

Why Gaming?



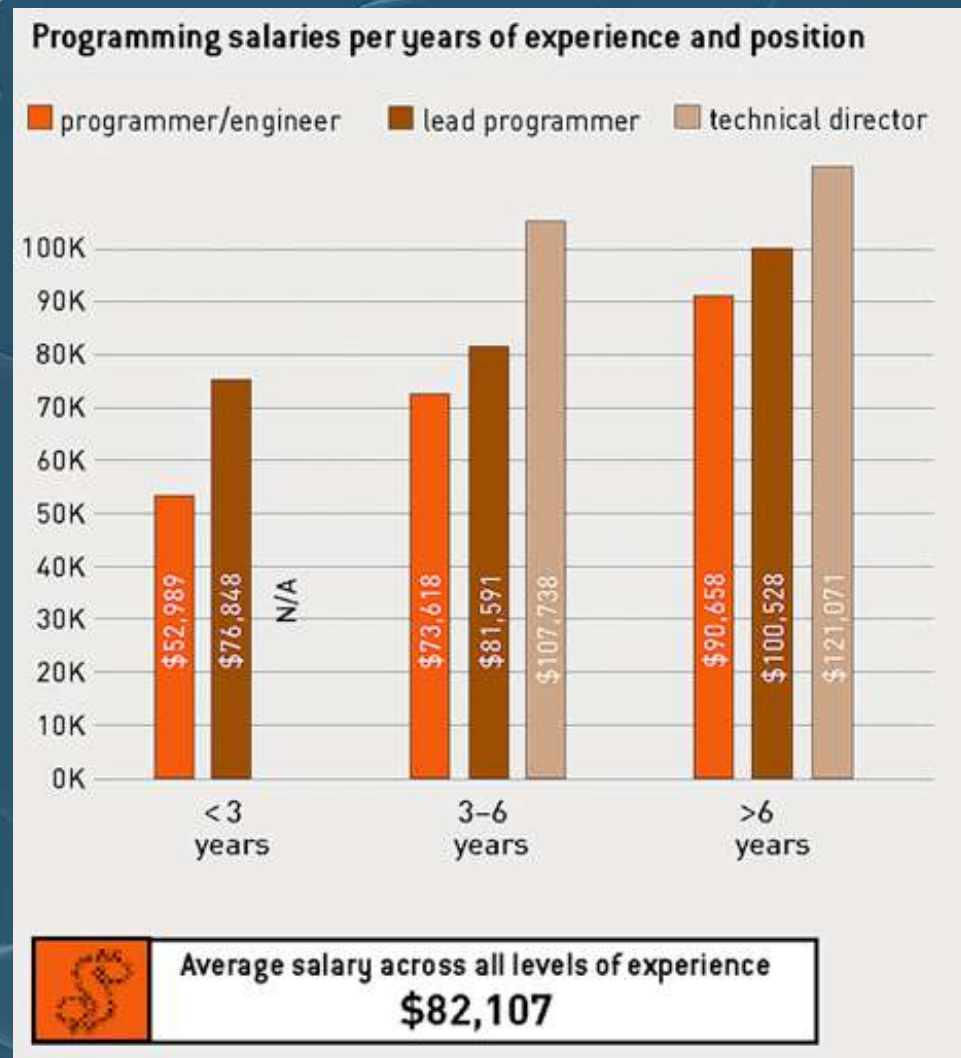
Virtual Reality

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