



**Australian Government**

**ICTGAM529 Analyse business  
opportunities in the digital games  
environment**

**Release: 1**

## ICTGAM529 Analyse business opportunities in the digital games environment

### Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

### Application

This unit describes the skills and knowledge required to research the current digital games climate and analyse business opportunities.

It applies to individuals with high-level technical, creative and communication skills working as concept artists, games designers, games programmers, animators and other personnel working in the game development industry.

No licensing, legislative or certification requirements apply to this unit at the time of publication.

### Unit Sector

Game development

### Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Determine the Australian digital games industry and development companies	1.1 Identify both large and small organisations in the Australian digital games industry 1.2 Identify recent projects undertaken by small and large organisations in the Australian digital games industry 1.3 Identify the resources required for the production of a digital game in a small business environment 1.4 Determine the process of subcontracting various production elements to other small businesses
2. Determine the structure	2.1 Identify the roles of engineers, artists, game designers,

<b>ELEMENT</b>	<b>PERFORMANCE CRITERIA</b>
of a game-development team	producers and additional staff 2.2 Identify the skills required to occupy each role in a game development team 2.3 Determine the interaction and collaboration between these roles
3. Investigate the process of starting an independent game development business	3.1 Identify the major factors involved in starting a small business in the digital games industry 3.2 Identify the legal requirements, environmental impact and sustainability considerations, and financial management of operating a small business 3.3 Identify the legal protection of the small business operator and dissolution procedures for a small business
4. Evaluate the role of the Australian government and other organisations related to digital game production	4.1 Identify the role of the Australian government and other organisations affecting the digital games industry 4.2 Identify the influence of the Australian government in game production and marketing 4.3 Determine the effect of rating standards on digital game production and marketing
5. Review copyright and intellectual property laws	5.1 Determine copyright and intellectual property laws related to digital game development 5.2 Undertake a review of the current state of national and international copyright pertaining to digital game assets 5.3 Incorporate the conventions of copyright related to the production of a digital game project

## Foundation Skills

*This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.*

<b>Skill</b>	<b>Performance Criteria</b>	<b>Description</b>
Reading	1.1-1.3, 2.1, 2.2, 3.1-3.3, 4.1, 4.2, 4.3, 5.1, 5.2, 5.3	<ul style="list-style-type: none"> <li>Interprets, analyses and comprehends information from a range of relatively complex sources, including legislation</li> </ul>

Writing	1.1-1.3, 2.1, 2.2, 3.1-3.3, 4.1, 4.2, 5.2, 5.3	<ul style="list-style-type: none"> <li>Documents results of research, analysis and reviews to inform analysis of business opportunities and requirements</li> </ul>
Numeracy	1.3	<ul style="list-style-type: none"> <li>Analyses the budgetary requirements for the creation of a digital game in a small business environment</li> </ul>
Navigate the world of work	3.2, 3.3, 5.1, 5.2, 5.3	<ul style="list-style-type: none"> <li>Identifies, confirms and incorporates legislative requirements of business operations</li> </ul>
Get the Work Done	1.4, 2.2, 2.3, 4.3, 5.1, 5.2	<ul style="list-style-type: none"> <li>Systematically plans tasks to gather required information to build understanding of the digital games environment</li> <li>Makes critical decisions in complex situations, taking a range of variables into consideration</li> <li>Investigates new and innovative ideas as a means to identify business opportunities</li> </ul>

## Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTGAM529 Analyse business opportunities in the digital games environment	ICAGAM529A Analyse business opportunities in the digital games environment	Updated to meet Standards for Training Packages	Equivalent unit

## Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>