

## **Game Girl Initiative Project Report**

Tara Solesbury  
Project Manager  
Wired Sussex

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### The Game Girl Design Competition

Developed in collaboration with the games industry and educators, to inspire and stimulate the interest of, and provide basic computer games design and development skills to, school and college age females.



## **Wired Sussex serves the needs of media and technology businesses in Sussex**

- Supports local games industry
- Helped to set up TIGA
- Supported Games Developers Research
- Sponsored Games Developers Conference
- [www.wiredsussex.com](http://www.wiredsussex.com)

## Outcomes of encouraging more women into the games industry

- Greater creative diversity
- New opportunities
- Competitive advantage
- Increased revenue and economic sustainability

### Design Competition Parameters

- Single sex teams
- Paper based design work
- Best female / male team winners
- Judged by industry representatives
- Prize - work experience at games tester



## Female Team – M.A.R.K



## Male Team – Dark Horse



"This project has taught me many things about why females don't participate in computer games, something I've never considered before. I was able use these reasons as a guideline around which to base our game, in order to make it appealing to girls."

Rebecca Burns-Izatt from M.A.R.K

- "It was a great day, I learnt a lot about what Babel Media actually do as a company, which was very interesting. I also learnt a lot about what actually goes into games testing, and that its not as easy as it sounds."

John Griffin from Dark Horse



## Summary

- A unique and dynamic project
- Practical response to key issue
- Developed in collaboration with games industry
- Successful and engaging
- Positive experience for all involved

"Schemes such as this will hopefully let women know their input in the design and creation of games is appreciated and desired."

Dan Chequer, designer at Wide Games and Game Girl judge