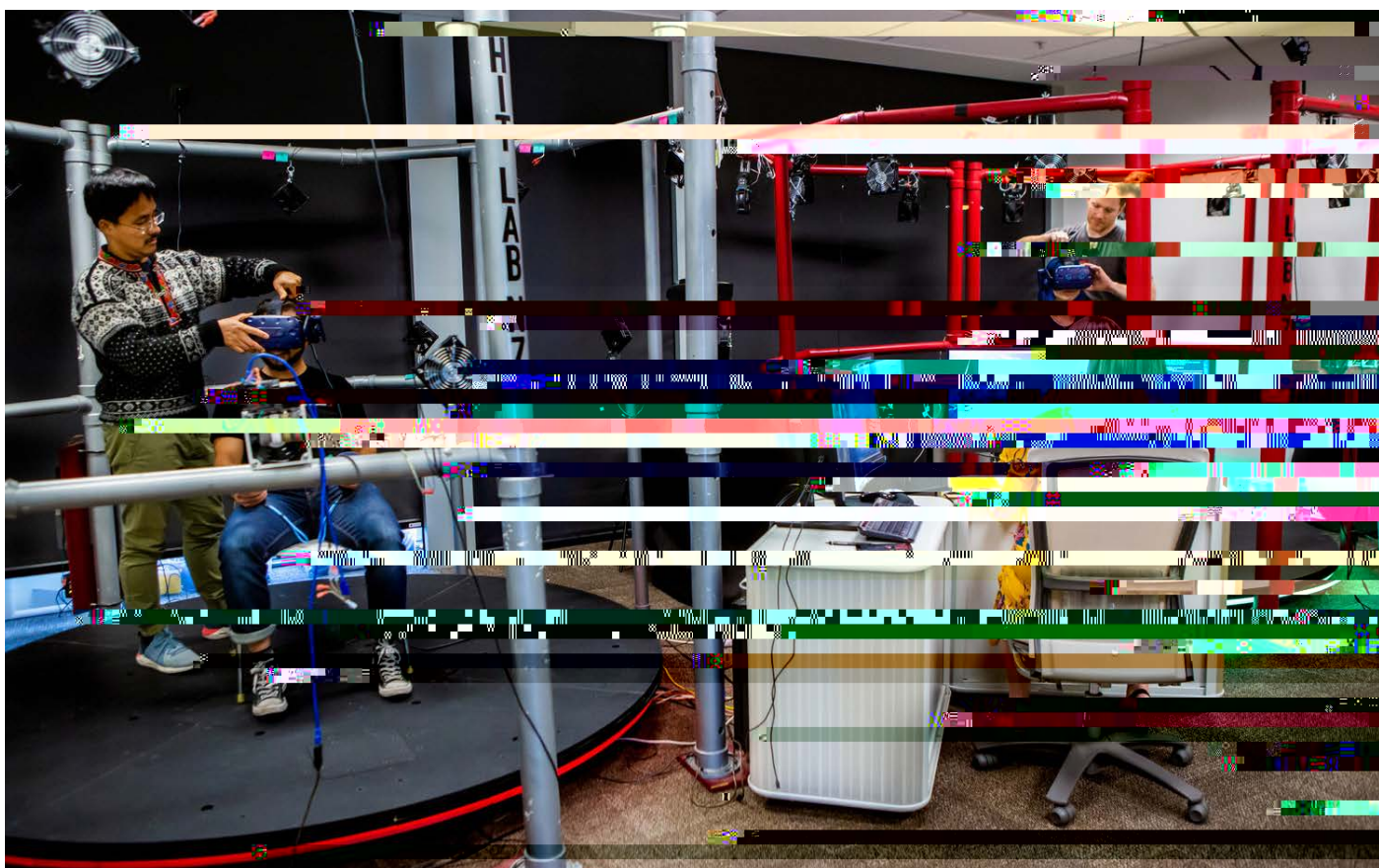


UC[⊕]



What skills can graduates gain?

Graduates gain the skills needed for the design of games for various applications and the commercialisation of game ideas. Developed skills can include:

- Product design – able to apply the product design process to ideate, design and implement product solutions
- Game design – able to apply game design principles, including game structure to design applied immersive games
- Immersive technology – including augmented virtual reality competencies
- Gaming related technology – skills in related technology such as game engines, 3D technologies, AI, and computer-aided design.

This degree promotes interdisciplinary innovation where projects occur across more than one discipline area. For example, Applied Immersive Game Design with electives from physics or electrical engineering creates an intersection between mechanical and electronic product design.

What do employers look for?

Many employers look for generic skills such as communication, client/customer-focus, bicultural competence, cultural awareness, teamwork and initiative.

With technology, globalisation, and other drivers changing society, skills such as resilience, problem solving, and adaptability are important.

Skills that are likely to grow in importance

What jobs and activities might graduates do?

Graduates with this degree are employed in a range of jobs — see some examples below.

Note: This list is not exhaustive, and some jobs may require further study, training or experience. It is recommended to start with the section 'How can I gain a sense of career direction?'

Applied immersive game designer

- Research a client's brief, an organisational or social need, or a gap in the market
- Design, produce and test a prototype
- Investigate patents and commercialise the product
- Create new and improved version releases

Game designer

- Design captivating games across platforms, engaging the imagination of users through the look, feel and story of a game
- Develop, collaborate, and iterate game concepts
- Specialise in user experience, level, or gameplay design

Game developer

- Design, develop, and deliver quality code, collaborating in a team
- Improve existing code and conduct thorough testing
- Collaborate with designers and artists to create a polished game on time

Programmer

- Make non-player characters appear they are responding intelligently to the game world, player actions, and various in-game situations
- Specialise in AI, engines, gameplay, network, physics, tools or VR

Games producer, production manager

- Drive game development, from funding to talent and project management
- Shape game concepts, audience, and testing strategies
- Manage finances, secure publishers, and handle post-release media relations

Community manager, customer relations manager, social media coordinator

- Cultivate gamer communities, oversee events, social media, and feedback to enhance games and boost sales

Product design manager / senior designer

- Lead business initiatives on new products, and manage budgets
- Manage technical design staff
- Lead the product design process

Product manager, product owner

- Manage a specific product or line of products that are already in the market
- Coordinate the production of a finished prototype
- Oversee operations and logistics
- Handle product enquiries, complaints, orders

Marketing or sales manager

- Conduct market research into product usage and audience preferences
- Analyse performance of existing products or identify new requirements
- Communicate intelligence to designers and managers to inform product changes
- Market the products, develop new business opportunities and increase sales

Game tester

- Play test games to identify and report bugs, glitches, and issues
- Provide feedback to enhance gameplay, graphics, and user interface
- Contribute to improving the overall quality of the game

Examples of other job titles and careers include:

- Programmer (generalist)
- Software engineer
- Applications developer
- Software engineer / tester
- Games publisher
- Interactive media developer.

Further study options

UC offers a range of higher qualifications through the School of Product Design.

Further study may facilitate career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability.

It is important to determine which, if any, further study options align with future career aspirations.

For further UC study options visit:

📄 www.canterbury.ac.nz/study/academic-study

How can I gain a sense of career direction?

Understanding yourself and others is important to gain a sense of direction. This grows with experience; therefore, trying new things and reflecting on an ongoing basis is important.

Jobs.mae.engineer / test \$s @kills@ion.w

