DIGITAL CREATIVE CONTENT - GAMES

2D ARTIST

Job Description

- Design concept art for game characters, props and backgrounds.
- Create 2D art assets for a wide range of art styles.
- Produce final artwork for implementation in the games.
- Create appealing UI across multiple titles.
- Apply and maintain a consistent art style throughout the entire project interface.
- Produce particles, shaders and other VFX in 2D space.
- Collaborate with the design and programming departments in the implementation of UI components and the desired flow of the game UX.

Competencies

- Versatile abilities to design graphics for games
- Ability to create environment assets, characters, buildings, props, and items
- Proficiency in Photoshop, Illustrator, and other related software
- Ability to draw and design digital art
- Strong sense of color, design, architecture
- Strong understanding of usability and user experience
- Create highly functional UX/UI, interface layouts and designs
- Create highly polished illustrations to be used in game and in marketing art
- Polish final character and environment assets for use in-game
- Fundamental knowledge of color theory, concept sketching, and storyboarding

Common Certifications*

- Adobe Photoshop CC 2015 Adobe
- Adobe Illustrator CC 2015 Adobe

Career Pathway

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Studio Head
    ▲
Art Director
    ▲
Lead 2D Artist
    ▲
Senior 2D Artist
    ▲
2D Artist
    ▲
Junior 2D Artist
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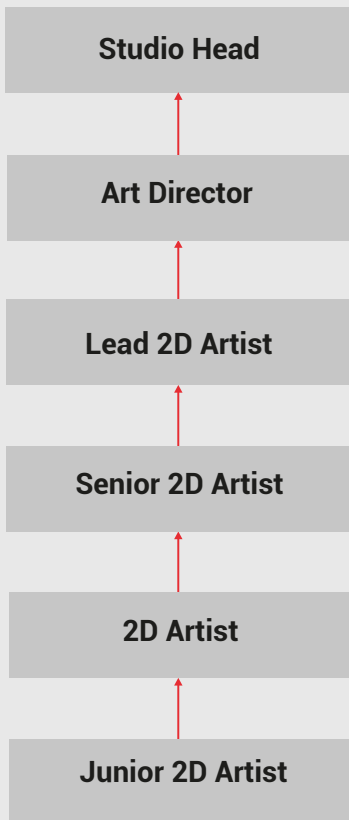
Essential / Core Skills

- Digital Illustration
- Vector Graphics
- Sprite Animation
- Hierarchical Animation
- Concept Art
- Storyboarding
- Marketing Materials
- Art Fundamentals

Commonly Used Tools / New Technologies

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Spriter
- Krita
- Substance, Quixel & Marmoset
- Photogrammery

Soft Skills

- Creative Thinking
- Critical thinking
- Research & Analysis
- Documentation (Read & Write)
- Strong Communication
- Teamwork, Team & Project Management
- Motivation / Self-Initiated

*This list is not exhaustive and serves only as a guide

	SFIA Level[1]	NOSS[2]
Studio Head	6	
Art Director	5 & 6	
Lead 2D Artist	3 & 4	
Senior 2D Artist	3 & 4	
2D Artist	3	Level 3, J582 - Creative Multimedia -2D Game Visual
Junior 2D Artist	2	

[1] SFIA Level:
SFIA stands for Skills Framework for the Information Age. It is a model for describing and managing skills and competencies for professionals working in the field of Information and Communication Technologies (ICT), software engineering and digital transformation. Published in 2000 by the British Computer Society (BCS).

[2] NOSS:
The acronym NOSS stands for National Occupational Skills Standards. NOSS is a document that outlines the dexterity required of an employee working in Malaysia at a certain level of employment to achieve specific skills.

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3D ARTIST

Job Description

- Conversion and interpretation of 2D concepts into textured 3D models
- Creation of high-quality 3D assets like buildings and props
- Collaborate with Game Designers and report to the Team Lead Art
- Creating lightings and renderings
- Low and high-poly modelling
- UV mapping, texturing and baking
- Planning and estimating times for your own tasks
- Collaborate and communicate with our external partners
- Making sure that outsourcing partners understand internal concepts and art style

Competencies

- Accurately translate 2D concept art into 3D.
- Construct 3D models at various levels of detail.
- Work on dynamic interactive props as well as static environment objects.
- Experience building vehicles and weapons.
- Excellent texturing/uv skills and able to create normal maps and advanced shader materials.
- Excels in scene lighting and rendering techniques
- Ability to take art direction, manage priorities, and meet schedule commitments.
- Detail-oriented methodology, and the ability to communicate clearly to peers and leads.
- 3D Conceptualisation
- Hands-on experience with ZBrush and Substance Painter or Quixel.
- Modelling abilities in soft and hard surface.
- Able to learn proprietary tools for production pipeline.

Common Certifications*

- Blender Foundation Certified Trainer
- 3ds Max Certified User Autodesk
- 3ds Max Certified Professional Autodesk
- Maya Certified User Autodesk
- Maya Certified Professional Autodesk

Career Pathway

- Studio Head
- Art Director
- Lead 3D Artist
- Senior 3D Artist
- 3D Artist
- Junior 3D Artist
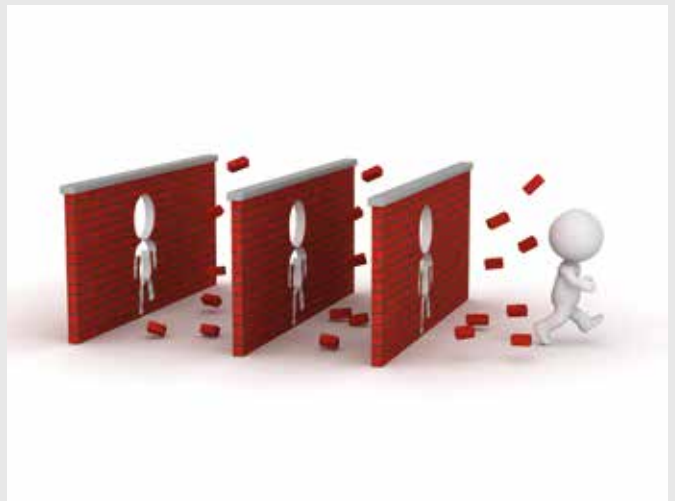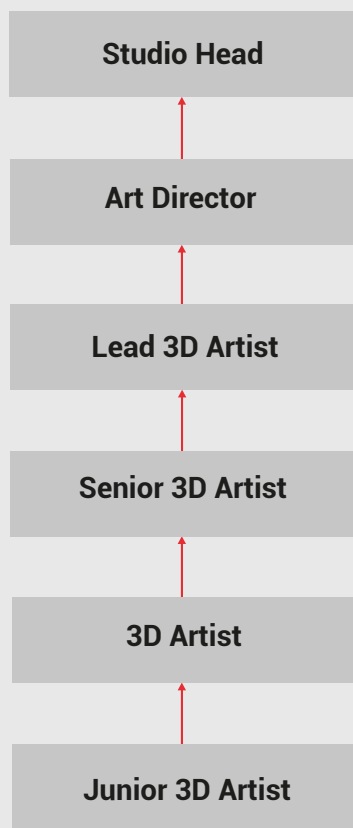
Essential / Core Skills

- 3D (Low-poly & High-poly modelling), Organic and Spline Modelling
- Texturing and Custom Map (Normal, Displacement, etc)
- Digital Sculpting
- Lighting, Shading & Rendering
- Art Fundamentals

Commonly Used Tools / New Technologies

- Modelling Software (eg. Blender, 3DS Max, Maya, 3D Coat, Cinema 4D)
- 2D Software (eg. Photoshop & Illustrator)
- Substance, Quixel & Marmoset
- Photogrammery
- Sketch Up
- Mudbox
- Zbrush
- Marvelous Designer
- Keyshot
- Video Composition (eg. Nuke, Houdini, After Effects)
- Games Engines (eg. Unity, Unreal, Godot)

Soft Skills

- Creative Thinking
- Critical thinking
- Research & Analysis
- Documentation (Read & Write)
- Strong Communication
- Teamwork, Team & Project Management
- Motivation / Self-Initiated

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	SFIA Level[1]	NOSS[2]
Studio Head	6	
Art Director	5 & 6	
Lead 3D Artist	3 & 4	Level 5, J582 Creative Multimedia - 3D Game Art Production And Development
Senior 3D Artist	3 & 4	Level 4, J582 Creative Multimedia - 3D Game Art Production And Development
3D Artist	3	Level 3, J582 Creative Multimedia - 3D Game Visual
Junior 3D Artist	2	

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GAME DESIGNER

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Job Description

- Games designers are responsible for how a game looks and what it's like to play. They work with a small team figuring out the characters and props and what's going to happen. Then they share those ideas with the rest of the team. Once a game is being made, they make sure deadlines and budgets are met. They are the ones that decide if changes need to be made.
- Designers deliver creative outcomes in a high pressure project environment as well as aligning expectations and outcomes with multiple teams. He spends most of his time in creative ideation, and provides guidance to his team and has to attend meetings with other teams regularly.
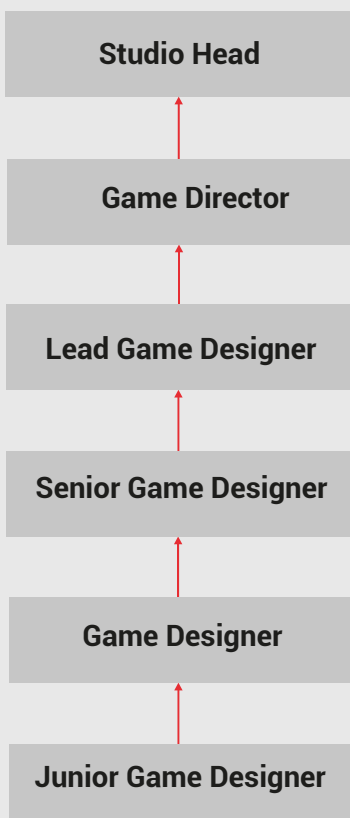
Competencies

- Assist with the creation of the game including overarching systems and mechanics
- Model and tune complex game systems using Excel
- Deliver innovative features that are engaging and compelling
- Work with tech and art teams to implement new features and systems
- Ability to analyse data into actionable tasks
- Experience and interest in player-driven economies
- Able to design game systems, individual gameplay features & player progressions
- Experience writing design & product specifications
- Understanding of game balance, including statistics, virtual goods, economics, and user motivations

Common Certifications

- Not Available

Career Pathway

Studio Head
↑
Game Director
↑
Lead Game Designer
↑
Senior Game Designer
↑
Game Designer
↑
Junior Game Designer

Essential / Core Skills

- Game Conceptualization and Game Design
- Level Design
- Prototyping & Scripting
- Narrative Design & Game Writing
- Content Design
- System / Technical Design
- Analytics & User Behaviour
- Design Documentation

Commonly Used Tools / New Technologies

- Project Management Software (eg. JIRA, Slack, Discord, Trello)
- Spreadsheet (eg. Excel, Google Sheet)
- Documentation Software (eg. Word, Power Point)
- Game Engines (eg. Unity, Unreal Engine, Godot)
- Testing Software (eg. App Center, TestFlight, Bugzilla)

Soft Skills

- Creative Thinking
- Critical thinking
- Research & Analysis
- Documentation (Read & Write)
- Strong written and communication skills
- Teamwork, Team & Project Management
- Motivation / Self-Initiated

	SFIA Level[1]	NOSS[2]
Studio Head	6	
Game Director	5 & 6	
Lead Game Designer	3 & 4	Level 5, J582 Game Development - Game Design - Game Design Management
Senior Game Designer	3 & 4	Level 4, J582 Game Development - Game Design - Game Design
Game Designer	3	
Junior Game Designer	2	

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GAME PROGRAMMER

Job Description

- The Game Programmer writes programming code that runs and controls the game, incorporating and adapting any ready-made code libraries, along with the creation of custom code as required. He/She performs code testing and bug fixes, as well as creation of customised tools for use by other members of the development team. He works closely with the artists, designers and programmers to write code for all aspects of the game to create high quality outcomes.
- The work involves delivering technical outcomes in individual capacity. He spends most of his working time involved in programming in the game studio and attends meetings with other production teams regularly. He is systematic, organised and is able to work on his own initiative and as part of a team. He should be a creative thinker and a problem solver in order to deliver his responsibilities effectively.
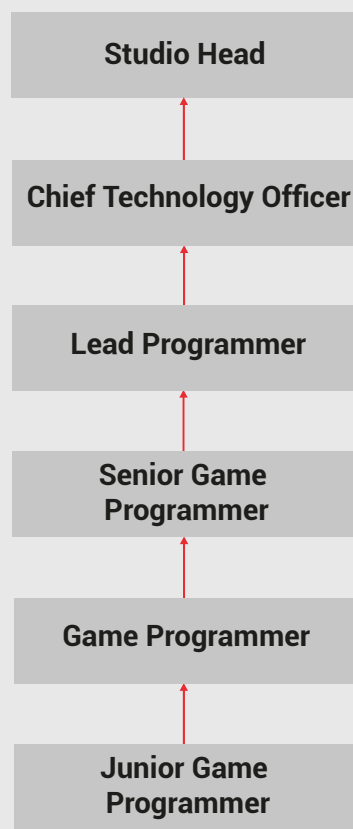
Competencies

- Work side by side with designers, artists, and engineers, to design, implement, and iterate game systems (e.g. combat, AI, quests, items, etc.)
- Outstanding math skills (linear algebra, trigonometry, matrix/quaternion math)
- Knowledge of implementing gameplay or elements of gameplay (e.g. combat mechanics, AI behaviours, pathfinding).
- Knowledge of game architectures and game development paradigms (e.g. entity component systems).
- Knowledge and working experience of game engines (e.g. Unity, Unreal, Frostbite, or CryEngine).
- Ability to communicate with both technical and non-technical stakeholders (e.g. producers, artists, designers).
- Ability to establish technical requirements from creative or design-led pitches.
- Ability to define and understand elements of game design documents and technical design documents.
- Experience breaking down the development of a system into a number of manageable tasks.

Essential / Core Skills

- Coding & Programming
- Software Design & Architecture
- Domain Specific Programming (AI / Graphics / Physics / Network)
- Debugging & Bug-fixing
- Profiling & Optimisation

Commonly Used Tools / New Technologies

- Game Engines (eg. Unity3D, Unreal Engine, Godot, MonoGame)
- Programming Languages (eg. C++, C#, Java)
- Versioning Software (eg. Git, SVN, Perforce)
- Web Programming (JSON)
- Server Programming (eg. PHP, Node.js, Cloud)
- Database (eg. SQL, NoSQL)
- Platform Porting (eg. iOS, Android, PC, Consoles)
- Hardware Programming (eg. Arcade, Controllers, Motion Platform)
- Extended Reality Technology (eg. VR, AR, MR)

Common Certifications*

- Unity Certified Associate Unity
- Unity Certified User Programmer Unity
- Unity Certified Programmer Unity
- Unity Certified Expert Gameplay Programmer Unity

Career Pathway

```
Studio Head
    ↑
Chief Technology Officer
    ↑
Lead Programmer
    ↑
Senior Game Programmer
    ↑
Game Programmer
    ↑
Junior Game Programmer
```

Soft Skills

- Creative Thinking
- Critical thinking
- Research & Analysis
- Documentation (Read & Write)
- Strong Communication
- Teamwork, Team & Project Management
- Motivation / Self-Initiated

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	SFIA Level [1]	NOSS [2]
Studio Head	6	
Chief Technology Officer	5 & 6	
Lead Programmer	3 & 4	Level 5, J582 Game Development - Game Programming - Advanced Game Programming
Senior Game Programmer	3 & 4	Level 4, J582 Game Development - Game Programming - Game Programming
Game Programmer	3	
Junior Game Programmer	2	

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GAME PRODUCER

Job Description

- Games producers are the eyes, ears and glue of game development. They raise the money, get talented staff on board and make sure the best possible game gets made, whatever challenges might stand in its way. Before production starts, producers work with the designer, lead artist and lead programmer to work out characters and scenarios in a game. They might test the ideas on players, define who it's designed for and how it differs from competing products.
- Producers find a publisher for the game, control the money and negotiate the contracts with people coming on board to help with development (suppliers). In larger companies, they hand over the day-to-day management of the game to a project manager. In smaller companies, they do the project management themselves. Producers work closely with the publisher to agree changes to the way the game is developing. They are often the people who speak about the game to the media once it's released.

Competencies

- Manage individual projects
- Manage client/stakeholder expectations
- Deliver sprint versions to the client/stakeholder, for review
- Run daily Scrum meetings to maximise development team efficiency
- Assign tasks in project tracking software (JIRA currently)
- Provide documentation of planning meetings as needed
- Advocate for defect fixing each sprint to maintain product quality and mitigate technical debt
- Participate in client calls, documenting action items
- Surface team completion issues on projects
- Assist in implementing process improvement initiatives
- Work with development teams to estimate scope of projects
- Facilitate usability tests for their projects
- Assist QA lead with QA/QC and user testing
- Provide leadership with regular project updates in order to process invoices, forecast project completion date, plan staffing, and forecast profit margin
- Schedule regular meetings along the development lifespan

Common Certifications

- Not Available

Career Pathway

Studio Head
↑
Executive Producer
↑
Senior Game Producer
↑
Game Producer
↑
Junior Game Producer
↑
Production Manager
↑
QA Tester

Essential / Core Skills

- Project Management, Product Management, Team Management
- Scheduling & Budgeting
- Contract and Vendor Management
- Game Quality Assurance Testing
- Market Research and Analysis and
- Marketing & PR
- Production Pipeline

Commonly Used Tools / New Technologies

- Project Management Software (eg. JIRA, Trello, Slack, Discord)
- Spreadsheet (eg. Excel, Google Sheet)
- Documentation Software (eg. Word, Power Point)
- Marketing & PR Tools (eg. FB, Twitter, Instagram)
- Video & Streaming (eg. Twitch, Youtube, Mixer)

Soft Skills

- Creative Thinking
- Critical thinking
- Research & Analysis
- Documentation (Read & Write)
- Strong Communication
- Teamwork, Team & Project Management
- Motivation / Self-Initiated
- Pitching & Presentation
- Conflict resolution

	SFIA Level[1]	NOSS[2]
Studio Head	6	
Executive Producer	5 & 6	
Senior Game Producer	3 & 4	
Game Producer	3	
Junior Game Producer	2	
QA Tester	2	

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