

Demographic: Students pursuing a degree in Simulation and Gaming are likely to be young adults in their late teens to early thirties. This demographic is often drawn to programs related to technology, gaming, and digital media due to their interest in gaming culture and technology (Young adults, Gamers and Technology Enthusiasts). The demographic is probably skewed towards male students, but our marketing should promote diversity and inclusion.

Objective: Develop a landing page that effectively 1- introduces the Simulation and Gaming Program, 2- highlighting its benefits, 3- course offerings, 4- career opportunities, and 5-how it stands out in the educational landscape.

1. Intro: Are you ready to turn your passion for gaming into a lucrative career? Dive into the world of virtual reality, strategy, and immersive simulations with our cutting-edge program designed to level up your skills and land you in the heart of the gaming industry.
2. Benefits: Software development, quality assurance analysis and software testing are all covered in the simulation and gaming program as a group. According to the U.S. Bureau of Labor Statistics, that field is expected to grow by 25% in the next 10 years, adding another 411,400 jobs total in those fields. The median pay is \$109,020.
3. Course Offerings:

Introduction to Game Development: An overview of game development processes, including game design principles, programming basics, and an introduction to game engines like Unity or Unreal Engine.

Digital Media Fundamentals: Introduction to digital media creation, covering topics such as graphics design, digital imaging, audio production, and video editing using industry-standard software tools.

Game Programming: Basic programming concepts with a focus on languages commonly used in game development, such as C# or JavaScript, including data types, variables, control structures, and functions.

Game Design Principles: Exploration of game mechanics, player experience, narrative design, level design, and prototyping techniques to create engaging game experiences.

Introduction to 3D Modeling and Animation: Basics of 3D modeling and animation using software like Blender or Autodesk Maya, including modeling techniques, texturing, rigging, and animation principles.

Introduction to Simulation Technologies: An overview of simulation concepts and technologies, including different types of simulations, simulation design principles, and basic simulation development tools.

User Interface (UI) Design for Games: Principles of UI design and usability testing specific to game interfaces, including designing menus, heads-up displays (HUDs), and interactive elements to enhance player experience.

Introduction to Virtual Reality (VR) and Augmented Reality (AR): Basics of VR and AR technologies, including hardware platforms, software development kits (SDKs), and introductory development techniques for creating immersive experiences.

Game and Simulation Testing and Quality Assurance: Introduction to testing methodologies and quality assurance practices specific to game and simulation development, including bug tracking, test case creation, and regression testing.

Professional Development in Simulation and Gaming: Career exploration, resume writing, interview skills, and industry networking opportunities to prepare students for entry-level positions in the gaming and simulation industries.

Capstone Project or Internship: A culminating project or internship experience where students apply their skills and knowledge to develop a simple game, simulation, or related project under the guidance of faculty or industry mentors.

#### 4. Career opportunities:

Game Tester/QA Tester: Game testers play an essential role in ensuring the quality and functionality of video games by identifying bugs, glitches, and other issues. They test games across different platforms and provide feedback to developers.

Junior Game Developer: Junior game developers assist in the creation and implementation of game features, mechanics, and systems. They may work on programming tasks, asset integration, or level design under the supervision of senior developers.

**Game Artist/3D Artist:** Game artists create visual elements for games, including characters, environments, props, and special effects. They use 3D modeling, texturing, and animation techniques to bring game worlds to life.

**Game Designer Assistant:** Game designer assistants support the game design team by contributing ideas, creating prototypes, and assisting in the development of game mechanics, levels, and storylines.

**Simulation Technician:** Simulation technicians assist in the setup, operation, and maintenance of simulation equipment and software used in various industries such as healthcare, military training, aviation, and manufacturing.

**Educational Game Developer:** Educational game developers create games and simulations designed to teach specific concepts or skills in educational settings. They may work for educational institutions, government agencies, or educational software companies.

**Virtual Reality (VR) Content Creator:** Graduates with knowledge of VR technologies can pursue opportunities in creating VR experiences for entertainment, training, education, or other applications. They may work as VR content creators, VR experience designers, or VR developers.

**Augmented Reality (AR) Developer:** AR developers design and develop applications that overlay digital information or virtual objects onto the real world using AR technologies. They may work on AR games, marketing applications, or industrial training tools.

**Independent Game Developer/Indie Developer:** Some graduates may choose to work independently or in small teams to develop and publish their own games or simulations, either as indie developers or freelancers.

## 5. How it stands out:

**Industry-Relevant Curriculum:** A standout program would likely offer a curriculum that is regularly updated to reflect the latest trends, technologies, and practices in the gaming and simulation industries. This could include courses on emerging technologies like virtual reality (VR), augmented reality (AR), and game development tools.

**Hands-On Learning Opportunities:** Programs that provide hands-on experience through lab sessions, projects, internships, or partnerships with industry stakeholders can better prepare students for real-world challenges and opportunities in the field.

**Qualified and Experienced Faculty:** Having instructors with industry experience and expertise can greatly enhance the quality of education. Faculty members who are actively engaged in research, development, or professional practice within the gaming and simulation industries can offer valuable insights and mentorship to students.

**State-of-the-Art Facilities and Resources:** Access to modern equipment, software, and facilities is essential for students to gain practical skills and experience. A program that invests in state-of-the-art technology and resources demonstrates a commitment to providing students with a high-quality learning environment.

**Industry Partnerships and Networking Opportunities:** Collaboration with industry partners, such as game studios, simulation companies, or tech firms, can provide students with opportunities for internships, job placements, guest lectures, and networking events, enhancing their career prospects and industry connections.

**Supportive Learning Environment:** A program that fosters a supportive and inclusive learning environment, with small class sizes, personalized attention from faculty, and access to academic support services, can contribute to student success and satisfaction.

**Flexibility and Pathways for Further Education:** Offering flexible scheduling options, online courses, or pathways for transfer to four-year institutions for students interested in pursuing further education can attract a diverse range of learners with different goals and backgrounds.

**Strong Alumni Network and Success Stories:** Highlighting success stories of alumni who have achieved notable accomplishments or found success in the gaming and simulation industries can help demonstrate the program's effectiveness and build a strong alumni network.

**Benefits:**

Flexibility- Choose a degree or certificate to meet your goals, career aspirations, and personal circumstances.

Personal Attention: Many CFCC classes have smaller class sizes compared to larger universities, allowing for more personalized attention from instructors.

Affordability: CFCC has lower tuition rates compared to four-year universities, making higher education more accessible.

Qualified and Experienced Faculty: CFCC has instructors with industry experience and expertise that can greatly enhance the quality of education.

Experienced Faculty, Affordability, Personal Attention, and Flexibility are just a few of the reasons why CFCC stands out in the educational landscape.

What will they learn?

Students learn foundational principles, theories, and techniques, including game design, simulation development, graphics, multimedia, UX/UI design, and simulation/gaming technologies. Through hands-on projects and case studies, students explore real-world applications across industries, while considering ethical and social implications. Emphasis is placed on project management, collaboration, and culminates in a capstone project or internship, equipping students with the skills needed for careers in gaming, simulation, education, and beyond.