Digitech
STUDIO SCHOOL BRISTOL

Curriculum area/subject: Enterprise: Esports L2 (Year 10/11)

100% Coursework

Unit 1 – Esports Games, Teams and Tournaments	Unit 2 - Establishing an Esports Organisation	Unit 3 - Streaming for Esports	Unit 4 - Plan for an Esports Event
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	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	• Research into the six areas of genre for esports games • Skill development and training in different game styles. • What is esports? How is it a successful and growing industry?	• Research into teams and tournaments. • How is money made in esports? • How is the esports industry regulated?	• Investigate a global sporting organisation • Research into branding theories: colour palettes, audience demographics and typography.	• Develop a brand for an esports organisation. • Design a logo, merchandise and promotional materials. • Create an implement a brand-kit.	• Design a logo and merchandise for an esports organisation, • Create a plan to promote the brand.	• Skill development – preparation for Unit 3.
Year 11	• Research into Esports Streamers and their popularity. • Exploration into the world of streaming – regulation of online videos. • Skill development on their chosen game to broadcast.	• Esports Streaming Profile. Students will create their own Streaming and branding. • Creating and publishing content. • Evaluating performance.	• Research into Esports events and strengths / limitations. • Research into branding and	• Planning and logistics of esports event. • Students will try different styles of tournament and evaluate the strengths/limitations. • Students will complete audience research to find out what games will be most popular for the event.	• Students will promote, set-up and run their esports event. • Students will collect participant feedback. • They will evaluate the overall successfulness of the event.	• Revision for core exam subjects.