

Press Release

HAW Hamburg: Games Master's Degree Goes Into Second Round

Faculty to be augmented beginning 2011 summer term

Hamburg, 18 August 2010: The students pioneering the Games master's programme proudly presented their work to professors and industry professionals in July. Interested BA graduates can apply for the programme entry exam during the month of October. Tests are conducted in November and December. Coinciding with the start of the 2011 summer term, the Hamburg University of Applied Sciences (HAW Hamburg) will expand the programme's faculty by creating an additional teaching position.

In 2009 Hamburg further backed up its claim of being Germany's preeminent games industry location: Introducing the consecutive master's programme in "Sound, Vision, Games" at HAW Hamburg, the city has responded to the industry's heightened demand for expert personnel. The new degree programme gives budding game designers, programmers and producers relevant experience for their future careers. The first graduate students were enrolled in the 2010 summer term, and as early as July 2010 presented initial results to professors and games industry experts in the form of Game Design Documents (GDD). The objective is to develop and present an operational demo of the basic game principles, the so-called "vertical slice", by the end of the third semester. Interested BA graduates can apply from October 1 to 31 to take the aptitude test for the three-semester master's programme. The exams are conducted in November and December.

Apart from establishing standards of quality, Hamburg also offers the most affordable qualification path, as the other existing programmes are largely provided by a small number of private professional schools. Thus, the Hanseatic city is emerging as the driving force behind broad-based vocational training for games industry specialists in Germany.

The master's degree programme is the third games project implemented by HAW Hamburg. In the 2007 summer term, gamecity:Hamburg initiated the Gamecity Lecture Series which soon became part of the university's regular curriculum. The series aims to make students and professionals from supposedly non-related fields aware of the great prospects and potential of the computer game industry. The cooperation between gamecity:Hamburg and the Hamburg University of Applied Sciences (HAW Hamburg) also yielded GamecityLab, designed as a real-

world interface between teaching, research and the gaming industry through which companies can gain access to cutting-edge technologies and design approaches, establish contact with students and develop new games in joint projects with the Lab. Projects from the current year are regularly featured in GamecityLab's annual presentations to industry representatives.

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Additional information: Please visit www.gamecitylab.haw-hamburg.de for details on GamecityLab. Additional information about gamecity:Hamburg is available at www.gamecity-hamburg.de.

About gamecity:Hamburg

gamecity:Hamburg has approximately 1,800 members and is Germany's largest regional network of the games industry. As a division of the Hamburg@work initiative for media, IT and telecommunication, gamecity:Hamburg is concerned with creating optimal local conditions for the digital entertainment industry. Its target groups are computer, console and mobile game developers and producers, as well as related industries such as advertising, technical service providers, online agencies, and music and film production companies from Hamburg and Europe. The network helps companies to establish cooperation agreements and to break into new markets. In addition, gamecity:Hamburg supports local businesses by providing a broad range of services including workshops, industry meetings, joint trade show appearances in Germany and abroad, affordable office space, start-up consulting, qualification programmes and funding for prototype production. To provide demand-oriented training of junior staff, a Games master's degree programme was created in cooperation with the Hamburg University of Applied Sciences (HAW Hamburg) which began in the 2010 summer term. Gamecity:Hamburg is a public-private partnership headed by Stefan Klein (Hamburg@work) and Achim Quinke (Quinke Networks). Detailed information is available at www.gamecity-hamburg.de.

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