



Hoplon Infotainment | Florianopolis, Brazil

Liudmila

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Hoplon Infotainment

Hoplon Infotainment is a Brazilian game development studio, which is located in Florianopolis (SC), Brazil. Hoplon Infotainment is one of the biggest game development studios in Brazil and is responsible for pioneering projects in the country. They contribute their expertise to strengthening the Brazilian gaming industry. Under the developed games are Taikodom, Apocalypse: Party's Over, Heavy Metal Machines. Right now, Heavy Metal Machines is the main project of Hoplon Infotainment.

Florianopolis, Brazil

Florianopolis, or also just Floripa, is a city in the south of Brazil and is the capital of the state Santa Catarina. Florianopolis is divided in two parts, one is located on the mainland and another on an island. It is one of the safest areas in Brazil and is one of the main information technology (IT) centers in the country. This city is the perfect place for people, who love natural landscapes, beaches and water sports. It offers 42 beaches, some of them could just be achieved with a hiking tour over the mountains. Additionally Floripa is also famous for its nightlife, there are a lot of clubs and bars to suit the taste of everybody.



Brazil location map.svg, von NordNordWest- Eigenes Werk, lizenziert unter CC BY-SA 3.0 https://de.wikipedia.org/wiki/Florianopolis#/media/File:Brazil_location_map.svg

Aufgaben während des Praktikums

- Localize or also the review of already localized in-game texts and marketing campaigns in both languages German and Russian
- Publication and monitoring of official page on Russian social platform VK
- Organize online community tournaments on battlefy.com
- Communication with gamers through the official channels, like Discord, VK, Facebook, Steam Platform
- Support during the Livestreams
- Weekly report
- Country specific research for Russia and Germany



- Communication skills - all these experiences helped me now to present and express myself more confidently
- Nonviolent communication
- Intercultural skills
- Event management
- Marketing strategies and tools
- Communicate in different languages almost at the same time



Eindrücke

This internship was an exciting and challenging opportunity, because I was neither from the marketing area nor a gamer, but it was worth to try something new and to see the things from another perspective. I was just the only foreign in the company, so I could learn many things about the Brazilian culture from the natives and the basics in Portuguese languages. It helped me to see the things from a different perspective. It was my pleasure to work at Hoplon with very pleasant and creative people.

Kultur

What cross your mind, when you think about Brazil? Rio, Samba, Capirinha. Brazil is much more than just this... Do you now what capoeira, chimarrao or feijoada is? I didn't, before. The culture of Brazil is so varied and divers. It is a melting pot of many different nationalities and that makes this country so amazing. While in the south of Brazil it looks more like Europe in the north you could get to learn the native cultural. The people are very warmhearted and try to help you and give some tips, even although you hardly speak their language.



Having grown up in both Russia and Germany and having learned a lot in two completely different cultures helped me to adapt myself very quickly. Also the warm welcome from my colleagues and other people contributed to the fast integration in a new society, from the beginning I felt myself as a full member. Beside the language I didn't experience any other difficulties caused by different cultural backgrounds.

Tipps & Vorschläge für zukünftige Praktikant/-innen

- Be openminded and get to know the natives, you could explore much more than if you just go out with another foreigners.
- Enjoy your time, go out, travel during the weekend. Unfortunately Brazil doesn't have trains, but you can take a bus or plain.
- Try the original food. It is so delicious. By sweets you could get a sugar shock, but it's worth it.
- Expect the German and Brazilian work attitude and work atmosphere to be different. Brazilians way to work, let's say, it is very chaotic, but you have a lot of fun, too.
- Punctuality is also not the Brazilians' strength. My friend always asked me whether we meet us German or Brazilian time :P
- Inform yourself about the actual safety situation in the city before you go there. I didn't get any problems, also during my trip alone through the north of Brazil, but you need to be careful and pay more attention than in Europe.



Das Leben danach...

In conclusion, the internship at Hoplon Infotainment was a great experience. During my stay there I found out what my strengths and weaknesses are. While I was working for Hoplon Infotainment I could also improve my communication skills. All these experiences helped me now to present and express myself more confidently. Moreover, the internship was an opportunity to get to know another culture. It provided me a great chance to meet new people and establish professional and private contacts to broaden my intellectual and cultural horizons.

Thank You

At the end I would like to thank International Office of the TU Dortmund, IAESTE, SATC and Hoplon Infotainment for giving me this opportunity in which I have developed myself both professionally and personally.



