The games industry

The sale of video games is now higher than both music and video combined, making it one of UK’s most important and fastest growing entertainment industries.

In 2018, games reached a record £3.86bn, an increase of 10% on the previous year, representing more than half of the total entertainment retail market. Sales of computer and video games hardware grew too - by more than 27%. Virtual reality (VR) grew by 23%: in all, there were around 42.5m VR headsets in use in the UK last year.

This means the UK’s games industry is flourishing and needs an ever-increasing number of skilled employees to ensure it can continue to grow and succeed.

The UK’s games industry began in the 1980s, with 50 computer games developers and distributors. In 2016, the UK’s games industry spent £2.2bn developing the games industry’s video games creative content.

The games industry operates video games and interactive experiences across all digital platforms. This includes free-to-play games on computers, home and handheld consoles, mobile devices, tablets, along with online games played using technologies like virtual reality (VR) and augmented reality (AR).

The growth of mobile applications (apps) like Candy Crush, Clash of Clans and Pokemon have all contributed to the games industry’s value growing by 68% between 2012 and 2014. More than 100 million people play video games in the UK, with the average gamer playing for over 10 hours a week. The UK is now the fifth largest marketplace.

In 2017, 76% of the UK population owned a smartphone and 44% of these used apps on their phones to play games. GMS are just as likely to play mobile games as boys (60%) as girls (57%).

The UK is home to some of the world’s top export talents with competing attractions of more than 8 million young people a year, representing more than half of the total entertainment retail market. Sales of games software and accessories are forecast to grow by 8% a year and are expected to surpass £3bn in 2019.

It’s an exciting time to work in games, with dozens of new and growing entertainment companies and media sectors. Premier League football teams including Manchester City, West

Game industry skills and jobs

The games industry is a highly skilled and diverse business. Over 5,000 people are employed in the games industry at the moment. Here are four of the key technical roles to help you understand what makes up the games industry.

Concept artist

Concept artists are the original creators of the games. They design characters, environments, props and objects. They create the look of the game and make sure it reflects the theme and style of the game. They create the visual style and direction of the game and make sure it is cohesive and consistent.

Product design

Product designers work on the game’s user interface. They design menus, commands and features. They are responsible for making sure the game is easy to use and that the player can find what they need quickly and easily.

Technical art

Technical artists use software to create the game’s look. They work closely with the concept artists and art directors to create the final visual style of the game. They translate the concept artists’ ideas into a digital format and ensure that the game looks as good as it can.

Visual effects artists

Visual effects artists use software to create the game’s look. They work closely with the art directors and technical artists to create the final visual style of the game. They use special effects software to create realistic effects, like explosions and water.

Production

When someone says they want to make a game, they likely mean they want to make a game that is successful. The production process is a long and complex one, with many different roles and responsibilities.

Game development

Game development is the process of creating a game. It involves many different roles and responsibilities. This includes planning, design, programming, art, animation, sound, and testing. It takes a team of people working together to create a game that is successful.

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Testing

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