

GAME DESIGN AND INTERACTIVE MEDIA @ UCI



GAME DESIGN AND DEVELOPMENT

Priscilla focuses her elective coursework on **game design and development**. She has loved games ever since playing Zelda and considers herself a connoisseur of games — she owns almost half of what's been released on Steam. She chose UCI because she wants to become broadly educated while exploring the craft of design through readings, exercises, and discussions. She takes open elective courses in the social sciences to expand her understanding of player behavior and takes Informatics courses in project management and HCI. She hopes to make some cool games before moving into digital media.



GAME PROGRAMMING

Antonne is interested in programming and decides to focus his elective coursework in **game programming** and double major in CS. He's loved games like Minecraft and Call of Duty since he can remember, and began programming simple games at an early age at computer camps and came to school already programming a little in C++. He's excelled in math and science and chose UCI because he would be able to double major in GD&IM and CS by taking a fifth year, as he isn't sure if he'll end up in games forever (although he loves them). His dream is to work at Blizzard.



GAMES AND SOCIETY

Ro decides to focus their elective work on **games and society**. An avid gamer and social activist, Ro hopes to combine these interests in the design of games for impact, like Revolution 1979. They volunteer with a community-based organization serving LGBTQ youth, where they run a weekly game night. They use their open electives to take courses in film and media studies, anthropology and education. UCI's program introduces them to the Games for Change festival. There they learn about the games for impact sector, made up of game companies with a social mission. They are inspired to join one of these companies upon graduation.



INTERACTIVE MEDIA DESIGN

Crista chooses courses that help her develop expertise in **interactive media design**. She has always been interested in drawing, characters, manga, and video games. Her current favorite games are Neko Atsume on her phone, WoW with her family, and Undertale on Steam. She hopes to work for a big company for a while, making interesting play experiences that might not be games at all. She is interested in theatre and role-playing, and is an avid LARPer. She does web design on the side, and plans to use her open electives to take costume design, digital media design, and other art classes at UCI.



PROJECT MANAGEMENT

Luis takes courses that develop his skills in **project management**. Luis has played games his whole life and was a member of his high school's esports club, where he was in charge of scheduling and managing the club's budget. He's an avid D&D player and loves working in teams to create analog games. He chose UCI because he saw that he could specialize in Project Management, which he thinks he would excel at given his organizational skills and interest in teamwork. He isn't sure if he wants to work only in the games industry, but sees it as a great starting point for a career at a large media company.



*These are personas based on UCI students majoring in Game Design & Interactive Media