

Business & Production Variation Assignment

Intake 2027-2028



CREATING MEANINGFUL EXPERIENCES

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For your Business & Production application assignment, we ask you to deliver a market and launch analysis of a game of your choice, accompanied by your own strategic proposal for that game. You will also create a short trailer for a recent BUas student game. Completing this task will give you the best opportunity for evidencing 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, communicated proposal.

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

How This Assignment Is Assessed

Round 1 — Submission

You submit your PowerPoint and your trailer. Both are reviewed. Strong submissions are invited to Round 2.

Round 2 — Interview

Shortlisted applicants are invited to a 15–20 minute online interview. This is a conversation about 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 will do well.

Round 1 – Market / Target Audience Analysis + Trailer

Choose one game from the BUas games released on Steam. The full list is here: BUas Games on Steam (<https://store.steampowered.com/curator/41120403>)

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 main competitors? What platforms and regions is it available on?

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 this 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 first and provide screenshots of the storyboard in your PowerPoint.

Record gameplay footage of that game and edit it into a 60–90 second Trailer.

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: <https://www.descript.com/blog/article/how-to-record-with-obs>
- DaVinci Resolve beginner tutorial: <https://primalvideo.com/video-creation/editing/davinci-resolve-20-complete-tutorial-for-beginners-2025/>
- Game trailer structure: <https://www.youtube.com/watch?v=4CSYA9R70R8>

Assignment reflection

In the PowerPoint you will provide reflection on how you are targeting the right audience and creating a call to action at the end of your trailer.

Portfolio (optional)

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

What we are assessing

The trailer is assessed on two things equally:

1. 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.
2. 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.

For this assignment you are not allowed to use AI, do not generate any video shots or generate full text. You can use AI to improve readability of your texts. You need to capture the video and edit the trailer yourself.

You are free to use any available audio for your trailer as long as the video itself is delisted and not public. Be careful with copyrighted material and getting flagged by YouTube/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)

After submission, shortlisted applicants will be contacted to schedule the 15–20 minute (online) interview.

Round 2 - The Interview

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

- We will assess your English proficiency.
- We will 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.
- Ask follow-up questions about the trailer, your past experiences, and the choices you made.



Games



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