



**El Camino College**  
**COURSE OUTLINE OF RECORD – Official**

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| <b>Subject:</b>                     | GPM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Number:</b>               | 130                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Descriptive Title:</b>           | Pitch Development and Game Industry Practices                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Division:</b>                    | Library and Learning Resources                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Department:</b>                  | Games and Playable Media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Course Disciplines:</b>          | Games and Playable Media                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Catalog Description:</b>         | This course provides students with a fundamental understanding of the underlying functions, goals, and language of the video game development business. Students learn lessons from historical game releases that can be applied to new projects alongside general business best practices. Students learn the latest revenue models being used in the video game industry and how to leverage those tools to engage versus alienate customers. Students research game employment opportunities, develop a resume, online presence, and create a business plan for an independent game project. |
| <b>Prerequisite:</b>                | GPM 100 or GPM 110                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Co-requisite:</b>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Recommended Preparation:</b>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Enrollment Limitation:</b>       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Hours Lecture (per week):</b>    | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Hours Laboratory (per week):</b> | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Outside Study Hours:</b>         | 6                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Total Course Hours:</b>          | 54                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Course Units:</b>                | 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Grading Method:</b>              | Letter Grade and Pass/No Pass                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Credit Status:</b>               | Credit, degree applicable                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Transfer CSU:</b>                | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Effective Date:</b>              | pending FA 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Transfer UC:</b>                 | Yes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Effective Date:</b>              | pending FA 2026                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>General Education ECC:</b>       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Term:</b>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Other:</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>CSU GE:</b>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Term:</b>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Other:</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>IGETC:</b>                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Term:</b>                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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| <b>Other:</b>                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>CalGETC:</b>                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Term:</b>                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Other:</b>                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Student Learning Outcomes:</b> | <p>Upon completion of this course, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Develop a pitch for an original game concept, articulating goals and desired outcomes tailored to a specific target audience.</li> <li>2. Identify the business and organizational model used by a game studio and analyze the marketing strategies used to promote their games.</li> <li>3. Create an outline for a business plan for the development of a game, identifying strengths and weaknesses of the proposal.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Course Objectives:</b>         | <ol style="list-style-type: none"> <li>1. Identify the stages of starting a game studio and the necessary resources for each stage.</li> <li>2. Communicate the value proposition of a game venture in qualitative and quantitative terms.</li> <li>3. Articulate the critical components of a well-executed elevator pitch.</li> <li>4. Describe the organizational structure of a studio and its place within the industry ecosystem.</li> <li>5. Calculate an estimated budget and determine the necessary resources to develop a game.</li> <li>6. Evaluate the feasibility of a game business venture, with consideration to industry trends and funding opportunities.</li> </ol>                                                                                                                                                                                                                                        |
| <b>Major Topics:</b>              | <ol style="list-style-type: none"> <li>I. <b>State of the Industry</b> <ol style="list-style-type: none"> <li>A. Market trends</li> <li>B. Remote, hybrid, and in-person work</li> <li>C. Crunch</li> <li>D. Layoffs</li> <li>E. Unionization</li> <li>F. Career opportunities and pathways               <ol style="list-style-type: none"> <li>1. Game Jams</li> <li>2. Education</li> <li>3. Transferring from another industry</li> </ol> </li> <li>G. Organizations to know</li> </ol> </li> <li>II. <b>Understanding the games industry</b> <ol style="list-style-type: none"> <li>A. Indie, AA, &amp; AAA structures               <ol style="list-style-type: none"> <li>1. LLC, SCorp, CCorp</li> <li>2. Co-ops</li> </ol> </li> <li>B. Freelance, contract, &amp; full-time employment / employment types</li> <li>C. Live ops &amp; monetization strategies</li> <li>D. Open-source software</li> </ol> </li> </ol> |

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|                                                                        | <ul style="list-style-type: none"> <li>E. Publishers</li> <li>F. Funding strategies</li> <li>G. Early access</li> <li>H. Distribution platforms</li> </ul> <p>III. <b>Employment considerations</b></p> <ul style="list-style-type: none"> <li>A. Contract basics</li> <li>B. IP agreements</li> <li>C. Non-Disclosure Assignments</li> <li>D. Non-competes &amp; other contentious clauses</li> <li>E. Derivative works</li> <li>F. Production credits</li> <li>G. Salary &amp; compensation packages</li> <li>H. Revenue share</li> </ul> <p>IV. <b>Building a game development studio</b></p> <ul style="list-style-type: none"> <li>A. Team composition &amp; structure</li> <li>B. Budget</li> <li>C. Target audience</li> <li>D. Target platform</li> <li>E. Distribution models</li> <li>F. Business plan</li> <li>G. Development schedule</li> </ul> <p>V. <b>Pitching</b></p> <ul style="list-style-type: none"> <li>A. Goals</li> <li>B. Intended audience</li> <li>C. Elevator pitch</li> <li>D. Pitch deck</li> <li>E. Documentation</li> <li>F. Vertical slice</li> </ul> <p>VI. <b>Marketing a game</b></p> <ul style="list-style-type: none"> <li>A. Press kit</li> <li>B. Social media &amp; community engagement</li> <li>C. Advertising</li> <li>D. Conferences, meetups, &amp; events</li> <li>E. Networking</li> </ul> |
| <b>Total Lecture Hours:</b>                                            | 54                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Total Laboratory Hours:</b>                                         | 0                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Total Hours:</b>                                                    | 54                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Primary Method of Evaluation:</b>                                   | 2) Problem solving demonstrations (computational or non-computational)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Typical Assignment Using Primary Method of Evaluation:</b>          | Deliver a verbal presentation that identifies the value proposition of a new game venture. Create a written outline, develop a set of presentation notes, and put together a slide deck for a hypothetical game venture to support their pitch. The presentation will be                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

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|                                                                                                                                | graded based on a combination of technical criteria for successful game development projects as well as the extent to which the student delivers a compelling presentation that makes use of their individual strengths in oral communication and presentation design.                                                                                                                                                                                                                                                                                                                                                    |
| <b>Critical Thinking Assignment 1:</b>                                                                                         | Brainstorm and debate the key variables of a new game business venture. Begin with a "blue sky" brainstorming session using analog and digital tools of their choice as aids to capture different ideas. Engage in a structured debate in order to narrow the scope to a viable idea that they can develop further. Based on the outcome of the collaborative process, create a written outline for a verbal presentation that identifies the value proposition of a new game venture.                                                                                                                                    |
| <b>Critical Thinking Assignment 2:</b>                                                                                         | Watch several elevator pitches in class and discuss the ways in which and extent that they offer a compelling case for green lighting a game development process. Select an additional elevator pitch from a list of options to watch on your own, given a hypothetical audience to receive the pitch. After viewing the elevator pitch, write a three-paragraph paper describing the key attributes of the pitch they selected addressing effective aspects of the pitch, ineffective aspects of the pitch, and offering suggestions for how it could be improved to create a better impression for the target audience. |
| <b>Other Evaluation Methods:</b>                                                                                               | Homework Problems                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>If Other:</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Instructional Methods:</b>                                                                                                  | Lecture, Discussion, Guest Speakers                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>If other:</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Work Outside of Class:</b>                                                                                                  | Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>If Other:</b>                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Up-To-Date Representative Texts:</b>                                                                                        | <ol style="list-style-type: none"> <li>1. Futter, Michael. The GameDev Business Handbook, Bithell Games, 2018, ISBN: 9780999329009 (discipline standard)</li> <li>2. Schreier, Jason. Blood, Sweat and Pixels: The Triumphant, Turbulent Stories Behind How Video Games Are Made, Harper Paperbacks, 2019, ISBN: 9780062651235 (discipline standard)</li> </ol>                                                                                                                                                                                                                                                           |
| <b>Alternative Texts:</b>                                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Required Supplementary Readings:</b>                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Other Required Materials:</b>                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Requisite</b>                                                                                                               | Prerequisite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Category</b>                                                                                                                | sequential                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Requisite course:</b>                                                                                                       | GPM 100 or GPM 110                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b> | <p><b>Basic understanding of video game development</b></p> <p>GPM 100 - Explain game development processes including different stages of design and development and the conditions that attend video game production in different settings.</p> <p>GPM 110 - Create basic documentation for creating and communicating the design of games in order to pitch and develop them.</p>                                                                                                                                                                                                                                       |
| <b>Requisite Skill:</b>                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

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| <b>Requisite Skill and Matching skill(s): Bold the requisite skill(s). if applicable</b>                                                           |               |
| <b>Requisite course:</b>                                                                                                                           |               |
| <b>Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).</b>                     |               |
| <b>Requisite Skill:</b>                                                                                                                            |               |
| <b>Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). if applicable</b> |               |
| <b>Enrollment Limitations and Category:</b>                                                                                                        |               |
| <b>Enrollment Limitations Impact:</b>                                                                                                              |               |
| <b>Course Created by:</b>                                                                                                                          | Arnold Martin |
| <b>Date:</b>                                                                                                                                       | 03/17/2025    |
| <b>Original Board Approval Date:</b>                                                                                                               | 06/26/2025    |
| <b>Effective Term:</b>                                                                                                                             | FA 2026       |