



Top Tips for Students at GDC

José P. Zagal

University of Utah & DePaul University

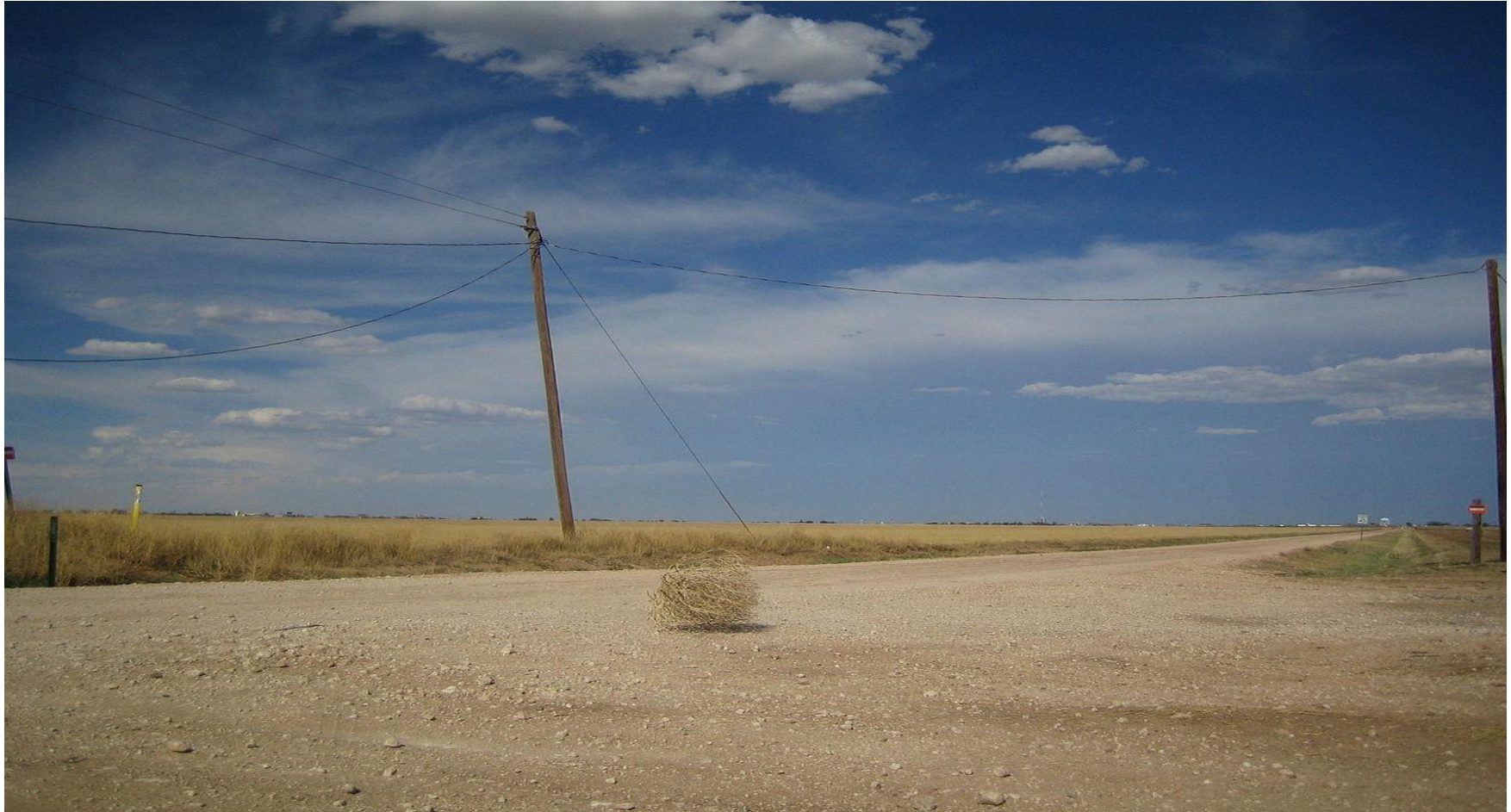


GDC EDUCATION
SUMMIT

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015

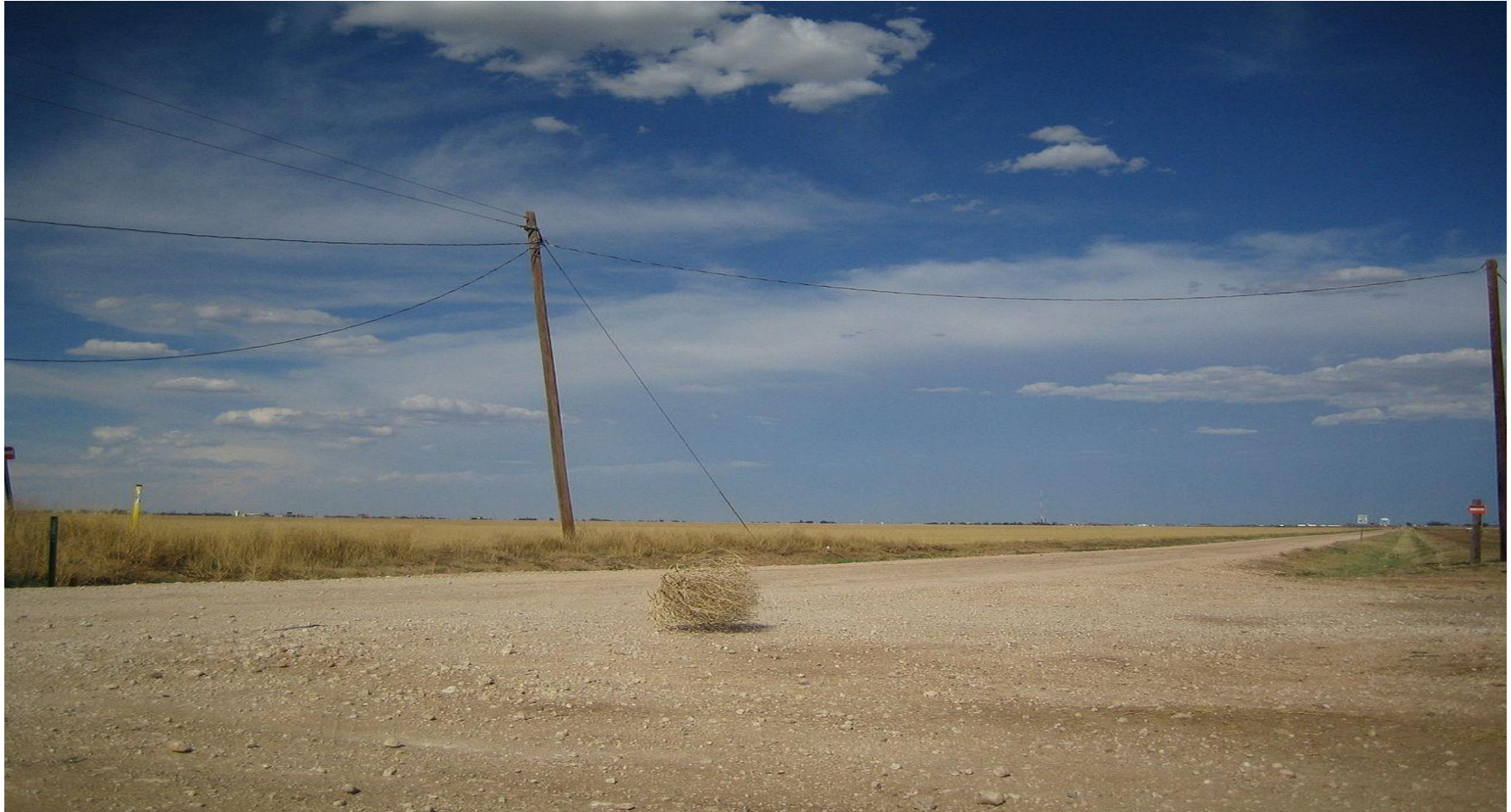




and

Blogs

(written by students and other cool people)





Advice that's out there

http://www.gamecareerguide.com/features/833/features/833/gdc_tips_for_.php

http://www.gamecareerguide.com/features/492/features/492/the_gdc_survival_.php

<http://tinysubversions.com/2008/02/reactions-to-a-gdc-survival-guide/>

<http://xrds.acm.org/article.cfm?aid=1349338>

<http://www.hobbygamedev.com/int/your-first-gdc/>

<https://bbrathwaite.wordpress.com/2007/12/04/should-i-go-to-gdc/>

<http://games.parsons.edu/2012/02/gdc-2012-tips-for-students/>

<http://tech-artists.org/forum/showthread.php?2394-Any-Advice-for-Students-Heading-to-GDC>

<http://midnightresistance.co.uk/articles/advice-students>

<http://www.ryanike.com/blog/my-time-at-gdc-2012-and-tips-for-you-for-next-year/>

<http://alfredofreak.com/2013/04/04/gdc-2013-experience-advice/>

<http://www.polycount.com/forum/showthread.php?t=115304>

http://fragdolls.com/gdc_a_students_perspective/

<http://makeitbigingames.com/2006/03/is-game-developers-conference-worth-the-investment/>



Advice that's out there

Hang out in the
career pavilion

Network with other
students

Go to as many
sessions as you can

The career pavilion is
a waste of time

Don't hang meet and
talk to other students

Sessions, especially
"hard" ones are a
bad idea



Advice that's out there

Bring lots of business cards

Make an IGF competitive game

Seriously, bring business cards





"Advice"

1. Your students listen to you
2. Your students will remember everything
3. Your students will do what you said

Dear Bogost





Mentoring



Medieval Mentoring





Knights and Squires

- PROS
 - Get followed around
 - Have stuff done for you
 - They learn what you do by watching





Knights and Squires

- CONS

- Doesn't scale
- You're not mentoring students to become faculty members at GDC





Hollywood Mentoring





Hollywood Mentoring

PROS

- I feel important
- Get followed around by people that think I'm cool
- Your every need is met





Hollywood Mentoring

CONS

- It's inconvenient
- Students don't think you walk on water
- Rather do other stuff





Mentoring starts with Me



Mentoring Model Requirements

1. Not take up too much of my time
2. Beneficial to me
3. Beneficial to the program
4. Beneficial to students
5. Not advice



Miyagi Mentoring

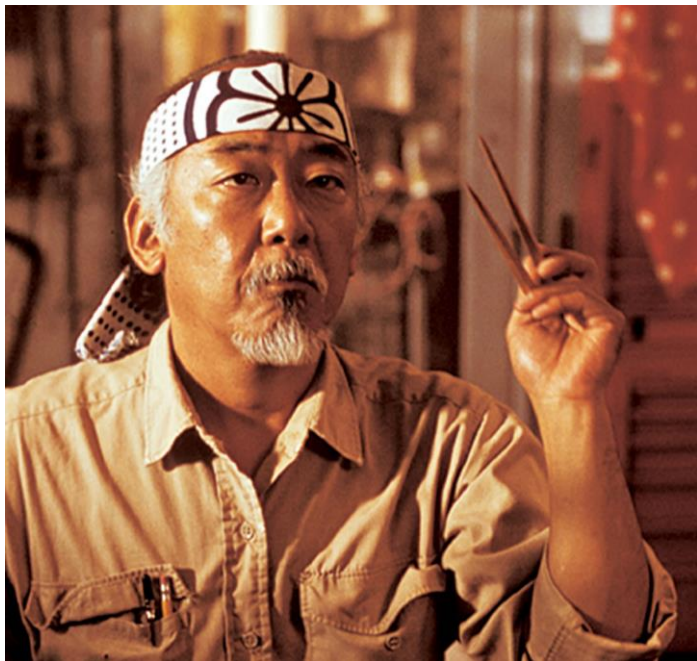


GDC EDUCATION
SUMMIT

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

MARCH 2-6, 2015 · EXPO: MARCH 4-6, 2015









Miyagi Mentoring

1. Get students to do work you don't want to do
2. Students don't realize they're learning
3. Everyone is happy



(except for that part where bullies beat your students)



1. Your Lab = Dog & Pony Show

(aka the MIT Media Lab model)

Your students do all your demos and
walkthroughs

When visitors arrive, they filter the riff-raff
and bring you the VIPs



1. Your Lab = Dog and Pony Show



Give your students practice developing that tired and jaded look pros have when they talk about their work



2. Dress your students



GAME OF THRONES



2. Dress your students



(real students
not supermodels)



2. Dress your students

Provide them with an identity they can embrace



FRONT

BACK





2. Dress your students



- See your students at a distance when they gather in groups
- Break them up for increased brand exposure



2. Dress your students



Create networking opportunities: strangers ask your students why they're all dressed the same and where the hell are they all from



3. Pay them and they'll come

Subsidize their attendance

Students walking and wearing
your gear is cheaper than
advertising and minimum
wage!





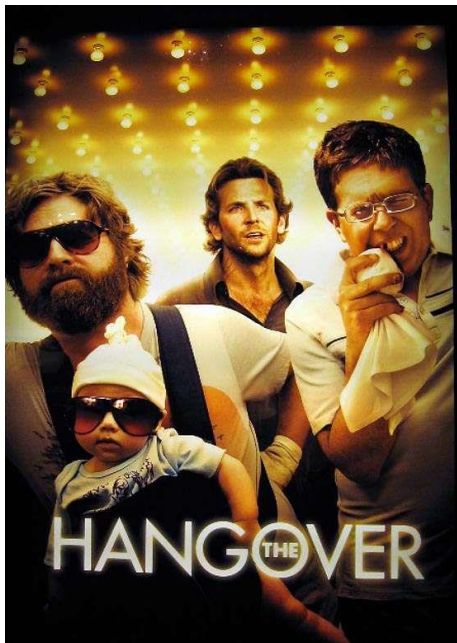
3. Pay them and they'll come



Everybody loves a discount



4. Take them partying the first night



G12C



G13C



G14C



4. Take them partying the first night



Modeling inappropriate GDC
partying behavior helps
students learn from your
mistakes



5. Pay students to get your Expo Swag





5. Pay students to get your Expo Swag





5. Pay students to get your Expo Swag

Rules:

1. Don't pick more than two **SHY** students to do this
2. Have to get swag from EVERY booth on the floor
3. If you see swag you wanted and didn't get, they're fired





5. Pay Students to get your Expo Swag

It was great for me
because I'm someone
who is more of an
introvert

Actual words that
came out of Chris' mouth



Chris
(real student, real name)



5. Pay Students to get your Expo Swag

I made connections
from that.

Connections I
wouldn't have made
otherwise.

Actual words that
came out of Chris' mouth



Chris
(real student, real name)



5. Pay Students to get your Expo Swag

It was hilarious to
watch me walk around
with 5 bags of crap

Actual words that
came out of Chris' mouth



Chris
(real student, real name)



5. Pay Students to get your Expo Swag



Give your students practice
introducing themselves to
other human beings

Some of them need that
confidence, badly



Mentoring
starts with Me
which rhymes
with GDC



5,000 Tips for GDC

ONLY \$24.95!!!

(+S/H, additional fees may apply)

Limited Time Bonus

Selling Swag on Ebay



1-800-JOSEZAGAL





Thank You!

Email: jose.zagal@utah.edu

Web: <http://facsrv.cs.depaul.edu/~jzagal/>

Twitter: @JoseZagal



Special thanks to:

Roger Altizer, PhD (for letting me use many of his ideas)