Welcome to Esports!

Please pick from the following projects and select one to complete over the summer break.

You can use any resources you need to create this project – including AI – but all writing should be your own.

## Why should you do a summer project?

### Learning by Doing

Think of summer projects as your personal sandbox where you get to play, experiment, and learn at the same time. They're a fantastic way to test out your skills in a practical setting. You'd be surprised how much you can learn and improve—be it problem-solving, technical skills, or even just getting better at working on your own.

### Fueling Your Creativity

Summer projects are like a breath of fresh air. Away from the usual academic demands, they offer you the space to think out of the box, to innovate, and to let your creative juices flow. You're only limited by your imagination!

### Boosting Your Portfolio

Imagine walking into an interview with a completed project under your belt. It's not just about showing off your skills—it's about showing potential employers or universities that you can take an idea from conception to completion. That's huge!

### Getting a Taste of the Real World

Choosing a specific area for your summer project can be like a trial run for your career. You get to understand the field better, pick up industry-specific knowledge, and even network with professionals in the area. It's a terrific way to make sure you're on the right career path.

### That Awesome Feeling of Success

There's nothing quite like the feeling of looking at a completed project and thinking, "I did that." It's a big pat on the back for all your hard work, planning, and dedication. It's not just about the end result, but also about the journey there—every hurdle overcome is a boost to your confidence and belief in your abilities.

# Game Design Project: Summer 2023

This summer, we are excited to offer you the opportunity to put your creativity and technical skills to the test by designing your own game. This project will allow you to explore the world of game design.

Here's what you need to include in your project:

**Concept Proposal:**

Write a brief overview of your game, including its genre, main mechanics, objectives, and storyline (if applicable). Explain what makes your game unique and interesting.

**Character Design:**

If your game involves characters, provide sketches and descriptions for each. Discuss their abilities, roles in the game, and any backstory that contributes to the game's narrative.

**Level/Environment Design:**

Describe and sketch out the different levels or environments in your game. Discuss how these environments contribute to gameplay and the overall aesthetic of your game.

**Gameplay Mechanics:**

Explain the core mechanics of your game. How do players interact with the game world? What challenges will they face, and how can they overcome them?

**User Interface (UI):**

Sketch and describe the game's user interface. This includes menus, in-game HUD, control schemes, etc.

**Art Style:**

Discuss the visual style of your game. You can include concept art or mood boards to help illustrate your vision. Explain why you chose this style and how it contributes to the game's overall feel.

**Sound Design:**

Outline your ideas for the game's music and sound effects. How will they enhance gameplay and the player's immersion in the game world?

**Future Development:**

Outline your plans for future development. What features would you like to add? How would you refine the existing mechanics?

Remember, the goal of this project is to get a taste of the game design process and to have fun! We're excited to see your creativity and innovation shine through in your game.

Email the completed project to [kirstenh@shrewsbury.ac.uk](mailto:kirstenh@shrewsbury.ac.uk)

# Esports Team Strategy Guide Project: Summer 2023

This summer, we're offering you an engaging project to deepen your understanding of Esports and hone your strategic skills. The project involves creating a comprehensive strategy guide for your chosen Esports game.

Here's what you need to include in your project:

**Game Overview:**

Provide a brief overview of the game, including its genre, gameplay mechanics, objectives, and any other relevant information.

**Character/Role Analysis:**

If your game involves different characters or roles (like League of Legends, Overwatch, etc.), provide a breakdown of some key characters. Discuss their strengths, weaknesses, and best use scenarios.

**Map Strategies:**

Describe the various maps or levels in the game and outline the best strategies for each. Consider different approaches based on the game mode or the team's composition.

**Team Composition:**

Discuss optimal team compositions, considering the synergy between different characters or roles. Analyse why certain combinations work well together and how they can be countered.

**Tactics and Techniques:**

Discuss common tactics or techniques used in high-level play. This could include specific character strategies, communication techniques, or in-game tricks.

**Game Phases:**

Explain the different phases of the game (early game, mid game, late game) and suggest strategies for each phase.

**Communication:**

Discuss the importance of communication in team play. Suggest key callouts and recommend tools or methods for effective team communication.

**Practice Drills:**

Propose some drills or exercises that a team could use to practice and improve their skills.

Remember, the aim of this project is not only to deepen your understanding of Esports strategy but also to improve your analytical skills, teamwork, and communication. We can't wait to see what you come up with!

Email the completed project to [kirstenh@shrewsbury.ac.uk](mailto:kirstenh@shrewsbury.ac.uk)

# Esports Branding Project: Summer 2023

As part of our summer project initiative, we are excited to announce a unique opportunity for you to create your own Esports team brand. This project will allow you to explore the concepts of branding, marketing, and team building within the Esports industry.

Here's what you need to include in your project:

**Team Name:**

A strong team name is memorable, unique, and representative of your team's personality or style.

**Logo Design:**

Design a unique and eye-catching logo for your team. This logo will be the main visual representation of your team, so it should reflect your team's name, style, and ethos. You can use design tools such as Adobe Illustrator, Canva, or any other design software you're comfortable with.

**Team Colours:**

Choose colours that will represent your team. These colours will be used in your logo, uniforms, and any promotional material.

**Team Slogan/Motto:**

Create a short, catchy slogan or motto that encapsulates your team's spirit, goals, or values.

**Team Mission Statement:**

Write a brief statement that describes your team's purpose, goals, and values. This will guide your team's actions and decisions.

**Brand Story:**

Write a narrative about your team's history (even if fictional) and its members. This will help to create an emotional connection with your audience.

**Social Media Presence:**

Outline a plan for your team's presence on various social media platforms. Include which platforms you'll use, the type of content you'll share, and how often you'll post.

**Promotional Strategy:**

Develop a strategy for promoting your team to fans and potential sponsors. This could include social media campaigns, hosting or participating in events, collaborations with other teams, etc.

**Merchandise Ideas:**

Propose a few ideas for team merchandise. This could be anything from team jerseys, posters, gaming accessories, or anything else that fans might want to buy.

Remember, the main goal of this project is to think creatively and have fun. You are building a brand from scratch, and you have the freedom to make it whatever you want it to be.

We are excited to see what you come up with!

Email the completed project to [kirstenh@shrewsbury.ac.uk](mailto:kirstenh@shrewsbury.ac.uk)