School of MECSGD-Game and Computer Info Systems Joint Industry Advisory Meeting

Minutes

Date: Friday, March 28, 2025
Time: 9:00AM-10:30AM
Room: ATEC-118
Faculty: James Finley, Jeff Clendenning, Jessiah Ruiz
Note taker: Nick Galvan, Esports Coordinator
Attendees: See page 3

Norco Faculty in Attendance: James Finley, Jeff Clendenning, Jessiah Ruiz
*Industry Partners in Attendance: See page *4
1) Call to order 9:30am
2) Introductions
3) Employment Trends
    a) EDD-Riverside gave overview of work trends in IT in Riverside County
    b) Brian-Overview of employment trends post Covid in GAME Art & GAME Dev.
        i) Motivations of industry to cut costs, project cancellations increased in 2024, hiring down, and increase of layoffs to cut costs by moving to mandatory 5-day work week in person.
        ii) Companies like Amazon require 5-day work week in-person. Strategy for reducing the workforce. Number of positions opening are affected by AI trends.
        iii) Increase in contractual work for independent contractors. 6-9 Months
        iv) Limited entry-level positions, with veteran skilled upper-level positions holding the full-time positions in the gaming industry.
        v) Increase in overseas contractual/outsourcing work.
    c) Research & Development
        i) Companies expanded and invested in R&D and green lit new projects with expectation that demand would continue post-pandemic for gaming, but demand increased when the workforce went back to work.
        ii) Sony tried to invest in live action gaming that failed.
        iii) CD Project Red opening in Boston and will be hiring but timeline unclear and feeling of contraction of the market.
    d) Industry Trends
        i) Daniel Cabuco gave an overview of major company trends and shifts in the Gaming Industry.
            (1) Consumer demand for bigger content, indie scene expanding, and mobile gaming systems will be the future of gaming.
            (2) Microsoft-shifted from console base to Xbox model for mobile phone etc. for gaming
            (3) Timeline of expansion comes in waves, and projects are often

green lit in March and will increase in hiring for the new projects.

e) Alignment of Curriculum and Workforce
  i) James Finley (faculty) presents the work culture to students within introductory courses to prepare students of employment trends, work hours vary and entry level positions often are contractual and freelance work as 1099 employees.
  ii) Daniel Cabuco recommends students' portfolios should reflect a storytelling ability with not just mere construction of an element of the game such as a table or chair that can be outsourced for creation, but show their ability to create the whole scene of the video game and show advanced game art with placing those elements into a level and building themselves as environmental artists or character artists to enhance the play level.
  iii) Feedback on software students should know from Industry Attendees: Blender/Mya, mastery of Ureal software, 3D software, how to utilize AI software to enhance but not use as a crutch and students need to know foundations first.

f) Artificial Intelligence's Role in Future of Gaming Industry
  i) Brian provided feedback that students need to learn the foundations and integrate AI concepts to enhance as they progress in their studies.
  ii) Viscomm software uses AI functionality for repository of like trees to plug in once the image is created, and someone could turn into a 3d image.
  iii) Daniel Cabuco provided feedback that AIC is a force multiplier. AI can be used by game content creators to make procedural content creation easier, such as building blocks of a general building in a game and multiplying those blocks to replicate the whole building easier. The person/creator needs the foundational skills knowledge about the details needed for scale and how to create the ideas themselves and not rely on AI for the thumbnails for the inspiration not the entire creation.
  iv) Feedback on topology creation is very important; software such as Nanite and Lumen have their own little issues and visual texturizing and landscape with mesh helps to smooth the landscape.

4) Closing remarks and conclusion

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