

Business & Production Variation Assignment

Intake 2027-2028



CREATING MEANINGFUL EXPERIENCES

Intake Assignment 2027-2028

For your Business & Production selection assignment, we ask you to deliver a marketing analysis of a BUas student game, accompanied by your own marketing idea for that game and a short trailer that you record and edit yourself. Completing this task will give you the best opportunity to demonstrate the qualities we are looking for in a future B&P student: curiosity about the games industry, analytical thinking, and the ability to translate analysis into a clear and well-communicated proposal.

The PowerPoint template for submitting the assignment only becomes available through 'My Online Application' as you follow the application procedure.

In short: research one BUas student game, come up with your own idea for how to get more of the right people playing it, and make a trailer of roughly 60 seconds using free software. Expect this to take a few evenings, most of that time goes into learning the video editor, not into the writing. You do not need any prior business, marketing or video experience, and the PowerPoint template guides you through every step.

How this assignment is assessed

Round 1 — Selection Assignment

You submit your PowerPoint presentation and trailer. Both are reviewed, and applicants with strong submissions are invited to a selection interview.

Round 2 — Interview

If your assessment receives a positive evaluation, you will receive an invitation for a 15- to 20-minute interview. You will normally hear whether you have been invited within a couple of weeks of the submission deadline. The interview focuses on the work you submitted. We will ask you to explain your reasoning and discuss what you would do differently. Anyone who can defend their thinking in a conversation is likely to do well.

Round 1 – Research, Your Idea + Trailer

Choose one game from the BUas games released on Steam. The full list is available here: [BUas Games on Steam](#).

Market Analysis and Target Audience

Research and present the following:

1. **The market.** What kind of game is this and what part of the games market does it sit in? Who are its two main competitors? On which platforms is it available?
2. **The audience.** Who plays this game? Describe the target audience in terms of age, interests, behaviour, and what they value in games. How do you know this? What evidence are you basing your conclusions on?

You are not expected to use paid research databases. Public sources such as Steam Charts, SteamDB, Newzoo blog reports, YouTube analyses, Reddit communities, press coverage, and your own observation are all valid. Reference your sources clearly.

Fill in the PowerPoint template with your research.

Trailer

Create a sketched storyboard on paper and include screenshots of the storyboard in your PowerPoint presentation.

Record gameplay footage of that game and edit it into a trailer of roughly 60 seconds. Aim for around a minute rather than stretching it out.

Tools (both free)

- **OBS Studio** (obsproject.com) — free, open-source screen and gameplay recorder. Use this to capture your footage.
- **DaVinci Resolve** (blackmagicdesign.com/products/davinciresolve) — free professional video editor. Use this to cut and assemble your trailer.

If you already use other video editing software, that is fine. These are our recommendations if you are starting from scratch.

Getting started

- OBS beginner tutorial: [How to record gameplay with OBS \(Descript\)](#)
- DaVinci Resolve beginner tutorial: [DaVinci Resolve 20 – Complete Tutorial for Beginners \(Primal Video, 29 min\)](#)
- Game trailer structure: [How to Make an Indie Game Trailer \(Game Maker's Toolkit, YouTube\)](#)

Your idea (your strategic proposal)

Using what you found in your research, come up with one clear idea: what would you do to get more of the right people playing the game? This is the basics of marketing, and in the games industry it is called a strategic proposal but do not let the name put you off. It means one idea, plus your reasons for it. Set out the problem you see, what you would do about it, who it is for, why you think it would work, how you would know whether it worked, and what could go wrong. Roughly 250 words in total is plenty.

Most applicants have never done marketing or written anything like this before, and that is exactly what we expect. You do not need any business models, frameworks or theory. We are not assessing business knowledge. We want to see whether you can turn what you found out into a sensible idea and explain your reasoning in plain English. The PowerPoint template walks you through how to tackle this step by step, with an example of a weak answer and a better one.

Portfolio (optional)

In the PowerPoint, describe any activities or projects you have been part of that showcase your suitability for the Business & Production track.

Anything connected to games or the games industry is especially relevant, however informal: running a Discord server, guild or clan, organising a tournament or LAN, moderating a community, modding, taking part in game jams, streaming, making videos, or writing about games. Marketing, promotion, events or social media you have run for anything at all also count. You do not need professional experience.

What we are assessing

Your analysis and your proposal are assessed on your reasoning: can you research a real game and a real audience, and turn what you found into a recommendation you can explain? We assess the thinking, not business knowledge.

The trailer is assessed on two things, weighted equally:

Technical execution.

Can you use a video editor to cut footage, sequence shots, sync to audio, and export a watchable video? We are not looking for cinematic polish. We are looking for evidence that you can operate the tools. Clean cuts, no accidental black frames, audio that works, a beginning and an end.

Strategic thinking.

Does the trailer make a clear argument for the game? Who is it aimed at, and does every choice, what you show, in what order, with what tone serve that audience?

Upload your trailer as an unlisted YouTube or Vimeo link and include it in your PowerPoint.

Use of AI: you may use AI to improve the readability of your own written texts. You may not use AI to generate video shots or to generate full texts. You must capture the gameplay footage and edit the trailer yourself. You will be asked to talk through your own reasoning in the interview.

You are free to use any available audio for your trailer as long as the video itself stays unlisted and not public. Be careful with copyrighted material and getting flagged by YouTube or Vimeo.

Submission

Your submission should include:

- A PowerPoint based on the provided template
- Trailer (linked in PPT)
- Clear referencing of sources (URLs are fine, no formal citation style required)

If your assessment receives a positive evaluation, you will receive an invitation for a 15- to 20-minute interview.

Round 2 - Interview

The interview is a conversation in English either online or on campus. We will:

- Assess your English proficiency.
- Discuss your motivation for BUAs and the Business & Production track.
- Discuss how you assessed the target audience and how you address them through the trailer.
- Discuss the call to action at the end of your trailer and what you wanted viewers to do next.
- Discuss your strategic proposal: why you think it would work, how you would know, and what you would do differently.
- Ask follow-up questions about the trailer, your past experiences, and the choices you made.



Games



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Data Science & AI



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Facility

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