or IEEE format. No evidence of academic misconduct. All novice competency criteria met in full.				
Part A: Professional practice report							
The report demonstrates the use of appropriate and well selected sources							
The report communicates its points clearly							
The report has a coherent structure							
Critical engagement with the material gathered is in evidence							
A clear sense of a strategy for personal and professional development is evident							
Part B: Marketing Materials							
Designed to showcase student's specialisms and experience							
Creative approach taken to designing the materials							
Materials are well-targeted and relevant to the student's employment aims							
The materials are well presented							
Professional approach to self-marketing in evidence							