STAFFORDSHIRE
UNIVERSITY

NEXT
GEN
EDUCATION

ESPORTS

# WELCOME TO
# ESPORTS

**Esports is an exciting fusion of online gaming and spectator sport. But its success isn't just down to the players – it's the huge range of skills behind the scenes.**

Here's your chance to break into the multi-million pound industry by learning these specialist techniques on our Esports degree.

We are unique in combining the production side – digital media and broadcasting – with practical experience of business, event management and marketing. You will also cover the theory-based communities and cultural aspects of the industry. It will give you lots of transferable skills.

You'll be studying at an award-winning games university and will learn how to host tournaments for players. Our students get plenty of opportunities, from working with big-name companies through to staging their own events and completing live industry briefs.

The course will teach you how to work across different platforms using industry-standard broadcast technology. You will also get to grips with how to market your events, use data analytics and thrive in roles such as community management and league ops.

We've worked with industry professionals to ensure the degree meets their needs. It's the ideal springboard to launch your future esports career.

**DISCOVER OUR
ESPORTS COURSE**



STAFFORDSHIRE UNIVERSITY
HOME OF
ESPORTS
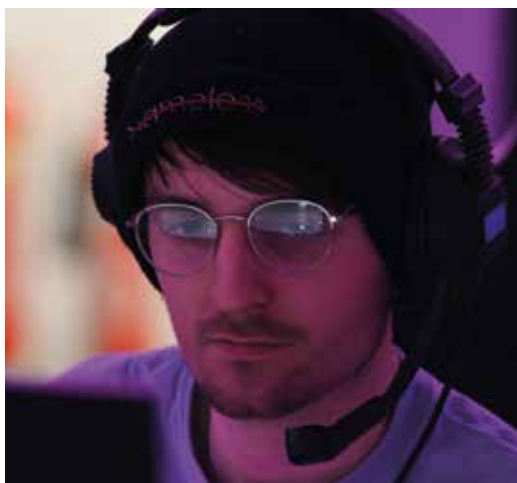
# WHY CHOOSE
# STAFFORDSHIRE UNIVERSITY?

**AWARD WINNING STUDENTS**

**WORK ON LIVE INDUSTRY BRIEFS**

**ESPORTS HUB**

**ORGANISE EVENTS**

**HOST TOURNAMENTS**

**WORK WITH INDUSTRY**

**COMPETITIVE GAMING SOCIETY**

## TAKE PART IN VARSITY LEAGUES

**LARGEST GAMES DEPARTMENT IN THE UK**

# WHY CHOOSE
# STAFFORDSHIRE UNIVERSITY?

**Our students have won multiple awards for their projects exploring creative, technological and digital innovation.**

Now we've set our ambitions even higher as we aim to be globally recognised for our interdisciplinary work within the School of Digital, Technologies and Arts.

As a student here, you'll get plenty of practical experience to develop your skills, subject knowledge and confidence. Our philosophy is thinking through making.

You will also benefit from our superb industry links. Esports students, for instance, recently teamed up with Alpine F1 for its Community Cup Series, culminating in the final week being hosted at the company's Enstone factory. They've also taken part in live industry briefs and run their own projects.

You'll get a unique perspective on our Esports degree as we combine digital media and broadcasting skills with business, marketing and event management. It also covers the theory-based community and cultural aspects of the industry.

We have a range of specialist facilities, including an Esports Hub featuring industry-standard kit such as mixers, gaming rigs, studio lighting and cameras.

Alongside our longstanding expertise in Esports, we have the largest Games department in the UK. Our School also covers other academic disciplines, including Art and Design, Engineering, Computer Science and Film Production.

No matter what course you study, our career-focused and enterprising approach means you'll graduate with transferable skills and the ability to think creatively. You'll be ready to shape the future of the world around us. It's game on.

# FACILITIES

### ESPORTS HUB AND EXPANSION ROOM
Our Esports Hub houses dedicated broadcasting and competitive gaming facilities designed to allow you to produce large-scale entertainment events in a fully equipped environment. The hub includes 6x6 4k gaming rigs, NewTek NDI Broadcast kit, dedicated commentator and presenter equipment, and broadcasting facilities including a Yamaha Audio mixing desk, industry-grade studio lighting, BlackMagic 4k studio cameras, graphic creation facilities, replay features and autocue. Alongside the hub is our Esports Expansion Room, a social learning space equipped with high spec computers, linked screens and arena-style lighting.

### VIRTUAL PRODUCTION SUITE
Our new £300k Virtual Production Suite combines the latest digital innovations in VFX, CGI and gaming technology with traditional film and video production techniques. Large LED panels project realistic, digitally animated landscapes into a live production environment to seamlessly blend physical and virtual worlds together.

### VR, AR AND MIXED REALITY LAB
A creation station equipped with Vive Virtual Reality headsets, new haptic technologies, and a dedicated development area to create, develop and test VR and AR solutions for entertainment and commercial applications.

### HDTV CENTRE
Our TV Centre is equipped with broadcast standard technologies, green room, vision gallery and a comprehensive racks room.

### RADIO STUDIOS
Three professional radio studios house a range of specialist news production and music scheduling software (Burli, Myriad) and professional hardware (Sonifex S2 mixing desks, ISDN units).

### HENRION RESOURCE STORES
Home to more than 2,500 individual items of portable production equipment and peripherals, available for students to hire, ranging from basic DSLR cameras and Wacom pens, to 4K digital cinema production kits and fully rigged DJ production decks.

TAKE A VIRTUAL TOUR OF OUR ESPORTS HUB

**"** Having the production facilities here has been such **an advantage to create a high-end broadcast.** It's been a good experience to prepare me to work in production online. **"**

**LAURENCE BOWMAN**

ESPORTS GRADUATE

**"** If you want to study esports, the resources and teaching staff at Staffordshire University will give you **the best possible university experience**. **"**

**JOSHUA WELLING**

ESPORTS GRADUATE

# MEET THE EXPERTS

### DR JOSHUA JARRETT
COURSE DIRECTOR (ESPORTS)

Joshua has a background in film and media, as well as game, fan, internet and cultural studies. Whilst pursuing his PhD Joshua developed a related line of critical inquiry into the emerging esports ecosystems of League of Legends and Dota 2. It was during this time that Josh developed a playfully co-creative line of critical inquiry, focused on the affective and political economic consequences of digital play.

### DR YING-YING LAW
COURSE DIRECTOR (ESPORTS)

Ying-Ying has experience in organising various competitive gaming tournaments, as well as teaching and supervising students to run their own esports events, and in collaboration with external partners. Her main areas of interest include video gamer culture, communities, play, esports and gender studies.

### MADELEINE DANIELS
SENIOR LECTURER (COMMUNITIES)

Madeleine has an educational background in video game development and marketing. She has been involved in esports since her teenage years, running a team social media account. She has more recently worked on multiple events such as Rolland Garros eSeries powered by BNP Paribas for the game Tennis World Tour 2.

### ROSS WILSON
SENIOR LECTURER (ANALYTICS & BROADCASTING)

Ross is a broadcast engineer, and his primary background is in networking, lighting and sound, which he has been supporting the events industry with for the last decade. His networking and IT experience began when working on large screen displays utilising NDI to connect panels and map images to screens. After supplying panels for ESL, he developed an interest in esports before becoming a lecturer at Staffordshire University.

### CAMERON VANLOO
COURSE DIRECTOR (ESPORTS PERFORMANCE)

Cameron has a background in business development and coaching, having previously worked with a range of teams across Europe, in addition to Northampton town and Nerd Rage. Cameron's passion for competitive gaming began when he first started playing Magic: The Gathering. He reached top 64 at multiple national events, and even placed 4th and represented Wales.

### PHIL COOKE
SENIOR LECTURER (EVENTS & BROADCASTING)

Specialising in broadcasting and events, Phil has had experience working and volunteering for a variety of events globally before moving into teaching. He has been ingrained in the esports ecosystem for a number of years, first starting out as a fan. His expertise is in event broadcasting, live streaming, on-air talent, events management, experiential marketing and social media.

### JOSHUA FERGUSON
SENIOR LECTURER (BUSINESS & BROADCASTING)

Josh specialises in the broadcasting and business side of esports, and has been deeply invested in the industry for years. He started as a fan, watching Dota 2 tournaments, before moving on to attending and volunteering at events. His areas of expertise include business systems, live streaming, event broadcasting, social media and analytics.

**Our academics come from a variety of backgrounds,** including marketing, games design, interactive media technology, event management and PhD research.

# OUR COURSES

| Course title | Award | UCAS Code | UCAS Offer | Duration in years |
|---|---|---|---|---|
| Esports | BA (Hons) | S100 | 112-120 | 3 |
| Esports (with foundation year) | BA (Hons) | S101 | 48 | 4 |
| Esports (with placement year) | BA (Hons) | S102 | 112-120 | 4 |

# EVENTS AND TOURNAMENTS

As an Esports student you will get lots of opportunities to organise events, from smashes to charity fundraisers. Each year we also stage a 'campus clash' packed with friendly competitions. Some recent events our students have organised include:

### ALPINE COMMUNITY CUP
The Alpine Community Cup was a final year project run by our students in collaboration with Alpine Esports. A weekly event hosted from our esports facilities for alpine community members to enjoy and compete for prizes – including an Enstone facility tour where the final week was hosted!

### BRINK 2023
A Super Smash Bros Ultimate event run by final year esports students, that saw the 16th highest ranked players from the UK come together for a 'summit' style three-day event.

### CAMPUS CLASH
Campus Clash is emblematic of the spirit of Staffordshire University esports. Run by final year students as a celebration of their studies before they depart for industry, students from each year group and both London and Stoke-on-Trent campuses compete against each other to claim their stake as the most competitive cohort.

### ESPORTS VARSITY
Rivalries brew competitive spirit and create ongoing storylines. A university experience isn't complete without one. At Staffordshire University, we take on Keele University each year, holding a weekend of competitive esports to crown an annual champion. The event takes place at both campuses, interchanging each year.

### STOKE CITY FC FIFA EVENT
In a shared goal of providing positive experiences for the local community, Staffordshire University students worked closely with Stoke City FC to run an event for local young people to play in a FIFA tournament within our esports facilities.
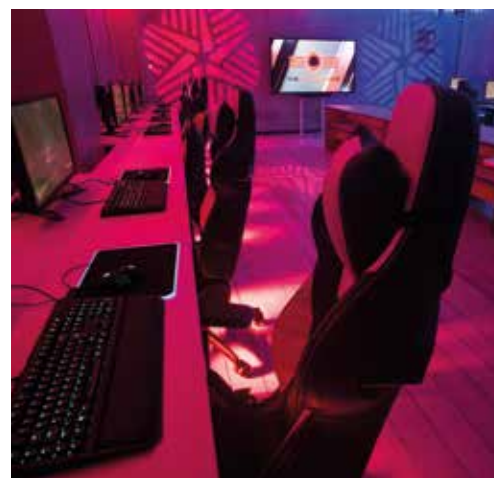
# ESPORTS

Get into the esports industry through this wide-ranging course that equips you with everything you need to succeed. You'll learn how to work across different platforms using industry-standard broadcast technology and how to organise and market your events.

Find out more about the course here

## WHY CHOOSE US...

- You'll be studying at an award-winning games university and will learn how to host small and large-scale productions, tournaments and events.
- Learn all the essential skills to succeed in the esports industry including digital media, marketing, business, production, employability, events and communities.
- You'll manage events, build a portfolio, and get lots of practical experience in addition to having the opportunity to join one of our competitive societies and compete across the UK.
- Alongside completing live industry briefs and running your own projects, you'll look at how to freelance and market your skills to employers.
- Choose which aspect of esports you want to specialise in and personalise your learning through optional modules and flexible assessments.

## WHAT YOU'LL LEARN...

Gain a critical insight into issues facing the global esports industry, including corporate social responsibility, regulation, and emerging technology. Discover how to use specialist kit – from audio and visual mixers and gaming rigs to lighting and cameras – and understand what makes esports so interesting.

### Module examples:

- Contemporary Marketing Applications
- Digital Media Platforms
- Community Management
- Analytics for Industry
- Business Law and Commercial Awareness
- Esports Governance

## WHAT YOU COULD DO NEXT...

We can help you tailor your course portfolio towards your chosen career path and get it in front of industry eyes. There are a wide variety of opportunities within the esports industry. Roles include becoming a content creator, coach, analyst, community or social media manager, member of production crew, event manager and more.

As our graduates learn a variety of interdisciplinary skills, you could also go into many other fields related to esports.

# IMPORTANT INFORMATION

## SUBJECT TO APPROVAL/VALIDATION

**We're always striving to deliver the most current and relevant degrees, both by creating new courses and regularly reviewing our current offering.**

Each time we make changes, the course goes through a rigorous approval process to ensure that it's the perfect fit for our students, employers and other relevant stakeholders.

Some of the courses inside this guide may be marked as 'subject to approval' or 'subject to validation', but don't worry, this just means some of the details of the course won't have been finalised yet. As soon as new courses are approved and validated, up-to-date information will be provided on the online course pages at **www.staffs.ac.uk/courses**

If you have been offered a place and there is a significant change to the course, or for any reason, the course doesn't run – we will contact you immediately and fully support you in finding the best suitable alternative.

At the time of printing in May 2023, the courses listed in this guide represent those we intend to offer for the 2023/2024 academic years. Very occasionally, however, we need to make changes to our courses, including their content and the way in which they are delivered. In some instances, courses can be discontinued or combined with other courses.

Reasons for withdrawing courses can include insufficient student numbers and courses not receiving the necessary accreditation or approval. Changes to course information may include operational and academic reasons.

If circumstances beyond our control mean we cannot provide particular educational services, all reasonable steps will be taken to minimise any disruption to those services. However, the University will have no liability for any loss or damage suffered by any prospect or student as a result.

As a prospective student of Staffordshire University, it's your responsibility to ensure you have fully reviewed up-to-date course information before you apply, and that your chosen course fully meets your requirements. You should also check the course still meets your requirements before accepting an offer to study with us.

Student satisfaction scores have been provided by Unistats and are correct at the time of going to print. For more information, visit: **discoveruni.gov.uk**

If we discontinue a course or programme and you're not happy with the alternative offered, or if a programme is changed and you're not happy with the changes, you'll be given the opportunity to withdraw from the programme. Up-to-date course information can be found on our website (**www.staffs.ac.uk**), or by calling us on **01782 294400**.

If you're offered a place at Staffordshire University, your offer will be subject to the University's Terms and Conditions of Offer. If you become a student of Staffordshire University, you will enter a contract with us and be bound by our rules and regulations. These, too, may vary from time to time (**www.staffs.ac.uk/rulesandregs**).

# 2ND
## IN THE UK FOR QUALITY EDUCATION

Sustainable Development Goal 4
THE Impact Rankings 2023

# TOP 10
## FOR CAREER PROSPECTS

Whatuni Student Choice
Awards 2023

# TOP 20
## FOR FACILITIES

Whatuni Student Choice
Awards 2023

# TOP 10
## FOR SOCIAL INCLUSION

The Times and The Sunday Times
Good University Guide 2023

# 87%
## OF RESEARCH IMPACT IS 'OUTSTANDING' OR 'VERY CONSIDERABLE'

Research Excellence
Framework 2021

# 68%
## OF RESEARCH IS 'INTERNATIONALLY EXCELLENT' OR 'WORLD LEADING'

Research Excellence
Framework 2021

For more detailed information on courses
or studying at Staffordshire University visit:
**www.staffs.ac.uk/undergraduate**

Find us on: **www.staffs.ac.uk/socialmedia**

**STAFFORDSHIRE UNIVERSITY**