Personal branding.
Upcoming deadlines

- **Friday, February 22**
  - Sprint 2 ends
  - 2 full days until the end of the Sprint

- **Monday, February 25**
  - Sprint 3 begins
  - Sprint 2 report due
  - Sprint 3 plan due

- **No class Friday**
Team meetings

- Will meet:
  - Pixture, 3:30pm, today, JBE 330
  - Asterogue, 4:30pm, in lab
  - We’re Screwed! 11am Thursday
  - Militarium, 2pm Friday
  - Biogenesis, 2:45pm Friday
  - Siegebreakers, 3:30pm Friday
  - Lens, 4:30pm Friday
Lab Cleanup Schedule

- This week: Biogenesis
- Next week: Militarium

- Team duties:
  - **Vacuum floor once a week** (get vacuum from facilities)
  - Ensure overflowing trash cans are emptied to bin outside in 3rd floor courtyard (anytime during week)
  - By 5pm Monday and 5pm Friday (unless things get out of control, then more often):
    - Pick up food containers, bottles, etc.
    - Pick up stray craft materials, pens, etc and return to drawers
    - Clean off tables in conference rooms and big circular table
    - Report any major soda/food spills to me, so we can call cleanup crews
    - Put controllers/game boxes/etc. away (tidy up game area)
    - Report any cleaning materials needed
Upcoming Events

- Brenda Romero, GDC Bootcamp
  - Thursday, February 28, 2013, 6:00 PM to 8:00 PM
  - Location: Engineering 2, Room 180 (The Simularium)

- Games and Playable Media Information session
  - Friday, March 1, 4:30pm, E2 399
Games and Playable Media MS Update

- Are definitely going ahead with having first class for the degree in Fall 2013
  - Have commitment from Dean Ramirez
  - Are starting to hire for key positions

- Have not heard anything back yet on program approval

- Application deadline is March 15
  - Need GRE (can take online, testing centers in San Jose)
  - 3 letters of recommendation
  - Statement of purpose
  - Apply at [http://graddiv.ucsc.edu/](http://graddiv.ucsc.edu/)
  - Apply for MS in Computer Science, indicate Games as #1 research interest
  - See: [https://cs.soe.ucsc.edu/ms_gamesplayablemedia](https://cs.soe.ucsc.edu/ms_gamesplayablemedia)
Personal Branding

- **Personal branding** is the process whereby people and their careers are packaged and represented as a brand.
  - Core idea is that success comes from effective *self-packaging*

- The problem
  - Large numbers of people with similar skill sets to yourself
  - In a pile of resumes, how do you make yourself stand out?
  - Over time, what impression do you want people to have of your professional capabilities?

- These problems can be addressed by thinking about what messages you want to convey.
People with effective personal brands

- Most super-famous celebrities achieved that status via careful personal branding
  - Lady Gaga, Beyoncé, Oprah

- They all have talent – but, there are many, many other people who also have similar levels of talent.
- Why did these people rise above? Careful crafting and maintenance of their public image, i.e., their brand.

- Similar ideas can be applied, at smaller scale, for your own career.
Elements of personal branding

- Your personal brand can include such elements as:
  - Clothing
  - Physical appearance
  - Areas of knowledge/capability
  - Highly visible prior projects

- It is important to have all of these elements working together to convey a consistent message
Creating a personal brand

- Most important aspect is deciding what you are going to declare as your core competency.
  - What area(s) do you want to be known for?
  - What do you want to be famous for?

- Involves some introspection
  - What are you good at?
  - Of, if you don’t feel you’re good at what you want to be known for, how will you get to where you do feel comfortable declaring competency?
Class exercise

- With a partner, do the following exercise:

  - For yourself:
    - List 2-3 areas of competency that you would most like to be known for.
    - That is, what elements should form the core of your brand?

  - For your partner:
    - List 2-3 areas that you think are your partner’s areas of competency.
    - That is, if you were your partner, what would you list as the core areas?

- When you’re done, share with each other and discuss.
Places to build brand

- LinkedIn
  - Make an account now. Make sure everyone on your team is a friend.
  - Ask me to be a friend.
  - Make sure your core competencies are communicated clearly in your profile.

- Blogs
  - If you’re good at writing, start a professional blog
  - This is a great way to build broader awareness of your competency
  - Involves development of a professional “voice” in your writing
  - I believe anyone can create a “Member Blog” on the Gamasutra site

- Resume
  - Does your resume communicate your core competencies?