



I Make Games - video channel providing female role models in game development WIGI and IGDA

Research shows that middle school girls are interested in developing video games, but they often lose confidence as they get older. Role models can make a difference. **I Make Games** is a new campaign sponsored by WIGI and IGDA to provide female role models in game development.

Our goal is to cultivate a [YouTube channel](#) that female game developers are continually adding to, with their own stories about game development. We are reaching out to developers at GDC, asking them to help seed the channel with videos. Please check out imakegamesproject.com to see the research, and learn how to create your own videos for the channel.

Here are some excerpts:

- 140,00 new jobs in computer science are added to American economy every year, but there are only 40,000 new graduates in computer science.
- 57% percent of girls agree "I think it would be fun to create an iPhone app or design a computer/video game".
- 37% of computer science undergraduate degree recipients in 1987 were women. In 2012 it was only 18%.

Contributing videos to "I Make Games" is good for your company:

- Recruiting women
- Promoting your games
- Taking a stand

Celebrate the women who are already making games. Encourage a new generation of girls to join their ranks. Spread the word. We need videos!