“Game Development: Shooting at a Moving Target”

by

Steve Reid
Red Storm Entertainment - A Ubisoft Studio

Personal Bio:
Steve Reid is the managing director for Red Storm Entertainment, a division of Ubisoft Entertainment. He is one of the original founders of Red Storm (1996), the studio known for creating the TOM CLANCY line of games and helping to establish the genre of squad-based tactical shooters. Steve has participated as an advisor, moderator, panelist and guest speaker at the Game Developer Conference, and as a speaker at E3, CES, ECGC and other game industry events.

Topic:
As manager of a game development studio, Steve Reid takes on the challenges of hiring at a time when the job roles are simultaneously developing within the industry and the education system. Since the foundation of Red Storm there has been a formalization of game development education but the roles and required skills are evolving faster than most schools can adapt. This type of aggressive industry puts the responsibility on both the studio and the individual (applicant or even the existing employee) to keep up with the latest trends to stay competitive.

Company Background:
Red Storm Entertainment - A Ubisoft Studio: Established in 1996, Red Storm gained a reputation for innovation with Rainbow Six, the first true tactical FPS. Its ground-breaking multiplayer action included a revolutionary form of cooperative gameplay. Earning its reputation for high-tech military accuracy, the company also expanded into the wide-open battlefields of the near future with the award winning Ghost Recon. With innovative adversarial gameplay and incredibly customizable multiplayer, the Ghost Recon brand continued the tradition of setting the standard for tactical multiplayer. Now, Red Storm continues to work collaboratively with the Ubisoft studios on a variety of brands with the most recent published title being Far Cry 4 and the upcoming title The Division. A proud member of the game development community in the North Carolina Research Triangle area, Red Storm remains committed to quality gameplay and multiplayer innovation. Website: redstorm.com

FRIDAY, April 24, 2015 @ 12:30 pm
McAdams Hall, Room 119