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CAREER IN A GAME DESIGN INDUSTRY

Introduction. Today game design is developing fast enough all over the world. We see hundreds of thousands games on the Internet. Game design is a large field that involves different aspects of computer science/programming, creative writing, and graphic design. Game designers have creative potential and great imagination to create whole worlds in video games. Video games are a thriving industry both in the US and abroad, and the number of careers related to the creation of video games has increased.

A growing number of international students have decided to take their passion for playing video games and turn it into a career in game design. Designing video games is a dream job for many gamers. The video game industry is a home to different job opportunities, enjoyable and fun work environments and high starting salaries. Game designers with additional useful skills – drawing, knowledge of programming languages and scripting languages, 3d modeling are in a high demand on the labor market.

Objective. The main goal of this research is to give you general aspects about game design development, to inform you about profession of game designer and distinguish main problems that game designers have on their way.

Presenting main material. Not everyone who enjoys playing video games will enjoy creating them. In fact, creating a video game is a long and complex process with many tasks and roles required to make a finished, playable product. To study game design successfully, a student will need to learn about it more than just to get the fun while playing [1].

Game designers take the creative guidance in imagining and bringing to life video game stories, characters, gameplay, rules, interfaces, dialogue and

environments. So, a game designer is a mix of a writer, artist and programmer. It is a person who not only presents an artistic vision, but also has the technical skills to control and contribute to programming, image rendering, level design, digital editing and other aspects of game design.

Game designers are creative decision makers. Some «designers» are actually writers who make up a script for a game or write the character dialogue. Other designers specialize in level-design, making maps of the various locations in a game. People tend to think that game designer is the creative genius of a game, the person who invented everything. But only few video games are actually made by one person.

A game designer differs from a programmer in that this is a much more integral and creative career than a programming career. Game designers have a knowledge of what gamers want in a game, and they have the ability to see the «big picture» as far as a particular game goes. They study how the game will work and flow from start to the end. Some designers have experience as programmers or as software developers, but not all have graphic design knowledge.

Game designers accomplish the following:

- Develop an IDEA of the game.
- Create the structure of the game, its rules.
- Collaborate with all members of the team to bring the game to market successfully.
- Develop the game's layout, concept and gameplay.
- Create and manage product documentation.
- Entry-level designers may focus on simpler tasks, such as level design or object placement in the game.

Some people think that game designers are 100 % creative and not at all analytical. But it isn't true. Game designers use math and logic to compute how different parts of the game will work. They very often devise algebraic formulas when deciding how different levels of a game should flow; for example, a game

designer might have to come up a formula for how the power of a character should increase in relation to the missions he has accomplished.

Also important are such personal qualities: love for games; broad outlook; rich fantasy; good imagination; artistic taste; objectivity and flexibility of thinking; skills of an organizer, analyst, psychologist, player, technical writer; perseverance; teamwork skills; the ability to clearly express their thoughts to people of different thinking (artists and programmers).

Game designers have many difficulties on their way. The first is project estimation. Estimating any type of a project can be hard, but it is especially true for video games. For an industry that is changing fast, you have to keep up with a schedule and gamers' interest. Having a good management and reasonable time distribution is a key in game business.

The second is pre-production phase or its absence. This problem is common in almost every game development studio. Usually when a game delivers, the whole team jumps to the next project, skipping most of the pre-production phase. Without proper preproduction, many design decisions are made during game production phase, which is highly dangerous, and can be damaging to the product or to the schedule. You can create fun gameplay, beautiful graphics, great music and sound effects, but if these elements don't play well together, then you failed in creation of a great game. If you do your homework (preproduction) properly, then the whole team has a strong consecutive vision from the beginning, which is essential in successful game development.

The third is «polishing» or game testing. Some people say that the last 10% of development time is more important than the first 90%, and it is true to some extent. The closer the deadline is, the more of the things you put off will come back to haunt you. Nowadays creating a game is a more open process than anytime before. Due to the abundant communication channels, developers can get in touch easier with their audience. Releasing an alpha or a beta version of your product can give you important data. If something is not correspond well with your potential consumers, you'll have an immediate feedback. Don't be shy and don't get disappointed about

negative response. The target audience can be especially demanding and sometimes even toxic, but if you get through it, analysing the data can be beneficial.

The next is advertising. It is maybe the most important aspect of making a successful product. A game can be good, but if the people have no way of knowing about it, it is going to fail. Especially if you are on a budget. Advertising is expensive but there are other ways. Social media, blogs and forums are a great jumping point [2].

Conclusion. The game industry is highly desirable and popular nowadays. But creating a video game is a long and complex process with many tasks and roles required. Therefore, competition for job vacancies can be more intense than in other areas of software programming and designing – so don't bypass any knowledge that can give you a preference in your career.

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