Why Gaming?
Virtual Reality

How significant is the video game industry?

- Worldwide industry
  - $27 billion in 2006
  - $34 billion projected for 2010
- US
  - $7+ billion in software sales in 2006, doubling in the last 10 years
  - Compare: Hollywood box office made $9 billion in 2005
- 69% of heads of households play video games
- Average age of a gamer is 30
- Mobile and online gaming new and high-growth
- Simulated environments
Legitimate Career Path

Game Developer Magazine 2006 survey
Texas Gaming

Game development in Texas?

- Texas Film Commission
  - Recently added focus on attracting game companies to Texas
  - Predicts Texas game studios will spend $80-$187 million in 2006-2007

- Over 70 solid game companies
  - ID Software (Dallas) – Doom, Quake
  - Electronic Arts (Dallas) – Ultima Online
  - Gearbox (Dallas) – Brother’s in Arms, Counterstrike, Half-Life
  - NCSoft (Austin) – City of Heroes, Guild Wars, Tabular Rasa
  - Bioware (Austin) – Star Wars Knights of the Old Republic, Mass Effect
Game Development Curriculum

- Technical 3 course gaming sequence
- Non-technical courses from Film and Digital Media
- Calculus-based physics
- Industry internship
- Accredited Computer Science Degree
Cooperation with Industry

- Feedback on our Curriculum
- Internship at BioWare
- Student Internship Opportunities
Student Organization

- Engage students from the first semester
- Baylor Game Club
  - Game Development
  - Game Night
  - Gaming Review
  - Contact with Game Industry
- Overwhelming Success
- Participation from local industry
Gaming Strategic Proposal

- Proposal to develop a world-class program
  - Undergraduate Curriculum
  - Active Research Program
  - Industry Focus and Involvement
- Submitted: December 2006
- Approved: August 2007
- Fund Raising Emphasis
Why Baylor? Why Now?

- Significant Industry supporting viable career paths
- Attractive to undergraduates
- Comprehensive technical curriculum
- Opportunity for Baylor to have a presence
- Opportunity to build a world-class program
Long-Term Resource Needs

- Faculty with appropriate expertise
  - Tenure-track position to support instruction and research
  - Lecturer position to maintain industry focus
- Student Scholarships
Long-Term Resource Needs

- Dedicated Labs and Equipment
  - Development Lab
  - Demonstration Lab
  - Research Lab

- Representation on Advisory Board?
Immediate Needs

- Development Systems
- Demonstration Systems
- Software and Supporting Technology