Game Development Essentials

Game Project Management

John Hight & Jeannie Novak

"This book contains the conceptual tools for a class which endeavors to turn out creative and effective managers and designers. (Finally, an in-depth, accurate section on history!) I find myself wishing that this text was available when I was hired for my first Project Management/Art Director position in interactive media."
—Steven Hermstadt
(Associate Chair, Art and Design / Director, Integrated Studio Arts, Iowa State University)

Game Development Essentials: Game Project Management is the first and only book to offer a comprehensive introduction to game project management in an informal and accessible style, while concentrating equally on theory and practice. The book offers an engaging and informative overview of the complete game project management process including roles and responsibilities of team members, phases of production, concept development, testing, marketing, scheduling, and budgeting. The fast-growing game industry has fueled rapid upward movement of game production staff into the ranks of management. This timely and insightful book will train readers in the tools and techniques necessary to become effective team leaders.

Look inside for these outstanding features

- Written for the beginning student, this text provides a deep understanding of game-specific project management principles through its focused subject matter.
- Includes thought-provoking review and study questions to reinforce learning.
- Incorporates a wealth of case studies, quotations, tips, and profiles of game developers and producers plus concise author notes and problem-solving exercises to help the reader focus in on issues specific to game project management.
- Covers game project management techniques and documentation associated with design, programming, art, audio, and production planning.
- Discusses project management techniques specific to both game development studios and publishers involving both external and internal producers.

About the Authors

John Hight is the Director of Production, External Development for Sony Computer Entertainment of America. In 1991, John built his first game, *Battleship*, for the Philips CDi player. Since that time he has worked on over 30 games and nine educational products on various platforms. He's been fortunate to serve many different development roles: programmer, artist, designer, writer, producer, and studio executive. John oversees external production for Sony in Santa Monica, where his team has produced *BlastFactor* (one of the first downloadable games on Sony's Network Platform) and *flOw* (the first indie game published on PlayStation 3). While Executive Producer at Atari, John brought Wizards of the Coast, BioWare, and Obsidian together to develop *Neverwinter Nights 2*. In his role as Executive Producer and Director of Design for Electronic Arts, John led the design and creative production of *Command & Conquer: Red Alert 2, Yuri's Revenge,* and *Nox*. John holds a BSE in Computer Science from the University of New Mexico and an MBA from USC's Marshall School of Business.

Jeannie Novak is lead author and series editor of Cengage Learning's *Game Development Essentials* series. Through Indiespace, an interactive entertainment she founded in 1994, Jeannie consults with creative professionals in the music, film, and television industries to help them migrate to the game industry. Jeannie is the Academic Program Director of the Game Art & Design and Media Arts & Animation programs at the Art Institute Online. She has been a game instructor and course development expert at UCLA Extension, Art Center College of Design, DeVry University, Westwood College, ITT Technical Institute, and the Academy of Entertainment and Technology at Santa Monica College. Jeannie received a BA in Mass Communication from the University of California, Los Angeles, and an MA in Communication Management from the Annenberg School for Communication at the University of Southern California.

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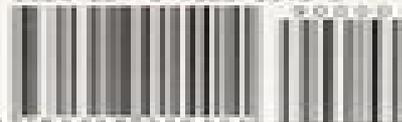- *Game Development Essentials: Video Game Art* / Gantzler / Order # 1-4018-6046-3

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