

Unit Title: **The Games, Animation and VFX Industries**



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| Unit Level: | Three |
| Guided Learning Hours: | 30 |
| Ofqual Unit Reference Number: | H/507/3221 |
| Unit Review Date: | 31/07/2017 |
| Unit Sector: | 9.3 Media and Communication |

Unit Overview

The aim of this unit is also to provide learners with an understanding of the industries, specifically the ecosystems that exist, how companies are funded, how companies make money, and how products/services are made, from concept to release. They will also understand the regulatory, ethical and legal constraints that the industries must comply with. In addition, it will provide learners with an opportunity to consider their options for work, including starting their own business, going freelance, contracting or getting a job. The unit will also give insight into career pathways and the job roles within the industries, and as such it will enable learners to start considering what further study will support their career aspirations.

Learning Outcomes

The learner will:

- GAVI 1** Understand job roles, career structures and business models across the games, animation and VFX industries
- GAVI 2** Know the regulatory, ethical and legal requirements applicable to the games, animation and VFX industries

Indicative Content

- Different types of legal entities: sole traders, partnerships including LLPs, private and public limited companies
- Freelancing and contracting
- Essentials for starting a business
- Development studios/production companies – inc co-productions, publishers, distributors, TV networks
- Premium, free to play models, work for hire, publisher models, co-productions, revenue sharing.
- Regulation, legal and ethical constraints: cyber security, censorship, child protection on the internet, age ratings, environmental policies
- Product journey from concept to market
- Raising finance
- the various job roles within each industry and skill requirements
- career paths and what process should be followed to work towards a job in that role (courses, soft skills, extra-curricular activities)
- Specialist vs generalist, and how studio size affects this
- How roles fit within team structures, and how teams vary depending on company size and type of company

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- Job roles covered should include:
- Games
- Programmer
- 2D/3D Artist
- Concept artist
- Animator
- Designer
- Producer
- QA Tester
- Audio designer
- Community Manager
- Business Development
- VFX/animation:
- Animation
- Modelling
- Lighting / Shading
- R&D
- Compositing
- FX
- Pipeline
- Texture Artist
- Rigging
- CG or VFX supervisor

Assessment

This unit is assessed using the following assessment method:

- Reflective Blog 1 (Assessment Pack)

See the assessment section of the qualification specification and Assessment Pack for full details on the assessment.

Delivery

Whilst there will be some taught sessions for the industry business models and working option elements of this unit, learners should be supported to complete a reflective SWOT analysis for their Reflective Blog.

Resources

Learners must have access to:

- Information, advice and guidance resources on careers and self-employment and Games, Animation and VFX Business case studies.