



Australian Government

ICTGAM555 Analyse business opportunities in the digital games environments

Release: 1

ICTGAM555 Analyse business opportunities in the digital games environments

Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 6.0.

Application

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

The unit applies to those 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 Australian digital games industry	1.1 Identify large and small organisations in Australian digital games industry and their recent projects 1.2 Identify target market and determine key traits and habits of users 1.3 Identify methods of marketing to identified target market 1.3 Identify resources required to produce a digital game in a small business environment 1.4 Determine process of subcontracting production elements to other small businesses according to

ELEMENT	PERFORMANCE CRITERIA
	organisational policies and procedures
2. Determine structure game-development team	2.1 Identify roles of engineers, artists, game designers, producers and personnel requirements 2.2 Identify required skill set to occupy each role in game development team 2.3 Determine interaction and collaboration between identified roles
3. Investigate process of starting an independent game development business	3.1 Identify major factors involved in starting a small business in the digital games industry 3.2 Identify legal requirements, environmental impact, sustainability considerations and financial management of operating a small business 3.3 Identify legal protection of small business operator and dissolution procedures for a small business
4. Evaluate role of government and organisations related to digital game production	4.1 Identify role of Australian government and other organisations affecting the digital games industry 4.2 Identify influence of Australian government in game production and marketing 4.3 Determine effect of rating standards on digital game production and marketing
5. Review and document copyright and intellectual property laws	5.1 Determine copyright and intellectual property laws related to digital game development 5.2 Review and determine state of national and international copyright pertaining to digital game assets 5.3 Incorporate conventions of copyright related to production of a digital game project 5.4 Lodge all documentation according to organisational policies and procedures, as required

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Learning	- Identifies, confirms and incorporates legislative requirements of business operations - Investigates new and innovative ideas to identify business opportunities

SKILL	DESCRIPTION
Numeracy	Analyses the budgetary requirements for the creation of a digital game in a small business environment
Reading	Interprets and analyses information from a range of relatively complex sources, including legislation
Writing	Documents results of research, analysis and reviews to inform analysis of business opportunities and requirements
Planning and organising	Systematically plans tasks to gather required information to build understanding of the digital games environment
Problem solving	Makes critical decisions in complex situations, taking a range of variables into consideration
Technology	Demonstrates a sophisticated understanding of principles, concepts, language and practices associated with the digital world

Unit Mapping Information

Supersedes and is equivalent to ICTGAM529 Analyse business opportunities in the digital games environment.

Links

Companion Volume Implementation Guide is found on VETNet -

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