

# PROPELLER

THE NEWS, TECHNOLOGY, ART, DESIGN & CULTURE  
OF FULL SAIL UNIVERSITY

ESPORTS EDITION



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CAREERS

ART & DESIGN | BUSINESS | FILM & TELEVISION | GAMES | MEDIA & COMMUNICATIONS | MUSIC & RECORDING | SPORTS | TECHNOLOGY



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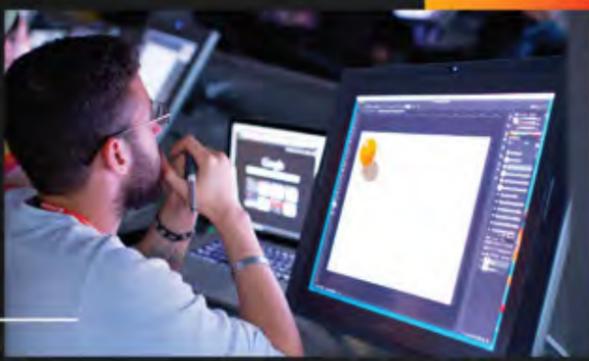
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# FULL SAIL DEGREES + ESPORTS CAREERS

With decades of experience teaching entertainment, media, technology, and business curriculum, Full Sail's degree programs match up perfectly with the wide range of careers in the esports field.

## ART + DESIGN



For artists and designers, esports presents a variety of career opportunities. Whether you're looking to develop branding and merchandise for teams, create graphics for live events, or even design for Twitch streams and social media, learning the fundamentals of design is an important first step.

### GRAPHIC DESIGN, MEDIA DESIGN MFA

**Art Directors** oversee and plan the look of a venue or team space, promotional content, team branding, and more.

**Graphic Designers** have a variety of responsibilities from developing logos and apparel to creating social media content.

### DIGITAL ARTS & DESIGN

**Web Designers** develop and maintain a digital home base for an esports organization to connect with fans, sell merchandise, and build an online presence.

## BUSINESS



Teams and other organizations offer a wide range of professional careers in esports. From team-centric positions like team management and coaching to organization-focused roles like ownership and business development, an entrepreneurial spirit is perfect for this path.

### ENTERTAINMENT BUSINESS

**Business Developers** build relationships with brands for partnerships, maintain revenue streams, and seek opportunities for meaningful fan engagement.

**Team Managers** work with players, manage team finances, negotiate player contracts, and help secure sponsorships.

### SPORTS MARKETING & MEDIA

**Advertising Managers** build and scale new advertising products and create engaging ad experiences for viewers.

**Strategy and Operations Managers** provide daily analytical and operational support to an organization while applying creative thinking.



# GAMES

Video games are undeniably the heart of esports and our grads have worked on some of the industry's most played. Full Sail grads from programs including **Game Art, Game Development, Computer Animation, and Game Design** have contributed to some of the biggest titles featured in professional and collegiate levels of play, including:

- CALL OF DUTY: BLACK OPS COLD WAR**
- FORTNITE**
- OVERWATCH**
- LEAGUE OF LEGENDS**
- VALORANT**



# MEDIA + COMMUNICATIONS

Communication careers within esports span a variety of roles and even departments. While some opt for careers in esports journalism, there are also opportunities in social media and community management, videography, public relations, and more. These careers tend to involve a commitment to professionalism and developing a diverse skillset.

## MEDIA COMMUNICATIONS, DIGITAL CINEMATOGRAPHY

**Social Media Coordinators** grow an organization's social presence through planning and developing creative and engaging content.

**Videographers** in esports are often expected to both capture and edit footage for game highlights, hype videos, and social media.

## CREATIVE WRITING, NEW MEDIA JOURNALISM MASTER'S

**Esports Writers** can pursue careers writing for teams to produce feature articles, social and web copy, scripts, and more.

**Journalists** in esports cover teams, players, and games by conducting interviews and writing articles that cover industry-related news.

## PUBLIC RELATIONS MASTER'S

**Public Relations** experts in esports produce press releases and work with journalists to expand brand reach.



# PRODUCTION

When it comes to bringing esports events and team footage to viewers in person or online, there is no team more important than production. Learning the intricacies of event production is critical in building a successful career in esports events and videography.

## FILM, SHOW PRODUCTION

**Producers** have broad production skills and work to keep a show on track while coordinating with talent, players, and crew.

**Camera Operators** capture what's happening live while communicating with their producers to get the right shot.

**Stream Managers** coordinate with players and production teams to solve game or stream related technical issues.

## SPORTSCASTING

**Casters and Analysts** are the lively on-camera talent that guides the viewer through the action happening on-screen.

## AUDIO PRODUCTION

**Audio Engineers** have to be equipped to balance multiple sounds from game audio, casters, player voice chat, and more to create the best possible mix.

# GRADS IN



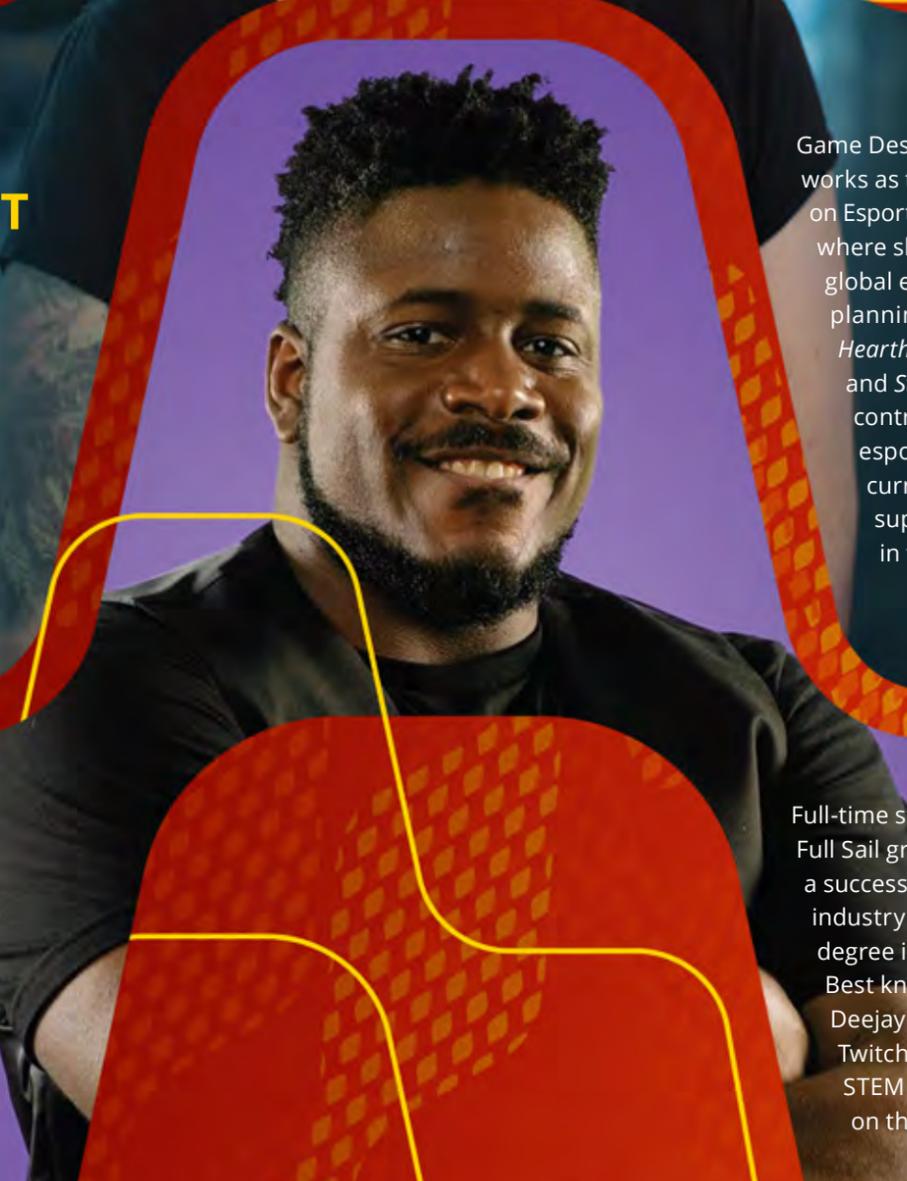
**LANDON  
'LANDO'  
SANDERS**  
*Sportscasting  
Bachelor's*

Commentator for Activision Blizzard's *Call of Duty* League, Sportscasting grad Landon Sanders has had a successful rise in esports commentary covering games, players, and more for *Call of Duty* fans around the world. "I would say the thing that hooked me the most was the people that were voicing it. [I found] the people that I could really relate with were actually the commentators," says Landon on what drew him to pursue an education in professional esports broadcasting.



**ERIN  
EBERHARDT**  
*Game Design  
Master's*

Game Design grad Erin Eberhardt works as the Lead Project Manager on Esports for Blizzard Entertainment where she manages the team behind global esports event and program planning for titles including *Hearthstone*, *World of Warcraft*, and *Starcraft II*. Erin has been a contributor to the Full Sail Armada esports program, guest lectured to current students, and consistently supports the careers of graduates in the gaming industry.



**D'JUAN  
'DEEJAY  
KNIGHT'  
IRVIN**  
*Digital Arts  
& Design  
Bachelor's*

Full-time streamer, educator, and Full Sail grad D'Juan Irvin has built a successful career in the gaming industry since completing his degree in Digital Arts & Design. Best known by his online moniker DeeJay Knight, D'Juan has earned Twitch Partner status by blending STEM education and entertainment on the streaming platform.

# ESPORTS



Currently working as the Global Creative Director for Dreamhack – one of the world’s largest gaming and pop culture festivals – Full Sail grad Justin Burnham is one of the key players in bringing the massive gaming expo to life. Justin keeps his finger on the pulse of the gaming industry as he leads his team through the development, planning, and marketing of Dreamhack events, online content, and partnerships.

**JUSTIN BURNHAM**  
*Recording Arts Associate's*



Only a year after graduating, Game Design Master's grad Nive Rajasekaran was blazing trails in the esports industry after accepting a role with Microsoft as an Esports Strategist where her role focused on building engagement around educational and community focused esports initiatives for the popular technology brand. Today, she works as a Memberships Specialist with Xbox at Microsoft.

**NIVE RAJASEKARAN**  
*Game Design Master's*

General Manager for eUnited, former pro *Call of Duty* player, and Entertainment Business grad Matt "Burns" Potthoff has been a frequent visitor to campus since Full Sail announced its foray into esports. "This is where I started my career. Seeing how much work the school has put into their esports program, to me, personally, it feels like it's come full circle," says Matt.

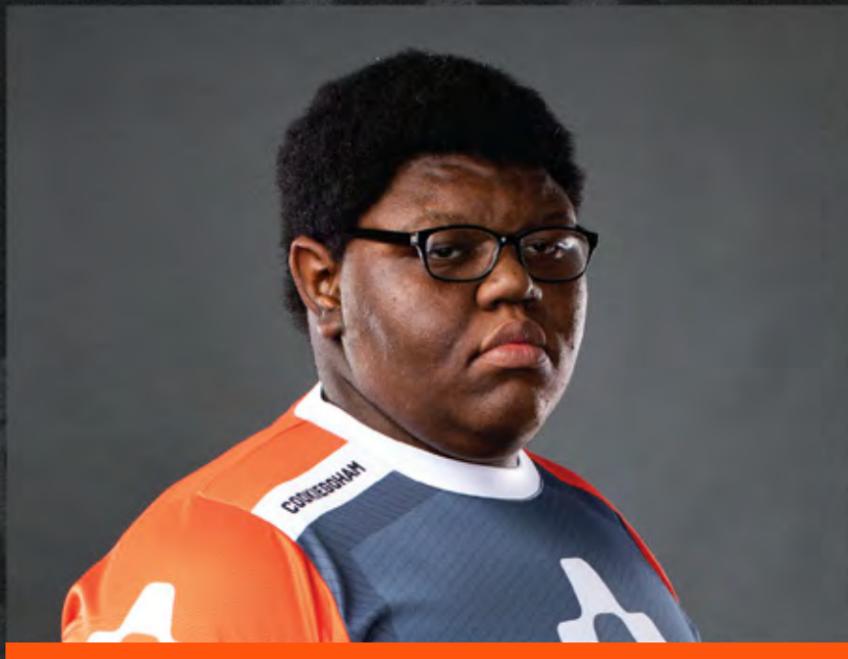
**MATT 'BURNS' POTTHOFF**  
*Entertainment Business Bachelor's*

# FULL SAIL ARMADA PLAYER SPOTLIGHTS

## MEGAN “PEPTOABYSMAL” DANAHER

**ENTERTAINMENT BUSINESS MASTER’S  
- SPORTS MANAGEMENT TRACK**

Full Sail Armada club president and varsity *Rainbow Six Siege* captain Megan “PeptoAbysmal” Danaher is an accomplished member of the community who is working toward a career in talent and project management in professional esports. Megan has worked alongside her teammates and other accomplished grads to improve and grow the Armada community. “I think that video games are the best form of networking and making strong, new connections,” says Megan.



## JAYSSON “COOKIEGOHAM” KEARNEY

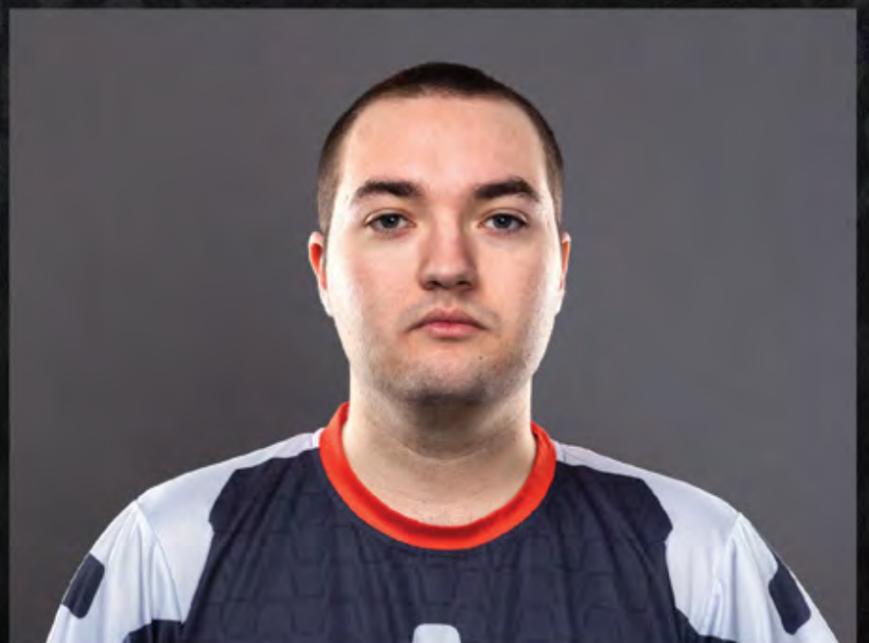
**GAME ART BACHELOR’S**

Varsity *League of Legends* athlete and Game Art student Jaysson “Cookiegoham” Kearney placed fifth in Red Bull’s Power Spike series and is known as a force to be reckoned with when it comes to his skills in-game, but his experience of professional growth while playing for Armada is what he values most. “The most impactful change to me from joining Full Sail Armada was learning to become a leader,” he says. “Being very introverted, I had to learn to be more vocal for the team.”

## WILLIAM “BIK” KLEVEN

**MEDIA COMMUNICATIONS BACHELOR’S**

Armada athlete and *Rocket League* team coach William “Bik” Kleven is always looking for new opportunities to support his team and peers. He can be found at the forefront of Armada’s charitable initiatives including his involvement in Extra Life, the GCX charity marathon stream, the World Marrow Donor Day Stream2Swab charity stream, and more. “Bik always uses his time to give back. His heart for helping others is something to be admired,” says Armada Team Manager Hoyt Dingus.



# TEAM SPOTLIGHTS

## VALORANT

V A R S I T Y T E A M

The Armada *Valorant* team faces off against competing schools in the 5v5 tactical first-person hero shooter from Riot Games. The varsity team currently competes in the Collegiate Valorant Premier league, playing against teams in a Swiss system tournament format during the 2020-2021 season.



## RAINBOW SIX SIEGE

### VARSIITY TEAM

Playing in the R6 Collegiate Championship 2021 Series, Full Sail Armada's *Rainbow Six Siege* team competes against over 30 rival universities for the title in this dynamic, team-based, online tactical shooter. Armada athletes can be found playing against teams including Virginia Tech, UNC Chapel Hill, and Penn State in a 5v5 format on Twitch throughout the season.



## FULL SAIL ARMADA'S STREAM TEAM

Designed as a way for players and fans to engage and interact in a casual, community-oriented online environment, Full Sail Armada's Stream Team lets you in on the action as Full Sail Armada athletes play *Overwatch*, *Call of Duty*, and other favorite titles on Twitch throughout the week. Tune in every Monday through Saturday from noon to 5 PM to see the Stream Team in action, with a weekly community tournament happening every Friday.

Catch all the action on Full Sail Armada's Twitch channel  
[Twitch.tv/FullSailArmada](https://Twitch.tv/FullSailArmada)



# FULL SAIL ESPORTS NEWS

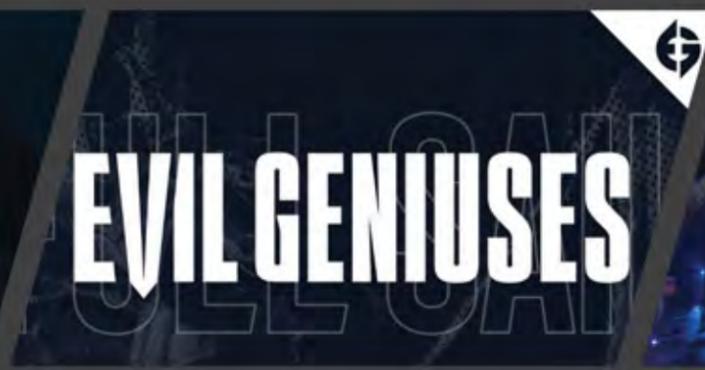


Full Sail's collegiate esports initiative continues to lead the way in events and community involvement, with virtual charity streams, online competitive play, and more. Below are just a few recent headlines focusing on Full Sail and its gaming community.



## FLORIDA MAYHEM COLLEGIATE RUMBLE

Players from Full Sail Armada's varsity *Overwatch* team competed against rival esports programs from universities throughout the state of Florida in the Mayhem Collegiate Rumble, hosted by *Overwatch* League team Florida Mayhem. Armada's team walked away from the competition winning second place in the finals. "The fact that we can call ourselves the second-best in the Florida collegiate scene is awesome," says Armada athlete Yakisoba.



## FULL SAIL INTERNS AT EVIL GENIUSES

Long-running esports organization Evil Geniuses teamed up with Full Sail to develop an internship program that brings on recent grads for roles in content development. Multiple graduates have secured full-time roles with Evil Geniuses since completing internships, including Media Communications grad Zoe Monday, who now works as a design and motion graphics artist with the Ingenious Creators team. "When this internship came along where I could support an esports team through design and marketing, it honestly seemed like a perfect fit," says Zoe.



## GCX 2020 CHARITY STREAM AT FULL SAIL

Full Sail's time block in Rare Drop's GCX 2020 Charity Marathon featured grads from some of gaming's biggest studios sharing their experience in the industry, while bringing global donation totals for St. Jude Children's Research Hospital to over \$5 million. Grads who have contributed to major game releases including *DOOM Eternal*, *Call of Duty: Modern Warfare*, and *Borderlands 3* shared their experiences and advice in game audio, development, and design.



## STUDENTS WORK ON 'HEARTHSTONE' COLLEGIATE FALL FINALS

Hosted live from Full Sail's esports arena, the 2019 *Hearthstone* Collegiate Fall Finals brought the game's top collegiate athletes to campus to compete for the championship title. Two Armada members – PeptoAbysmal and Karadactyl – got the chance to shadow Blizzard Lead Project Manager and Full Sail grad Erin Eberhardt while assisting her with player management, technical feedback, logistics, and team assistance throughout the event.



## ARMADA FEATURED IN 'THE RED BULLETIN'

Full Sail's esports initiatives were featured in the October 2020 issue of *The Red Bulletin*, Red Bull's monthly magazine covering sports, culture, music, and lifestyle topics. The story follows Full Sail Armada club president Megan "PeptoAbysmal" Danaher and Sportscasting student Gus "Upmind" Domingues through the Worlds Collide gaming event hosted during Full Sail's Eleventh Annual Hall of Fame week. The print edition of *The Red Bulletin* is published in four languages with a worldwide circulation of two million copies.



## RAISING MONEY FOR A HISTORIC BLACK COMMUNITY

Stream of Thought — a special charity event amplifying Black voices in gaming and media — brought together Black content creators, streamers, and gamers for a series of roundtable discussions over some good old gameplay in *Apex Legends* and *Call of Duty: Modern Warfare*. Working closely with the Black Student Union, Full Sail invited members of the gaming community including BlackRose, BigCheeseKit, Reck, and Full Sail grad Leslie Brathwaite to share their experiences.