

BOOST CREATIVITY, EXPRESSION AND EXPERIENCE IN GAME DEVELOPEMENT

Macedonian Game Developers Association MAGDA



info@gamejam.mk

www.facebook.com/MAGDA.Macedonia

<http://gamejam.mk/>

The Association is established in 2012, it functions as private non profit body in education. Its mission is to promote the video games development industry in Macedonia. Main target groups are professionals, students, high school students and enthusiasts from various fields who have interest in video games to have contacts, exchange knowledge in order to create video games. In January each year MAGDA organizes the Global Game Jam competition Macedonia. The purpose of this event is to enable Macedonia to become a regional center for games development. As part of the International Game Developers Association (IGDA) its purpose is to unite all those who create or wish to create games and to foster creativity, collaboration and experimentation. MAGDA provides specific CCI training to young people, usually introvert by nature, addicted to technology and screens. Through offering space, VET and occupation MAGDA is basically offering socializing that at the end helps the youngsters to unfold their creative potential and generate income.

The training provided is both in game development beyond the mainstream training providers (programming languages, and regular 3 D modeling) where they get techniques but don't get problem solving and connect and combine the knowledge from more key subject like mathematics, drawing, geometry; and VET cross sectoral: Business development (from idea to realization, usage of public funds, project management, Music for video games, Storytelling – scenario writing).

Main challenge for these young people is the inexistent awareness for this type of business activity, there is no start up funds, so business ideas can't be assessed by usual funding option, such bank loans. Products are intended for the international market where the competition is huge; there is no regulation on the market so the product - game can be easily appropriated by other parties. There is no knowledge for crowd funding, no support to attend international promotional fairs and no gender balance.

The labor market in this segment is characterized by strong work force fluctuation. Young people are constantly searching themselves and look for challenges and progress, so they get board fast, while the attitude of the employers are limiting the scope of their activity and creativity.

In order to be well connected MAGDA is cooperating with the Faculty for ICT – Bitola, with local NGOs hosting MAGDA platform HIVE and training providers such is SEAVUS as training provider in 3 D modeling, GG MK – internet live streaming emission specialised for game developers and game users.

What makes a good CCI Talent Matching adviser/vocational mentor according to MAGDA professional are the practical experience, positive attitude, the mentor should consider him/her self as is part of the team working with the young people. The CCI Mentor should make journal of the process of game development with registered opportunities and problem and what decision was made, ensure participative facing of problems in the game development. The CCI mentor should facilitate that process.

Furthermore CCI Mentor in should have skills to make space for creativity process maturing – in communication terms and not to favor pressing concepts, schemes framing etc.

MAGDA ensure follow up through the www.hive.mk platform for the MAGDA community. In order to make relation MAGDA makes sure to have international or national competitions, workshops, open days, visit schools and promoting success stories.

For the CCI context of game development the main skills, knowledge and experience that a CCI Talent Matching adviser needs to have are: (a) skills – tolerant, positive, good communication skills, asses the level for communication while accepting the younger's attitude, provide freedom, setting tasks according to their preferences, (b) knowledge – to know cross sectoral subjects besides typically CCI specialized knowledge and for (c) experience – to have good networks in the specific and cross sectoral level.