

<http://www.pocket-lint.com/news/53/sheffield-hallam-uni-launches-playstation>

## Sheffield Hallam Uni launches PlayStation Masters Degree

by PRESS RELEASE published on 2 November 2003

Comment: It seems the days of getting a degree in English or History are long behind us. Now you can get a degree by playing a games console and reading a few academic papers. We are sure its more serious than that and anything that helps certify an industry can surely only be a good thing. Whether you need that in the form of a Master of Science degree is another thing entirely. Sony Computer Entertainment UK (SCE UK) today welcomed the launch of Sheffield Hallam University's 'Entertainment Software Development MSc' - the only postgraduate degree of its type in the country, aimed at those with their sights set on the ultra-competitive console industry. The breakthrough university course opens for students this October in association with SCE UK, and is set to offer graduates looking to break into the booming worldwide video-games industry a massive boost. The MSc has been designed to provide students with a rich mix of academic study and practical experience in entertainment software development, and will be aimed at both recent graduates and experienced software professionals alike, building on the programming skills that individuals have developed. Along with software development tuition, it will offer the unique chance for students to increase their knowledge of the industry and boost their job marketability. It will also encourage participants to work on large-scale joint projects with commercial partners. The course will be open to new graduates with at least a 2:1 in a computer-related discipline, who have an interest an enthusiasm for software development as well as experienced professionals from an IT background. From October to Christmas, the course will cover 'Entrepreneurship and Commercialisation of Innovation', '2D and 3D Graphics', 'Process Management' and 'Architectures and Technologies for Interactive Entertainment Software'. Successful completion

...cont.

of these will result in a Postgraduate Certificate in Software Engineering. Throughout January and February, students will undergo an intensive study period covering 'Interaction Design for Entertainment applications and Special Techniques for Graphics and Animation'. Preparation will also begin for working groups on the 'Product Design and Development Project', where students will be supported by academic supervisors and, where possible, work alongside commercial partners. Successfully completing this phase will earn students the Postgraduate Diploma in Entertainment Software Development. In June 2004, students begin further studies that will raise their knowledge and skills to the masters level. Academic work at this stage consists of a Research Methods workshop, concerning on the more practical R&D aspects of the industry. This is followed by a dissertation, for which students are given five months to complete, followed by a seminar presentation. Successful completion of these stages earns students the award of Master of Science in Entertainment Software Development. Worldwide, the \$18.5bn video gaming industry is now much bigger than the film industry - with the spending on games software over double that of video and DVD rental, and 1.4 times that of cinema box office spending - which is enjoying record growth itself. Other Universities across the UK are also incorporating PlayStation's advanced Linux technology into their degree courses and running the syllabus in conjunction with PlayStation itself. With this practise becoming increasingly popular, it is expected that other universities may follow Sheffield Hallam's lead, and that the MSc Entertainment Software Development will become more available across the UK. Commenting on the new course, Ray Maguire, Managing Director of Sony Computer Entertainment UK said: "We're delighted to be able to offer this breakthrough course to graduates looking to work in this exciting industry. It is a pleasure to be working with such a forward thinking university as Sheffield Hallam, and we hope that other universities will follow in the near future." Bob

Steele, who has developed the Sheffield Hallam University course said: "This is not about playing the games but developing new games and interactive programmes for what is a huge industry with huge potential. The UK software games industry is worth more than £1 billion a year and it is still growing." Worldwide, the industry is much bigger than the film industry. In fact, games market revenue linked to blockbuster films like Matrix Reloaded is bigger than the revenue from the film industry. "You can also earn extremely good money as a professional developer. For example, currently a graduate who becomes a software engineer could start on more than £30,000 a year."