

What can I do with a degree in Applied Immersive Game Design?

Applied Immersive Game Design.



Career planning: what do I need to know?

Knowledge of yourself is important for career decision making. Start by looking at your personal goals, abilities, values and interests to explore study and career options that are relevant to you. Some of these may change over time, so it is important to self-reflect and evaluate your career on an ongoing basis.

What do employers look for?

Many employers look for generic skills such as communication, customer-focus, bicultural competence, cultural awareness and teamwork. With technology and globalisation changing the nature of society, skills such as resilience, problem solving and adaptability are valuable at work as well as in life.

How can I develop these skills?

- Some skills are developed through your degree
- Extra-curricular activities can help, for example getting involved in clubs, mentoring, cultural

groups, part-time work, or volunteering

- Be open to professional and personal development opportunities. Whether it is undertaking an internship, overseas exchange, skills seminar, or joining an industry group — these activities will enhance your employability.

What else should I know?

The career options in this brochure are examples only and the list is not exhaustive. Some careers may require further study beyond a first degree or additional work experience. Some pathways and degrees have a recommended school background. Find more subject details at www.canterbury.ac.nz/engineering/product-design

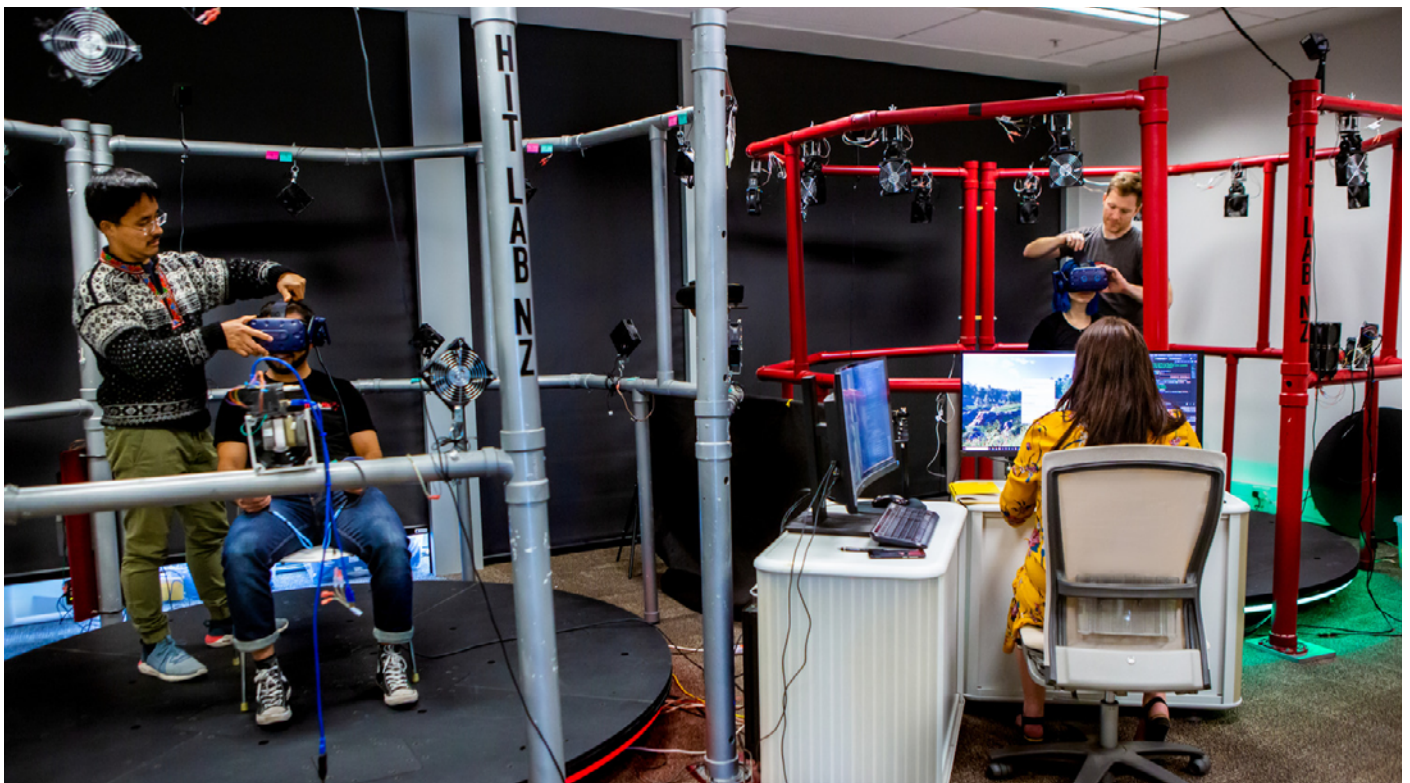
If this brochure does not answer your questions, talking to an expert such as a career consultant can help you to identify the next steps in your career decision making journey. www.canterbury.ac.nz/careers

What is Applied Immersive Game Design?

Product Design combines creative design, science, engineering and business studies. Product designers plan and develop items for use in homes, businesses and industry.

Graduates will be able to develop creative ideas based on their knowledge of related sciences and engineering disciplines, as well as gain the practical business skills needed to commercialise new product ideas. This degree will prepare you for a modern career path in many areas of Aotearoa New Zealand's innovative economy.

Immersive game design covers both virtual and augmented reality where the software and hardware are at the beginning of massive growth. These items can be developed for entertainment games, applied immersive games for training and education, or carrying out remote activities.



AT A GLANCE

4.4%

growth expected in the occupation of software developers by 2023*

96%

of local video game creators' income came from overseas audiences in 2020[†]

MORE

developer programmers needed in Aotearoa New Zealand**

What skills will UC graduates gain?

Graduates gain the skills needed for the design of games for various applications and the commercialisation of their ideas. These include:

- Product design process
- Game design
- Game structure
- Game engine use
- Immersive interface design
- Computer-aided design
- 3D technologies
- Virtual reality
- Augmented reality

This degree promotes interdisciplinary innovation, so you will learn how to work on projects which are across more than one university area and develop new products or solutions.

For example, Applied Immersive Game Design with electives from physics or electrical engineering creates an intersection between mechanical and electronic product design.

Where might graduates be employed?

- Many graduates in this rapidly expanding area are self-employed and working on the design and commercialisation of their own product ideas.
- Existing game development companies are looking for well-qualified graduates with advanced technical skills.
- Typically, small start-up companies benefit from 'all-rounders' who can work on a wide range of activities, from technical aspects through to marketing and customer support.
- As the applications of virtual, augmented and mixed reality grow, we expect many companies will look for graduates with broad skills and a user-centred approach to game design. Growth areas are expected in the areas of: entertainment, industrial, retail, tourism, education, medical and rehabilitation, behavioural intervention, and robotics.

* 2021 MBIE Occupational Outlook

† The New Zealand Game Developers Survey 2020

** Immigration New Zealand's 2019 long-term skill shortage list

What jobs and activities could graduates do?

Applied Immersive Game Design graduates will have a broad range of skills that can be applied in a variety of roles. Graduates will be prepared to take novel gaming ideas to commercial implementation.

Note: Some of the jobs listed may require postgraduate study. See the 'Further study' section.

Examples:

Applied immersive game designer / consultant

- Researches a client's brief, an organisational or social need, or a gap in the market
- Designs, produces and tests a prototype
- Investigates patents and commercialises the product
- Creates new and improved version releases

User interface (UI) designer

- Creates web and mobile application interfaces that are user-friendly
- Communicates requirements to other developers, designers and writers
- Improves usability and desirability to showcase all the product features
- Develops interface concepts, prototypes, user flows and final design
- Solves problems and ensures correct implementation

Product manager

- Manages a specific product or line of products that are already in the market
- Coordinates the production of a finished prototype

- Oversees operations and logistics
- Handles product enquiries, complaints, orders

Marketing or sales manager

- Conducts market research into product usage and audience preferences
- Analyses performance of existing products or identifies new requirements
- Communicates intelligence to designers and managers to inform product changes
- Markets the products, develops new business opportunities and increases sales

Product design manager / senior designer

- Manages technical design staff
- Leads the product design function
- Leads business initiatives on new products
- Manages budgets, staff and processes

Entrepreneur & self-employment

Entrepreneurship and innovation are an increasing part of the working landscape. Through generating a business idea, or getting involved in a start-up/business venture, you have the potential to create a work opportunity that aligns with your knowledge, skills, values and risk profile. To get started on how to establish, run and grow a new business, go to Te Pokapū Rakahinonga, Centre for Entrepreneurship at the University of Canterbury www.canterbury.ac.nz/uce

What professional organisations can I engage with?

Connecting with professional bodies and organisations can help you to establish professional networks and learn more about

different career options in your area of interest. Gaining valuable insight into a profession can assist in making informed career decisions.

- New Zealand Game Developers Association www.nzgda.com
- Te Pou Hangarau Ngāio IT Professionals NZ www.itp.nz
- Ngā Aho Māori Design Professionals www.ngaaho.maori.nz

Having a professional presence on social media networks such as www.linkedin.com and Facebook can help you to keep up to date with important industry developments and trends, networking opportunities, events and job vacancies. Following relevant professional bodies, organisations, companies and thought leaders is a great way to gain a deeper awareness of the industries that interest you. Social media presents an opportunity to build and enhance networks as well as to display your involvement in projects and any academic successes.

Why do further study and what are my options?

Postgraduate study can facilitate many career benefits such as specialist skills, entry into a specific occupation, higher starting salary, faster progression rate, and advanced research capability. It is important to determine which, if any, further study will help you in your future career.

UC offers a range of higher qualifications through the School of Product Design. For listings visit www.canterbury.ac.nz/courses



Useful links

- Te Rōpū Rapuara UC Careers www.canterbury.ac.nz/careers
- Careers New Zealand www.careers.govt.nz
- New Zealand Skills Shortages www.skillsshortages.immigration.govt.nz

Sarah



Bachelor of Product Design
Ngāpuhi

Product design and chemical formulation – wow, tell us about that?!

We develop all aspects of a product, from the formulation itself to the packaging, the way it's transported, how eco-friendly it is and how we would market it.

What inspired you to go into that?

One of my brothers is in engineering at UC and I was going to follow him into that. But a high school teacher told me about this degree and how it blends art, science and business. She said she thought I'd really enjoy it and she was right!

Is there a lot of support in your course too?

Yes, we're a small group so we have a lot of interaction with our classmates and teachers. I come from a small school in a small town, so being part of a tight-knit group really suits me.

Tell us about Koa, the product you created.

In second semester we had to create a soap. My initial thought was to do something with used

coffee grounds which are good for sensitive skin. I also wanted to include Rongoā Māori, our traditional recipes, so I added kawakawa oil which helps with healing. I named my product Koa, which means "joy". The whole kaupapa behind the product is about healing and spreading joy.

Sounds amazing! How was it received by your teachers?

Really well. They were on board and helped me with my ideas. One day I'd like to start my own business that's centred on Rongoā Māori, using old recipes for medicinal balms and stripping it right back to the basics.

Read more online

Read more stories about our students' university experiences online. UC alumni make a difference in varied ways around the globe. To find out where graduates are now visit www.canterbury.ac.nz/getstarted/whyuc/student-profiles

The information in this brochure was correct at the time of print but is subject to change.

More information

UC students seeking study advice.

Te Kura Hanga Otinga | School of Product Design

UC's School of Product Design brings together creative design, science, engineering and business. Students will undertake interdisciplinary learning, team projects and work in hands-on product innovation spaces.

P: +64 3 369 4271 or +64 3 369 4272
E: productdesign@canterbury.ac.nz

www.canterbury.ac.nz/engineering/product-design

Anyone seeking careers advice.

Te Rōpū Rapuara | UC Careers

UC offers intending and current students and recent graduates a wide range of services, including individual career guidance, seminars, career resources and student and graduate employment opportunities.

T: +64 3 369 0303
E: careers@canterbury.ac.nz

www.canterbury.ac.nz/careers

Prospective students seeking study advice.

Te Rōpū Takawaenga | Student Liaison

The liaison team provide advice to future students who are starting their degree for the first time. They can assist with information on degrees, scholarships, accommodation, and other aspects of university life. We have offices in Christchurch, Auckland and Wellington.

Ōtautahi | Christchurch
T: 0800 VARSITY (0800 827 748)
E: liaison@canterbury.ac.nz

Tāmaki Makaurau | Auckland
T: 0800 UCAUCK
E: auckland@canterbury.ac.nz

Te Whanganui-a-Tara | Wellington
T: 0800 VARSITY (0800 827 748)
E: wellington@canterbury.ac.nz
www.canterbury.ac.nz/liaison

