

Video Game Industry

THE
WITCHER
WILD HUNT



Objectif Culturel

Video Game Industry

VR technology

E3

The art of packaging

Incorporating the laws of physics

Commercials: targeting the right people

Objectifs Linguistiques

Grammaire

Dire pourquoi les gens devraient adopter un casque VR	Physics in video games
Parler des intentions des entreprises du jeu au salon	Virtual headset: The Oculus Rift
Insérer une information additionnelle sur un jeu	Game packaging
Évoquer un élément essentiel que l'on doit intégrer dans un jeu	Commercials: targeting the right people
Parler de la stratégie marketing d'une entreprise de jeu vidéo	E3

Lexique

Computer – games – science - commerce

Phonologie

intonation, gestuelle, eye-contact, travail du ton sur son attractivité, accentuation

Objectifs Méthodologiques

- Connecter logiquement des idées à 1 situation précise
- Comprendre et remplir avec des mots clefs un schéma
- Lire inscrire des informations de repérage sur 1 plan
- Combiner l'anglais avec des manipulations pratiques de type 3D
- Analyser un document commercial télévisuel

LINGUISTIQUES

grammaire Formation Question: Why should anybody try ...?
lexique Tech - games - pro sectors
phonologie Stressing words

CULTURELS

VR headset

METHODOLOGIQUES

Connecter logiquement des idées à 1 situation précise

LESSON 1

Dire pourquoi les gens devraient adopter un casque de réalité virtuelle

CO
EO

VR headset: technological revolution

THEME > SON début doc: music? noises? nature? theme?

Let's check **Video x1**

- seen?
- type of game? list them.
- Give all the possible actions you can do in this game.
- nature? theme?

Image Oculus Rift DK2

- tell the class what it is / name? / Guess how you can use it.

Oculus Rift DK2

- your opinion on whether it's good/bad for video games. Why?

Vision: you can look upward, downward, right, left



Fiche A revolutionary gaming headset

Hors fiche GDC? > expo

Name of the technology? VR

Advantages of the headset?: immersive, sharp

Applications

>> why should somebody try / buy the VR headset? Because it's immersive. You can...

IO

Immersion: the viewing angle

You're the Oculus developer, and you explain what advantages players have with the headset

Video x1: Battlefield 3 F-15 Eagle take off

Without: Viewing angle? / With: Viewing angle?

New advantages & possibilities in the game



Intercorrection orale

Tell me about the VR headset in this game please.

Why should somebody try / buy the VR headset? Because...

EO

Infinite possibilities

You're the company representative making the VR headset, and you're discussing with an architect / video game developer / tourism officer about the potential of your product.

Moment de réflexion avec camarade pour anticiper idées: architect - game developer - tourism officer

I'm an architect and I want to know what I can do with your VR headset

The Oculus [description: viewing angle, advantages...] / Why should somebody try the Oculus? It's because...

Classe notation: enthusiasm

Phonology

/ 'hedset/ - /i' m3:rsɪv/ - /'v3:rtʃuəl/ - /'daʊnwərd/ - /ri'æləti/ - /wi'ðəʊt/

THE WITCHER
WILD HUNT

<p>SESSION 2</p> <p>Dire ce que les entreprises du jeu vidéo veulent faire sur le salon E3</p>	<p>LINGUISTIQUES</p> <p>grammaire lexique phonologie</p>	<p>What we want to... is to Tech, business, games Communiquer l'enthousiasme</p>
	<p>CULTURELS</p>	<p>E3</p>
	<p>METHODOLOGIQUES</p>	<p>Comprendre et remplir avec des mots clefs un schéma</p>

EO

The Electronic Entertainment Expo

Son E3: heard? give the situation / subject?

Let's check > **video x1**

Name of the event? Tell who you can find at E3?
 If you're a gaming company, imagine what you do at E3.
 Name some big video game companies.
 Guess what visitors can see and do.



Fiche schématique **E3**: Electronic Entertainment Expo
 Business < - see - watch - ask - present, talk, convince, attract - > Visitors

> > At E3, what businesses want to do is to present...

IO

Preparing E3 2015 - pairwork

You're a business manager working for a great video game company. You're preparing E3 2015 and you must come up with ideas on how to attract a maximum of visitors.

Choisir la configuration "booth"

Sur schéma stand expo:

- think about ideas to attract visitors to your exhibition booth

What people want to do is play games. We have...



IO

The business strategy for E3 2015

You're visiting the E3 when a sales rep comes to see you to talk about his games and new hardwares.

Bruit d'ambiance - Court vidéo jeu
 Hey how are you doing? Can I help you? / Your game is...
 It's [game description]. / What's your company?
 I work for [company name] and what we want to present is...

Classe Notation: a good businessman? > enthusiasm



Phonology

/bu:θ/ - /,entər'teɪnmənt/ - /'vɪzɪtər/ - /ə'trækt/ - /kən'veɪns/

SESSION 3

Insérer une information
 additionnelle sur un jeu

LINGUISTIQUES

grammaire
 lexique
 phonologie

which
 Packaging, marketing, games
 Adopter un ton naturel

CULTURELS

Strategies in Packaging

METHODOLOGIQUES

Lire inscrire des informations de repérage sur 1 plan

Video game packaging

Pic Game box > tell what is this

List the different parts of a game box: front & back cover + side

Objective? > attract - give information on the game

Front cover: go to the board & circle the most important parts

Look at the front cover: tell what information it gives us

> > The cover, which is nice, has... / The product, which is a strategy game, has...



Imagining the box

In the company, the video game has been completed and you are responsible for the creation of the packaging. Watch the game and imagine what kind of packaging you can create.

Choose between the 2 videos: Rayman Legends - Dark Souls 2
 Give details about the game - IMAGINE THE COVER: key words

1er etape : graphic elements - colours - landscapes

2^e étape oral : share the design of your box

> > The product, which is a violent game, may have a dark cover...

Intercorrection + let's check > 2 covers tableau



Packaging analysis

You are a marketing expert and you analyse a video game packaging for a business magazine

Select a packaging: Skyrim / Trine 2

Type of game - Actions of the player - landscapes
 characters - symbolical elements + Opinion

Let's check Video x2

Notation: TONE > human / robot? > jauge à hachurer suivant le ton entendu



Phonology

/ 'kʌvər/ - /saɪd/ - /bɑ:kz/ - /'pækɪdʒɪŋ/

SESSION 4

Evoquer un élément essentiel que l'on doit intégrer dans un jeu

LINGUISTIQUES

grammaire
 lexique
 phonologie

That / have to
 physics, computer
 Accent tonique

CULTURELS

Physics in video game

METHODOLOGIQUES

Combiner l'anglais avec des manipulations pratiques de type 3D

CO
EO

Making it real: incorporating physics in video games

Give ideas on how you can make a video game look real
 > Lister idées au tableau

Video x1 Nvidia GameWorks > nature? subject? Seen?
 Find what is important in a game if you want to make it like reality

> Physics is something that you have to integrate in video games... because...



IO
EO

Incorporation of physics laws

You're a software engineer & you explain the elements you use to reproduce reality

COMPUTER LAB

Fiche **Integration of Physics in Video Games**

Find how software engineers can make video games look real.

8 groups 3 students > SolidWorks – 1 3D simulation – 3 instructions

Mission: create a 3D simulation to find the right physical law
 On SolidWorks, open the file, follow the 3 instructions, observe & complete

INTERDISCIPLINARITE: **Sciences Physiques** > lumière, gravité, poids, énergie cinétique

Key physical laws to incorporate in a virtual world

- > Mass** [weather – heat – dimension - density]
- > Light* [particles – smoke – fire - ice]
- > Gravity** [projection – air – teleportation – weight]
- > Kinetic energy*** [explosive – atomic – solar – cosmic]

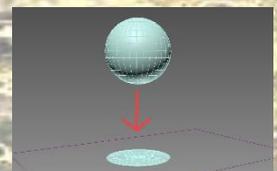
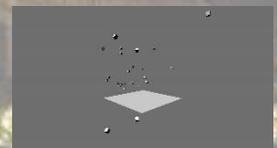
Changement de groupe SWAP ! > 1 Light member >>> 3 Gravity member

Noter les informations données par le camarade

What physical law is important for a video game to look real ?

In my 3D simulation, mass is something that you have to integrate because the game looks real.

Cours de Sciences Physiques > restitution, manipulation et enrichissement de la base



EO

A revolutionary technology

You're an engineer working for NVIDIA & you have developed a technology integrating the laws of physics. Present it.

Temps d'observation pour choix d'arrêt

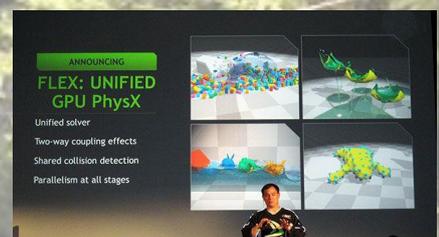
Projection video > arrêt (telecommande) > commentaire

How can I make my games look real?

Arrêt pendant la vidéo > Kinetic energy is something that you have to... because...

> correction du groupe

Classe notation: gestures



EO

Phonology

SESSION 5

Parler des éléments qui constitue une publicité télévisée

LINGUISTIQUES

grammaire
lexique
phonologie

There is / There are
Commerce publicity
Accentuation + synchro gestes voix

CULTURELS

Game Advertisement

METHODOLOGIQUES

Analyser un document commercial télévisuel

CO
EO

Making a TV ad

You're a marketing consultant and you give ideas to a gaming company for its next TV ad.

Write on the board the different ways of advertising a video game
Demo, trailer, beta game, commercial, magazines, newspaper
> objective? attract & convince

GROUPWORK: TV ad format

> think about all the elements of a successful publicity

Present your ideas to the gaming company

Class: tell what elements the publicity hasn't got
Rate the TV ad on the chance of being successful



> A commercial must be perfect. For example, there is / there are - There isn't / aren't

EE

Targets and Message

You work in a gaming company & the CEO asks you to analyse TV ads from competitors.
Your objective is to pick up the good ideas to make a perfect TV ad for a soccer game.

Video x1 TV ad

Fiche Marketing analysis

Pick up the attractive ideas from this ad
Find the message & the targets

>> In this TV ad, there is...



EO

Anticipating the content of a TV ad

Now the CEO wants you to sell your new soccer game. Think about the message & the targets.

Fiche soccer game > music / people / setting / message / target
Present your work to the CEO.

> Video TV ad Fifa 2015: recap the elements in the TV ad



EO

Phonology

/ 'mesɪdʒ / - / kə 'mɜ: rɪ l / - / æd vər 'taɪz mənt / - / 'tɑ: rɪ t /

Intermediary Task

Crafting a 3D model

LINGUISTIQUES

grammaire
lexique
phonologie

CULTURELS

METHODOLOGIQUES

INTERMEDIARY TASK



As a software engineer, you must craft the name of the company's future video game in 3D for the keynote speech at the Los Angeles Convention Center.



YOUR OBJECTIVE :

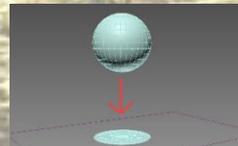
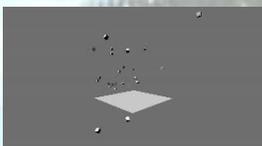
Use the graphics software to create the name of your video game in 3D.

Créer en 3D le nom de son jeu vidéo en suivant un cadre

Savoir réaliser une modélisation 3D simple avec ou sans animation (durée -10s)

- réemployer les connaissances du cours de technologie
- réutiliser les manipulations en cours d'anglais et de technologie à partir d'une base stable
- savoir personnaliser un modèle 3D prédéfini
- utiliser 1 principe physique

- **light**
- **mass**
- **kinetic energy**
- **gravity**



- ne pas complexifier davantage la tâche en conception 3D
(réalisation approximative, difficultés excessive de manipulation en sortant du cadre)



MATÉRIEL

Logiciel conception 3D

Clé USB

Cours d'anglais + technologie



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FINAL TASK

LINGUISTIQUES	grammaire lexique phonologie	Lessons 1 > 5
CULTURELS		
METHODOLOGIQUES		

The keynote speech at the Los Angeles Convention Center

- the company's CEO
- the chief 3D software engineer



CEO

You're the CEO and you present your next-gen video game to the press.



chief 3D software engineer

You're the chief 3D software engineer and you talk about the incredible technology behind the game as well as the required hardware to run it



Warm-up

Accorder un court temps de répétition et de préparation > s besoin repasser un court extrait de la keynote Fallout

Organisation Evaluation

Projeté nom du jeu avec clé USB sous logiciel 3D -

Déroulement :

1. **CEO** > Présentation générale du jeu - personnages - histoire - paysages - travail artistique - beauté
2. **Chief 3D Software Engineer** > aspect technique (sciences physiques), matériel recommandé, ajout d'infos sur le jeu

Classe = notation de l' ATTRACTIVITE DU PRODUIT / COMPETENCES DE VENDEUR = à rendre pour synthèse