



Otis College of Art and Design

Faculty Development Grantee Report

Grantee Name: Kathleen Milnes

Date: May 8, 2007

Department: Digital Media

Brief description of your funded project including activities performed.

I attended the 2007 Game Developers Conference held in San Francisco, CA. from March 5 – 9, 2007. This is a major trade event for developers of computer, console, mobile, arcade, online games, and location based entertainment. It attracted over 12,000 attendees and featured over 300 lectures, panels, tutorials and round-table discussions on a comprehensive selection of game development topics taught by leading industry experts. In addition, the GDC expo showcases all of the game development tools, platforms and services.



What were some of the insights, accomplishments, and/or benefits you derived from the project?

The \$11 billion game industry is growing substantially and the techniques are being used in education, government, training, military and business applications as well as for entertainment. The military is one of the biggest clients of the game industry. The current generation of games such as the Nintendo Wii is designed

to move games from individual to group play and into the living room. They are also attempting to broaden the market of game players by appealing to women and older adults.



As the game platforms become more powerful, the demand for cinematic quality art intensifies. Art teams continue to grow so our students have more opportunities. While producers and game designers are in short supply; some art is outsourced. Game technology is now being used for scientific visualizations, aerospace, and forensics.

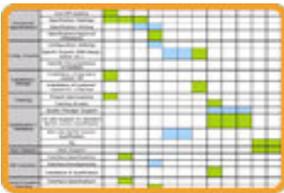
I was surprised to see how widely distributed game companies are around the world. I was also pleasantly surprised to see more women than I had expected but almost all of them young. I doubt there were 100 women over 50 out of the over 12,000 attendees.

I met a lot of people, particularly at the career pavilion, who can be helpful to my class at Otis as guest speakers and invitees to senior show. In addition, I recently organized a game symposium for the California Community Colleges and I was able to turn some of these contacts into panel members. Over 50 faculty members from all over California attended this one day session held at Mission College in Santa Clara, California on April 26.



What challenges did you experience during the project? What were some of the lessons you learned?

Overload! I made a valiant effort to organize my days and choose my sessions wisely. I started to get burned out by the last day. Another lesson learned is to walk the exhibit floor with someone who knows the industry well. Harry Mott, chair of Digital Media, was there and that really helped me understand what I was seeing. My other challenge is that I don't play games and don't own a game console. I am thinking about getting a Wii and a Nintendo DS now. I don't know when I'll have time to play them



but....

Dissemination- how do you propose to disseminate your project on the faculty development website? (In addition to posting your grantee report, photos, additional narrative, interviews, lectures, publications, etc.)?

Below are some excellent resources for anyone interested in the game industry. Conference website: <http://www.gdconf.com>

The Entertainment Software Association has a terrific report on the economics and workforce issues. The Community Colleges also have a good report and survey. I was a member of the project team. The links are below:

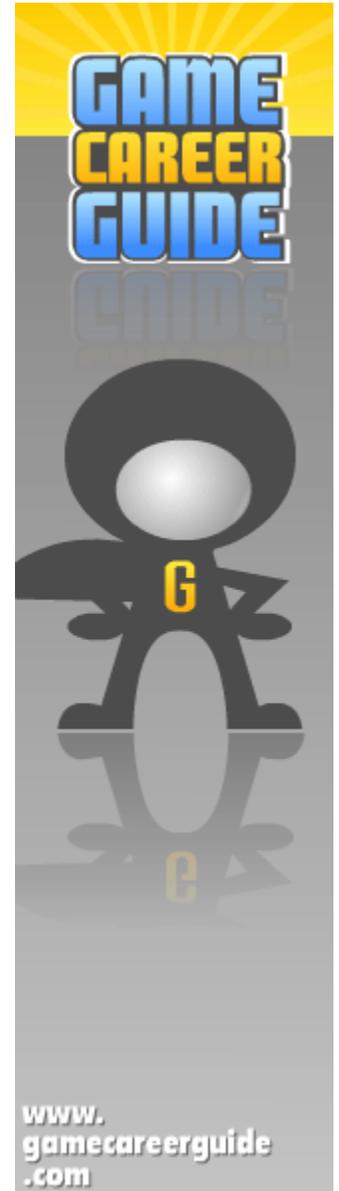
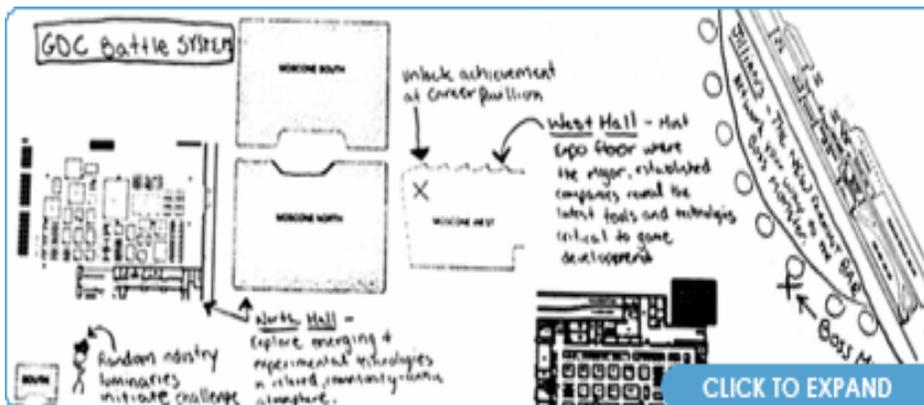
<http://www.theesa.com/files/VideoGames-Final.pdf>
<http://www.ccewd.net/gameindustryscan/>

Other useful links:

<http://www.gamecareerguide.com>
<http://www.seriousgamessource.com>
<http://gamedevmap.com> This map is interactive and you can sort by location. Extremely valuable.
<http://www.mobygames.com> The IMDB of the game industry.

On May 7, 2007, The Los Angeles Times ran a story on digital artists and animators based on a study my institute completed last summer for the Los Angeles Community College District entitled: ***Animators expanding their lines of work.*** The article was written by Richard Verrier, Times Staff Writer for the Business section.

<http://www.latimes.com/business/la-fi-animation7may07,0,5905384,full.story?coll=la-home-business>



What suggestions, comments or improvements do you have for the Faculty Development Committee?

It would be great to apply every year!



Please provide any materials that can be posted online (preferably on a disc) and attach any additional material/pages if necessary

I am including a picture of Shigeru Miyamoto, Senior Managing Director, Nintendo and General Manager, Nintendo Entertainment Analysis and Development. He gave the keynote on Thursday, March 8 and he was greeted like a rock star. The line to hear him wrapped twice around the Moscone Theater



building. He was amazing to listen to – even through his interpreter.

All photos and images courtesy of the Game Developers Conference

More photos here:
<http://gdconf.com/media/photos/index.htm>