**COMP3014 Evidence Archive Report**

**Developer:** *Morgan Hodge*

**Product/asset/Service:** *Portfolio website, Trailer*

**Linked In:** [**https:**//www.linkedin.com/in/morgan-hodge-860854256/](https://www.linkedin.com/in/morgan-hodge-860854256/)

**Product or Portfolio URL:** [*www.morganhodge.co.uk*](http://www.morganhodge.co.uk)

**Miro Board Link:** <https://miro.com/welcomeonboard/S3dCNUo3QWZlZHdXZUljVGt2eU0ybGpVM0Z5dFZObllpbHMzYk11UkRuOGtqSzNOYU1EYXZ2U1FKU2Fnb2NHdm9KRkw2MmswMFlJWVVwRVR4K1ZlR3cvcTVxWTBXU0NWQi9kZ1pOb3VYL0xFUkt1OXgxQlQrdGtEV21jaExkK3JhWWluRVAxeXRuUUgwWDl3Mk1qRGVRPT0hdjE=?share_link_id=404723244440>

**GitHub Link:** <https://github.com/Mdot5596/Industry-Engagement>

**ITCH Link:** [**https://morganhodge.itch.io/**](https://morganhodge.itch.io/)

**Trello:** [**https://trello.com/invite/b/678e3b33bbadabd0851051b5/ATTI1dbc9c8955d9661f5d7c50e59f28840cD07609FB/3014**](https://trello.com/invite/b/678e3b33bbadabd0851051b5/ATTI1dbc9c8955d9661f5d7c50e59f28840cD07609FB/3014)

**Evidence for SMART Objectives**

My goals that I created during semester 1 within my strategy plan were:

* Find a job in games development
* Create a social presence that will help me get noticed
* Create a portfolio that displays information about my work

These main goals were broken down into SMART Objectives, this would make it easier for me to identify what I need to do in order to achieve these goals. In this report I will cover the progress that was made on these goals throughout this module.

1. **Find a job in games development**

This goal was broken down into a SMART Objective: Secure a junior game developer role within 6 months by improving my portfolio, applying to 5 jobs per week after the month of April, networking consistently, and refining my skills. I will track my progress monthly and adjust my strategy as needed, ensuring I remain competitive in the job market. *This will be achieved by the end of July 2025*

Initially when creating this, my goal was to go into employment straight after I graduate. However, in recent months I have started to explore the idea of doing a master’s degree. A master’s degree would be beneficial as I would learn more skills, obtain the masters title, overall become a better game developer than if I didn’t do a masters, and build up more projects to put on my portfolio. If I was to go straight into employment, I feel that I could be overlooked due to my lack of work experience and skill and not having a master’s degree in games development. I am still yet to make my decision on what I want to pursue, each has their pros and cons such as if I did a masters I would have no friends if I was to move and do it, I would also be unfamiliar with my surroundings, and you don’t get full student loan for masters so I would need to do something about that. The pros would be having a master’s degree, this would instantly boost my chances at getting a job within the industry, I could also potentially make new connections at this new location, and build my skill set up. The pros and cons of going straight into employment are slimmer, the pros would be I would start earning money, I would be starting to get real work experience, and the downside would be managing to land a job as they are hard to obtain within the games development industry.

In conclusion I am still yet to make my mind up, I am going to be visiting one of the universities soon for an open day to see what it is like. I realise that I need to decide soon, but in the meantime, I have still been working towards this goal as it will benefit me regardless of the option I chose.

The goal states how I want to be networking consistently, refining skills and improving my portfolio. All these goals were achieved, I have been consistently networking through LinkedIn, I have been reading up on the latest news within the games development community and connecting with users within the games industry though these news posts.

Below on the left-hand side you can see my LinkedIn profile I created at the start of this module, and on the right-hand side is the current state. As you can see, I have made a lot more connections and if you were to view through the connections that I have, the majority are figures within the games industry.

A screenshot of a social media post

Description automatically generatedA bridge over water with buildings in the background

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Another way I prepared myself for applying for jobs was to enhance my GitHub profile. This was achieved by creating a detailed GitHub readme on my profile as a lot of employers within anything to do with programming or computers will tend to look at your GitHub profile to view previous work. I also pinned the projects I was most proud of as these would be the first one people see when viewing my profile, I also added readmes to all my projects, so people have information about the repository they are looking at.

You can view the full image on my GitHub Profile here: <https://github.com/Mdot5596?tab=overview&from=2025-04-01&to=2025-04-14>

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AI-generated content may be incorrect.

I also stated in my SMART goal that a part of the process for applying for jobs would be to constantly refining my skills, I decided to do this by participating in game jams. I specifically chose to try out new technologies in the gamejams so I could broaden my skillset. For example, in one of the gamejams I created a game using the 2D unity framework, I had never created a game in 2D before and after completing the game I feel like I am confident with the 2D framework. These gamejams not only strengthened my skill set, but they also acted as more projects I could include in my portfolio sight and added onto my GitHub readme projects section.

Alternatives to game jams could have been participating in Unity Learn and Unreal Online learning, these would have been good alternatives as they offer goal-oriented projects you can complete at your own pace, without the time constraints that gamejam includes. These alternatives may still be explored in the future as they still offer the same goal, that being a portfolio piece and skills gained. The only reason game jams were chosen over these alternatives is due to the social nature of jams, they are also a good tool for gaining connections in the industry as the winners and reviews are conducted by other gamejam contestants who often reach out to give feedback to one another. I experienced this when I participated:

A screenshot of a computer

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I will continue to work on game jams for the foreseeable future as they were a great way to improve my skills, meet new game developers, and create projects to put on my site.

Here are links to my Game-Jam Itchio pages I created. If you scroll down to the bottom of each page you will see feedback left from other game developers:

Game Jam 1: <https://morganhodge.itch.io/fizz-pop>

GameJam2: <https://morganhodge.itch.io/beyond-the-door>

One of the main goals for this SMART Objective was to improve my portfolio. To clarify, at the time of writing that objective I did not yet have a portfolio. Since then, I have created my own portfolio website, purchased a custom domain, and ensured it is securely hosted. I will go into more detail about the website in SMART Objective 2, but to verify that the site was developed during this module, I have documented its progress int my weekly progress reports, and my GitHub repository reflects a timeline consistent with that development.

1. **Create a social presence that will help me get noticed**

SMART GOAL: Establish a strong and professional online presence that increases my visibility in the game development industry. Within six months, I will optimise my LinkedIn profile, engage consistently with professionals, and share relevant content weekly. Success will be measured by increased profile views, connections, and interactions, as well as potential job opportunities and industry recognition. I can’t set a timeframe on when I will be done with this as I aim to engage with the industry for the foreseeable future, but I aim to complete filling the content on the profile and make at least 100 connections by the 21st of April.

The online presence I chose to create was LinkedIn, and Itchio. As a game developer I felt these two platforms were the most essential for establishing my professional identity. LinkedIn is widely used by employers across industries, not just within computing. It’s one of the most popular platforms for hiring and networking, making it valuable for showcasing my skills, connecting with professionals and staying informed about job opportunities. Even if I decide to change my career path in the future, having an established LinkedIn profile will still benefit me by highlighting my work ethic, past achievements, and skills I have obtained.

**LINKDIN**

I created my LinkedIn account back in 2022, but I had never used it, I had no connections, no profile, and no content on there. It was only until this module when I started to use it as I wanted to achieve my goal.

Throughout this module I was posting, re posting and interacting with game development content constantly. I was making sure to send connection invites to figures within the industry, such as the production leader of the popular game sea of Thieves – John Nejady.

A screenshot of a social media post

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I have connected with a lot of games development figures, focusing on specific people who work in England, but I have expanded my growth to countries such as Sweden and America. Throught this course I have made sure to post about my academic journey, posting content that shows what I am working on currently and what I have been up to within the industry. My posts have all been getting a good amount of attention, My highest number of impressions has been 616 on a single post with over 25 likes.

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A screenshot of a social media post

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I attended an event called Digital Plymouth as part of this module, with the goal of engaging with the local industry figures and expanding my professional network. While I was initially uncertain whether any game development professionals would be present, I found the event to be highly valuable regardless. Although the attendees were primarily from broader areas of the tech industry, the insights I gained were still highly relevant, as game development exists within the wider technology landscape. One of my key motivations for attending was to network, and I was successful in making several new connections on LinkedIn. The event also gave me meaningful content to share online, which performed really well analytically and helped grow my professional presence. Additionally, I found the speakers to be informative and inspiring, offering new perspectives on local tech initiatives.

A screenshot of a social media post

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Looking ahead, I plan to attend more events like this, with a specific focus on those tailored to game development. One event I am planning on attending is the London Games Festival that will be running until the 13th of April. Events like these offer a more focused opportunity to meet others in my specific field and create new connections.

A screenshot of a video game

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I am happy with my analytics. When I compare how my account had 2 connections a few months ago and now I am on 79 and they are all valuable connections within the industry, I am proud of what I have achieved in this. When thinking of alternatives that I could have used instead of LinkedIn, nothing comes to mind. Linkdin is the best choice for a student wanting to build their personal work life up as it is used by millions of people and employers across every industry. There is nothing I would want to use as an alternative as it is truly unique and in its own lane.

**ITCH**

Itchio on the other hand serves as a portfolio platform specifically tailored for game developers. It allows me to host, share, and receive feedback on my games from a wider audience, including potential collaborators and employers. During this module I created my profile page for Itch, it has buttons that lead to my website and my LinkedIn so that whenever I upload to a game jam, or a user checks out my profile they will have easy access to connect with me if they want.

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It may not look the best visually, this is because making itch pages is very different to normal interfaces and confusing so this is the best I could make, I did ask users who have made pages on advice, but this did not really help me. Maybe in the future I can work on making this home page look better but right now this is not a priority and it still displays what I need it to.

you can check the page out here: <https://morganhodge.itch.io/>

Throught my time on this course (when this itchio account was created), I gained 6 followers, had 2 people downloaded my game, and had 139 profile views, and a handful of users play my game within the web browser. This may not sound like a lot, but I am happy with it as 2 people have decided to download and play a game I made, that is better than zero, so I appreciate those two people. Below I will attach images of the analytics of my itch page, these include details about profile visits, interactions and browser plays.

A graph of a number of people

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A screenshot of a computer

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These statistics show that my games gain the most popularity around the time when game jams are taking place. This makes sense, as that is when most users are actively browsing itch.io, uploading their own projects, and checking out what others have made. The surge in traffic during these periods increases visibility, especially when games are submitted to active jam pages, which attracts a large audience.

However, I believe I can improve my engagement if I start promoting my games both before and after the jam period, not just during. Currently, most of the attention comes from fellow jam participants, but by sharing my projects more widely such as on LinkedIn, Twitter, reddit game dev communities and discord servers, I could extend the games lifespan and reach new audiences. Another approach would be to update my jam entries post submission, adding polish based on feedback and announcing these updates, which might draw returning players or new interest.

Additionally, I noticed that games with better presentation such as thumbnails, cover art, and description tend to get more plays, even when the gameplay is only ok. By investing more time into marketing materials like trailers and short devlogs , I can attract more attention. Currently, only one of my games has a series of develog – that being timeline takedown, and statistically it has the most downloads and currently only 12 views, but it only was released on itch 2 days ago. Statistically proving that it is doing the best for the amount of time it has been live.

Continuing with this goal I aim to be doing at least 1 game jam a month, and once I graduate, I want to be working on 1 game jam a week as this will greatly improve my skills and build up my portfolio in my free time. The ripple effects of creating these jams were that I got to make new LinkedIn connections, create new games, learn new skills, and give me content to put on my GitHub readme page and my website. I thoroughly enjoyed participating due to the creative nature of having to build anything you want and only having a few days to do so, also knowing it is not graded, or a piece of academic work makes this more enjoyable and less stressful.

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1. **Create a portfolio that displays information about my work**

SMART GOAL: To build a strong and competitive portfolio that showcases my game development skills effectively. This will include completing two high-quality portfolio projects by the end of March, ensuring my website is polished and industry-ready, and having my resume and LinkedIn fully updated by the end of February. I will track progress by setting milestones, seeking feedback from industry professionals, and iterating on my projects to ensure they reflect my best work. By doing so, I will increase my chances of securing interviews and stand out in the job market. I will have the portfolio built and finished by March 31st.

To start with I achieved the goal of completing two high quality portfolio projects by the end of march, I did this by completing 2 game jams that I have added to the portfolio, and I have finished my Timeline Takedown game. In total, that is 3 high quality projects, and they have all been added to my portfolio.

My main task for this goal was to create the portfolio website, I achieved this by creating the website by using CSS, html, and java. The repository for this can be found here : <https://github.com/Mdot5596/My-Website>.This shows the timeline of when it was created through commits, and the source code if you are interested.

An alternative to creating this site myself would have been to use a third-party website builder like WordPress. I have used this before, and while it may have saved me time, I preferred to make it myself as I found it fun, it built up my web development skills, and I can maintain and make changes to this easily as I wrote it myself. However, WordPress would have been easier hosting it as it is integrated as a feature onto their site. As I was making this site myself, I had to figure out how to host it and set this up. Luckily, I followed some YouTube tutorials and got this sorted easily.

Once the website was completed and industry ready, I reached out to game developers for feedback on the website. I thought this would have been beneficial as these people were already in the industry and knew what to look for on a good portfolio website. I drafted up a message I would send to game developers on LinkedIn, and then I created an excel sheet that I would compile this feedback onto. Unfortunately, I did not get as many responses as I would have liked, in fact most people on Lindkedin never replied. I am not sure why this was, possibly they could have thought I was a bot sending them a link, although this is why I specifically drafted a message that sounds natural, it is possible they may have not seen the message or had the time to view it and give feedback. It Is okay though as I still got some feedback from game developers within the university such as Tyler Cheng and other game development students. I compiled their feedback onto the excel sheet and then made the changes as required.

A screenshot of a survey

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I am very happy with this website. This has been my most impressive creation of this module and I will be continuing to work on this site as time goes on, constantly adding new projects I create to it. One day I hope to get some solid feedback from a triple A game studio such as rockstar, I plan to achieve this by contacting them via email, but I never got round to doing that within the time for this module. Additionally, with the domain I purchased I can create as many sites as I want, so in the future I may expand to multiple websites, each for a specific sector within games such as level design and character models etc.

I will be continuing work on this website for a long time, I want to add some more visual features like a commit live stream that displays my most recent commits and could be named “what I am working on”, or something along those lines. Once I get more feedback, I will also be implementing these changes too. Additionaly as I have already stated, I will be adding each new project to the projects tab too.

I was planning on showing analytical data about my website, such as how many viewers I have attracted over a set amount of time, unfortunately this is all locked behind a paywall on Netlify, therefore I can’t provide any data about this smart goal.

**Approach**

*Portfolio Website:*

My approach to building my portfolio started at the beginning of this year, I was researching into what to build for this module when it became apparent to me that a lot of industry figures have their own portfolio site. Early on in this module I decided that one of my projects to build would be a portfolio site, and I did not want to make it by using a third-party website such as WordPress, I wanted to code this site myself as I felt it would add more of a personal touch and look more professional.

I began planning the website during the early stages of the semester using a mind map and a set of SMART goals. This structured approach helped me clearly define my objectives and timeline. Through research I found several examples of websites created by game developers, which served as valuable references. These examples guided me in identifying the type of content that would be most appropriate and relevant to include in my own website.

A diagram of a company

AI-generated content may be incorrect.

After creating the initial site and filling it with all the content I had at the time, I hosted it using Netlify. I was originally using the preset domain it provides which was, Netlify. I used this for a week or 2 and then realised when looking at other people’s sites, they all have their own domain, and it does look more professional and cleaner with a custom domain. Realising this, my approach to hosting the site changed, I no longer wanted to be on a domain called morganhodge.netify.app, I wanted a short and professional name. This led me to conduct research on how to buy a domain, this led me to GoDaddy, purchasing the domain morganhodge.co.uk for £6 a year. After purchasing this domain, I had to reroute my address through the hosting site Netlify, and it was all set up.

My portfolio will continue to be constantly updated as time goes on, with each new project I create or with each new iteration of my CV, the website will be updated to match. I am extremely proud of what I have created, it is a centeralised hub for all information about me. I can use this when applying for jobs, when showing industry figures my work, and for storing all my game dev work. This site is also designed to be versatile. When adding content, I made sure to include projects beyond game development to demonstrate a broad skill set to potential employers. By showcasing work in areas such as AI, Web development, and app development, the site reflects my ability to work across various sectors of the software industry. This strategic inclusion means the portfolio is not limited to just game development roles – it can also support applications for a wider range of positions within the tech field.

A graph with blue bars

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This graph shows what type of projects are included within my portfolio, as of now I am aspiring to be a game developer, so the majority of projects are games. But with the way my website is set up, I can easily interchange the projects to display other work I have done to tailor to a specific job I may be looking for.

*Game Jams:*

The SWOT analysis I conducted during the planning stage of this module played a significant role in shaping my decision to participate in game jams. One of the key strengths identified was “Always willing to learn something new and I am hard working”, and game jams provided the perfect environment to do just that. They allowed me to experiment creatively under time pressure, learn from constraints, and develop skills I had not gained through university coursework, such as 2D development.

Itch has its own timeline of when game jams occur, so I used this throughout the module. When I had free time, I checked the timeline to see if there were any jams I could participate in. What I wish I could have done was participate in a game jam with multiple people, so I had more experience in working as a team as this will happen a lot when I get a job. Fortunately, I will have time over the summer to hopefully assemble a team and find a jam to participate in.

**Index of Evidence**

**Networking Events**

I attended Digital Plymouth on Thursday, March 6th. This was a great experience as I got to talk and connect with industry figures, I learnt a lot this evening and gained connections on LinkedIn through this.

* Digital Plymouth

<https://www.meetup.com/digital-plymouth/events/305792335/?eventOrigin=group_past_events>

A screenshot of a social media post

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**GitHub Customization**

ReadMe

https://github.com/Mdot5596

I created a ReadMe on my profile. This contained a brief overview of me as a person and as a developer, it says my aspirations, what I want to be doing in the future, what I am doing now and more. This is needed as GitHub is used a lot in the industry and if I have a custom profile that displays information about me, it can help in a number of ways such as employers deciding that I am an ideal candidate for a job, or a business opportunity, or an opportunity to collaborate:

A screenshot of a computer

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Pinned repos

As a result of creating a new GitHub account at the start of this year, due to our old ones getting terminated at the end of the academic time in Plymouth. I had to export all my projects over to my new account; at this time, I was told how to pin projects onto your profile. After finding this out I decided to pick the projects I am most proud of and pin them to my profile as this will be the first few repositories people will see when viewing your profile.

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Readme

I went through the projects I have pinned, and other significant projects, and created a readme that detailed what the project did and how to run it etc. I did this so when employers, or anyone is looking at my projects, they can understand the process and how to demo it.

Building up followers / Links

Prior to this, I had 0 followers on GitHub. This was due to me not caring for this site, I had no profile, no read me, no picture, nothing. As you can see, I have now filled out my account and I am really proud of this, the only thing lacking was I had no followers. After sending the link to my account around, I now have 10 followers.

I also added links to all my social sites, such as my LinkedIn, website, and itch account. This is added on the first page you see when clicking on my profile so hopefully it will bring some traffic to my other social accounts.

A screenshot of a profile

AI-generated content may be incorrect.

**Portfolio**

<https://github.com/Mdot5596/My-Website>

<https://morganhodge.co.uk/>

Creating the site

I created the site myself using css html and java, the repository that I used to create the site can be found above

Hosting

I set up a Netlify account and configured my website to be hosted on this, it was fairly straight forward, I just had to link my GitHub repository that contained the site:

A screenshot of a computer

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Domain purchase

I purchased my own domain morganhodge,co,uk from GoDaddy, I did this so my website would have a more personal url, instead of morganhodge.netify,co.uk. After purchasing this I had to set this up within Netlify. I had to change the addresses of a few things but after that I was good to go. I pay £6 a year for my domain so I am extremely happy with that.

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Industry Feedback

Once my website was fully created, hosted, and contained all the needed content. I sent out messages to industry professionals on LinkedIn asking for feedback on my website as they were in the games industry, they would know what to look for.

Here are a couple messages I sent out:

A screenshot of a chat

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After gaining some feedback, I put it into an excel sheet and applied the feedback to my website and made the changes.

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**LinkedIn**

Prior to this module my LinkedIn account was empty, had no content, no profile, no connections. Nothing. Now it is fully fleshed out, you can view it here:

https://www.linkedin.com/in/morgan-hodge-860854256/

I have gathered a lot of analytics about my LinkedIn engagement, and they are compiled on multiple pages of an excel spreadsheet, they can be found in my main industry engagement GitHub repository here:

<https://github.com/Mdot5596/Industry-Engagement/tree/main/LinkedIn%20Analytics>

I created multiple posts throughout this module, they can all be found on my profile. There data and analytics surrounding the posts can also be found within the spreasheet located in the link above.

**Game Jams**

<https://morganhodge.itch.io/>

For this module, I have created 2/3 Games for game jams. I have 2 fully complete games, and one game that is still a work in progress.

These games can be found on my itch account here, additionally they can be found in the main industry engagement GitHub repository, this is where the 3rd game that Is a work in progress will be located.

GameJam 1 - https://morganhodge.itch.io/fizz-pop

GameJam 2 – <https://morganhodge.itch.io/beyond-the-door>

A screenshot of a computer

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I have also created a home page, this includes links to my socials such as my website and my linkedin account:

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I have started to build a following and connect with users on this site, I have a few followers now and I have spoken to various game developers through this website. I have had a lot of comments and feedback from other game developers left on my work:

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I have gathered a lot of analytics about my games and their engagement, I will leave these screenshots below:

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**Trailer**

I created a promotional trailer for my game Timeline Takedown, the link is here:

https://youtu.be/RACPjObIhc8

I have not got that many analytics to show for this yet as it has only been out for 24 hours:

A screenshot of a video

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**Conclusion**

In conclusion, I think this module has really benefited me in starting to establish myself as a game developer, it has encouraged me to create a social presence through the use of LinkedIn, and I have now got my own website that I am proud of. Additionally, I have an itch page now, where I am starting to build a small network of fellow game developers, I am also using this site to participate in game jams to strengthen my skills and create new projects to display on my website. Looking at the bigger picture, this is all the stuff that will really help me when I try to find employment as I will have a long list of projects completed and an established network of other game developers.

After this module will be around the time where I decide on if I proceed to do a master’s degree, or find a job. Fortunately, this module has helped me prepare for either option. I will also be continuing to network with other developers, through the use of LinkedIn and itch, as well as participating in more game jams to gain more skills and create new projects.