

Immersive Experiences Days 1-5

The Game Jam: Gameplay Design

- Discover how gameplay designers create spellbinding worlds
- Learn to craft storylines and character arcs that captivate players
- The video game developer's toolkit: discover the cutting-edge tools at your disposal to craft your game
- Meet the experts and your team and map out the mechanics of your game
- Define your rules and modes of play

The Game Jam: Level Creation

- Discover the principles and methods used by world-leading level designers
- Decide the pace and flow of your own game and outline all possible outcomes
- Expand your core concept into multiple levels and extensive challenges
- Decide how the difficulty will increase so that users feel a sense of accomplishment whilst playing
- Brainstorm future expansion packs that will keep players invested long after they've completed the game
- Race to see how many different levels you can create!

The Game Jam: UX/UI Design

- Step into the shoes of the User Interface/User Experience designer
- Uncover the core principles governing playability
- Learn what makes for a great user interface that is intuitive, easy-to-use and engaging
- Step into the player's shoes and evaluate the usability and style of different game UIs across a variety of genres
- Create a captivating start page that sets the tone of your game and makes the users eager to play
- Design a heads-up display (HUD) that relays vital information to the player without interfering with gameplay

The Game Jam: Presentation Day

- Add the final touches to perfect your video game
- Name your game and write an exciting description for the App store to convince users to

download it

-Present your finished product at the top of an iconic London skyscraper and discover your peers' creations

-Who will be crowned the winners of the InvestIN Game Jam? Receive valuable feedback from industry and see if your game has what it takes!

Immersive Experiences Days 6-10

Visit an Indie Design Studio

-Begin to understand the design process from a business point of view

-Discover how a team without the backing of a large game publisher can bring a video game to life

-Receive your brief: you've been hired by a start-up to design an indie video game

-Collaborate with your peers to devise a winning game concept

-Spend the rest of the day designing exciting levels, challenges, and missions

-Develop your team's concepts into a finalised product

-Prepare your pitch and present your creation in a mock Dragon's Den

-The winning team will receive a professional mock-up of their video game to take home!

Enter The Motion Capture Studio

-Explore the technological advancements bringing visuals to life and making games more immersive than ever

-Understand how motion capture and CGI are used in your favourite video games and blockbuster films

-Experience first-hand the MoCap process: from real-time motion capture to data binding and repair

-Blur the lines between animation and reality: how motion capture is integrated in every aspect of video game design

-Discover how at-home motion capture technology enables players to directly interact with their virtual environment and immerse themselves within the game

The Game Environment & The Senses

-Explore how video game designers engage the senses to create vivid gameplay

-Discover the impact of lighting, sound and backdrop on user experience (UX)

- Explore how physical touch can be integrated into video game design
- Devise solutions to our current challenges using cutting-edge technologies
- Have your say: what video games utilise these techniques the most effectively?

Master the Art of Marketing

- Uncover the key techniques used to market a bestselling video game
- The psychology of marketing: product, price, promotion, positioning and packaging
- Discover the rise of digital marketing: where creativity meets analytics
- Work with marketing consultants to develop a marketing strategy for your game
- Create eye-catching visuals and storyboard an advertising campaign
- Pitch your bespoke campaign to a team of marketing professionals and receive live feedback

Become the Video Game Tester

- Try your hand at the most common entry-level role for future video game designers: the video game tester
- Discover the design flaws that prevent games from making it to market
- Test unreleased video games and identify core issues which could lead to their failure
- Devise the most innovative solutions to save a video game project

Networking Event With Top Video Game Designers

- Take part in a private networking session with leading professionals
- Put your newfound knowledge to the test
- Have your burning questions answered by those in the know
- Receive valuable advice from experts in the field

Immersive Experiences Days 11-15

CAREERMAX

Over the next five days, we will prepare you to outperform others in the race to become a top video game designer. You will be given dedicated coaching on how to become a world-class professional in any industry, with training on the most crucial skills that universities and employers are looking for: public speaking, leadership, teamwork, problem-solving, communication, time management and negotiation. Expect hands-on,

interactive activities led by professional development experts, to help turn you into a confident young video game designer, right now.

Leadership & Teamwork Coaching

- How you can build a high-performance team
- The most effective styles of leadership you can adopt
- What makes the ultimate team player?
- Inspiring and motivating others
- Leading vs managing

Leadership & Teamwork Challenge:work with your team to try and devise how to create a city fit for human habitation on Mars

Public Speaking & Communication Coaching

- Public speaking coaching by a specialist who trains CEOs
- Perfecting enunciation, tone, pace and body language
- How you can engage an audience and read the room
- The art of persuasion
- How to communicate effectively in a team environment
- Understanding emotional intelligence and using empathy
- Building strong interpersonal skills
- Influencing others

Communication challenge: use your communication skills to guide a blindfolded team member to safety on an obstacle course

Public speaking challenge: critically analyse public speaking performances

Negotiation Coaching

- Understand the art of negotiation and its importance
- How to identify when you are actually in a negotiation
- The typical stages of a negotiation
- Key negotiation styles
- Building relationships
- Key tactics: anchoring, tradeable concessions, commitment tactics, bluffing, injecting urgency, varying pace and more

Negotiation challenge: enter a simulated hostage negotiation scenario. Work with your team to get the hostage released

Problem-Solving Coaching

- How you should approach problems and solve them decisively
- Analytical skills: identifying and structuring problems
- Creative and lateral thinking
- Effective decision-making
- Implementing solutions, analysing results and making changes

Problem-solving escape room: work through a series of complex problems under time pressure

Time Management Coaching & Reflection

- How successful people manage time
- The time management quadrant
- Setting goals, prioritising, simplifying and re-evaluating
- The power of hyper-focusing
- Eliminating distractions
- Practising the '4Ds': doing, deferring, delegating and deleting
- Implementing solutions, analysing results and making changes

Time management challenge: enter a humanitarian crisis simulation. Identify your goals, decide your priorities and execute them under time pressure