Proposed Interactive Gaming Hub and Animation Center

A Thesis Presented to the
Faculty of Architecture Department
De La Salle University – Dasmariñas
Dasmariñas City, Cavite

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In partial fulfillment of the requirements in Architectural Design 9 and Architectural Design 10 - Architectural Thesis (ARCH511/L and ARCH 521/L) for the Degree of Bachelor of Science in Architecture

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May 2014
ABSTRACT

There is current consensus among leading economists both locally and abroad that the Philippines is now in a very good position for an economic take-off. The country is being given a lot of positive names lately; the “New Asian Tiger” is one of them. Some of the factors that led to this is that the Philippines, which accounts for a decent number of percent of the global animation and game development market helps in boosting the increasing number of Business Process Outsourcing (BPO) in the country. The sophisticated talent and creative instinct of Filipinos make the Philippines the preferred outsourcing partner of big international production outfits worldwide. This has been the case for the past few decades in which the Philippines have been rendering gaming and animation services to the world because of lower costs of services, Big companies rely on the capacity of Filipino due to our English proficiency, consistent quality and speed in delivering output, and the ability to comprehend concepts and story lines better than other Asian counterparts.

At the moment, looking at the equation, the Philippines have the tools and materials as well as the talent but the problem is lack of facility that would house products in terms of animation – gaming merchandise and services similar to other BPO’s around the country which deal with the production, preproduction and the postproduction. At present, there are several small and medium studios in the country providing jobs to thousands of animation/gaming professionals directly and indirectly involved in the field, but this is not enough for the industry to see an increase and a more developed and higher income-generating revenue for the economy. This research will help promote and market the country’s animation and gaming industry including other organizations involved here and abroad by giving opportunities to people interested in this aspect. It will also showcase the talents and work of the Filipino people. As a result the study came up with the Proposed Interactive Gaming Hub and Animation Center that will create a common background for the gaming and non-gaming enthusiasts.
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