



# GAME MAKERS

*of Finland*



**The best game country in the universe**

# Game industry in Finland

The greatest strengths of the Finnish game industry are the team spirit and the culture of working together. The sector employs about 3,200 professionals and there are about 200 companies.

## Game industry actors in Finland

In addition to our trade union, there are several local and national organisations in Finland that organise events and training for professionals and students in the field. These include International Game Developers Association Finland's local hubs, We in Games Finland and Finnish Game Jam.



Most graduates are employed in the game industry or start their own business. *Source: Neogames Finland.*



## Where to study?

The game industry employs coders, graphic artists, designers, producers and marketing professionals, among others. The industry needs all kinds of people with a wide range of skills and experience.

### Study tips

- Studies and education related to the game industry are organised by secondary schools, universities of applied sciences and universities.
- You can also enter the industry by studying visual arts, programming, business and many other fields.
- The game industry is a creative industry in which a passion for games and gaming is common to all actors.

**JOIN AS A MEMBER!**  
[www.peliala.fi/join](http://www.peliala.fi/join)



# How to network?

Networking is crucial in the game industry. By attending conferences, seminars and other events in the field, you can gain new information and valuable contacts. It is worth starting to network at the very beginning of your studies, for example.

## Tips for networking

- Connect with experts you know through LinkedIn. Tell them why they should connect with you.
- Be active. Follow the official hashtags in social media, join discussions and ask questions.
- Tell your network which event you are attending or have attended. Give tips and stimulate discussion on the topic.
- Prepare for meetings. Find out more about the person you are meeting in advance and prepare what you want to present to them.



## Did you know?

Game Makers of Finland was chosen as the patron of the Peliviikko (Game Week) project's 2020 anniversary year.



**Check out game industry career stories:**  
[peliviikko.fi/webinaari](https://peliviikko.fi/webinaari)

A promotional banner for RIVERIA. It features a woman wearing a VR headset. The text on the banner includes 'RIVERIA' in a stylized red font, 'READ MORE!' in a handwritten style, 'GAME DEVELOPMENT' in large bold letters, and '3D ART // LEVEL DESIGN' in a smaller font. At the bottom, it says 'Vocational Education and Training' and 'RIVERIA.FI'.

**RIVERIA**  
READ MORE!  
**GAME DEVELOPMENT**  
3D ART // LEVEL DESIGN  
Vocational Education and Training  
**RIVERIA.FI**

# What is the salary level?

When you apply for a job, you will probably be asked to specify your salary requirement. Salary level is influenced by the complexity of the job, one's own skills, the remuneration practices of the workplace and the market situation. Salary is negotiated, so preparation is worthwhile.

## Tips for salary negotiations

- Think about how the demands of the job and your skills match.
- Find out how much people doing similar work are usually paid.
- Set a minimum level for your salary.
- The union also advises and helps in this matter.



## How to find a JOB?

Companies in the game industry are continually looking for new experts. A good way to get a foot in the door is to send open applications to interesting companies.

## Tips for job search

- Assemble a portfolio and keep it up to date.
- Write a separate application for each company.
- Remember to spell correctly.
- English is the working language of the game industry, so use it.

SALARY	Average eur/ month	Median eur/ month
JUNIOR	2814	2600
LEAD	4694	4500
SENIOR	4107	3400
OTHER	3287	3130

According to Salary Survey 2018

Experience / years	Average eur/ month	Median eur/ month
10+	4900	4600
6-9	4224	4177
3-5	3750	3550
<3	2951	2800



Check  
updated  
numbers  
from online  
version!





# Your friend in working life

**Game Makers of Finland** is a trade union for employees and those intending to work in the game industry. We help and advise members throughout their careers in matters related to job search, remuneration and employment. We develop standard and fair working rules for the industry and thereby promote the vitality of the Finnish game industry. At the same time, we are setting an example internationally as we are the world's first union in the game industry.

## WHY JOIN THE UNION?

Belonging to a union is like taking out insurance. You can get help when you need it most as you may encounter unexpected turns and changes in working life. In addition, our members have access to comprehensive membership benefits and services as well as very extensive networks. We are a member association of the Association of IT sector Employees (Tietoala) and therefore also part of the Union of Professional Engineers in Finland.



## Peliala ry

– Game Makers of Finland

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# JAMK University of Applied Sciences crafts new game business experts in Jyväskylä, Central Finland



The gaming community in Central Finland has a long and proud history, but until 2020 they didn't have an ecosystem of their own – an ecosystem where people already working in the industry and those striving to enter it could work in co-operation. In spring 2020 Digi & Game Center was officially opened to fill this gap in the community and in fall 2020 the first students started their studies in the JAMK's just launched Business Information Technology degree programme focusing completely on game production. JAMK is also a member of the Finnish eSports Federation (Suomen elektronisen urheilun liitto, SEUL ry) and offers game experience and training in the GamePit and GamePit Pro eSport facilities.

Game Production degree programme was born from the community's wants and needs. JAMK's Game Production programme offers the students an opportunity to develop games under the same roof with gaming companies, experts, and start-ups. The studies include a mandatory Ticorporate Demo Lab – a business simulation in co-operation with the companies of Digi & Game

Center, which helps the students to develop concept ideas to successful games or software products. After completing the Demo Lab the students can continue to the Ticorporate – Product Lab, where the concept ideas are developed into actual commercialized products. The students can specialize in one of these three options:



## Technology:

Game Engines and Programming  
(i.e. Unity and Unreal Engine),  
Game Development, AI in Games



## Content creation:

Visual Design, Animation,  
Photo Editing and Game Graphics,  
Game Music and Audio Design,  
Effects, Scripting



## Business:

Narrative and Scripting,  
Concept Development, Analytics,  
Game Production, Productization  
and Monetization

JAMK also offers adult education services in the field for experts looking to update their expertise in the field.

**Digi & Game Center brings together companies and the future experts they need.** DGC was born out of hunger – the gaming industry's hunger to bring all the experts in the field under the same roof together with other relevant companies in the field. DGC not only offers a common work environment for these companies and students, but also the possibility to use the latest technology in their work. In 2020 DGC's "tool box" included among other audio and visual solutions a 360 degree filming gear and motion capture solutions.

### Read more:

#### Game Production:

[jamk.fi/en/Education/Business/  
business-information-technology/](https://jamk.fi/en/Education/Business/business-information-technology/)

#### Digi & Game Center:

[digigamecenter.org](https://digigamecenter.org)

## GAME PRODUCTION

**Bachelor of Business Administration,  
Business Information Technology**

**LENGTH**  
210 ECTS

**DURATION**  
3,5 years

**STUDY MODE**  
Full-time studies

### APPLICATION PERIOD

January (1st Period,  
Application Period to English  
Degree Programmes)

**jamk** | University of Applied Sciences



**GamePit**<sup>PRO</sup>  
by jamk