|  |
| --- |
| Creative Media and Game Technologies |
| CMGT  Career Counselling Workbook |
|  |

## Your Year 2 Overview:

|  |  |  |  |
| --- | --- | --- | --- |
| Year 2 overview | Courses/Resits | Fill in the Date: 1st Opportunity + 2nd Opportunity | Fill in the EC's |
| **Period 1** | Project new technology exploration  Programming focus track | 7/11/24  13/12/24  15/11/24  20/12/24 | 10  5 |
|  | Resit |  | (Total P1) |
| **Period 2** | Project new technology exploration  Game Design focus track | 24/01/25  14/03/25  31/01/25  21/03/25 | 10  5 |
|  |  |  | (Total P2) |
| **Period 3** | Gamelab  Elective | 13/06/25  03/07/25  17/04/25  28/05/25 | 10/20  5 |
|  |  |  | (Total P3) |
| **Period 4** | Gamelab  Elective | 13/06/25  03/07/25  20/06/25  11/07/25 | 10/20  5 |
|  |  |  | (Total P4) |
|  | Notes: |  | Year Total:  60 |
|  |  |  | Credit total (Y1 + Y2): |

Welcome

Welcome to year two of your study! This is the year you will be making important study choices. In fact, you already made your first ones when you chose your Focus tracks. Of course, there will be other important choices to make this year such as your electives, assignments, and roles and tasks in the projects. In addition to this, you will also have to decide on your future minor and internship position: in your third year you will take your first steps outside of the university to experience what it is like to work at a company, and the Career Counselling classes are there to help guide you in all these choices, along with a designated academic counsellor for both you and your class.

Every block, there will be classes on specific topics that will help you figure what direction you want to go in and the steps to get there. Your AC will guide you in this process, and at the end of this year, they will also be the one who can approve your internship when you have completed all the required steps.

More information about the internship itself can be found in the *Student Manual CMGT Internship* document.

We wish you good luck, and most of all we hope you have fun!

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# Introduction

In this workbook you can find information and exercises on the most important topics of the Career Counselling line of year 2. This includes making study choices, planning, resits, minor and choosing an internship. We have organized them in steps, but the order can be changed to suit your needs.

The assignments are linked to the workshop classes in the *Career Counselling* course and can be executed during these workshops. This workbook is there for added structure in your planning of year 2 and can be used during individual talks.

We have made these assignments standalone, meaning you can do these outside the workshops as well, whenever needed. We do however advise you to attend the workshops, since in our experience, the assignments are more effective when done as a group.

The final part of this workbook is the internship application form, which you need to get formal approval for your internship position.

|  |  |
| --- | --- |
| **Steps** | **Classes** |
| Step 1: Your path to the industry | Class 1.1: Introduction  Class 1.2: Your Path to the Industry  Class 1.3: The Industry and You  Class 1.4: Study Choices of year 2  Guest Lecture: A look into the industry |
| Step 2: The Value of You | Class 2.1: The value of you  Class 2.2: Personal Branding  Class 2.3: Searching and Connecting  Class 2.3: Looking at great portfolio's  Guest Lecture: The perfect Portfolio |
| Step 3: Reach Out (And Get It) | Class 3.1: Study choices year 3  Class 3.2: Your internship goals  Class 3.3: Communication part 1  Masterclass: Professional Writing Masterclass: Great Video Trailers |
| Step 4: Apply for Approval | Class 4.1: Communication part 2  Class 4.2: Preparing for year 3 and 4  Masterclass: Deeper Dive into Networking  Final stage Workbook a.k.a. Internship Application Form |

Step 1: Your Path to the Industry

# Step 1: Your Path to the Industry

Class 1.1 Introduction   
  
At the end of last year in Future Showcase, you made your first portfolio, connected with professionals, and made SMART Goals for year 2. Looking back, do you know where you stand now? Do you still have the same goals for your future job? Let's take a look at year 2, the courses, tasks, roles, and goals and make a plan.   
  
**Assignments:**  
  
**1.1.1**: Log in on your Osiris student account and do a check.   
 Is your information up to date?   
 Are all your EC's and grades of year 1 there and accurate?   
 Are you enrolled for the courses of year 2, period 1 and do you have access to Blackboard?  
   
If not, update your information, contact your teacher, and enrol for the courses.  
  
**Fill in the following table:**

|  |  |
| --- | --- |
| **Propedeuse achieved?** | Yes/no |
| If you answered “no” to the previous question, answer the following:  **Which courses do you need to** **resit?**    *Fill in for each course: The Course name, number of ECs for the course and the period when you can* *resit the current academic year.* |  |

**Look up and answer the following questions:**   
 What are the requirements to go to year 3?   
 What are the requirements to go on an internship?

PRo

**1.1.2.** Now that you know how many EC's you need to go to year 3, you can plan for year 2. Resits have priority and don't plan over 20 ECs per period.

You can find the information needed in the corresponding courses on Blackboard, such as the Year 2 Overview page. Start by looking at the overview slide of year 2 in the Career Counselling Introduction PowerPoint.   
  
**Fill in your year 2 overview on the first page of this Workbook.**

## **1.1.3. Reflect on Future Showcase**

To start a new period, it is always good to look back and reflect. Reflect on Future Showcase of period 4 by using the: “What? So What? Now What?” reflection method (see slides or use a search engine). After doing so, fill in your updated SMART learning goals in the last line.

|  |  |
| --- | --- |
| Period 1 | Reflection Future Showcase |
| **What...** |  |
| **So What...** |  |
| **Now What...** |  |
| **SMART Learning Goals P1** |  |

# Class 1.2: Your Path to the Industry

Let's look at the industry and the distinct roles in it. Any companies or roles you might find interesting? Why do you find them appealing? In the class we look at the industry, types of companies and different jobs and roles.

**Assignments:**

**1.2.1 Roles in the industry**

Use a search engine and find an overview of distinct roles in the creative media and game industry.

**1.2.2 Roles**   
Pick 3 roles that are different and summarize what the role entails in max. 200 words. Think of tasks, responsibilities and skills needed.

**1.2.3 Comparing Companies:**

Use a Search Engine and find:

1 company that applies game technologies (not for the entertainment industry)

1 “Small” company (such as an Indie game studio)

1 “Big” company (such as an AAA studio)

For each company write down the following:   
- What does the company do, what are they working on?

- What is their mission/vision?

- What is your first impression of them?  
- Do they have job opening and internship positions/procedures?

- How do you come in contact with them?

# Class 1.3: The Industry and You

Can you find a vacancy of a job you want? What are some steps you can take already to work towards that job?

**Assignments:**

**1.3.1 Vacancy Search**  
Use the links in the slides or do your own search for job vacancies in the work field. Pick a role that interests you and find a vacancy in this role. Make sure you try and find an entry level job or an internship vacancy.

**1.3.2 The Circle Technique**  
Use the Circle Technique to map your current skills and skills needed.

Class 1.4: Study Choices of Year 2  
  
The first study choice comes up in the form of choosing your electives. This class gives an overview of the available electives and what they entail.   
  
**Assignments:**   
  
**1.4.1** Electives

Read the information about the electives sent to you through mail or provided in the slides.

**1.4.2 Pick**   
Pick two electives for this year that fit your future job role and skills needed in this job.

**1.4.3 Set a Goal**  
Answer the following questions for each elective:   
- Why did you choose this elective?  
- What do you hope to learn in this elective?

Set a SMART Goal for each elective.

## **Reflect on period 1**

|  |  |
| --- | --- |
| Period 2 | Reflection Period 1 |
| **What...** |  |
| **So What...** |  |
| **Now What...** |  |
| **SMART Learning Goals P2** |  |

# Step 2: The Value of You

# Class 2.1 The Value of You

The second period is about personal branding, portfolios, and networking. You will look at your own Unique Selling Point and how you can showcase this in your portfolio. This class we begin by looking back at period 1 and adjusting our planning, after which we start with analysing portfolios and our own portfolio.   
  
**Assignments:**  
  
**2.1.1 Reflect**

Did you manage do everything you planned for period 1? Use the “What? Now What? So What? Reflection method and fill in the table on the previous page.

**2.1.2 LinkedIn**

If you have not done so already, make a LinkedIn and start adding contacts. Add the connection you already have: Classmates, teachers, friends, family, or acquaintances from previous jobs.

You have more connection than you think!

**2.1.3 Analyse Portfolios**   
Designer, artist, programmer, three different disciplines.   
  
Find a professional portfolio of a game designer, an artist and a programmer and answer the following questions for each portfolio:

* Which platform are they using?
* Are they different in how they present themselves in their portfolio?
* Which social platforms do they use?
* What else did you notice?

**2.1.4 Skills & Knowledge**  
Talk to your peers.

What skills, knowledge, do you share with this education? Consider: hard skills, soft skills, communication skills, teamwork, types of projects, attitude, etc.

Class 2.2 Personal Branding

Have you ever put your name in a search engine? What comes up? Is it a professional representation of you? Can you improve on this?

**Assignments:**  
  
**2.2.1.** **You online**  
Fill in your name in a search engine.

* Are you the first result?
* Where do the results come from?
* Are the results a professional representation of you?

How can you improve on this?   
Maybe start by cleaning up your social media accounts of unprofessional pictures and posts.

**2.2.2 Moodboard**  
Make a mood board by following these steps:

1. Favourite colour, animal, place, and video game – put this in a mood board

2. Answer the questions:   
 So far, I am good at...  
 So far, I struggle with...

**2.2.3 Personal Identity**   
Think and write down the following:   
 1. Bio  
 2. Expertise  
 3. USP  
 4. Preferred Topics  
 5. Call to action (How can they contact you)  
  
With each part consider how your personal identity is linked to the job market and how it reveals your visual identity.   
  
**2.2.4 Visual Identity**

With this information, create your visual identity.

1. Font  
 2. Colour Palette  
 3. Imagery  
 4. Design elements

**2.2.5 Personal Brand**   
Update your portfolio and online presence with your new brand

Class 2.3 Searching and Connecting

Now it is time to connect with companies you find interesting. Follow them on social media, connect on LinkedIn and subscribe to newsletters. Time to get out of the comfort zone and visit a networking event, conference, meet & greet or do a portfolio check with a company of the industry.

**Assignments:**

**2.3.1 Subscribing**  
Find a job board and subscribe to the newsletter.  
Connect with companies you find interesting through social media.

**2.3.2 Improving**  
As a student you have access to LinkedIn Learning Lessons. There are a lot of relevant courses on finding a job and improving your LinkedIn.

Pick a course you are interested in and follow it.

**2.3.3 Searching**

Look for networking events in the area you could visit. Pick a networking event and plan a visit. You can go by yourself or together with other students.

**2.3.4 Preparing**

At this event, is there a company or an industry professional you can talk to? A portfolio check you can do?

* Prepare your visit by finding out information about the company or professional you want to talk to.
* What do you want to get out of this conversation, what is your goal? Think of a question you could ask to start a conversation.
* Think of a possible “Call to Action” for follow up.

**2.3.5 Connecting**

Go to a networking event.

Do not forget to connect with the people you meet through LinkedIn.

Class 2.4 Portfolio Check

Time to finish your new iteration of your showcase portfolio. During the class we will look into each other's portfolios and give feedback.

**Assignments:**  
  
**2.4.1 Showcase Portfolio**  
Finish a new iteration of your portfolio.

**2.4.3 Peer Feedback**

Think of specific questions you could ask when asking for feedback.   
Ask other students for feedback and write down what they say.

**2.4.3 Implement Feedback**  
Make a new iteration of your Showcase Portfolio

## **Reflect on Period 2**

|  |  |
| --- | --- |
| **Period 3** | **Reflection Period 2** |
| **What...** |  |
| **So What...** |  |
| **Now What...** |  |
| **SMART Learning Goals P3** |  |

Step 3: Reach Out (And Get It)

Class 3.1 Study Choices of Year 3

We start the block with information about the internship and minor in year 3. What will be your role in the company as an intern? What is expected of you from the school and the company? Which Minor choices are there, and which suits my goals the best?

**Assignments:**

**3.1.1 Reflect**

Did you manage do everything you planned for period 2? Use the “What? Now What? So What?” reflection method and fill in the table on the previous page.

**3.1.1** **Minor**  
A minor is a semester of studying with a maximum of 30 EC. You can pick a topic that suits you, inside or outside of Hanze.

Look into minor option online or visit the Hanze Minor Market.

Pick a minor you are interested in and talk it over with your AC in your next individual talk.

**3.1.2 Internship**

What do you think an internship is about?   
Download and read the CMGT internship manual.

**3.1.3 Start Looking**  
Look for companies you might want to do your internship at, do they have an internship vacancy? Is there someone you can contact and ask?

And/or:

Look for internship vacancies which interest you.

Collect at least 3 vacancies/companies you want to apply to.

Class 3.2 Your internship goal

What do you want to focus on during your internship? Time to approach companies and send out applications.

**Assignments:**

**3.2.1 Visualise**  
Think about the following:

* What would your future internship look like?
* What will your role be in the company?
* Can you think of skills or tasks you want to work on during your internship?
* What motivates you?
* What do you want to accomplish?

Make a Vision Board.

**1.3.2 The Circle Technique**  
Use the Circle Technique to evaluate your progression towards your internship.  
Use the steps in the slides.

**3.2.3. Reflect**  
Does this future vision align with the internship vacancy you found?

Pick a vacancy or company you want to apply for.

**3.2.4 Resume**   
Make or update your resume to the vacancy or company you found.

Ask feedback and improve.

**3.2.4 Letter**

Make and write a first draft of a letter tailored to one of these three vacancies/companies.

Ask Feedback and improve.

**3.2.5 Send**

Start Applying for an internship by sending out your application.   
Repeat this with other vacancies/compagnies until you have an interview.

Class 3.3 Communication 1

How do you talk to strangers and sell yourself?

**Assignments:**

**3.3.1 Imagine**

Imagine your future interview with someone working at the company you want your internship at. Think and write about the following:

* What would they want to know about you as a student?
* What can you say to drive the conversation in a certain direction?
* What questions can you ask the company?

**3.3.2 Short Pitch**

Make a pitch about yourself of a maximum of 2 minutes and practice it with your peers.

Masterclass: Great Video Trailers

How to use video to really show interactive products well.

In today’s increasingly competitive and online-savvy environment, some global companies have adopted video as a part of the application process or showcase for the portfolio. Rather than just replacing traditional paper resumes, a video is an opportunity to show your personality, and soft and tech skills.

**Assignments:**

**1.** Make a video showreel of your portfolio.

# Masterclass: Professional Writing

This workshop focuses on resumes and letters you must write for your application process, including common pitfalls and how to best stand out in a competitive environment.

**Assignments:**

**1.** Can you write down your work experiences, skills, good examples of where you displayed your skills, etc.

2. Make a resume tailored to the company where you want to do an internship.

3. Write a letter to the company you want to do an internship at.

**Reflect on period 3**

|  |  |
| --- | --- |
| **Period 4** | **Reflection Period 3** |
| **What...** |  |
| **So What...** |  |
| **Now What...** |  |
| **SMART Learning Goals P3** |  |

Step 4: Apply for Approval

Class 4.1 Communication 2

This class is about preparing for interview practice for future internship positions.

**Assignments:**  
  
**4.1.1 Reflect**

Did you manage do everything you planned for period 3? Use the “What? Now What? So What? Reflection method and fill in the table on the previous page.

**4.1.2 STARR**

Use the STARR method (slides) to prepare for “Tell me about a time when...” job interview questions. Prepare for at least 1 soft skill question and 1 hard skill question.

**4.1.3 Interview Practice**

Practice your interview techniques with a peer.

Class 4.2 Preparing for Year 3 and 4

A look at years 3 and 4, structure and expectations. By now you should have found your internship and minor and can plan for your year and prepare.

**Assignments:**  
  
**4.2.1 Get approval**

* Discuss your found internship position with your AC and get their approval.
* Enrol to OnStage and upload the form.
* Your AC needs to confirm the automatic message send by OnStage.

**4.2.3 Year 3**    
Make a year planning for Year 3.

# Masterclass: Deeper Dive into Networking

Recap of the most important exercises and topics of the year focused on making a connection with the industry and getting an internship. A deeper dive into networking by unlocking the strength of LinkedIn, 2nd tier connections, Twitter, events, and actions possible.

**Assignments:**

1. Go to a networking event, connect with the industry.

# Final stage of the Workbook a.k.a. Internship Application Form

|  |
| --- |
| Apply for Approval Workshop none   * Discuss your found internship position and check internship position requirements with your “Prepare for internship”-teacher. * Enrol to OnStage * Get approval from your “Prepare for internship” teacher. |
| Discuss and Check  * Discuss your found internship position with your Internship Preparation teacher, who can verbally approve the internship position. Together you check if your proposed internship position meets the CMGT internship requirements. After that you fill in the application form (Final part of this workbook) |
| Enrol to OnStage  * Enrol in OnStage to the internship course. |
| Apply and Confirmation  * Once it is approved by your “Prepare for internship” teacher, you upload the file to OnStage. * Then you wait for confirmation and follow the next OnStage steps (OnStage will guide you through the rest of the process). |

# Final stage of the Workbook a.k.a. Internship Application Form

**Student**

|  |  |
| --- | --- |
| Student name |  |
| Student number |  |

**Company**

|  |  |
| --- | --- |
| Organization name |  |
| Website |  |
| Give a description of the organization’s activities |  |
| What department will you work in? |  |
| What are the number of direct colleagues (approx.) |  |

**Company supervisor**

|  |  |
| --- | --- |
| Name |  |
| Job title |  |
| LinkedIn profile |  |
| Job description |  |

**Description of intended activities**

|  |
| --- |
| Will do (discussed with company): |
| Hope to do (discussed, but not certain if possible) |

**Learning goals**

What would you like to learn, achieve, experience? To what competency is this related?

|  |
| --- |
|  |

**Checklist CMGT Internship requirements**

|  |  |
| --- | --- |
| **Requirement Company** | |
| You are allowed to do your internship in a company of choice, as long as you will be surrounded with future co-workers that have CMGT skills and experience. | |
| Are intended future co-workers CMGT professionals? | Yes/No |

|  |  |
| --- | --- |
| **Requirement Company** | |
| You are not allowed to do your internship in a company that is run by family or have a family member as a company supervisor. | |
| Are there family relations at your internship position? | Yes/No |

|  |  |
| --- | --- |
| **Requirement Company** | |
| You are allowed to do your internship in your own company if you meet the additional requirements and follow the proper procedure described in the section *Entrepreneurial Route* of the Student Manual CMGT Internship*.* | |
| Are you (partly) the owner of the company? | Yes/No |

|  |  |
| --- | --- |
| **Requirement Company** | |
| You must be allowed to spend a reasonable amount of time on education-related activities like writing your development portfolio (about 4 hours per week), meetings with the internship coach (around 6 meetings of 3 hours) or connecting to CMGT year 1 or 2 students (around 3 days). | |
| Is this allowed? | Yes/No |

|  |  |
| --- | --- |
| **Requirement Company-supervisor** | |
| Your company must provide a company supervisor; a CMGT professional (required to possess a bachelor in a relevant field) with enough experience to guide you during your internship.  He/she needs to be your daily point of contact who gives you work assignments and timely and regular feedback on your performance and quality of your work. | |
| Is a suitable Company-supervisor present? | Yes/No |

|  |  |
| --- | --- |
| **Requirement Remote work** | |
| Remote internships are allowed, but only if the company meets the requirement stated above AND has a remote workflow that they use themselves. In other words, no exceptions can be made for the student, and basic workflows for connecting, asking questions, getting feedback are already in place and used on a regular basis by the company. | |
| Does the company have an online workflow that you can join? | Yes/No |
| **Please describe the workflow**  Onboarding:  Daily contact with company-supervisor:  Daily contact with co-workers: | |