YTKC

FULLY FUNDED COURSES

CREATIVE -GAMING

SKILLS BOOTCAMP GUIDE

GET SET
FOR SKILLS

Bootcamp content

The **Creative – Gaming Skills Bootcamp** is designed for anyone looking to turn their passion for gaming into a potential career or business opportunity. Whether you're an aspiring game designer, developer, or creative entrepreneur, this course will equip you with the core knowledge and tools needed to thrive in the gaming industry.

Through practical sessions and project-based learning, you'll explore platforms, game development cycles, audience research, business models, and marketing strategies while building and pitching your own game concept.

Bootcamp delivery

Delivered over 16 weekly sessions by experienced tutors, the bootcamp uses a blended approach of online (Zoom) and in-person delivery. It's flexible, engaging, and grounded in real industry insight.

Flexible formats

Can't make a live session? Don't worry — every Bootcamp is recorded, and all slides and handouts are made available online. You can also schedule 1-to-1 time with your tutor to review content and get tailored support.

Learner Administration

Before the course begins, learners must complete the Skills Bootcamps Learner Declaration to confirm enrolment and secure their place.

Wrap around learning support

As well as the core Bootcamps, you'll have access to a full package of support designed to help you succeed. This includes optional 1-to-1 sessions with tutors, weekly peer-to-peer learning groups, and regular progression meetings to keep you on track.

You'll also be invited to join bonus workshops, with up to three sessions each week on specialist topics such as game engines, storytelling, pitching techniques, and other industry insights. By the end of the course, you'll have developed a creative game concept and business plan to take into the real world.

Can't make a session? No problem. Recordings of every Bootcamp are available.

If you miss a live workshop, you'll receive a copy of the recording and simply need to complete a short questionnaire to confirm your learning. You can then book 1-to-1 time with your tutor to discuss the content and get personalised support.

With flexible ways to learn and expert guidance throughout, you'll have everything you need to apply your new skills and move forward with confidence.

BOOTCAMP SESSIONS

1: Learner Enrolment Session

- Course walk through: understanding of the outcomes and expectations
- Overview of the Competency Framework and Portfolio
- Meet the tutoring team
- Gaming Industry overview including history, evolution, key players
- Networking
- Any questions answered

2: Gaming Platforms and Technologies

- Compare PC, console, mobile, and cloud-based gaming platforms
- Get introduced to popular game engines (Unity, Unreal)
- Understand technical requirements and development tools
- Choose the best platform for your own game concept

3: Game Development Lifecycle

- Learn each phase of game development from concept to launch
- Understand key roles in a development team (designer, coder, tester)
- Examine real industry timelines and workflows
- Create your own timeline and plan for a game idea

4: Market Research in Gaming

- Discover how to analyse gaming audiences and player trends
- Learn how to gather insights through surveys and feedback
- Segment your audience and refine your concept
- Conduct a mini research task to inform your game plan

5: Business Planning for Game Design

- Learn how to structure a simple business plan for a game
- Explore revenue models including freemium, ads, and paid access
- Define your game's target market and unique selling points (USPs)
- Begin writing a business plan based on your own game idea

6: Financials and Budgeting

- Understand cost types (fixed, variable, one-time) in game development
- Explore budgeting tools and pricing strategies
- Create a mini budget for your game project
- Reflect on funding challenges in the creative industries

7: Stakeholder Engagement and Collaboration

- Identify internal and external stakeholders in a game business
- Learn communication, collaboration, and negotiation techniques
- Use tools for stakeholder mapping and engagement
- Simulate a team meeting and define project roles

8: Branding, Marketing, and Promotion

- Build a basic brand identity for your game
- Explore digital marketing channels including social media and trailers
- Learn how influencers and online communities can support promotion
- Design a mini campaign to launch your game concept

9: Running a Game Design Business

- Learn about day-to-day operations of a small gaming business
- Understand project management, team leadership, and customer service
- Explore legal topics like IP, licensing, and business ethics
- Create a basic risk and contingency plan for your game venture

10: Final Project and Presentation

- Finalise your game concept and business proposal
- Present your idea to tutors and peers for feedback
- Reflect on your personal learning journey and growth
- Receive guidance on next steps in your creative career

Bonus Workshops – Expand Your Skills Further

Want to stand out in your field? Our bonus workshops let you dive deeper into trending tools and strategies — helping you stay ahead of the curve.

Topics may include:

- Using AI tools in sales workflows
- Emotional intelligence and sales resilience
- Optimising CRM for pipeline automation
- Strategic networking and lead generation

New topics are introduced regularly — join as many as you like to broaden your learning and strengthen your sales approach.

Ready to take your sales skills to the next level?

Spots are limited — secure your place today or contact us directly at **skillsbootcamps@getsetforgrowth.com**

Our team is on hand to help you get started.

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