

ASSESSMENT WORKBOOK

Online Professional Portfolio

This document will guide you through research into marketing and promotional opportunities within the games industry you are required to do as part of this subject. Use this workbook to guide your research by completing all sections. All information you discover will be useful in completing the other assessment tasks required for this subject.

- **Marketing and promotional methods**

Identify three current digital methods used by game industry professionals to market or promote themselves and/or their portfolios.

Method 1: GitHub

A.	What is the purpose of this method?
	GitHub allows game programmers to showcase their coding skills for potential employers or collaborators to view their coding expertise.
B.	How is the platform used?
	Game programmers can upload their personal projects or contributions to open-source projects and display how often they update these projects.
C.	Who is the expected audience?
	Ideally for potential employers, potential collaborators and anyone who may be interested in your work.
D.	What are two advantages of this method?
	- Showcase skills - Build a portfolio
E.	What are two disadvantages of this method?
	- Time and maintenance - Public visibility (criticism or plagiarism)

Method 2: Participate in Game Jams

A.	What is the purpose of this method?
	To create small games within a limited time frame that showcase their coding abilities and creativity.
B.	How is the platform used?
	You work by yourself or with a team to create a game to submit, it is then displayed on a website for everyone to see and judge in a competition format.

C.	Who is the expected audience?
	Other game developers or game enjoyers. Potential employers could be keeping an eye out for talented developers
D.	What are two advantages of this method?
	- Skill Developing - Networking
E.	What are two disadvantages of this method?
	- Limited Scope and quality vs quantity - Depending on the platform hosting the Jam visibility may be an issue

Method 3: **Personal Website/Portfolio**

A.	What is the purpose of this method?
	To create a personal portfolio website that showcases their programming skills and past projects.
B.	How is the platform used?
	The website will include descriptions of their work, code samples, and links to playable demos or GitHub repositories.
C.	Who is the expected audience?
	Potential employers or clients
D.	What are two advantages of this method?
	- Enhance credibility and professionalism - Showcase your work
E.	What are two disadvantages of this method?
	- Time investment - Cost and maintenance

• **Online resume and employment search platforms**

Identify two employment search platforms used by game industry professionals to host employment portfolios or resumes or to search for employment.

Platform 1: **LinkedIn**

A.	What are two benefits of using this platform for hosting portfolios or resumes?
	- Lots of game companies and recruiters actively use LinkedIn to find potential candidates - Display detailed profiles showcasing their skills, work history and recommendations.
B.	What are two considerations or limitations associated with this platform?
	- Very popular so there is lots of competition, can get lost in the crowd - Algorithm may provide job recommendations that aren't as good fit or entirely relevant to you career goals.

Platform 2: **Indeed**

A.	What are two benefits of using this platform for hosting portfolios or resumes?
<ul style="list-style-type: none">- Very popular search engine used by many employers and recruiters to find potential candidates, using this platform will increase your visibility to these employers.- Easy applications by uploading your resume to the platform so you don't have to manually input your information each time you apply for a job.	
B.	What are two considerations or limitations associated with this platform?
<ul style="list-style-type: none">- Limited customisation on uploaded resumes or information, restrictive if you want to showcase a unique format or design.- Spam and scams are prominent on a job search platform like indeed. Need to verify legitimacy before disclosing personal information.	

- **Online professional networking platforms**

Identify two digital networking platforms used by game industry professionals (other than LinkedIn).

Platform 1: **Discord**

A.	Describe the primary features or functionalities of this platform.
Many game industry professionals use Discord to create and join communities, share knowledge, collaborate on projects and network with others. There are many servers and channels where professionals can discuss job opportunities and game development topics.	
B.	Explain why you prefer this platform over others. Provide reasons for your preference.
The community building aspect of Discord is very appealing as you can very easily find and connect with like-minded individuals and participate in discussions and events related to game development or industry employment e.g. Adelaide Game Developers. It is also available on a wide range of popular platforms, including Windows, macOS, Linux, iOS, Android, and web browsers.	

Platform 2: **Twitch**

A.	Describe the primary features or functionalities of this platform.
Game industry professionals use Twitch to showcase their game development progress by live streaming to an audience, interact with viewers and discuss industry trends. Viewers can engage in real-time conversations with game developers to help create interest or understanding what they do. Twitch also hosts gaming-related events and conferences to provide networking opportunities.	
B.	Explain why you prefer this platform over others. Provide reasons for your preference.
The direct audience engagement enables viewers and content creators to connect on a more personal level. This platform also enables game developers to monetize their content which can be beneficial for small indie developers.	

- **Emerging and non-traditional markets**

Identify one example of an emerging or 'non-traditional' market in the games or related industries. Answer the following questions to produce a summary overview of the market (1-2 paragraphs total).

A.	What is the specific market you have chosen?
Cloud gaming services (NVIDIA GeForce NOW and Xbox Cloud Gaming)	
B.	Why is this market considered emerging or 'non-traditional'?
Gaming normally requires powerful gaming PC's or consoles to enjoy high-quality gaming experiences. Using cloud gaming services players no longer need this hardware, allowing players to play on a variety of devices, including smartphones, tablets, and smart TVs via cloud streaming. The idea of cloud gaming has existed for some time, but current technology is just starting to push this non-traditional market into popularity.	
C.	Discuss the potential employment and job creation opportunities within this market. For example, are there any companies in your local area? Are there advertised opportunities within this market? Try to talk about specifics rather than generalities where possible.
There are lots of various opportunities in this 'non-traditional' market. Some examples include Cloud Game Programming (games need to be optimised to run on cloud gaming platforms), Cloud Infrastructure and Engineering, and Quality Assurance and Testing. In the Adelaide area there are jobs for Cloud Engineers, but they aren't specifically related to gaming, more just general software. If a person was adamant about working on a game that is designed for the cloud, they would either move to a different location or start building it on their own or with a team. QA and testing seem to have even less options unless you are near a popular gaming hub e.g. California, parts of Canada or Europe etc.	
D.	How can your technical industry skills (game art and animation, game programming, or game design) and personal skill set contribute to seeking employment in this market?
As a game programmer I would be using my coding, debugging and testing skills to best optimise the game to seamlessly stream via the cloud. Minimising input lag and latency is the top priority for cloud gaming. My personal skills of problem solving, communication, teamwork would be required to achieve a desirable outcome.	

- **Jobs in emerging and non-traditional markets**

Provide a screenshot of at least one employment opportunity (i.e., job ad) in your chosen emerging or 'non-traditional' market.

Software Engineer (L5) - Cloud Games SDK

📍 Los Gatos, California

🏢 Netflix Games Studio

Netflix is one of the world's leading entertainment services with over 230 million paid memberships in over 190 countries. In addition to great shows and movies, our membership also includes exclusive access to a growing portfolio of high-quality games. On the Games SDK team, we are passionate about bringing a new kind of 🌟 joy 🌟 to hundreds of millions of Netflix members around the world, whether they're traveling to a remote location or at home with family. We are looking for a Senior Software Engineer to help us evolve the way people play games online.

As a member of the Games SDK team, you will play a pivotal role in designing and implementing the tools that enable game developers to integrate with the Netflix Games Platform in their streaming games. In the process, you will help create an immersive environment for Netflix members to discover and play games along with watching our content.

People who excel on our team are self-motivated engineers who are passionate about business and technology innovation. We believe a big part of our ability to drive global growth comes from fostering inclusion and building diversity within our team. Our team is made up of engineers who come from a wide variety of backgrounds and disciplines, and we believe the plurality of experience, opinions, and skills within our team is what makes us succeed in our mission.

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