



FALMOUTH  
UNIVERSITY

Games Academy: BSc Computing for Games  
**Outreach & Taster Days**

# Welcome!



# The UK Creative Industries



# The UK Creative Industries

## VALUE (GVA)

The UK Creative Industries 2014

£84.1 A YEAR

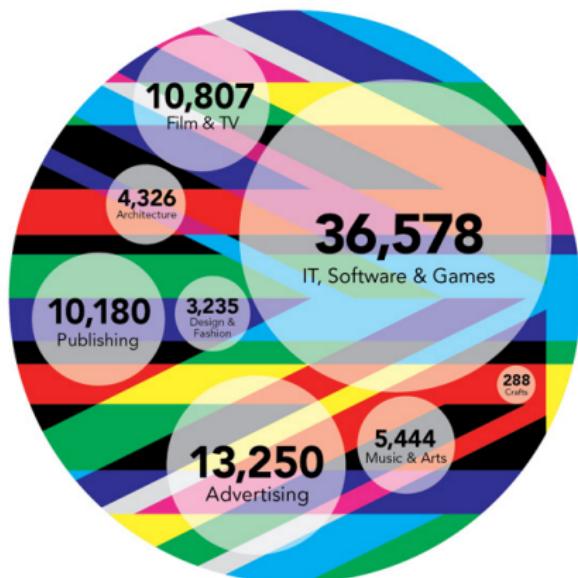
£9.6 AN HOUR

8.9%

INCREASE IN GVA OF THE CREATIVE INDUSTRIES  
BETWEEN 2013 AND 2014

GVA of UK Creative Industries 2014 (£m)

Total £84.1bn



Annual Change in GVA  
1997-2014



[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

Source: DCMS Creative Industries Economic Estimates January 2016

# JOBS

The UK creative economy 2015

**2.9**

MILLION JOBS

**1**

IN

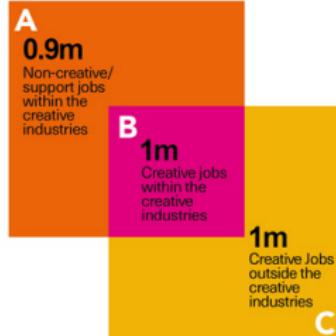
**11**

UK JOBS

**9.0%**

OF UK TOTAL JOBS

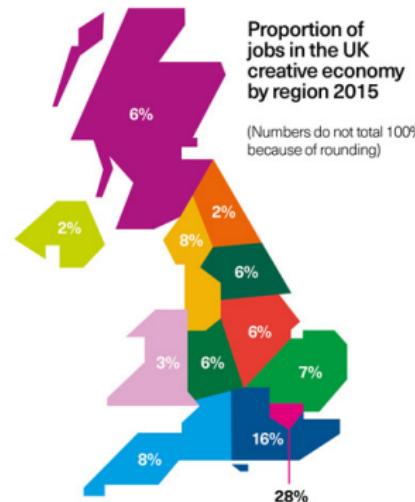
## Employment in the UK creative economy



Total 2.9m jobs in the creative economy

creative economy = **A+B+C**

creative industries = **A+B**



[www.thecreativeindustries.co.uk](http://www.thecreativeindustries.co.uk)

Source: DCMS statistics 2016

# TECH NATION 2016



From  
**TECH  
CITY**

@TechCityUK

In partnership with  
**Nesta...**

@nesta\_uk

## Truro, Redruth & Camborne

Visit: [techcityuk.com/technation](http://techcityuk.com/technation)



127%

GVA GROWTH  
Growth in GVA  
from 2010-2014



£31m

TOTAL GVA  
Total output (good  
or service) minus  
value of inputs

# TECH NATION 2016 IN NUMBERS

FROM  
**TECH CITY**

IN PARTNERSHIP WITH  
**Nesta...**

## DIGITAL TECH ECONOMY

**1.56m** jobs<sup>1</sup>

Job creation **2.8x** faster than the rest of the economy (2011-2014)



**£50,000**

Almost £50K average advertised salary<sup>2</sup>

**36%**

higher than the national advertised average<sup>2</sup>



Digital Tech Economy jobs exist within traditionally non-digital industries<sup>1</sup>

## DIGITAL TECH INDUSTRIES

**£161bn** turnover<sup>3</sup>



Grew 32% faster than the rest of the economy (2010-2014)<sup>3</sup>

**58,000**

Identified active digital tech businesses<sup>4</sup>

### TOP SECTORS<sup>4</sup>

17% App & Software Development

12% Data Management & Analytics

11.5% Hardware, Devices & Open Source Hardware

### DIGITAL TURNOVER TOTAL<sup>3</sup>

**£62.4bn**

READING & BRACKNELL

**£10bn**

BRISTOL & BATH

**£8.2bn**

MANCHESTER

**£2.2bn**

BIRMINGHAM

**£1.8bn**

### DIGITAL TURNOVER GROWTH (2010-2014)<sup>3</sup>

SOUTHAMPTON

**+180%**

TRURO, REDRUTH & CAMBORNE

**+153%**

DUNDEE

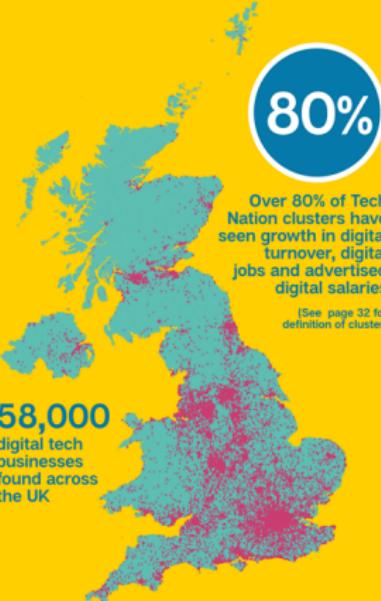
**+129%**

LONDON

**+101%**

BRISTOL & BATH

**+53%**



**58,000**

digital tech businesses found across the UK

### DIGITAL JOBS<sup>1</sup> TOTAL

LONDON

**328,223**

MANCHESTER

**51,901**

READING & BRACKNELL

**40,440**

BIRMINGHAM

**36,768**

BRISTOL & BATH

**36,547**

### PRODUCTIVITY<sup>3</sup> (SALES PER WORKER)

BRISTOL & BATH

**£296,340**

LONDON

**£205,390**

READING & BRACKNELL

**£196,800**

SOUTHAMPTON

**£171,720**

OXFORD

**£170,460**

### DIGITAL SALARY<sup>2</sup> GROWTH (2012-2015)

LEEDS

**+29%**

NEWCASTLE & DURHAM

**+27%**

SUNDERLAND

**+26%**

EDINBURGH

**+26%**

SOUTHAMPTON

**+25%**

<sup>1</sup> Annual Population Survey (2014)

<sup>2</sup> Burning Glass (2015) refers to advertised digital salary

<sup>3</sup> Advertised digital turnover based on Advertised Digital Salaries (2014)

<sup>4</sup> Growthtek (2015)

**Technical skills** are in high demand

```
/* Base turn rate, in deg/sec. Other scaling may affect final rate.
UPROPERTY(VisibleAnywhere, BlueprintReadOnly, Category=Camera)
float BaseTurnRate;
```

```
/* Base look up/down rate, in deg/sec. Other scaling may affect final rate.
UPROPERTY(VisibleAnywhere, BlueprintReadOnly, Category=Camera)
float BaseLookUpRate;
```

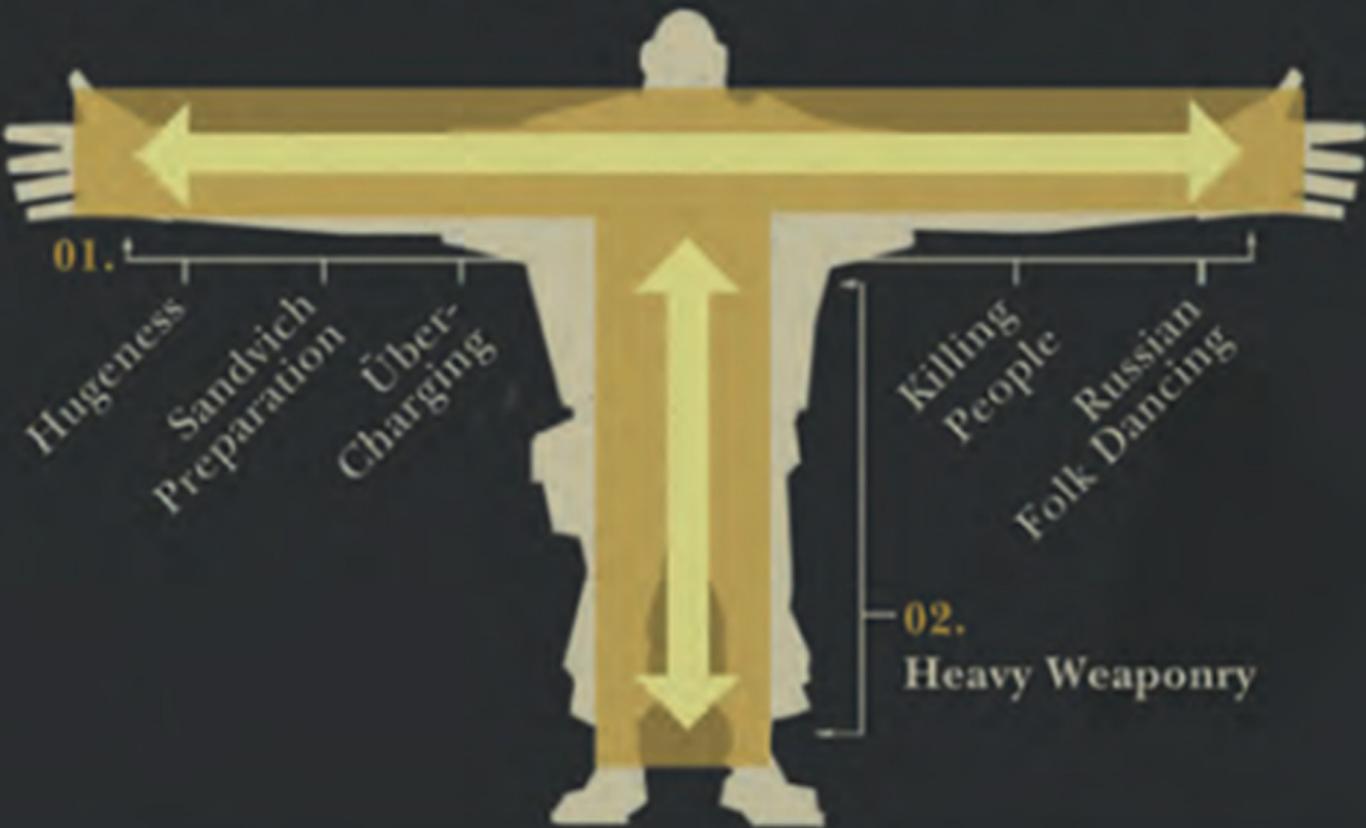
```
*****
/*
UFUNCTION(BlueprintCallable, NetMulticast, Reliable, Category = Tag)
void Action_Tag();
UFUNCTION(BlueprintCallable, NetMulticast, Reliable, Category = Tag)
void Action_UnTag();
```

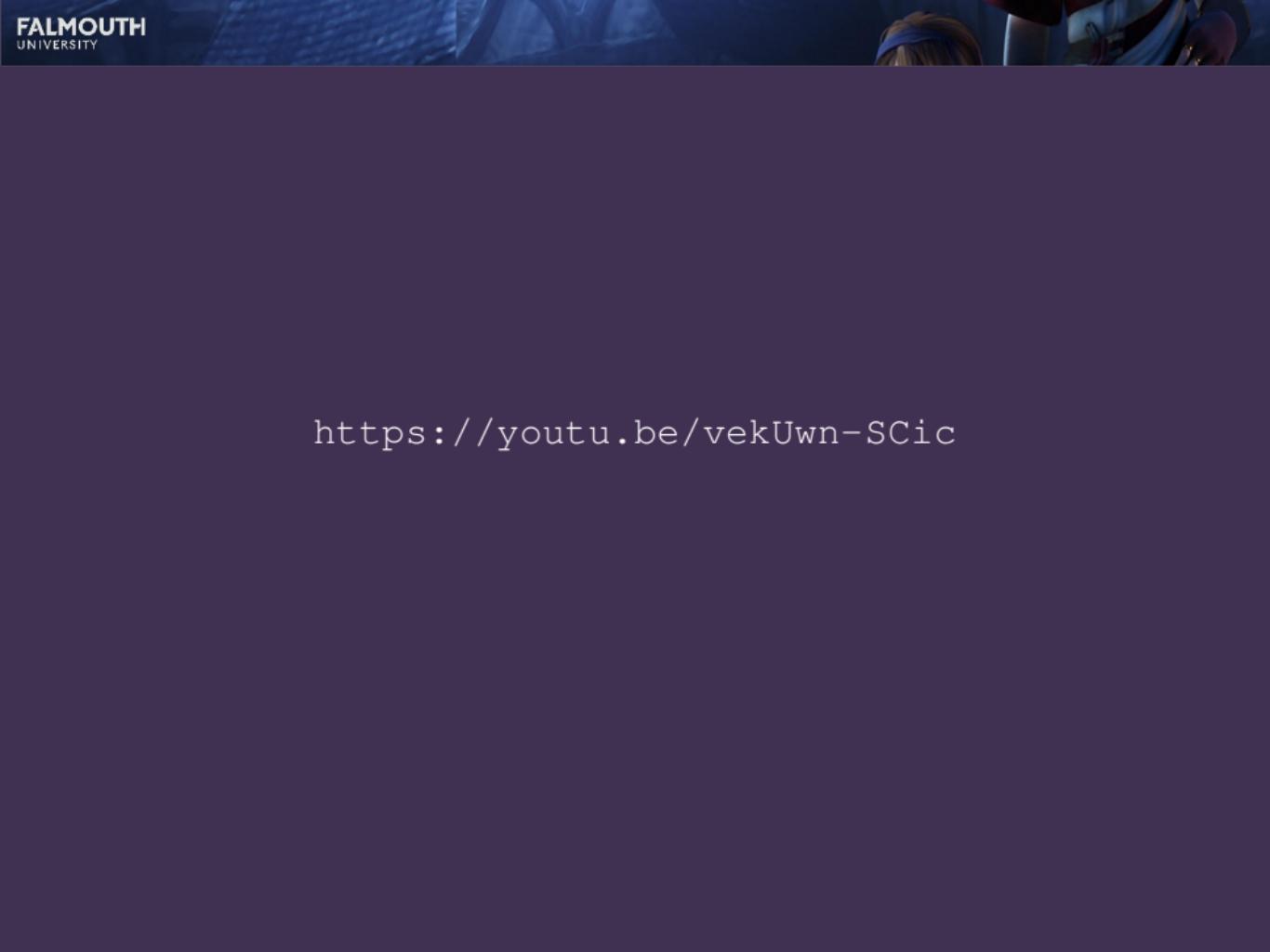
```
UPROPERTY(VisibleAnywhere, BlueprintReadOnly, Category = Tag)
float IsItTimer;
UPROPERTY(EditAnywhere, BlueprintReadWrite, Category = Tag)
float IsItTimerMax;
```

**Collaboration and teamwork**  
are key to success



# T-SHAPED MODEL: EMPLOYEE





<https://youtu.be/vekUwn-SCic>

# The Games Academy



Striving Towards a **First-Class**  
**Educational Provision** that  
Prepares Students for **Careers**  
in the **Creative Industries**





Interdisciplinary Approach



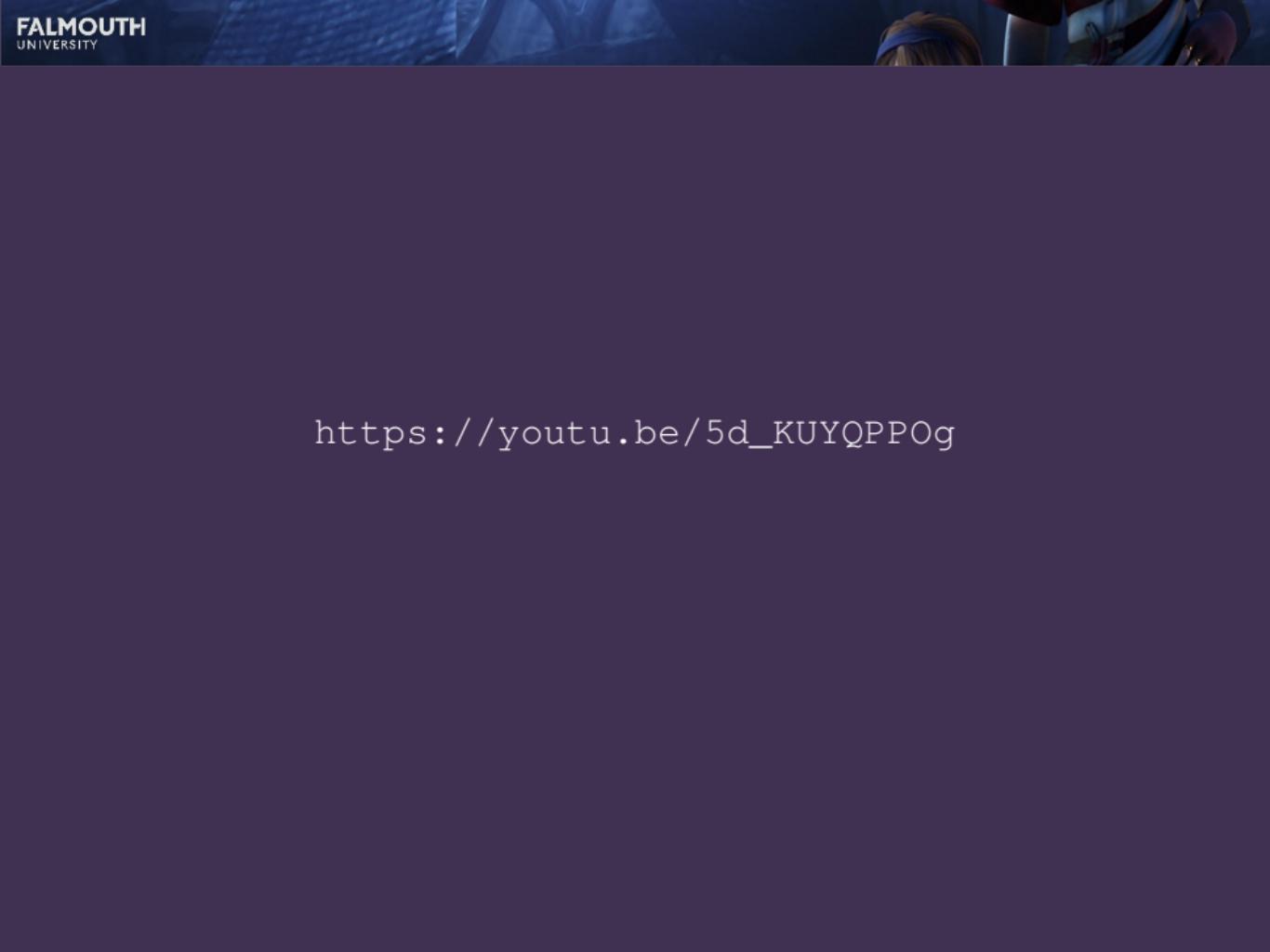
Undergraduate Courses in  
**Game Development**

A group of six students are gathered in a game development studio. In the foreground, a student wearing a VR headset sits on a red sofa, holding a controller. To their right, another student sits on the sofa holding a smartphone. In the background, three more students stand or sit, looking towards the camera. The wall behind them is covered with various game design documents, including a calendar, character sketches, and sections labeled "INTERFACE", "STYLE GUIDE", "MECHANICS", "RELATIONS", "UNITS", and "HOG BOARD".

## Undergraduate Courses in Computing for Games



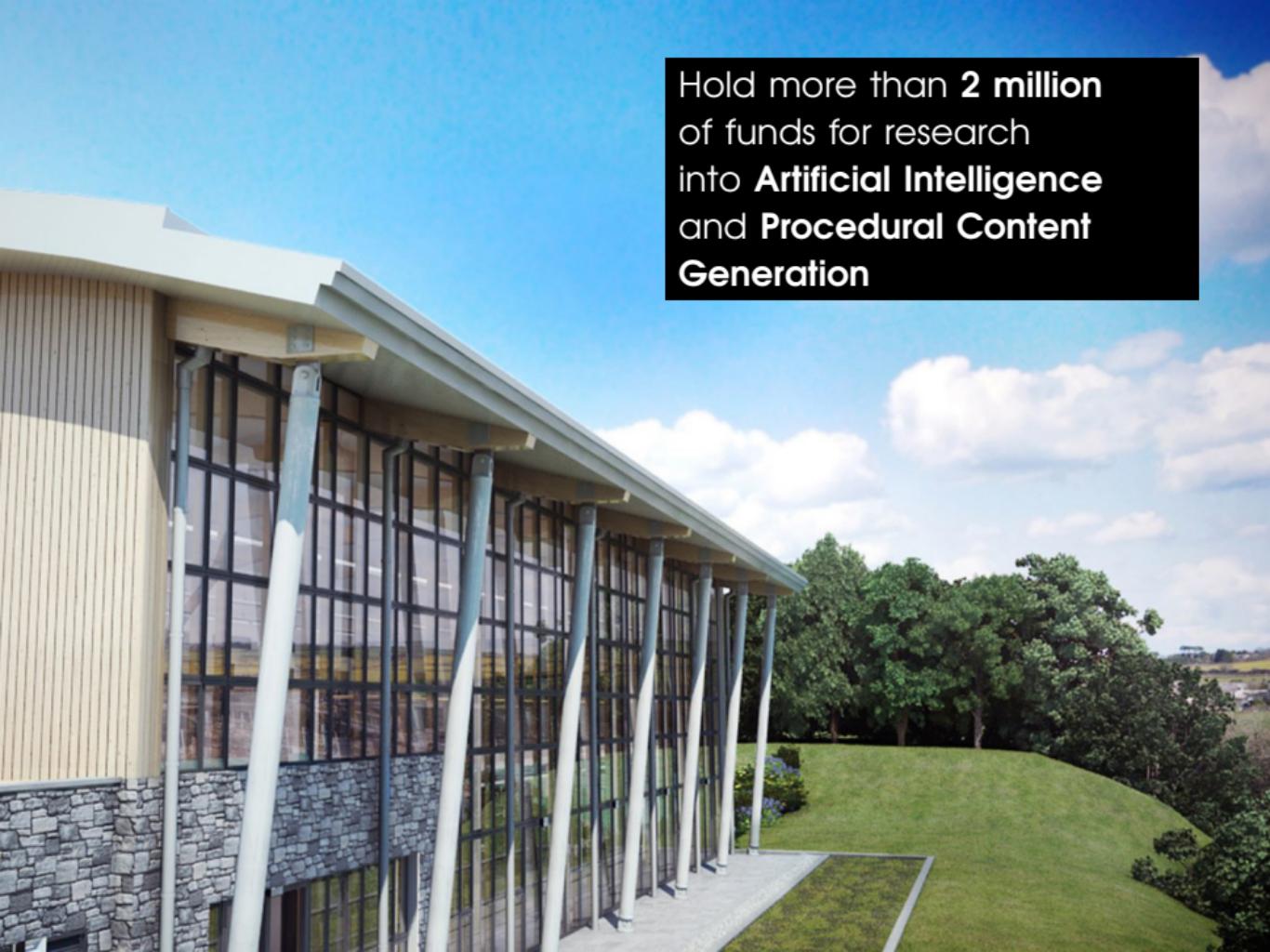
Undergraduate Courses in  
**Game Art**



[https://youtu.be/5d\\_KUYQPPOg](https://youtu.be/5d_KUYQPPOg)

# Leading Research in Digital Games Technology





Hold more than **2 million**  
of funds for research  
into **Artificial Intelligence**  
and **Procedural Content**  
**Generation**