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| Staffordshire Games Institute |

GAMES DEVELOPMENT PROJECT

PROPOSAL

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**Enrolled Course:** *Games development*

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***Is it worth using generative AI in the development of games?***

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# What Problem are you trying to solve?

*When answering this question, think about the specific challenge or gap in your field of study that your project aims to address. Whether you are focused on games art, games design, or games programming, consider the following points to guide your response:*

* *Games Art, Concept Art, and Animation:* 
  + *Think about visual storytelling, style consistency, or technical challenges in creating game assets. Are you trying to solve a problem related to character design, environment creation, or visual effects? For example, you might focus on designing characters that reflect cultural diversity or creating a visually cohesive game world.*

* *Games Design:* 
  + *Consider how gameplay mechanics, level design, or player experience could be improved. What issue are you addressing within the game’s structure? For instance, you might explore ways to create more engaging puzzles, balance difficulty levels, or enhance narrative flow through design.*
* *Games Programming:* 
  + *Focus on the technical aspects that influence gameplay or performance. Are you tackling a problem related to AI (Artificial Intelligence) behaviour, multiplayer networking, or graphics optimization? You might work on improving enemy AI to create more challenging interactions or develop efficient code for a seamless multiplayer experience.*

*Think about the impact of your solution: e.g. how will addressing this problem improve the game or the player's experience? Your goal is to clearly define the problem so that your project has a clear direction and purpose.*

*Consider that idea that the "goal" of the project is to evaluate something (e.g. The animations produced), rather than just the production of them.*

*You can find more examples here:* [*2025\_GPD\_Example problems & projects.docx*](https://staffsuniversity.sharepoint.com/:w:/s/TheVault/EXRqsRvo6jJAh3cH5oRLFrQBJFpWwBzkhTTlFSUCIcgYlg?e=YYv0BE)

Generative AI (GAI) is a topic being widely discussed in the industry currently. Lots of companies are rushing to implement new workflow that uses GAI as it holds many advantages such as it being highly cost-effective to use. With these advantages comes problems and GAI is no exception to this rule, one of the main issues which is what will be discussed and solved will be if it is ethical to use GAI instead of hiring digital artists to make the assets instead.

The solution that will be argued for is to use GAI in early to mid development then change out the assets for ones made by artists in the later stages of development. This would have the same benefits brought by using GAI to begin with, such as speeding up development and lowing costs while also outputting a product that doesn’t use GAI circumventing the ethical objections that people have towards GAI.

# How does this Project help your employability?

*What will you learn from completing this project and how will this project orient towards future career paths?*

*You must link to several industry jobs and/or career opportunities. Highlight specific requirements on the jobs listing which would be answered by your project.*

*The job, requirements and details should be linked an annotated. A link the online posting should be included. If using more general guidance, links should also be included and annotated*

This project will increase my understanding and knowledge of GAI which will allow me to use it for projects in the future. It will also help me find an answer to the ethical questions around using GAI and if I should use it going forward. This project will help me decide what game studios and companies I would like to work for/with dependent on their values and perspective on the ethics related to using GAI.

JOB OPPORTUNITIES

Any standard programming jobs

Teaching 1 to 3 game development

# Areas for Research, Investigation and Methodology:

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*The areas for investigation should be specifically defined and highly relevant to the project. It should demonstrate that you’ve spent time considering the problem you’re trying to explore. Here you should demonstrate your initial understandings and insight and how your research will help you realise the project’s objectives.*

*Here it should be clear that you will explore new avenues in pushing beyond the content covered in previously studied modules.*

*You should clearly discuss how you plan to approach your research and the methodology that will be used throughout the project. It should be clear that you understand your investigative process and its application to the project. It should be clear if, and when, you plan to complete any primary research.*

* What is GAI.
* What is the development process.
* How is GAI used in the development process.
* The cost of using GAI compared to hiring artists.
* The time it takes artists to make assets.
* Project pipelines.
* The bottlenecks that can be caused by missing assets.
* The negative response from consumers when using GAI.
* The thoughts of artists when using GAI.
* The popularity of games/media using GAI.
* The requirement for realistic visuals.
* The accuracy of GAI.
* The versatility of GAI compared to artists.
* Games/Media that uses GAI already.
* The state of the games industry as a whole.
* The key differences between large (AAA) companies and indie studios. 16

My approach will be to dive into each area listed above and other areas that I will find throughout my research in order to gain a greater understanding of the topic. This will be done by reading through articles and research papers on the areas and using these to obtain an answer to the proposed question.

# **What are the deliverables?**

*What are you specifically going to deliver by the end of the project? Do you have any specifications to adhere to or comply with?*

*The deliverables should be well-defined and align with the project’s objectives in exploring or solving the problem. They should be detailed, demonstrating a clear vision of the project’s likely outcomes.*

*Note. This is not asking you give a specific answer to the problem. You have not completed your research and development yet. This is asking you to define what format that outcome will be delivered in. E.g. A playable game, an application from code, a set of animations, a 3D Character etc*

A supporting project that will have two versions. One will be using GAI, and the other will use human made assets. Along side this will be a research document explaining the results.

# **Planning Documentation**

*This must include any necessary time/task planning e.g. Asset lists, Kanban Boards, Trello Boards etc*

*This should also include as such things as (but not limited to):*

* *Any concept art (used as the reference for a 3D Piece)*
* *Drawn top-down level sketches*
* *Specific design requirements.*

# Sample of work you have completed to this date (relevant to project):

*Please provide evidence that you will be able to complete the project as intended.*

*You can highlight your experience through links to the following portfolio locations or by including images into this document*

* *GitHub*
* *Artstation*
* *YouTube*
* *Personal Website*
* *Digital Academy forum threads*
* *Any other examples of previous development experience.*

Talk about how ive learned basis of story development and programming basis and having used assets before.