



FALMOUTH  
UNIVERSITY

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

# Welcome!



# The UK Creative Industries

## VALUE (GVA)

The UK Creative Industries 2014

£84.1 A YEAR

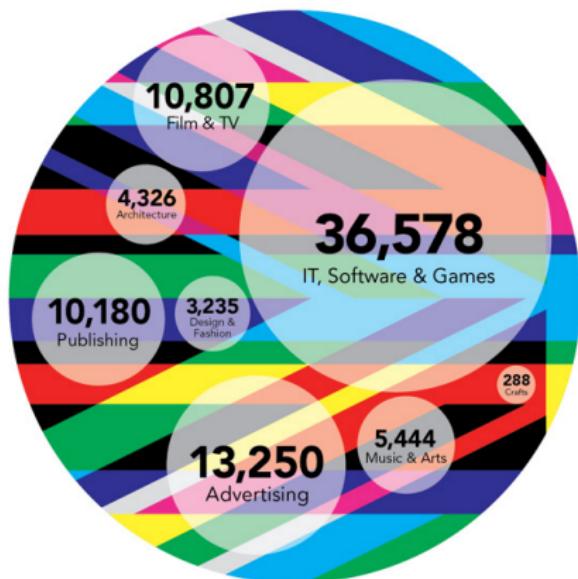
£9.6 AN HOUR

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

**A**

**0.9m**

Non-creative/  
support jobs  
within the  
creative  
industries

**B**

**1m**

Creative jobs  
within the  
creative  
industries

**1m**

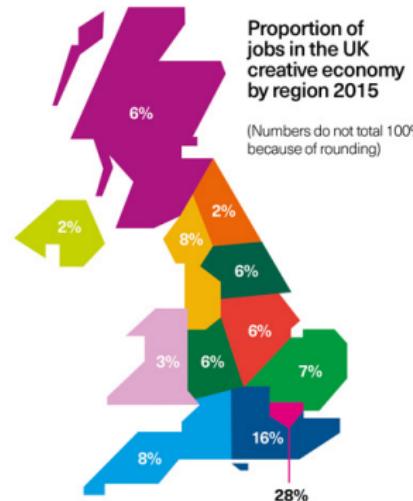
Creative Jobs  
outside the  
creative  
industries

**C**

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 2015

# 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>

**41%**

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

## DIGITAL TECH INDUSTRIES

**£161bn** turnover<sup>3</sup>

**32%**

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

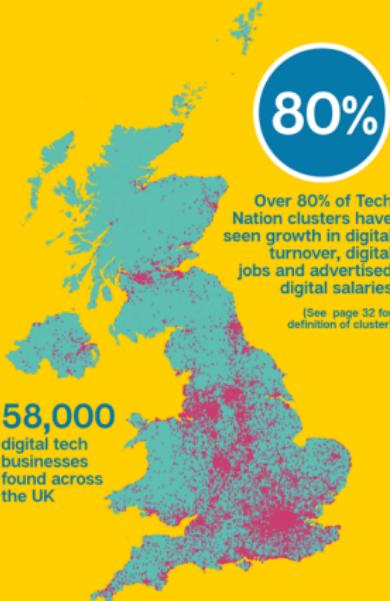
**+129%**

LONDON

**+101%**

BRISTOL & BATH

**+53%**



### 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%**

```
/* Base turn rate, in deg/sec. Other scaling may affect final turn 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;

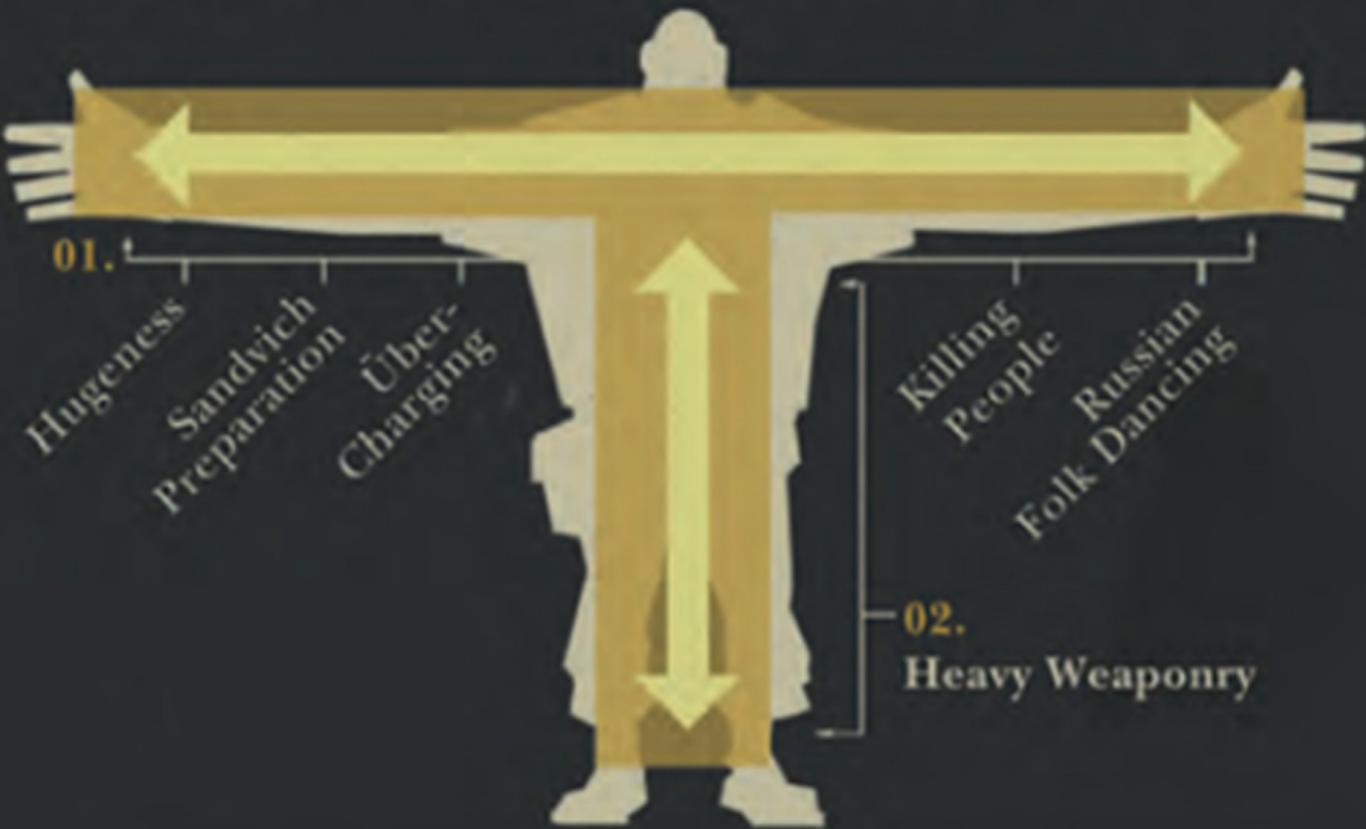
/********************* [ ****
/* */
UFUNCTION(BlueprintCallable, NetMulticast, Reliable, Category = Tag)
void Action_Tag();
UFUNCTION(BlueprintCallable, NetMulticast, Reliable, Category = Tag)
void Action_UnTag();

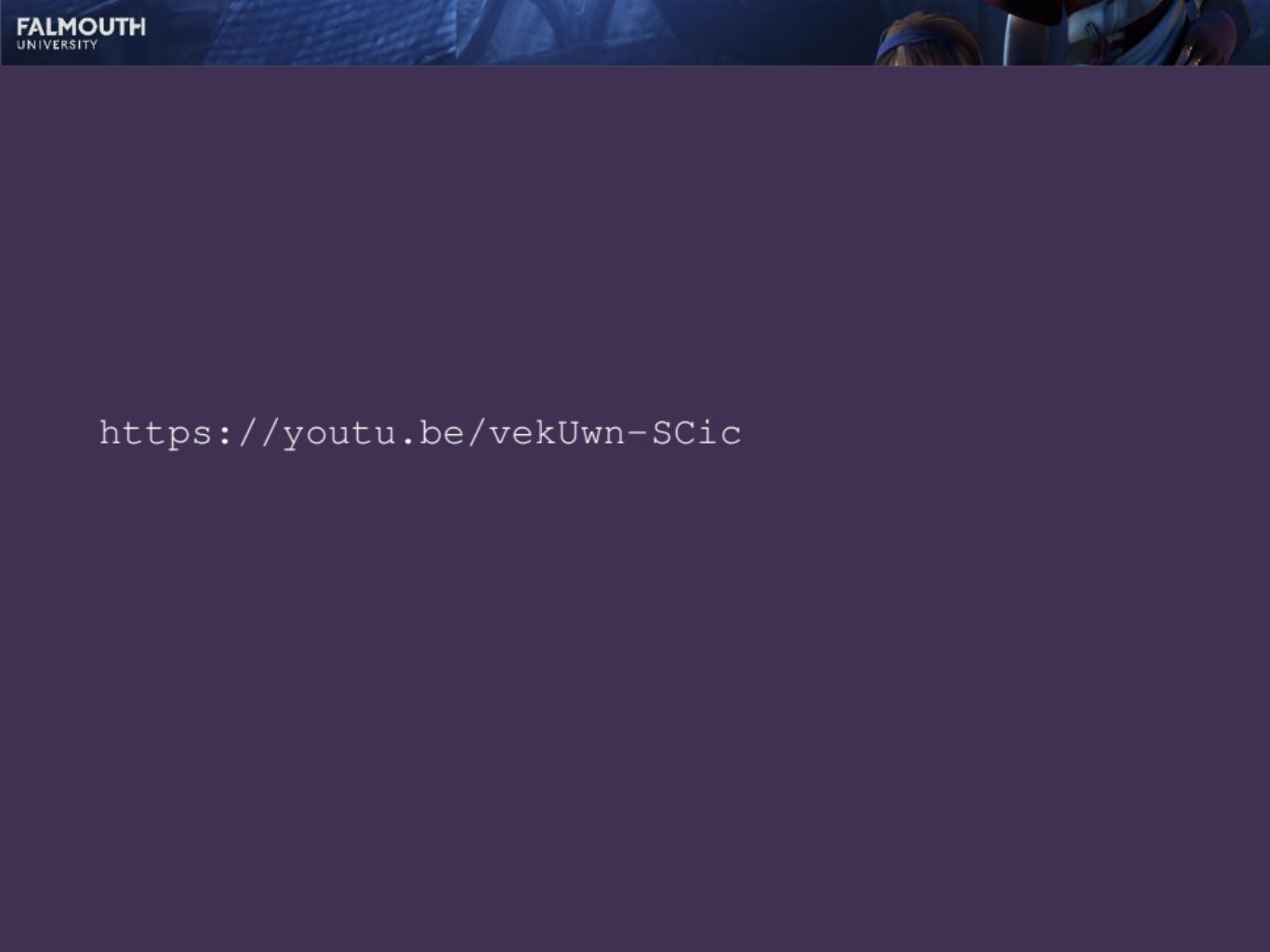
UPROPERTY(VisibleAnywhere, BlueprintReadOnly, Category = Tag)
float IsItTimer;
UPROPERTY(EditAnywhere, BlueprintReadWrite, Category = Tag)
float IsItTimerMax;
```



Collaboration and Teamwork Key to Success

# T-SHAPED MODEL: EMPLOYEE

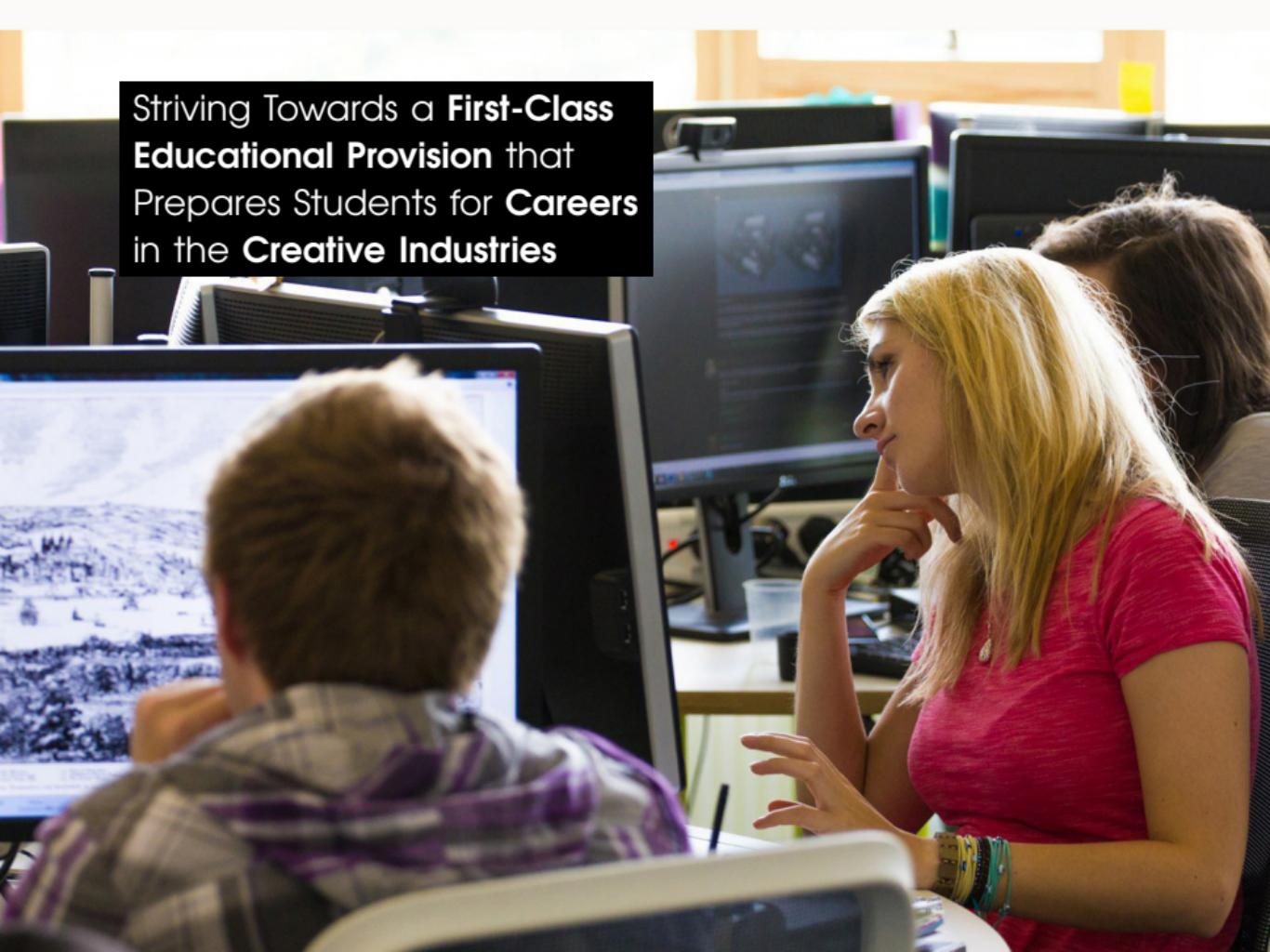




<https://youtu.be/vekUwn-SCic>

# The Games Academy



A photograph showing students in a classroom environment, focused on their work at computer monitors. In the foreground, a student with blonde hair, wearing a red t-shirt, is looking intently at her screen. Behind her, another student's back is visible, showing a plaid shirt. The room contains several other computer stations, suggesting a technology-rich learning environment.

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 "INTERFACE", "STYLE GUIDE", "MECHANICS", "RELATIONS", "UNITS", and "HOG BOARD".

## Undergraduate Courses in Computing for Games

**Leading** Research in terms  
of **Digital Games** and **Digital  
Games Technology**





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



Over to @ThoseMetaMakers