



## LET'S PLAY:

# PRODUCER

If you like making things happen, you may enjoy being a producer! Essentially the 'lead organisers' of a team, a producer's job is to facilitate the rest of the development team to make the game. They help organise schedules, sort out resources so developers can do their jobs most efficiently, manage the team to hit deadlines and make sure everything is going smoothly. They may also need to keep an eye on analytics if a project is live, to see how it's going. Producers need **excellent people & time management skills**, **experience in leadership** and to be extremely good at **organisation**.

## NOTABLE CHAMPIONS



- **Mark Darrah** (Dragon Age series, Anthem)
- **Jade Raymond** (Assassin's Creed, Watch Dogs)
- **Kellee Santiago** (Flow, Flower, Journey)
- **Hideo Kojima** (Metal Gear series)

## TOMES OF KNOWLEDGE



**"The Art of Project Management"**  
Scott Berkun (2005, O'Reilly Media)

**"The First 90 Days: Critical Success Strategies for New Leaders at All Levels"**  
Michael Watkins (2013, Harvard Business Review Press)

## PARTY ROLES



These are some of the roles you might encounter underneath the umbrella of **Producer**:

- Game Producer
- Executive Producer
- Line Producer
- Production Manager
- Assistant Producer
- Product Manager

## SKILL TREE



### ORGANISATION

Staying on top of a lot of moving parts during development - time management especially.



### LEADERSHIP

Motivating, facilitating and growing teams is important to production in game development!



### COMMUNICATION

A producer is a conduit for all voices within a development team - good communication is key.

## KEY ITEMS



- **Task management tools** - Trello (free), Asana (free), Favro (free)
- **Communication tools** - Slack (free), Discord (free), Google Hangouts (free/paid)
- **Information repositories** - Google Drive (free/paid), Confluence (paid)
- ... a notebook and post-it notes are always handy!

## QUICKSTART QUESTS



- **Practice production in a game jam.** Try it out on a smaller scale and head along to a game jam! Join a team and help organise tasks, meet deadlines and facilitate the team while creating a small project.
- **Look for opportunities to manage teams outside of games.** The skills are transferable - try to get a feel for leadership by managing teams through volunteering, projects with friends, or more!
- **Upskill in, or get to know other games specialities.** You will more intimately know what it takes to produce a game after going through the process yourself - don't be afraid to make something of your own to learn.