Student Name Jakub Moczydlowski

Research Project

Student ideas

Case Study: Valve

Case Study: Multiplayer Video Game

Case Study: Counter-Strike:Global Offensive

Case Study: ‘League of Legends’ Documentary

Case Study: ‘Astralis: To the stars | Documentary’

Chosen ones:

1.2 Case Study: Counter-Strike:Global Offensive

1.3 Case Study: Valve

Mark Scheme

UNIT 12		
Specialist study in creative media production	**1. Understand the principles and practices of a chosen discipline in creative media production.**	**1.1 Critically describe a range of contextual perspectives influencing a chosen discipline in creative media production.**
		1.2 Apply knowledge of critical perspectives to inform own practice.
	2. Be able to locate and evaluate information from a range of sources.	**2.1 Identify a range of relevant academic and cultural sources for a personal research project.**
		2.2 Critically evaluate information from a range of sources to inform ideas.
	3. Be able to communicate ideas and arguments in a variety of forms.	**3.1 Apply academic conventions in the production and presentation of ideas.**
		3.2 Effectively communicate ideas in appropriate formats.

Context

1.1 Critically describe a range of contextual perspectives influencing a chosen discipline in creative media production

HISTORICAL CONTEXT	**History of Valve** Founding 1996-2003 Valve was originally founded in 1996 by former Microsoft workers Gabe Newell and Mike Harrington. Valve's first production was a first-person shooter called Half-life. At first, they struggled to find a publisher for the game but eventually they signed with Sierra On-Line and the game was published in 1998 and was a massive success at start already. Valve later enlisted Gearbox software so that they can develop expansions for Half-Life. Valve also released the SDK (Software Development kit) for their GOldSrc engine, which allowed user-created mods. In 1998, Valve also got hold of the developers behind a popular mod to half life,Counter-Strike, hoping to make it a standalone game. Expansion, Source engine and Steam 2003-2010 In 2003, Valve moved their headquarters to Bellevue, Washington and re-incorporated as Valve Corporation. Moving again, in 2010 into a larger nine-floor complex in downtown Bellevue. Due to the massive success of Half-Life, Valve and the team worked on mods and different spin-offs for the game, one massive one was Half-Life 2, an improved version using its new source engine. Later, in 2007, Team Fortress 2, a reworked version of Team Fortress Classic was released. Valve also released Portal, an experimental game developed by a student team hired into Valve from their work on Narbacular Drop. Due to the huge success of Portal, Valve decided to hire another student team from the game to develop Portal 2. Other than developing games, Valve created and released what became the biggest digital storefront and delivery platform, Steam. The point and purpose of Steam was because Valve was trying to maintain patches for their major games like Counter-Strike,Half-Life etc. They wanted to make sure

	that all their players were up-to-date. Due to not getting any help from other developers to create a platform, Valve took it on themselves to build steam, which was released in 2002. Initially, when Steam first released, it was offered for only Valve games, but soon allowed third-parties to sell on their to while making a small cut of the revenue the sale would make. Eventually steam became the most significant and popular way for gamers to download games from a platform on their computers. In 2011, Steam was accountable for up to 70% of the 4 billion market for all digital sales, destroying Origin,Uplay and other digital platforms.[1] **Founders** Gabe Newell Gabe Newell, AKA Gaben, is an American businessman and the co-founder of Valve. He attended Davis Senior High school as well as Harvard University which he dropped out to join Bill Gates in creating the first iterations of the Microsoft Windows operating system. He left Microsoft with Mike Harrington in 1996 to start up their own video game development and digital distribution company Valve. As of 2020 he is worth approximately $4 billion[2] Mike Harrington Mike Harrington is an American computer programmer and a businessman. He is the second co-founder of Valve, a video game development and digital distribution company. Previously, he was a game programmer at Dynamix as well as a designer on the Windows NT operating system for Microsoft.[3]

[1] En.wikipedia.org. 2021. *Valve Corporation*. [online] Available at: <https://en.wikipedia.org/wiki/Valve_Corporation> [Accessed 29 January 2021].
[2] En.wikipedia.org. 2021. *Gabe Newell*. [online] Available at: <https://en.wikipedia.org/wiki/Gabe_Newell> [Accessed 29 January 2021].
[3] En.wikipedia.org. 2021. *Mike Harrington*. [online] Available at: <https://en.wikipedia.org/wiki/Mike_Harrington> [Accessed 29 January 2021].

	Products Steam In late 2002, valve announced its digital distribution service. It was then launched in September 2003. At first it was only used to deliver patches and other updates to Valve's online games. By July 2014, there were over 3,400 games available to download/purchase on Steam, with over 150 million registered accounts by January 2018. On average, on steam there are about 15 million people online and an average of 3 million people constantly playing on steam. Steam has become the most popular digital platform to download/buy games for on your computer, owning more than 70% of the downloaded games.
THEORETICAL CONTEXT	**Ethics in Video game industries** With the whole debate on video games causing people to become more violent. There has been a solution where game industries collaborate with researchers and mental health professionals to understand problematic gaming better and ideally find ways to identify and help struggling gamers. Beyond the pathological overuse of games, they would need to also look into certain mechanics the game industry often uses. Game developers need to have a better understanding of the psychological impact of

	certain mechanics they use. Developers should also rethink for all audiences how they reward engagement or even punish disengagement. Some games punish players when they do not play every day, but on the other hand they reward them for playing each day. Game studios and game journalists tend to abuse the term ‘’addiction’’. Many games are also described as being ‘’addictive’’ as if it was a good thing to express the game is fun and engaging.[4] **Working** Games designers work on average 35 hours a week, with additional hours, including mornings evening and weekends particularly at busy time and close to deadlines. Game designers have a huge amount of work and work under a lot of stress. Designers are usually office based and spend majority if not all of their time at a desk using a computer. An issue that has been going around, is that for the amount of hours, stress, and workload that the designers get put through, their pay definitely does not reflect. A designer can earn anywhere from £19,000 to £55,000 before tax annually. ● New game designer can earn around £19,000 a year ● A slightly experienced designers pay could rise to between £25,000 and £35,000 a year ● A lead designer could earn between £35,000 and £55,000 Loads of people say that they are one of the underpaid jobs for the amount they do and should definitely be increased.[5]

[4] Celia Hodent. 2021. *Ethics in the Videogame Industry: A Mythbusting and Scientific Approach - Celia Hodent*. [online] Available at: <https://celiahodent.com/ethics-in-the-videogame-industry/> [Accessed 29 January 2021].

[5] Designer, J., 2021. *Job Description: Games Designer*. [online] Creativepool.com. Available at: <https://creativepool.com/articles/jobdescriptions/games-designer-job-description> [Accessed 29 January 2021].

Relate perspectives to FMP

1.2 Apply knowledge of critical perspectives to inform own practice.

HOW THIS MIGHT INFORM YOUR PRACTICE	The main thing that I might end up using from this research is the history of the actual developers behind the game as well as talking about Valve itself and giving everyone a small background story to what they did before and what they did to create such success. From doing this research I have also been inspired to include how popular games actually are and the amount of copies that are bought on steam alone each year. As well as, including the amount of people online average and the average amount of people playing. I want to do this to prove the popularity of gaming and the opportunities it can bring.

Sources (Harvard referencing)

2.1 Identify a range of relevant academic and cultural sources for a personal research project

SOURCE 1	https://en.wikipedia.org/wiki/Valve_Corporation
SOURCE 2	https://en.wikipedia.org/wiki/Gabe_Newell
SOURCE 3	https://en.wikipedia.org/wiki/Mike_Harrington
SOURCE 4	https://celiahodent.com/ethics-in-the-videogame-industry/
SOURCE 5	https://creativepool.com/articles/jobdescriptions/games-designer-job-description

2.2 Critically evaluate information from a range of sources to inform ideas.

Evaluate sources and their use/relevance

EVALUATION	https://en.wikipedia.org/wiki/Valve_Corporation - This source overall had loads of information, from the whole startup of the company to the small in-depth details about all the small features. The only issue with using Wikipedia as a source is that it can at times not be completely reliable as it can be edited by anyone. https://en.wikipedia.org/wiki/Gabe_Newell https://en.wikipedia.org/wiki/Mike_Harrington - Same as the source above. It is a website that is filled with a huge amount of information, but the only downside of the website is the fact people can edit it and add whatever they want. This is the only limitation to using this as a source and I needed to be extra careful and double check before using it. https://celiahodent.com/ethics-in-the-videogame-industry/ - some nformation regarding the topic I searched 'moral choices of game companies to make violent games'. Only had 1 section that was completely focused on the topic I searched. The rest were slightly off-topic and had slight connections but weren't any good. https://creativepool.com/articles/jobdescriptions/games-designer-job-description - Gave me all the details I needed regarding the pay/ work environment and hours. Only downside of this source is that it didn't go massively in depth.

Presentation of ideas

3.1 Apply academic conventions in the production and presentation of ideas.

3.2 Effectively communicate ideas in appropriate formats.

Here is where you need to bring in your research to present your ideas to your supervisor.

You might want to use a writing frame such as

My FMP idea is

A key quote is this

Which is useful/relevant because

I will be reacting against

I will be following the genre of ____ but developing it by _____

The main thing that interests me is

This relates to my research on

Where I found out

Some other practitioners disagree, and say

I would argue

The way I see this project is

I could relate it to the theoretical perspective of (eg) narrative construction because my character follows this arc, the story ends like this… the inciting incident is

To conclude, my research will be highly useful because

My FMP idea is to create an esport documentary on an extremely successful and popular Polish CS:GO team. I plan to talk about their start (how to start, how they became a team etc), a small bit about each of their players and their importance in the team, all the accomplishments achieved by the team and finally the fall and collapsing of the team. My plan is also to try and get the players in for an interview and ask them a few questions about the team and how the journey. I am planning on also getting a professional to do a voice over for me so that the documentary has a better mood and tone to it. With this idea I intend to inspire and show a few things to the viewers.I will also try and possibly include small information regarding the company behind the game and its success as well. My main point will be to the people/ parents stopping their kids from pursuing their dreams in e-sport and trying to become a pro player. It is a really hard journey and takes 110% effort and dedication. Majority of parents say that you can't make a living and a career out of gaming and that is how with this documentary I want to prove different. I also want to bring some

nostalgic feelings to the people that play the game and are strong into gaming/e-sport. I want to remind them as well as take them down memory lane, back when the team was together and when the game first came, as well as the whole journey of the game. To make my documentary I will be using various software to create different sections of the documentary. I will need to use a program called Half Life Advanced effects to record clips inside of Counter-Strike: intro, clips of the players in game. I will also have to use premiere pro and after effect for any post production work: editing all the clips together, adding effects. The main thing that interests me would have to be gaming and the possibility of making a living out of it. This relates my research on Valve which are the developers and creators of the video the documentary will be recorded in. Whilst doing my research, I gained a lot more knowledge when it comes to the history of the developers of the game and how they became a thing. The way that I see this project is that I want to show others the possibility gaming and esports have nowadays, as well as create a memory for myself of my role models that I looked up to when I first started playing CS:GO. I see it as kind of a trip down memory lane not only for myself but other Counter-Strike fans and supporters, as well as an eye opener for the people that say that you are unable to make a living from gaming and it's a waste of time.

MY FMP IDEAS	Documentary on one of the most successful and most popular CS:GO E-Sport team: Talk about the whole team - how the team came together, when it was made and its whole journey including tournament wins, loses and other major achievements. Introduce each player- short biography of each player and his importance in the team. Ending - downfall of the team, what made the fall off and in the end fall apart. Talk about what they're doing now in life. For each of these parts, I will hire a paid actor to do a voice over for me so that the mood and tone of the documentary is a lot better and more enjoyable to watch and listen to. In the background whilst the voice over is happening I will have clips either from online videos that have the players in or I will record my own gameplay of them in the game to show what they were capable of when they were in the team. I am also going to plan and possibly get the team in for an interview over Skype/discord/teams/zoom whatever is good. Worst case scenario, if they all decline my offer to get them in, I will look around for other possible candidates that will be just as good to be interviewed and ask them some questions on their view on the team and their performance. I also plan on making this documentary really well made as there isn't one made on the team yet and I want to be the first one, so when I do make it I will do everything to promote it a lot to try and make it a popular and successful documentary. Somewhere during the start, before talking about the players individually, I might try and talk about the history of valve and the upcoming and how they came to this success. Possibly, also adding the average amount of people online and average player count as well.
