



Who we are

We are the Sector Skills council for the creative media industries, licensed by government. Our footprint includes Film, TV, Radio, Computer Games, Interactive Media, Publishing, Facilities, Animation and Advertising

Skillset have advice and resources to help career progression, and to inform new entrants. We create qualifications and Standards. We do Research.

We interface between education, training and industry



The right skills for the right people



OR...



POWERING UP HIGHER EDUCATION



Understanding the Industry

At least 80% of everyone working in the Games Industry has a degree or higher. (compared to 24% of population)

Since 2000, 90% of new entrants are graduates

So, HE is critical to the health of the industry.....

(Labour Force Survey, Autumn 2008)



Understanding the Industry

25% of Games companies employ between 1 and 5 people

25% have more than 50 people working for them

5% with a workforce of more than 200.

So many small companies who don't have the scale to do as much internal training as they'd like. So they rely on HE.....



Understanding the Industry

16,550 people work in film post production and equipment hire, 44,350 in wider film industry.

70% freelance

56,550 people work in TV

34% freelance

9,000 people in Game Development, 28,000 in wider industry

8% Freelance

Small but profitable! In 2008 the UK generated £2 billion in sales. The video games sector contributed approximately £1 billion to the UK's GDP in 2009.



Understanding the Industry

Not London-centric.

The Computer Games workforce is distributed more evenly across all regions than the wider Creative Media industries

11% of the Computer Games workforce is based in London

45% of other media are based in London.

(Labour Force Survey, Autumn 2008)



Understanding the Industry

Surprisingly old school. Mainly male industry. 12% female, maybe down to 8%. (Film is 38%).

Technology turnover- “5 year console cycle”. A revolution every 5 years?

(16mm is almost 90 years old)

Facebook starts in 2004, Zynga's Farmville has 85 million players in 2010.

Speed of change is a challenge, more than other media



Understanding the Industry

Film has a Film Council and a production levy that goes towards investment in training

TV Broadcasters fund training

Games has no such funding mechanism or levy. It doesn't/can't invest in training



UNIVERSITY CHALLENGE

So how do you train people for such an industry?



Additionality: more than just a degree course

Think about

Industry Interfaces: live brief, advisory panel, competitions, collaborations, online mentoring

1. Trajectory to Masters as top-up specialism
2. Changing curriculum every year (Minor Mods)
3. Free the tutor!
4. Have a course industry liaison person
5. Think entrepreneurship
6. Games isn't Film. Or TV
7. You are there to CHANGE the industry as well as reflect it



The Degree is here to stay

“Where we used to teach 600 hours a year of student-teacher contact we now generally only do around 300 hours a year. Unless we are teaching 100% better than we used to, education has got dumber. The challenge for education - and particularly for digital media educators - is to teach better, cheaper, faster. Use less hours, less tech, less money, and create more useful graduates. It can be done”

Dr John Sutherland, UWS

Industry- engage with University management too!



There is good practice to learn from



There is good practice to learn from

Industry written criteria

“The Skillset accreditation system identifies industry-relevant courses which have demonstrated a commitment to teaching industry-relevant skills and enabling graduates to enter the workplace with the necessary confidence, skills and knowledge to succeed.”

Ian Livingstone
Life President, Eidos
Chair, Skillset Games Council



Accredited Computer Games courses

www.skillset.org/games/accreditation

Courses accredited so far

University of Abertay (Dundee), [BA Hons Computer Arts](#)
University of Abertay (Dundee), [BSc Hons Computer Games](#)
University of Abertay (Dundee), [MSc Computer Games Technology](#)
University of Hull, [MSc Games Programming](#)
Glamorgan Centre for Art and Design, [BA Hons Computer Animation](#)
University of West of Scotland. [BSc Hons Computer Games](#)
Sheffield Hallam [MSc Games Software Development](#)
Teesside University [BSc \(Honours\) Computer Games Programming](#)
De Montfort University [BA Game Art Design](#)

more applicants being processed.....



THANKS

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