



GAMING | ESPORTS
INDUSTRY ESSENTIALS



The **Gaming and Esports Industry Essentials** online certificate program showcases all aspects of this global industry and the diverse career opportunities it offers. The program combines interactive learning tools and real-world activities to create an engaging and fun education experience.

This online course gives an essential overview of game lifecycles and the full scale of the gaming industry: design from initial story concept through iterative development, marketing and distribution, and the larger cultural ecosystem and communities in which a game thrives--including the fastest-growing sector in gaming, Esports. We will explore the basics of game design and develop a grasp of the fundamentals of game publishing. Students will learn how to speak knowledgeably with employers and other stakeholders in the industry about a game's development and the business of gaming.

A sequence of project-based activities and assignments builds students' skills in the basics of game design, marketing, and the project management and business tools necessary to develop IP and to plan and execute events. We will provide insights from a range of industry experts on game design, professional streaming, and creating social media content to entice fan interaction. Students will ultimately understand how to develop effective communication strategies geared towards fans and decision-makers throughout the gaming industry.

Faculty from New York's globally recognized Fashion Institute of Technology (FIT) provide compelling video lessons, while industry insiders offer expertise into the industry and their own career trajectories to help students gain key insights about their own path in the gaming and esports industry.

GAMING AND ESPORTS INDUSTRY ESSENTIALS CONSISTS OF SIX COURSE MODULES COVERING:

- Introduction to Gaming
- Games from Concept to Design
- Game Development: More than Coding
- Revenue Models and Marketing: Gaming the Game
- The Esports Industry: From Game Concept to Center Stage
- A Game and its Communities

Each course module is broken into several shorter video lessons that you complete at your own pace. Assignments and hands-on projects reinforce key knowledge and help build career skills.

Students earn a non-credit Certificate of Completion from FIT upon successfully finishing the program.

STUDENT BENEFITS:

1. Certificate of completion (non-credit) from Fashion Institute of Technology
2. Learn directly from leading academic and industry experts
3. Real industry scenario assignments
4. 100% online and self-paced



MODULE 1: INTRODUCTION TO GAMING

As formalized expressions of play that allow people to go beyond immediate imagination and direct physical activity, games are an integral part of all cultures and are one of the oldest forms of human social interaction. This module illuminates the long history of this fundamental human experience with a focus on industry milestones, game ideas and the era of video gaming.

KEY CONCEPTS :

- History of games
- Gaming milestones, concepts on which modern games are still based and modeled
- Kinds of games
- Theories of gaming
- Online and mobile gaming
- The future of gaming



MODULE 2: GAMES FROM CONCEPT TO DESIGN

This module focuses on iterative and player-centric game design. We will explore the conceptual and artistic underpinnings of designing a game: What are its rules and goals; what type of game it is; how it looks, sounds; what's its story?

KEY CONCEPTS :

- Playtesting
- The Game Design Document (GDD)
- Storytelling and creative writing
- Visual storytelling
- Design teams
- UX/UI design
- Storyboarding
- Game research
- Game level design



MODULE 3: GAME DEVELOPMENT: MORE THAN CODING

This module focuses on the technical development of a game: The game engine, coding, animation capture, and the game's AI.

KEY CONCEPTS :

- Game engines
- Coding and creativity
- Hardware and platform differences
- Game animation
- 3D capture and modeling
- XR (AR/VR/MR) gaming
- The importance of audio and haptics
- Creating interactive digital environments
- Quality Assurance testing
- Physics engines





MODULE 4: REVENUE MODELS AND MARKETING: GAMING THE GAME

Game creators need to make money. This module looks at the revenue life cycle of a game: from investment into development, to advertising and persistent in-game revenue streams.

KEY CONCEPTS :

- Understanding the global gaming market
- Determining your target audience / market
- Gaming-related entrepreneurship
- Advertising and sales
- Market personas: what draws players to different types of games
- In-game monetization: microtransactions, loot boxes, etc.
- Game merchandising



MODULE 5: THE ESPORTS INDUSTRY: FROM GAME CONCEPT TO CENTER STAGE

This module takes a deep dive into the Esports industry - providing critical insight into both the player and management sides of the business. From a player perspective, this module discusses how to turn the dream of becoming a professional gamer into a reality through exploration of gear, practice, and the business models around being a professional player. From the management perspective, it examines the ins-and-outs of professional Esports organizations and events.

KEY CONCEPTS :

- Esports business models and finance
- Esports event management
- Esports venues and event operations
- Branding and marketing (sponsorships and advertising)
- Media and communication (Twitch, Youtube, ESPN)
- Choosing your game
- Finding your gear loadouts
- Finding and joining an Esports team
- Contracts, lodging, travel, etc
- Sponsorships



MODULE 6: A GAME AND ITS COMMUNITIES

This lesson examines the role of community content creators, managers, and interactions with the game. In addressing communities, we explore the social impact and significance games have on the populations that play them.

KEY CONCEPTS :

- Developing and managing gamer communities
- Media content creators
- The social impact of games
- Games for good
- Stereotypes, misogyny, and diversity in gaming communities
- Gamification and health games
- Game Studies: cultural influences, game criticism





ENROLLMENT DETAILS

How do I apply for Gaming and Esports Industry Essentials?

The application for Gaming and Esports Industry Essentials is entirely online and only takes a few minutes to complete. You can apply here: <https://www.yellowbrick.co/apply/?program=gaming>

How much does the program cost?

The cost of the entire program, which includes all six course modules, related activities, and a Fashion Institute of Technology (FIT) Certificate of Completion upon finishing, is \$999. There are also installment payment plans available, starting as low as \$99/month. Complete pricing will be sent to you upon acceptance into the program.

To receive your FIT Certificate of Completion, you'll need to have all installments paid in full and have successfully completed all program requirements.

What payment methods and currencies do you accept?

We accept almost any type of credit or debit card. So if you have a Visa, MasterCard, American Express, JCB, or Discover card, we'll accept it. If you're enrolling outside the United States, tuition will be charged in your local currency at the prevailing currency exchange rate.

Is there financial aid available?

No, financial aid is not offered for Gaming and Esports Industry Essentials. However, there are payment plans available, starting as low as \$99/month. And Yellowbrick also offers a scholarship program. You can apply for a Yellowbrick scholarship here: <https://www.yellowbrick.co/scholarship-application/>

What is your cancellation policy?

You can withdraw from a course hassle-free and at no-cost within 24 hours of enrollment. After 24 hours, you have up to 7 calendar days to withdraw and get a full refund, minus a \$100 cancellation fee. No refunds will be issued for enrollments past 7 days.

How do I begin the program?

Once we have received your tuition payment, your spot in our program is secured. You will receive a welcome email that has your login instructions, and you can begin immediately. The program is 100% online and self-paced, so you can complete it on your schedule.



THE PROGRAM

Are there any prerequisites, age requirements, or restrictions?

Students must be at least 13 to enroll. There are no other prerequisites. All you need is a passion for the gaming or esports industry and learning.

What do I get when I complete the program?

Students who successfully complete the program will earn a Certificate of Completion in Gaming and Esports Industry Essentials from FIT. Gaming and Esports Industry Essentials is a non-credit program.

How long do I have to complete the program?

With your enrollment, you will have unlimited access to the full program for one year from the date you enroll. For almost all of our students, one year is more than enough time to work through the programs and fully absorb the content.

What if I need more time?

For those that need more time to complete the program, you will have an option to pay a low monthly fee to continue your access to the program materials.

Can I download course videos or materials?

Class videos or materials are not downloadable. However, once enrolled, you will have unlimited access to all videos and materials for 12 months.

What can I expect to accomplish by the end of this course?

Gaming and Esports Industry Essentials is designed for students at any stage of their academic or professional experience and with the potential for many different outcomes. In other words, what you can expect to accomplish after completing this program depends on...you!

In more general terms, our students usually identify two main takeaways after completing the program. First, they have a significantly greater understanding of how the gaming and esports industry works and a better understanding of where their passion lies. Second, with the Certificate of Completion from FIT on their resume, they differentiate themselves from the rest of the pack.

What type of people enroll in Gaming and Esports Industry Essentials?

People with all levels of experience, and in all stages of their career, benefit from enrolling in Gaming and Esports Industry Essentials. But you will have something in common with all of our students — a passion for the gaming and esports industry and desire to build a successful career doing what you love! Our students might be working in the gaming industry and looking to get ahead, or working in a different industry looking

to switch careers. They might be heading to college; in college; or just out of college and want to build skills and gain valuable experience that will set them apart in a hyper-competitive industry. They might be your future professional and personal network in the gaming and esports world. They might be like you — a future leader in the gaming industry!

Where do I find the program materials?

All program materials can be found online. You can access and review the materials whenever you like through the course login page, which you'll receive once you enroll — all you need is an internet-connected device.

Which devices can I use to watch the class videos and access other program materials?

You can access the program on your computer, tablet, or smartphone. Desktop or laptop computers tend to provide the best experience.

When and where do the classes meet?

Whenever you like — the program is entirely online, self-paced, and on-demand. That means you can study and access the program lessons whenever and wherever you can connect to the Internet.

How much time do I need to dedicate to the program?

It varies from person to person, but be prepared to work hard and to dedicate about 30-40 hours in total. Remember, you have a full year to complete the program so you can pace yourself over 12 months!

After I complete the certificate in Gaming and Esports Industry Essentials, what comes next?

This certificate lays the groundwork for you to pursue your goals in whatever aspect of the gaming and esports industry you feel passionate about. If you find that you want to learn even more about a specific area, FIT offers a number of in-person and online program options. Visit <http://www.fitnyc.edu/ccps/professional-studies/index.php> to explore.

Who is Yellowbrick and why are they involved?

Our mission at Yellowbrick is to empower the next generation of talent to find their passion and build a career doing what they love. We strive to deliver on this vision by partnering with top-tier universities and world-class global brands to provide students with unparalleled online educational experiences and inspiring career opportunities.