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DONNA: Gender Inclusive Game Education in Practice

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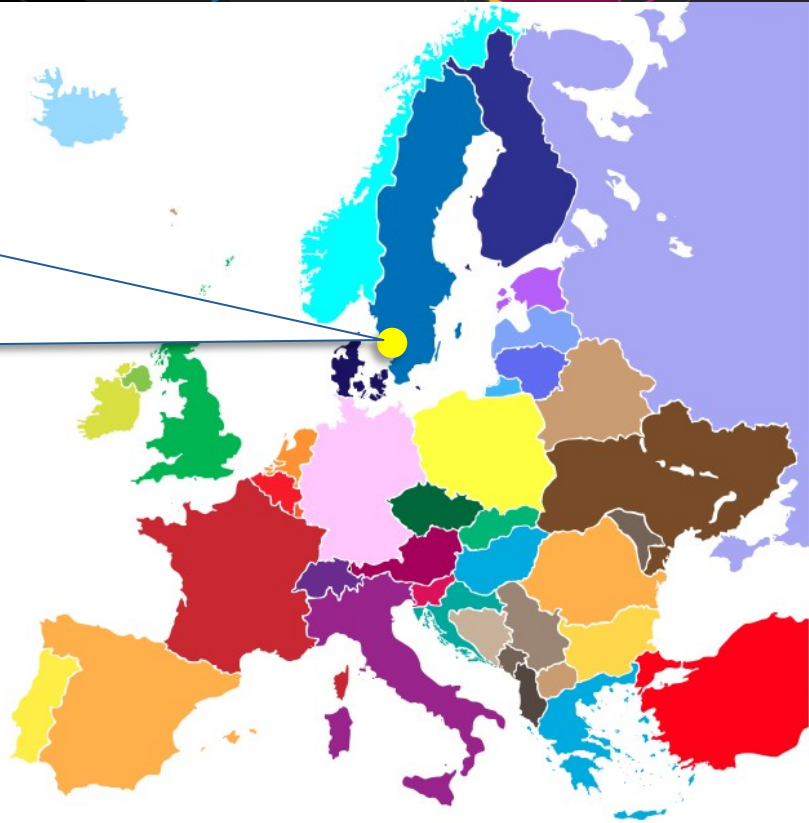


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1977

UNIVERSITY
OF SKÖVDE



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500+

Game Dev Students

20+

Game Companies

2 master programs

Serious Games and Digital Cultural Heritage

5 bachelor degree programs

*Design, Game Writing, Programming,
Graphics (2D, 3D, animation), Sound/Music*

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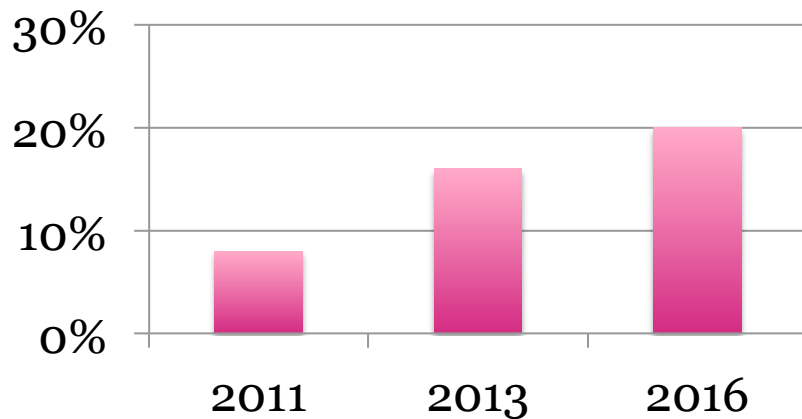
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Amount of female students:





Goals

Increase representation of female game developers

- Inspire girls and women to become game developers
- Actively recruit female students to the programs in game development

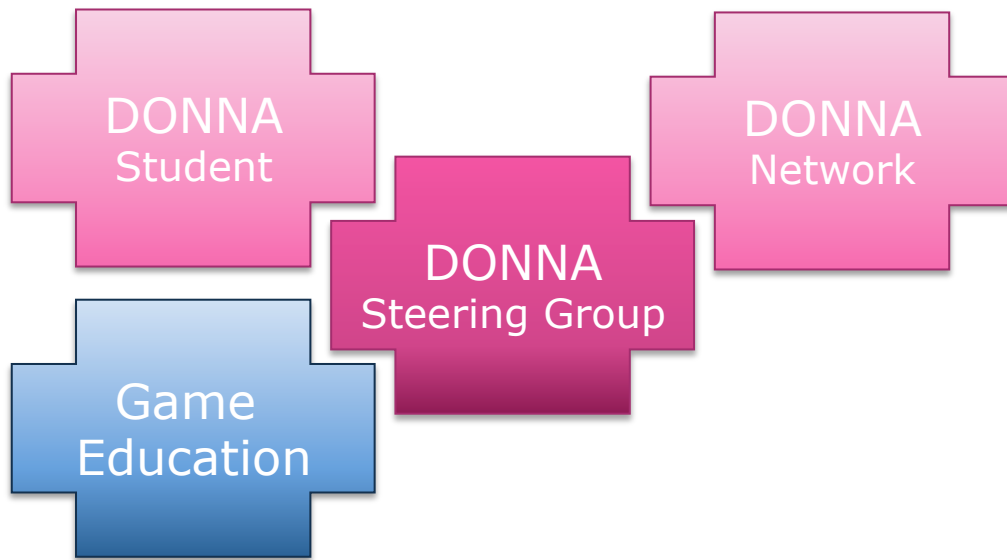
Gender equality

- In the game education
- In the game industry



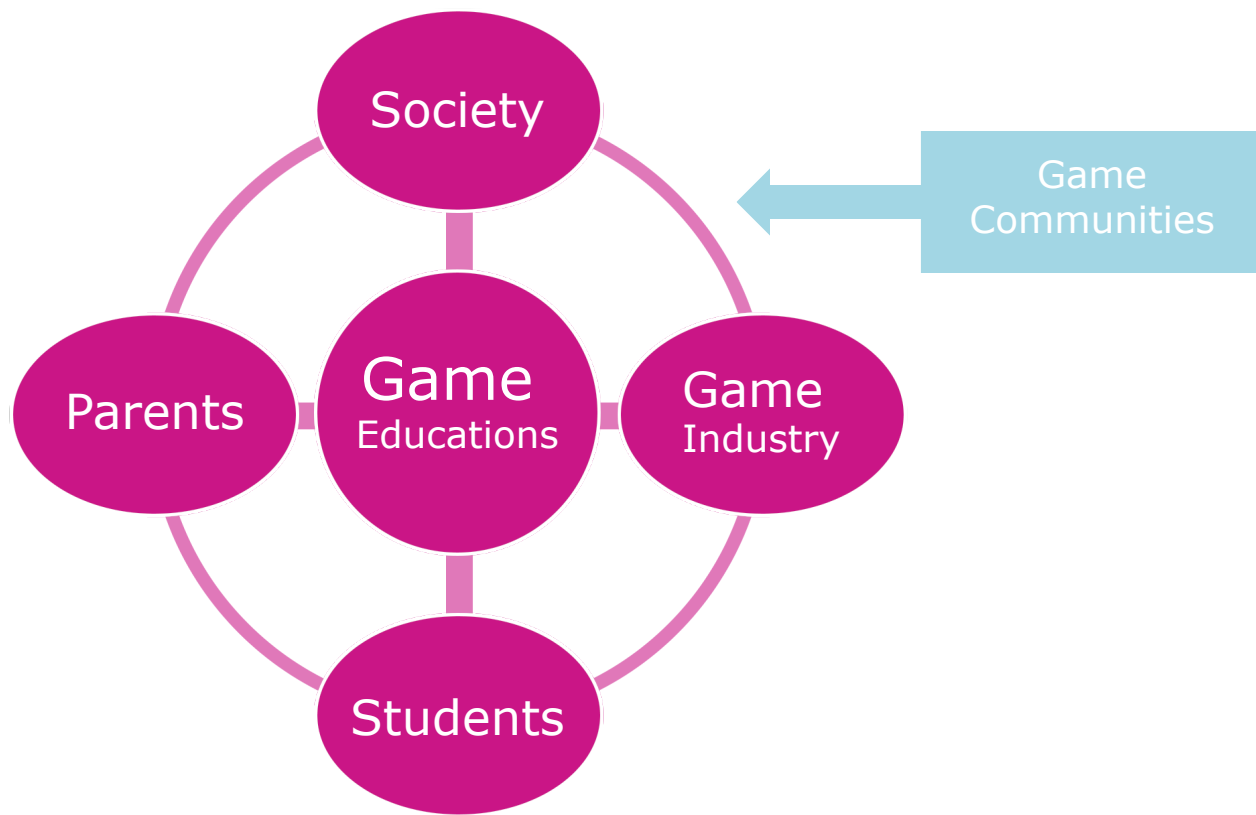


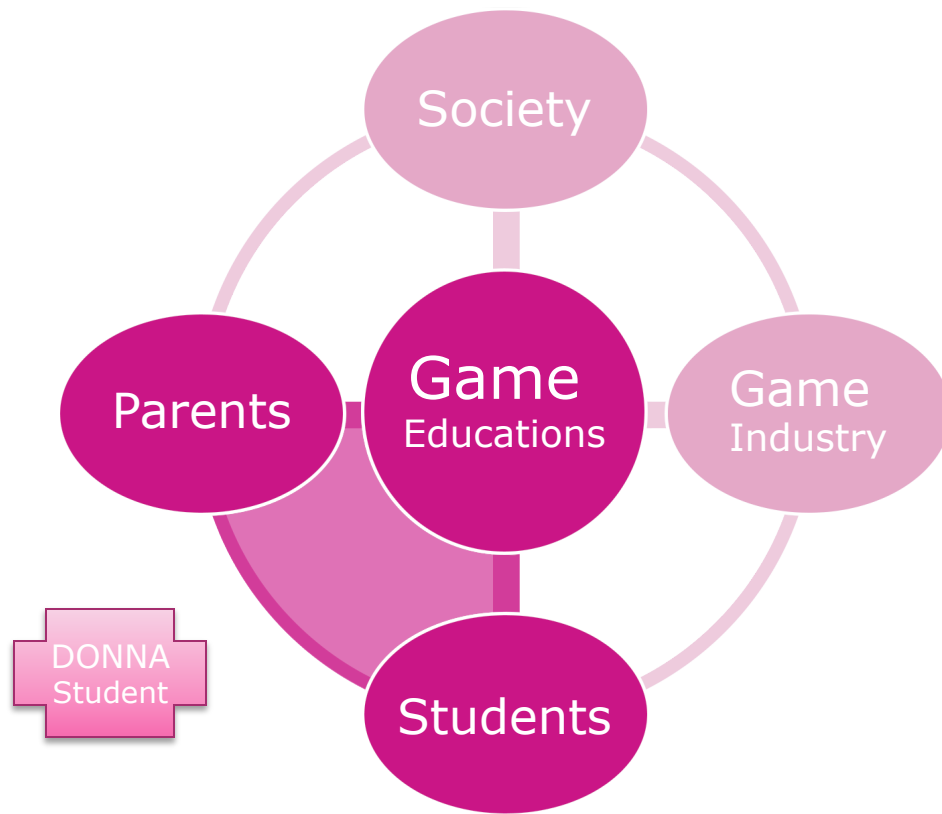
DONNA's Organisation



Katrin Dannberg

Donna – www.his.se/donna



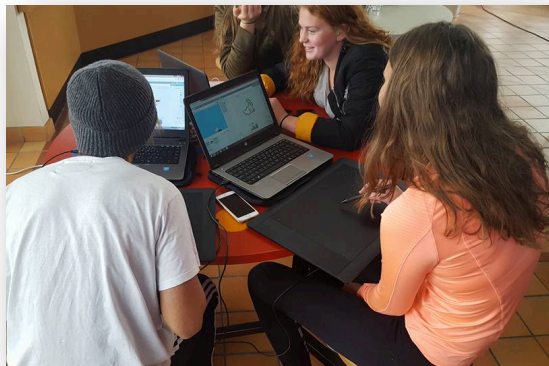




Recruitment

Activities to:

- **Reach out**
Identify new target groups
- **Inspire**
Play – Create – Show
- **Make visible**
Role models





Make Visible

- **Female game developers** role models for students
- **Female students** role models for applicants





Impact

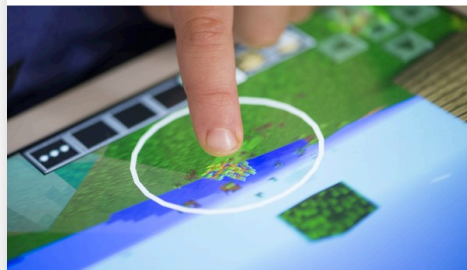
- 37 of 110 first year students had heard of DONNA before they applied
- 6 of them chose Skövde because of DONNA
- Big rise in applications from women since DONNA started

More women seeking education as game designers

Published onsdag 6 maj 2015 kl 14.06



"They would assume that I was a receptionist"
(5:08 min)



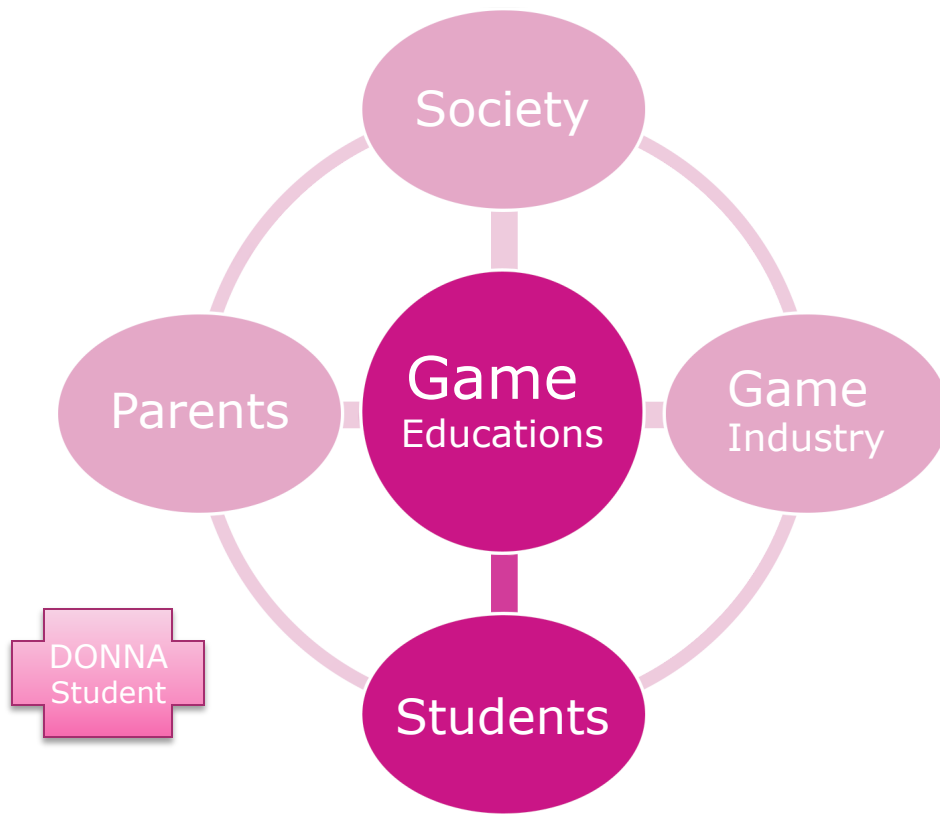
Minecraft. Foto: TT

The number of women applying to game design courses has risen significantly since last year, according to the latest from Swedish Radio's Kulturnytt culture department.

This increase indicates a shift in the trend, according to Jenny Bruski, Senior Lecturer in Informatics at University of Skövde, which saw the biggest rise in applications from women, with 667 applying this year, as opposed to 552 last year.

The overwhelming majority of applications were submitted by men, however, with 3,530 (up from 3,461 last year).

"It's still very low, but it's so much better than previous years," Bruski tells Radio Sweden, adding, "I think maybe this is the start of something new, that it will become more common and more natural for girls in high school to think about having a career in game development."





Competence

Teachers and Students

- Workshops and lectures with invited experts
- Gender inclusive course material
- Improved quality in education



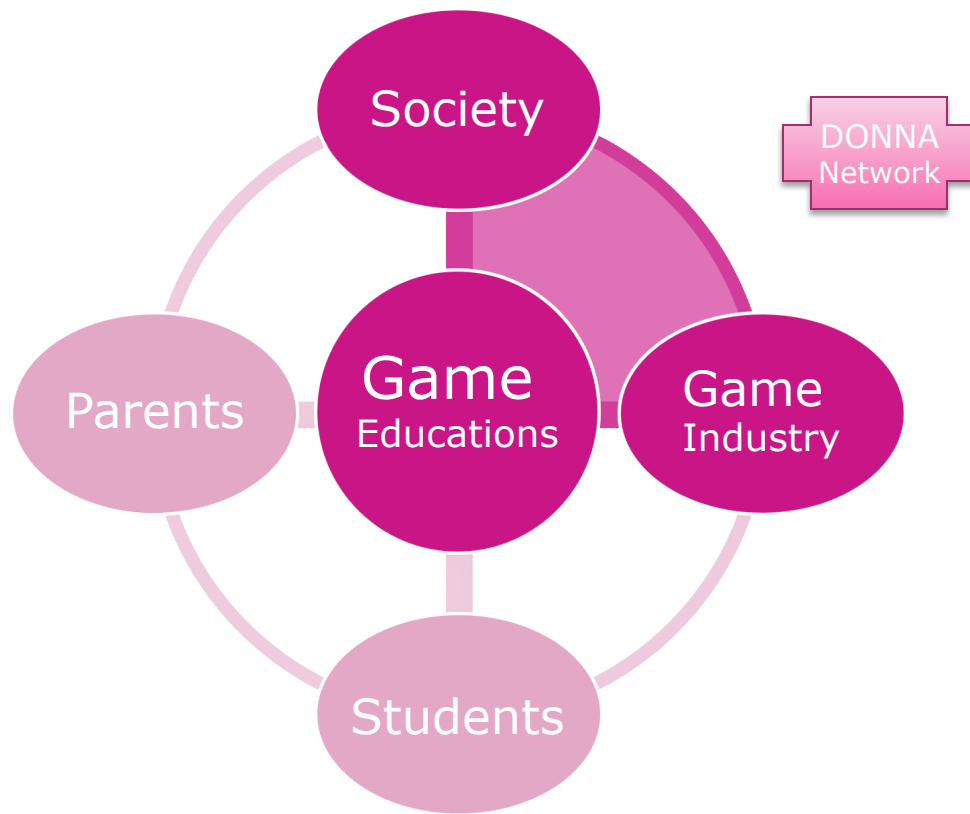


Study Environment

DONNA Students – Equality/ Tolerance Ambassadors

- Game circles
- Social events
- Solidarity acts







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Network and Collaborations

DATASPELSBRANSCHEN
SWEDISH GAMES INDUSTRY



SWEDEN
GAME ARENA

MASSIVE
MASSIVE ENTERTAINMENT | A UBISOFT STUDIO



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Alex and the Alchemist's Secret

A Showcase for Gender Inclusive Game Development

- Vertical slice developed as part of project course
- Breaking norms (team, content)
- Cross media collaboration
- Change the attitude towards games in society





Collaboration

Bridge building

- Workshop around norm critique and gender equality
- Game incubator, start-ups and teachers





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Raising Awareness in Society



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Future Directions

- Inclusive Game Development
 - Profile for games research at University of Skövde
 - Serious Games and Media Technology and Culture (MTEC)
- DONNA profile in MTEC research group
 - Games as cultural expression
 - Gender inclusive game research/development



Success Criteria

- Timing
- Clear goal and a flexible plan to reach it
- Continuing the work of others (Supermarit)
- Support – management and colleagues
- Large network – collaborations and inspiration
- Activities that engage students
- Not limited to female students
- Media attention



General Advice

- Be patient
- Engage students and staff
- Focus on solutions rather than problems
- Outgoing activities – meet and show
- Organize
- Gender equality integrated in all aspects
- **Have fun!**



Thank you!

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