

# Strangled by a tape measure

**Adam Russell / @gardenerofeden**

Co-founder, wallFour





# 1 / 3 : when we just did stuff

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## BSc (Hons) Computer Games Programming

Developed in association with **Microsoft** 



*"The BSc (Hons) Computer Games Programming degree at Derby provides the essential skill set we would be looking for in graduate games programmers new to the industry, rather than shying away from the more technically challenging aspects in favour of the currently trendier ones."*

Peter Johnson, Venom Games

## BA (Hons) Computer Games Modelling and Animation

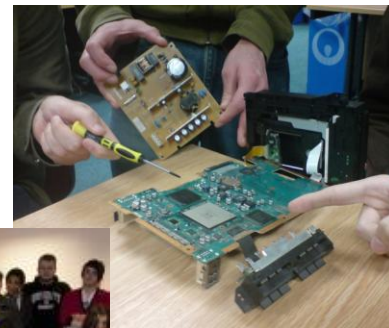
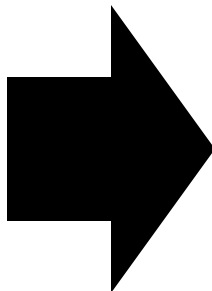
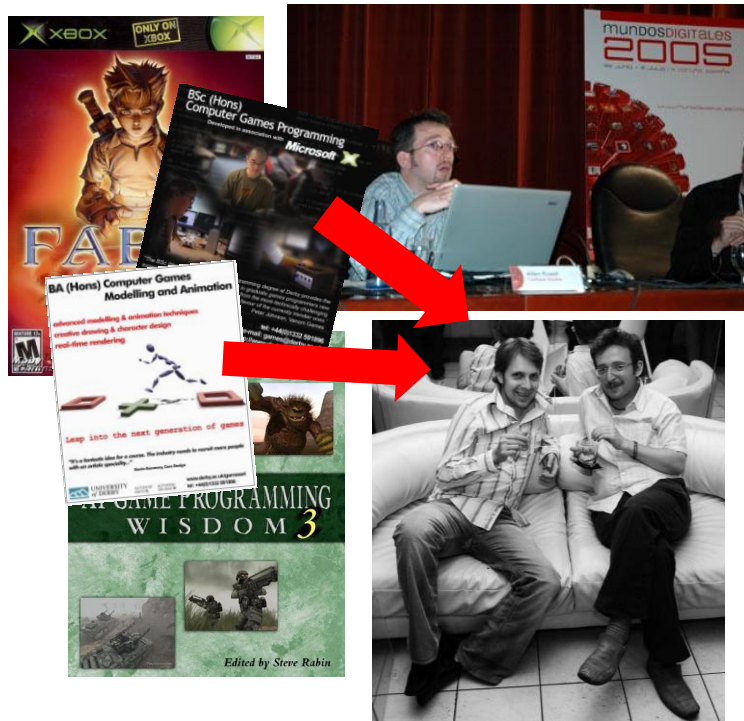
advanced modelling & animation techniques  
creative drawing & character design  
real-time rendering



Leap into the next generation of games

*"It's a fantastic idea for a course. The industry needs to recruit more people with an artistic speciality..."*

Gravin Rummary, Core Design

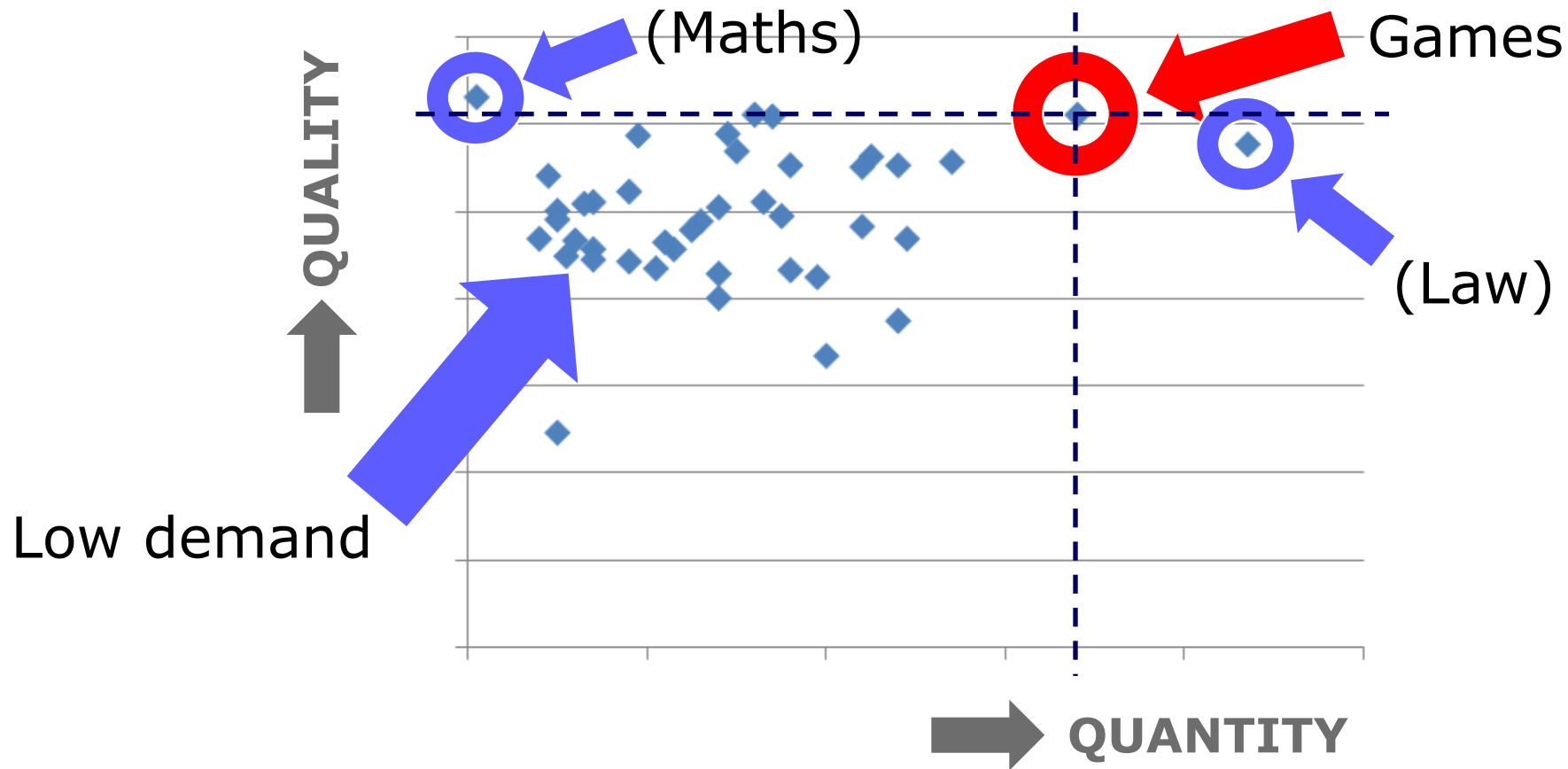












# 2 / 3 : big brother arrives

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**GDC EDUCATION**  
SUMMIT

**GAME DEVELOPERS CONFERENCE**  
SAN FRANCISCO, CA  
MARCH 5-9, 2012  
EXPO DATES: MARCH 7-9  
**2012**

# Target culture

- Students as consumers
  - Choice / Transparency
  - 'Standards'
  - 'Value for money'
- League table rankings
- Management by measurement



# The new regime

- New 22-target appraisal...
- Improve retention
- Raise results profile
- Produce 'research' for REF
- (Cut student contact time)

# Revised school strategy

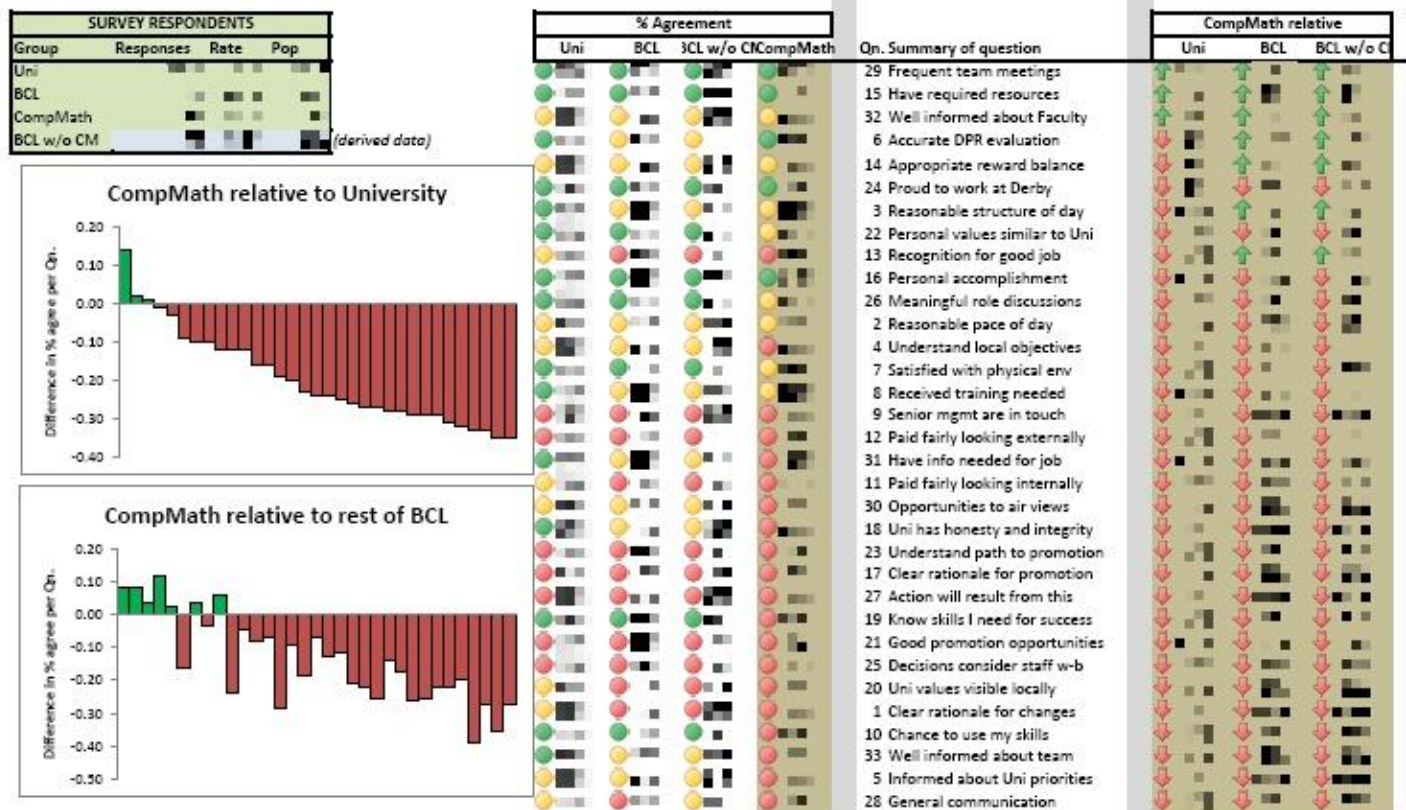
- “Extensive consultation”
- Increased % PG / decreased UG
- More international students
- More ‘unified’ UG curriculum
- Destruction of subject areas







## Staff engagement results within School of Computing + Maths



# Endgame

- GDC acceptance, funding denied
- Paid for the travel personally
- Disciplinary on return ('unprofessional')
- Failed to pin anything, buried the report
- 'Below expectations' appraisal at year end

# 3 / 3 : resisting the target society

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# Treating students like adults

- No more spoon-feeding
- Demanding their best
- Meaningful grading
- Open-ended coursework
- Taking responsibility

# Beyond expectations

- Glowing external examiner report
- 'Save CGP' campaign
- Letter to VC from graduates
- Personal messages of thanks
- National radio coverage

# Management response to crisis



GDC 2011

Deny **\$3,000** spend

(2 x games staff as speakers)

GDC 2012

Approve **\$30,000** spend

(3 x students + chaperone)







