

Taylormade Studios - The Game Behind The Game



A multidisciplinary, multimedia artist with a background in working with marginalised groups on technology and self-development. All artistic projects focus on capacity building and personal development for disadvantaged groups and people

Project Title: The Game Behind The Game

Project Overview:

The Game Behind The Game Game is designed to be an online / interactive learning experience which develops learners capacity to understand how different sectors of industry – in this specific example the media industry - work. In this monopoly – style game players learn negotiation and transaction skills which mirror real world experiences.

There is currently an offline (in person) version of the game which the digital version is designed to supplement. Playing this game will inform the technologists of opportunities to make the game more appealing and useful to their own age group or target market. For technologists and developers with an artistic bent, an in-person game session may be accompanied by a personal development session to help learners understand how to get the best out of their current skillset.

The core task is to develop a prototype game for mobile/web using the HEAD development model

- Honest – personal introductions and resource assessment (time /space / availabilities)
- Expression – playing the game as is in person
- Awareness – Ideation about the game as is and a future, digital version Discipline - implementing the game design

Taylormade Studios can be available throughout to discuss either learning or project outcomes.

A mockup of the physical game will be presented in a face-to-face group session, along with the rules of the game. This will be left at the students disposal. In addition, students may be given access to CPD via <https://pensight.com/x/taylormadestudios> as well as any general advice on the media industry.

What would the project outcome look like?

The primary purpose of the project will be to develop a working prototype for a gaming experience that can be used immediately as a learning resource and can also be used to attract funding for larger scale version of the game and more in-person continuous professional development

Why you should be excited to be working on this project?

A third of millennials report anxiety about job prospects and the likelihood of securing a mortgage. This game can provide an ecosystem where younger people can understand “the game behind the game” and develop and deliver skills to solve their own problems and working within the paradigm in a meaningful way.

From my time working on projects such as Code Untapped, Home and Impact X, I have meaningful connections with Black lead technology SMEs and venture capitalists and so successful completion of this project can be used to put people from marginalised groups in the frame for pathways to gainful employment.

Should the project complete successfully and go to market, its developers and designers will be included in profit sharing scheme

The project will be suited to anyone who……

Has a passion for media and multidisciplinary arts, and wants to understand more about how the industry works. Also people who are keen to bridge the gap between art and art administration, and people who are MAYBE [Minority / Artist / Young / Black / Entrepreneurial] interested in their own personal development. Coding skills will be required for completion of the project, but the project will not require all participants have coding skills.

Interested in the project? Get in touch using the details below

If you are interested in working on this project for your individual dissertation project then please contact the Industry Adviser Team, Fatima Yasmin: Fatima.yasmin@city.ac.uk

In your email, please ensure you include:

1. Project title (outlined above)
2. A copy of your CV

