

Description

This module identifies various economic and organisation production business models in the fields of video games and digital interactive media (stakeholders, issues surrounding economic models, organisation of different production phases, generic methods used in businesses, etc.).

Detailed objectives

- Identify basic concepts, methods and specific tools in order to use them in project management for video games (context and market, cascade project management, creation of documents for project management, Game Design Overview workshop).
- Determine which approaches can be taken when using agile methods from software engineering for a multidisciplinary public (programmers, artists, game designers, ergonomists and project leaders) in the fields of video games and digital interactive media.
- Lead the first implementations using the agile mini-games approach, with the idea of being able to use them in the framework of the First-Year Mini-Projects.
- Recognise the various organisational structures in terms of the scaling of the projects to be carried out (size of teams, development stages, distribution of effort, duration and costs).
- Build the first hypotheses to apply management methodology and tools relating vis-a-vis the market (economic models, related markets and aids, focus on the issues encountered in video games and digital media).
- Provide pragmatic and practical clarification in the 'product' and 'market' reading of a project in order to determine its life cycle (not of the business, but of the product).

Assessment methods

Evaluation method	Percentage of overall mark
Individual written examination to obtain an assessment mark for knowledge	60%
Collaborative work in a group for the First Year Mini-Project using the 'scrum' toolbox	40%