Dr Michael Scott & Alcwyn Parker

Introduction

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

— Zora Neale Hurston

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

— Frank Eliason

"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

In this assignment, you review potential career trajectories, exploring:

(i) Which skills are required for entry-level roles in your area of interest;

(ii) and what further professional practice you will need to engage in.

Employers don't care about your piece of paper. At best, it will get you invited to interview. Employers care about the value that you will bring to their business. Typically, evidenced through your experience doing the things that they want you to do. It is, therefore, critica to exercise your commercial awareness and identify those skills that are relevant to employers. This will maximise your chances of securing employment in your industry of choice. Adopt a frank, dispassionate, and commercial perspective in evaluating your marketable skills and then reflect on how your skillset brings value to employers alongwhile identifying gaps which will demand further practice.

This assignment is formed of several parts:

(A) **Write** a 100-word overview **with** sources which must:
   i. **illustrate** the job market in your field of interest;
   ii. and then **analyse** at least **8** job adverts.

(B) **Present** a 8-minute summary of your research that will:
   i. **outline** your career aspirations;
   ii. **analyse** the key skills required;
   iii. **suggest how** your projects help showcase these skills;
   iv. and **evaluate** gaps which require further professional practice.

(C) **Write** a draft 1000-word report which will:
   i. **evaluate** the job market and skills required in your field of interest;
   ii. **conduct** a sound competitor analysis;
   iii. and **evaluate how** your current CV and portfolio aids you.

(D) **Write** a final 1000-word report which will:
   i. **revise** any issues raised by your tutor and/or your peers.

> **Note:** This work is individual and so all submissions must be distinctive, even though your projects are collaborative.

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

Assignment Setup

This assignment is an **business writing task**. Fork the GitHub repository at the following URL:

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

Use the existing directory structure and, as required, extend this structure with sub-directories. Ensure that you maintain the `readme.md` file.

Modify the `.gitignore` to the defaults for **TeX**. Please, also ensure that you add editor-specific files and folders to `.gitignore`.

Part A

Part A consists of a **single formative submission**. This work is **individual** and will be assessed on a **threshold** basis. The following criteria are used to determine a pass or fail:

(a) Submission is timely;
(b) Field of employment is clear and appropriate;
(c) At least 8 relevant job adverts are sourced.

To complete Part A, write your proposal in the `readme.md` document, ensuring that you include copies of the job adverts and provide links to the original source. Show these to your personal tutor. If acceptable, this will be signed-off.

You will receive immediate **informal feedback**.

Part B

Part B is a **single formative submission**. This work is **individual** and will be assessed on a **threshold** basis. The following criteria are used to determine a pass or fail:

(a) Research questions are adequately addressed;
(b) Some evidence of analytical and evaluative skills;
(c) Some insight into the skills required for an identifiable field.

To complete Part B, prepare a presentation, and practice your debate and discussion. Prepare a slide deck. Use the job averts and other professional sources that you have identified to support your analysis. Ensure that the slides and any notes are prepared ahead of the scheduled session. Then, attend the scheduled session.

You will receive immediate **informal feedback**.

Part C

Part C is a **single formative submission**. This work is **individual** and will be assessed on a **threshold** basis. The following criteria are used to determine a pass or fail:

(a) Submission is timely;
(b) Enough work is available to conduct a meaningful review;
(c) A broadly appropriate review of a peer's work is submitted.

To complete Part C, prepare a draft version of the report. Ensure that you submit a `.pdf` to the peer-review activity on the LearningSpace prior to the scheduled peer-review session. Then, attend the scheduled session.

You will receive **peer feedback** within 1 working day after the session.

Part D

Part D 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 D, revise the report based on the feedback you have received. Then, upload the essay to the LearningSpace. Please note, the LearningSpace will only accept a single `.pdf` 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 presentedl. 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 contexct 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.

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 1000-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.

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. For informal feedback, make a pull request on GitHub.
- **Is this a mistake?**
  If you have discovered an issue with the brief itself, the source files are available at:
  `https://github.com/Falmouth-Games-Academy/bsc-assignment-briefs`.
  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-indus 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—C have not been submitted, are incomplete, or are unsatisfactory. The reference section is incomplete and/or malformed. Some in-text citations and quotations are incorrect.	Parts A—C are complete. At least ten suitable soures have been referenced. The reference section is complete and well-formed in either ACM or IEEE format. All in-text citations and quotations are correct. All novice competency criteria met in full.				
Relevance & Focus	10%	Some to no focus on relevant roles, skills, competition and/or professional practice.	Much focus on relevant roles, skills, competition and/or professional practice. Important skills for the field are explicitly referred to.	Considerable focus on relevant roles, skills, competition and/or professional practice. Important skills for the field are related to the CV and portfolio pieces.	Significant focus on relevant roles, skills, competition and/or professional practice. Skills critical to the field are highlighted across the CV, portfolio, and future professional practice.	Extensive focus on relevant roles, skills, competition and/or professional practice. Skills critical to the field are analysed in depth across the CV, portfolio, and future professional practice.	Extensive focus on relevant roles, skills, competition and/or professional practice. Skills critical to the field are critically analysed in depth across the CV, portfolio, and future professional practice. Focus on roadmap to success.
Depth of Insight	20%	Some to no depth of insight into roles, skills, competition and/or professional practice.	Much depth of insight into any of roles, skills, competition and/or professional practice.	Considerable depth of insight into any of roles, skills, competition and/or professional practice. Insights highlight the viability of current and future professional practice.	Significant depth of insight into each of roles, skills, competition and professional practice. Insights highlight the trajectory of current and future professional practice.	Extensive depth of insight into each of roles, skills, competition and professional practice. Critical insights highlight the trajectory of current and future professional practice.	Extensive depth of insight into each of roles, skills, competition and professional practice. Critical insights highlight, in detail, a sound pathway to employment with sound recommendations.
Analysis & Evaluation	10%	Some to no analysis has been presented.	Much analysis.	Considerable analysis and evaluation.	Significant analysis and evaluation.	Extensive analysis and evaluation.	Extensive analysis and evaluation. Presented analyses are empirically sound.
Report Mastery	10%	Little to no evidence for mastery of written communication skills. Many obvious spelling and/or grammar errors. Some to no structure.	Some evidence of mastery of written communication skills. Most in-text citations and quotations are correct. Only some obvious spelling and/or grammar errors. Much structure. Many sentences and paragraphs are well constructed. There is a clear introduction and conclusion.	Much evidence of mastery of written communication skills. Only few obvious spelling and/or grammar errors. Considerable structure. Most sentences and paragraphs are well constructed. There is a clear and well-constructed introduction and conclusion.	Considerable evidence of mastery of written communication skills. All in-text citations and quotations are correct. No obvious spelling and/or grammar errors. Significant structure, , leveraged to effectively highlight the argument and key takeaway points. Nearly all sentences and paragraphs are well constructed. There is a clear and well-constructed introduction and conclusion.	Significant evidence of mastery of written communication skills. All in-text citations and quotations are correct. No obvious spelling and/or grammar errors. Active voice is prevalent. Grammar is leveraged deliberately to draw attention to salient points. Extensive structure, , leveraged to effectively highlight the argument and key takeaway points. All sentences and paragraphs are well constructed. There is a clear and well-constructed introduction and conclusion.	Extensive evidence of mastery of written communication skills, commesurate with possible publication. All in-text citations and quotations are correct. No obvious spelling and/or grammar errors. Active voice is prevalent. Grammar is leveraged deliberately to emphasise salient points. Extensive structure, leveraged to effectively highlight the argument and key takeaway points. All sentences and paragraphs are well constructed. There is a clear and well-constructed introduction and conclusion.