



PRODUCTION STARTER PACK





WAIT A SECOND!

This guide and starter pack is made for those who have already previewed our MASTER LIST on entrylvl.ca.

If you haven't already, be sure to check out our Entry Guide on our website and be prepped with loads of information on starting up your job hunt.

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INTRODUCTION

BABETTE NORTON

Artist & Producer



Babette Norton is the founder and lead of ENTRY LVL. Within her first year of serious job hunting, she was able to secure a position in concept and 2D art within the games industry, working all-remote with SOUPCORP Games out of Quebec, CA.

Babette seeks to provide entry-level-friendly guidance on how she initially got her start in games, and how she continues to navigate the competitive world of art in games & tech.

Prior to working in the games industry, Babette worked as a freelance artist for several years and in Tokyo as an ALT for two. She has a BSc in Biology & Japanese, and speaks English, French, and Japanese.

Production is a role that gets a little harder to define compared to perhaps more tangible output roles like art or programming. In essence, production is what keeps the team a well-oiled machine, doing tasks such as:

- Creating timelines and ensuring the tasks are moving through the pipeline
- Defining necessary deliverables and handing those tasks to the leads
- Organizing team meetings, client meetings, and check-ins
- Showing a strong knowledge of the game dev pipeline and process

Producers may also be in charge of searching for and recruiting clients, depending on the specific role of the studio. An **outsourcing studio** (one responsible for doing work on an IP not owned by them) may also need to meet with clients, while a game producer working on their own flagship title is more in charge of internal affairs. Depending on the size of the studio, a producer may have more or less responsibilities!



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DEFINITION

Depending on the size of the team, you may find multiple producers, one single producer, or a director that doubles as a producer. Some producers may be expected to reach out to potential funding leads or outsource-interested parties. Others may focus specifically on an internal pipeline.

Regardless of size, a team assigned to a game will have at least one producer. As that team grows, you may see an **Associate producer** with a **Lead Producer**. Because of this, it is important to note that producer roles are very competitive as only a handful (max) are needed per team/project.



By Jennifer Falco - Own work, CC BY 4.0, <https://commons.wikimedia.org/w/index.php?curid=132117320>



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POPULARITY LVL

Production roles are very popular in the current game development space, as they are a necessary role AND they are slightly more protected from AI replacement than other pipeline jobs.

Production roles can also be incredibly popular as they are often admin-based roles with a lot of overlap in transferrable skills.

Due to this, we do recommend applying to more than just production roles, or at the very least be observing transferrable skills into spaces such as **marketing** and **community management**.



Before production, I also did a lot of game jams and pitched small projects with folks!

4 INDUSTRY WAGES

Concept art wages range of course depending on the company, location, and seniority/skill level of the individual. However, transparency is important; many roles have negotiable salaries or request you enter your offer first.

Traditionally, producers on a salaried pay will receive approx. **18.27\$ CAD/HR for entry**, **40.38\$ median**, and **50.48\$ for seniors** at an hourly rate. However, producers are also often contracted as they are necessary for GDDs and Pitch Decks in order to secure proper funding. Compared to more temporary commission based work, game producers may see longer contract roles vs. on-asset work.

At an entry level, we recommend you shoot for indie studios for production roles, but this is one of the spaces where indie studios and startups may have less available options for new industry hopefuls. Production is a role often delegated onto a manager-based lead within small studios, so it may be worth exploring mid-size to AAA studios for better production roles (as more are generally needed).





I like to include I'm very familiar with the game dev pipeline!

Making a resume is so important when you're applying to roles nowadays, as you have a very limited amount of time to catch a hiring staff's eye. The bad news is a lot of it is now scanned by AI and doesn't even make it into the hands of a human.

Make sure you are familiar with ATS style resumes and that yours can be printed easily (no all-black!). It may be helpful to include your main links (Linkedin etc) directly in the resume if that is your main display of business ventures. A personalized website detailing projects you've been involved in is also a great option!

These days, many projects – especially in the producer or adjacent management roles – require a shipped project.

If you haven't shipped a game yet, game jams are a great way to get your foot in the door for knowing how a game gets developed, and the steps that are taken from start to finish. It's also a great display of time management! A massive part of production is organization.

At it's core, you should be focusing on your organizational and teamwork abilities. If you have knowledge of Steam Capsules or vertical slices, that's a huge plus.

Remember to tailor your resume to the position you're going to be given. My internship job was building a fantasy themed game, so I was sure to highlight fantasy themed pieces and involvement in TTRPG projects.

Remember to include keywords for the position too!

TIP:

A shipped title is a released, fully produced game.



6 RESUME TEMPLATE

NAME

TITLE | EMAIL

REFERENCE LINKS & PORTFOLIO

[ITCH.IO](#)

[LINKEDIN](#)

[PORTFOLIO](#)

HIGHLIGHT OF QUALIFICATIONS

[TECHNICAL SKILLS]

- Software skills (management softwares, art softwares, etc)
- Additional management softwares in a professional team setting
- Experience integrating assets into Unity and Godot including animations
- Experience in team-based qualities
- Experience in other qualities; what have you produced/created?

[NON TECHNICAL SKILLS]

- Soft skills
- Interpersonal skills
- Extrapersonal Skills

EDUCATION & AWARDS

EDUCATION – Degree

PLACE AND TIME

AWARD – Win anything?

PROFESSIONAL WORK EXPERIENCE

COMPANY - ROLE

DATE - DATE (LOCATION)

- What was the role
- What sort of things did you create/what deliverables?
- Explain successes & wins in the company
- Explain what you used/how you worked in a team/etc

VOLUNTEERING EXPERIENCE

COMPANY - ROLE

DATE - DATE



Portfolios begin to change when you don't have a physical object to show, so for production portfolio is more in the **realm of a standard resume**.

Personally, I like to include my art portfolio alongside my producer resume (I embed it into the resume via a link), as I find this helps demonstrate that I've worked on several projects and displays how I observe a timeline. That being said, this should NOT be the highlight of a production portfolio.

If you have a personal website, this is a good time to link it in your resume; include things on your website like past projects, pipelines, or things you've worked on. It's all about highlighting your talent tree among the many skills working together to make a project happen. With that being said, focus on the projects that **did happen** if you can - shipped games or finished demos/projects are key!



Networking as a concept artist will largely be the same as networking in other game industry roles.

Networking is the best way to get an industry career, but is so much more than friending everyone you can on LinkedIn.

Networking should be much more than trying to get someone to refer you to a job. Especially in person, this comes across as insincere, pushy, and oftentimes leaves the mood sour. You obviously want to showcase your skills, but you should be trying to **meet colleagues and industry folks**, not finding a reference.

While many struggle with social anxieties, unfortunately I heavily encourage making the first move to conversations.

Of course, if you can afford it B2B events are your best shot at networking. In Canada, **XP Summit** holds 4 major events each year. While these may be costly, raffles routinely held by folks like **AMIR SATVAT** can help you get a ticket. In total, I've had all 4 of my networking B2B events compensated by professional giveaways.



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NETWORKING

Oddly enough, networking tools still include the good old fashioned **business card**. Both in Tokyo Japan and in Canada I carried business cards with me to events and was able to exchange them with both indie developers and teams and full companies and recruiting agents.

It's important to show you're organized and able to manage yourself and interact with others well!



Some of my more recent business cards!

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NETWORKING

As an artist, I routinely get positive comments about my cards because there is my own art front and center on them. That being said, any business card is ok! It should have your **name, role, and contact** as the major notes.

Since you're shooting for a producer role, a clean business card with your information and outreach links are the most important part!

While QR codes are common, always include your information/username somewhere else as well, as some people are still wary of QR due to possible virus sharing.



Some of my art specific business cards may have had a QR code, but they also had the links to my major socials in case folks didn't want to use a QR!

9 PRO EXAMPLE



some folks like Todd Howard of Bethesda are listed as producers and directors. (images via TweakTown and British GQ)



We've interviewed Gearbox producers on ELVL before - Ronnie Douglas and Christine Marten!

Similar to networking, job hunting is largely the same as a concept artist to the rest of the industry's roles. **LinkedIn** often posts positions that are great for indie or AAA companies, but be wary of too-good-to-be-true offers and scams.

Bonuses of LinkedIn is that it often displays when your resume has been downloaded and viewed. It also allows you to view staff members of the company you're applying to and connect.

Workwithindies, **Outscal**, and **Hitmarker** are all great online job application tools as well.

If possible, **NEVER** take a "test" that is unpaid. Oftentimes companies will require an "evaluation" as part of the interview. Your work should be paid, even if you do not secure the position, as you are spending time and effort on a potentially NDA piece.

Production does have a level of protection against AI counterparts that roles like **concept art** and **writing** sadly does not have, which means you may find more luck in project manager roles. That being said, be aware that many companies still try to use AI-powered softwares and content, and you may be exposed to this in the pipeline.



A.

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B. NOTE ON AI



ENTRY LVL is against the use of generative AI in games.