

Comments About Alan Emrich

Alan was my editor for several years when I wrote for CGW [Computer Gaming World magazine]. When he stopped writing strategy books the whole industry took a nose dive as far as these guides went. Gone were the extensive tables and meat that used to make up his books.

I remember him telling me he had a laptop on his honeymoon finishing one of them. He was really committed to his trade. It was after he left, and I had some experience with a new editor, that I stopped reviewing (also had a set of triplet boys born to my wife and I, small influence).

Stan Trevena [December, 1998]

I was a long time subscriber to CGW [Computer Gaming World magazine] from the earliest days. I primarily bought the magazine for the wargaming section... Alan Emrich had a column with news and notes from the industry for many years, and before he left CGW it was the main reason I bought it.

Alan had a long tradition with wargames; yes even the beer and pretzel ones. He had many contacts within the wargaming community. I met him several years back at the computer game developers conference and found him very easy to talk to. Those were the days before CGDC [the Computer Game Developer's Conference] became corporate and small development houses were the norm in the industry.

Terry Coleman has done a fine job in Alan's place, but no one can replace Alan's prowess. I have always hoped he would land somewhere else where he could continue his writing but alas up to now is not to be. Alan, wherever you are here's to you!

Danger Dave [December, 1998]

Lastly, there are the old pros: people who have been reviewing games for years. We have a great set of people here: Arnie Katz, Bill Kunkel, Joyce Worley, Ken St. Andre, Shay Addams, Scorpia, Scott Mace, Alan Emrich, R. Bradley Andrews, and many more. These reviewers have been around the block a few times, and they know how to evaluate a game. First, they give it the time it deserves, knowing that the proof of the game is in the playing.

Second, they have established a context for evaluating games. They know what is realistically possible given the economic and technical realities, and they weigh a game's strengths and weak-nesses with these in mind.

Lastly, they care. They care about good games and the advancement of the art. They want to see better games and they see their criticisms as a way to improve the industry.

Chris Crawford [1998]

Those who have enjoyed the hobby over the years have surely been touched by Emrich's commitment to the industry; from GAMA [The Game Manufacturer's Association] and game conventions, to helping shape some of the top ConSim [Conflict Simulation] game releases over the past fifteen years. Perhaps Emrich's greatest talent is his absolute gift in sharing his passion for the hobby... the energy level at a convention reaches heights that can only be attributable to Alan Emrich's presence.

John Kranz [July 1999]

Oh, man, what could I say about Alan? When he was our producer (client contact point), we got paid on time, he followed up on everything we needed to get our job done, generally got things done and made things happen. Now that he's been "replaced," we have to nag to get paid, nag to get things we need, everything falls through the cracks, and nothing seems to get done with respect to our projects at that particular client.

His people skills are excellent. I can't speak for his work ethic or productivity except to say that, as far as we were concerned, **things got done!** I never had to "remind" him of anything. He has great passion for his work. He's just an all around great guy, and we miss working with him.

Jack Thornton, Director, Software Development, Cetasoft [2000]

I have to say that Alan Emrich is so conscientious that we used to call him A.R. (Anal Retentive) instead of A.E. He's very detail oriented and brings lots of energy to the job. He's a total company booster wherever he goes. Work environment wise, he is just great to work with.

Johnny L. Wilson, Publisher [2000]

I have known Alan Emrich since we were in kindergarten. Seriously, I have known the guy since 1964. We have worked together in so many ways over the years. Usually, I was serving as an external resource for his game development. Alan knows games extremely well. He knows how to play and structure them so that they are fun. The guy is fabulous with games! He loves to play them. Regarding his management and people skills, Alan can get people whipped up and excited. He is a real inspiration. He likes to work in a very dedicated way and really takes personal ownership in his projects. If his name is on it, he wants the project done right, nothing cheesy and no cutting corners.

Bill Fisher, CEO, Quicksilver Software [2000]

Comments About Alan Emrich

Alan Emrich is a gaming veteran's veteran. He's done it all, from board games to card games, from computer games to pen and paper role-playing. He's experienced the trials and tribulations of being a game journalist, editor, and strategy guide author. He's been there from the beginning, when games were just a collection of cardboard chits, and will probably be there until the end, when games are so involving and realistic they have to be regulated like a drug.

Bernard Dy [January 2001]

Alan is the deep thinker behind the Player Ranking system in [Cosmic Online](#). In honor of such deep thoughts, CE player status is measured in m-rics [the plural pronunciation of his last name].

Damon White [October, 2003]

Alan, let me say that you're a splendid instructor. Your communication skills are outstanding (no doubt due to game design experience). I've yet to run across something you didn't explain with perfect clarity. More importantly however, you send out a tight package of information that both a creative and a logical mind can understand. Your curriculum is obviously a labor of love and it shows in your thoroughness and passion for the subject.

Enough about you, lets talk about *me*. I think if I were you the ultimate satisfaction would be in the success of your students, so I'm happy to report that I'm well on my way to becoming a Game Designer! Anyway, I just wanted to let you know because it has been **your class** and, more importantly, **your war stories** that have motivated me towards this luxurious (NOT) job. Did I mention my wife hates you? Don't worry about that; she's only dangerous when protecting her young.

I just wanted to tip my hat and say thank you. Keep up the good work; see you in class!

Chris Kubik [February, 2003]

Dear Alan,

It was nice to see you again. I had a most enjoyable evening sitting in as guest speaker for your Game Design Class. The students were great. I was amazed by the high concept and workmanship of the class projects that each was composing.

I was also surprised to find that I think I could learn quite a bit from your class as well. You did an excellent job of organizing and focusing several concepts that I use, but I was only tacitly aware of, or never put together the vocabulary to describe or explain as clearly as you do.

I would welcome a future opportunity to speak in your class, and hope to find the time to take it myself, when it is offered again.

Thanks again for your invitation.

Sincerely,

Michael Anderson
Owner - One Small Step Games
[March, 2003]

Hello, Mr. Emrich.

Well, I didn't get a chance to speak to you after class last Tuesday, but I just wanted thank you for teaching a great class. I learned so much and I'm really sorry you won't be teaching this class [Project Management] anymore; it was a very challenging learning experience – others won't know what they are missing.

But again, thank you Mr. Emrich. I had lots of fun in your class and learned many, many things that will help me in my future.

Sincerely, Felix Urquiza [March, 2004]

Dear Mr. Emrich,

This is the second class that I have had with you as my teacher. I am now going to be in my 9th quarter, and took your two classes backwards. I do believe that you were made to be a teacher. You

have done a wonderful job as our teacher, challenging us with group and individual competition (us gamers love that kind of stuff). You have pounded quotes and phrases into our heads so that when we are in the old folk's home, we will be mindlessly reciting, "Keep it simple, stupid!"

I spoke to you once in class where I said that you give a great amount of information, but you give it in a fascinating way. Your delivery of the information is quite entertaining. So thank you for devoting your time and energy at this time in life so that us lucky few will actually enjoy being educated. Enough brown nosing (but seriously, I will be looking forward to being in your future classes). And thanks again for the work that you do with us.

Ray Wade [June, 2004]

IDEA Student Survey Comments *Summer, 2004*

"Great teacher; passionate about what he teaches."

"Mr. Emrich is seriously one of the best teachers at this school. His experience is crucial and if he ever gets fired, you can bet there will be petitions for his return."

"All teachers should teach with the enthusiasm that Alan Emrich has. It makes me want to come to class and eager to learn."

"It is my belief that not everyone is meant to teach. It takes a gifted individual to be an excellent teacher. I have found this to be a rare occurrence. A great teacher is hard to find, like a diamond in the rough. Mr. Emrich is one of those diamonds."

"Honestly, [his is] the best class I have ever taken."

"Keep him as long as you can."

Winter, 2005

"Mr. Emrich is a good teacher who explains things many different ways so it can be understood."

Comments About Alan Emrich

“Best teacher EVER!”

“Mr. Emrich kicks mass quantities of ass!”

“Emrich Rocks!”

“BEST TEACHER EVER!!!”

“What can I say? Mr. Emrich is a well-prepared teacher who gives us a lot of questions and makes us think.”

“Mr. Emrich is an outstanding teacher. He’s not only humorous, but gives lots of important information on the subject. I wish to have him again in the future.”

“Good times, good stuff. GOOD stuff. ☺”

“This man is an excellent teacher, even more so if the student is willing to go the extra mile to read the bonus material.”

“Extremely unique teacher. He is a compassionate individual.”

“Mr. Emrich is amazing teacher.”

“Alan Emrich is an amazing teacher. He not only teaches and provides relevant information to the field, but also ignites a passion for your role in it. He really cares about his students’ success.”

“Emrich is never to be underrated. Ever.”

“What can I say? Alan is the perfect Game teacher!”

“Dude is good at what he does.”

“SUPER!!!”

“Mr. Emrich is awesome!”

Winter, 2007

“Mr. Emrich has been one of the greatest teachers I have ever had. He made his lectures enjoyable and informative. I look forward to having more classes with him.”

“Mr. Emrich is the best teacher ever. Learning is fun with him around. We love that guy!”

“Your methods of teaching are brilliant and innovative; keep it up! You always seem to make the classroom a positive

environment and explain things very well – even comically.”

“Emrich is great. He is so full of knowledge and a love for what he does! He really wants to see his students do great in the future.”

“Mr. Emrich is an amazing man as well as an amazing teacher. Thank you so much for the inspiration!”

“In the beginning, God created the Word... then Emrich.”

Hi, Mr. Emrich,

I wanted to let you know that I withdrew from school today. But I enjoyed your class. It was interesting. I already had people play the crude version of my *Catapult* game and it’s pretty fun. I hope I can still proceed with it in some way.

In your class, I realized that this is not the industry I belong in. I am a classically trained pianist, I have been playing for 20 years (teaching for 7) and the main reason I stated AI was because I wanted to eventually compose for video games. I thought learning about them would give me more of an edge. But, I was approaching it from the wrong angle. I thought about it for months but was not sure how to articulate it. Then it hit me like a ton of bricks when you drew the [Working in the Game Industry Triangle](#) on the board with the “play games,” “make games,” and “have a life.” I love playing games and I want to have a life so... well, you know the rest.

Anyway, I wanted to thank you. I did not want you to think I ran screaming. I learned a ton in your class. You also helped me realize that I really was getting into the wrong industry. I explained all of this to Paco [a school counselor] and he understood. I even drew the triangle for him. He did not try to change my mind, since it was clear I knew what I was doing. I am just glad I realized this before I got too far along in the program.

I am going to finish my degree in music instead.

Best wishes, Raymond [August, 2004]

Hi, Mr. Emrich

I just wanted to say that I am enjoying your class. I wanted to tell you that my brain has been challenged more than it ever has in its entire life without being so difficult that it flies over my head such as Quantum Physics.

Before I thought I would never be able to come up with any game design ideas; I think of myself more of an artist. But your methods of [creative thinking](#) really opened up a hard shell.

Danny, your “A” student [September, 2004]

Okay, I admit it... *I am a cornball*. I had to fight tears of joy as I read the [I am a Teacher](#) article on your web site. You, by yourself, would be worth the 35 years I spent in the classroom. I would love to visit your students like you did for me for many years after you graduated. How lucky those kids are to have you for a teacher.

I am more thrilled than you can imagine seeing the life you have created. **What a success story!**

Love ya, my good and great friend.

Jack Schlatter [September, 2004]

Alan,

I can not begin to explain how thankful I am for all of the help you have given me. You have constantly gone out on a limb for your students. I was blown away at how much you backed me up in your first class with CGDC [the Computer Game Developer’s Conference] without even knowing me, and then Warner Bros, then your help with this [an apprentice producer position]... it has never ended. The one thing that bothers me is I do not feel as though I have any way to help you.

When I left Boise for AI [The Art Institute of California] I left a

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technology teacher named Mr. Courtney Smith who would do anything for his students no matter what his limitations. I knew the man for four years and I was worried with the quarter system at AI that I would never be able to have a teacher like that again, I was mistaken. You have seemingly endless desire to help your students. For everything I have mentioned above I must commend you for being an excellent teacher and mentor.

Thank you so much and I look forward to taking every class that you teach.

Cort Soest [September, 2004]

Cort,

Wow, I'm speechless (and that's saying something)!

Alan Emrich

Hi, Sir Emrich,

Your **Survey of the Game Industry** class was wonderful! I entered worrying that I only knew how to play games and draw. The thought of actually *creating* fun and interesting gameplay seemed a nearly impossible feat. You took away those fears and now I even have a nomination for the "Million Dollar Game Idea" award. That's a pretty cool honor and more than what I expected I could get accomplished.

I like your energetic teaching style and was able to absorb well what you taught, especially compared to any other lecture classes in a higher-end university such as Cal State Fullerton or Laguna Beach Art School (where I previously attended). I think if my other general education classes did that I would be an "Ace." Do you teach history? I think that it would be cool to take your history class. I like the fact you are also very active in making the school "a better place" at President's Club meetings and so forth; you've gained a huge following.

First quarter at AI [The Art Institute of California: Orange County] went wonderful! See you in **Game Design!**

Danny Truong [September, 2004]

Thanks for teaching an amazing class. You're absolutely my favorite teacher!

Megan Parks [September, 2004]

Mr. Emrich,

I just have to say **thank you so much**. You have really motivated me to take my passion and caring beyond the class and continue working on some games I have in my computer. After all the iterations and revamps on my games, I felt I failed because everyone else's games looked more stylish and better developed.

I left the class thinking my Course Project game was horrible and it hit me hard, emotionally, because it's a game that I literally put a piece of my soul in. To know that you saw what I put into it and enjoyed it – *actually had fun with it* – just made this week one of my best.

I want to thank you so much! You've really helped me a lot.

Sincerely,

Jason Childress [September, 2004]

Alan

Thanks for being one of the best, if not *the* best, teacher at the school. You care about the students and it shows. I'm hoping you will be picking up more classes in the time I have remaining so that I can learn more from you. I've enjoyed all the classes I've taken with you, game design probably the most :) and fully recommend them to new students.

Talk to you soon,

Pharaoh (Mike Barrett) [September, 2004]

Thanks, Mr. Emrich!

Thank you for the awards! They are great! You should get one yourself, for being a great teacher!

It's good to hear you say that I am destined to make games. It helps reconfirm my decision to pursue a career in making them. I have a passion for games, but you never know if you have what it takes to actually create them well. Thanks for the confidence booster!

Thanks again,

Aaron Goodson [October, 2004]

Hello Mr. Emrich,

I just wanted to shoot you a quick "thank you" for all the effort and enthusiasm you put forth into your teaching. It is truly apparent that you are passionate about what you do, and it is that passion that makes *me* excited about being a game developer. Just wanted to make sure that at least someone is getting a lot out of your teachings... and it's only week 5!

Thanks for making my Wednesday evenings an entertaining time at school.

Travis Tendick [October, 2004]

Hey, Mr. Emrich,

I'd just like to say great class and good job. I find you really inspirational and interesting.

David Mourning [October, 2004]

Hey Mr. Emrich,

I just wanted to say thanks for sharing your concerns with me about my "enjoyment level" of your class. I assure you, your methods of teaching and genuine enthusiasm for the Game Industry is the reason why I show up to class. Next time my face resembles that of an old hound dog, just remember this email. Simply put, it was a *very* long day at work yesterday.

Cheers,

Philip Starr [October, 2004]

Hello Professor Emrich!

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I just wanted to let you know I really loved last week's [*Survey of the Game Industry*] class and can't wait for next week's. You were very inspirational; as soon as I walked out of that class I wanted to jump into the game industry right away!

Anyway, like I said, I'm looking forward to next week, the lesson plan looks awesome and I can't wait! On top of that, *Halo 2* comes out the day before! Just to let you know, I may be a little tired in class that day (ha ha). Well, anyway I just wanted to let you know how much fun your class has been and I can not wait for what the future holds for me in the game industry! See you at class!

Kurt Papstein [November, 2004]

Hey, Alan!

I just wanted to say thanks for all your knowledge over the past few quarters; it has helped me *so* much.

Using your interview email tactics and with the help of a friend, I landed an interview for a Game Master position at Blizzard. :-)

Zach Gonzalez [December, 2004]

Mr. Emrich,

For once, this is not an email concerning a student's need for help. I wanted to say that this class [Game Design] was over much to fast; all I want to do now is somehow stay in Game Design class! I even considered auditing the class next quarter, but the Dean of Academic Affairs told me that I couldn't audit a class that I was getting an "A" in unless I talked to the teacher. I don't really think I have time anyway; it's just a silly desire, but I will definitely be a playtester this time next quarter.

I've had a lot of fun in your class and I can't wait for you to get a look at my game. Your class is simply the best and you have got to be, by far, the best

instructor I've had or heard of. Thanks for all the help and the chance to feel that a job as a game designer/developer is actually within my reach.

Sincerely,

Ryan Metzдорff [December, 2004]

Mr. Emrich,

I would like to personally extend all of my thanks to you for providing me with a great last day of the quarter. I had a blast. I enjoyed presenting my ideas in class, and I also enjoying acing the test. I learned a **huge** amount about the game industry and everything involved in it. You are truly a god among men.

I am sad that I have to wait 4 months before I have another class with you, but I know that I will see you around campus sometime and I am sure that I will be involved in a game or two next quarter. I enjoyed your class so much this quarter. I loved every Wednesday morning, because I would be in your class that evening. I hated each Wednesday night when you uttered those four words, "See you next week."

You truly care about your students. I am not sure how to sum this up, or even put how much I enjoyed your presence in a letter. Thanks for all of the knowledge, know-how, experience, and the fun times in your class.

Sincerely, a good friend,

Douglas Carter [December, 2004]

Thanks, Alan.

You taught me what I need to be the best. I'll make you proud someday; you'll see!

Thanks for the award!

Björn Martinez [October, 2004]

Hi Alan,

Thanks again, and best of luck with all your endeavors! It sounds like you've got a lot of cool projects going on, from

reading your latest website info.

I also hope to see you get back into electronic game development. You might want to consider contributing to the next wave of "ultracausal" or "net" games. I'm talking about the products that are going to be appearing starting next year that are a bit more sophisticated than the current crop – it's a nascent area of a small but growing PC gaming market. Most current net games are very repetitive puzzle games. But there is a lot of potential.

This is not an attempt to hire you, Alan, nor do I have a company doing such games – I'd just like to see you apply your skills to one of my favorite new genres of gaming! You've always had a wonderful capability to get to the heart of what makes a game entertaining and satisfying to play, and the programming effort in creating net games is minimal, so I think that you would kick butt in this arena.

It's also fascinating that converted board games are appearing as part of this growing niche. So that might open a door for you too.

Bill G. Dunn [January, 2005]

Mr. Emrich,

I just wanted to write you and say thanks. This might be a little off subject but... before taking your class, I was never remotely interested in history. In my mind, it was boring and uninteresting. After taking *Survey of the Game Industry* with you I thought to myself how much more interesting any of the history classes I endured would have been if you had taught them. Your ability to take the class and make us feel as if we are actually witnessing an event (especially in your vivid descriptions of past battles and wars) is very unique and enthralling. Unfortunately, I have **never** had a teacher with the ability to hold even an inkling of my attention when it came to historical battles and wars (and I never thought I would). So, I just wanted to thank you for opening up my

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eyes to the wonders of history; something I could have sworn I wouldn't ever have been remotely interested in.

Even beyond the great history lessons you sometimes sneak into class, you're an exceptional teacher and anyone I have ever spoken with that has taken your class agrees wholeheartedly! Every 4 hour class goes by far too quickly... and I'm always amazed at how much information I can soak up out of your lectures at 7:30 in the morning, seeing as am *faaaaaar* from being a morning person. The passion you put into your teaching is quite contagious! Any second thoughts I had about this career decision have been completely erased, and you are definitely to blame :)

I'm so glad I've had the opportunity to take your classes, and thanks again for being such an awesome teacher! I appreciate all of the knowledge, consideration, time and energy you have shared with me and the rest of the class! I can't wait to get out there and start putting all of to good use!:)D

Makenna Mills [February, 2005]

Mr. Emrich

I just want to let you know that your classes are the best I've ever had. You make the subject interesting the whole time. I have learned many concepts and ideas and, at the very least, have had the best teacher instruct me.

Sir, you're a very good person and thank you for all your time and effort you gave me and my classmates.

Sincerely,

Phil Larrabee [March, 2005]

Hey, Mr. Emrich

School is going to be rough without your class for the next several quarters. You are the most entertaining teacher I have ever had and it really keeps my imagination in check and prevents me from daydreaming in class.

Thank you for being such a great teacher and I hope you get your Masters.

Your student,

Kevin Wongthipkongka (a.k.a. Mr. W.)
[March, 2005]

Hi Alan!

I'm not sure if you remember me, but I my name is Jessica Schweber and I took your class on Strategies in Game Design at the Digital Media Academy at Stanford in 2003. I have now graduated from college and am finding that the thing I really want to do is game design, or something related within the field.

I really loved your class; in fact it's probably the main reason I decided to try to do what I really love [make computer games]. I even tried to integrate it into my art school experience by building a real 3D game world that you could walk around and interact with for my Senior project.

Jessica [April, 2005]

You know, Alan, I just wanted to say thanks for sharing with us the information about the video game bill that's being considered.

You make us think and do research about what is going on in the world of video games and kept me busy during vacation week.

You are a really cool guy, and I just want to thank you for making some of us think just a little more.

Marlon Alvarado [April, 2005]

Hey there, Alan.

This is Raymond Wade...the dude from your design class that started a Christian game company. Wow, have my teams been busy lately! We are in the trenches with design, modeling, texturing, rigging, you name it, and we're doing it.

Thank you for being so encouraging. I don't think I would have jumped off the cliff, and started the company if you did not give me the encouragement that I needed at that moment. So thank you... and I am not the only one at the school to see you as a mentor, either.

I also wanted to mention that there have been some great advantages to taking your class before jumping in to designing and developing a game. I have seen by first hand experience your theory of the snowball effect. Our company started with a little patting of the snow. Now, in the production phase, I am walking quite fast beside it, and it seems to have a life of its own now. I know that in the near future, I will be running along side the beast, trying to manipulate it, but I know it will be way bigger than me.

From your class I also learned and now apply the "knowns and unknowns." These groups of theories help me on a daily basis. Being able to identify them helps me manage them much better. The worst of these are the unknown unknowns. These come out of nowhere and smack you on the forehead. How on earth can you plan for something that you cannot foresee?! Frustrating, but inevitable.

This is just a little bit that I have learned from your class. You have given me great insight into the Game Industry, and I speak for all of your students when I say...keep up the good work!

Take care,

Ray Wade [April, 2005]

Mr. Emrich,

I can't take credit for working that hard. You do more work making our class fun and educational than I do by just sitting back and being entertained. I don't even have to study to be honest.

I remember everything from class because you never break my attention or let me slack. There is always action and animation in your presentation that

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I can't help but pay attention to and learn from.

I must say, you are the best teacher I have ever been privileged enough to study from. So it is *I* that am hoping that *you*, Mr. Emrich, keep up the good work.

Larry Charles, Jr. [May, 2005]

Dear Mr. Emrich,

I regret not having been to class last Wednesday because I find that your lectures are, by far, the best value for my money than any other class I've had so far. However, because you're so well organized it's easy for me to catch up on what was missed.

Jeff Barbéra [June, 2005]

Mr. Emrich,

Not to say you're not a hard teacher, but there's just really no excuse to have anything but an A or a B in your class. I mean, you basically just have to show up, listen to the lectures, and keep up to date on the weekly assignment – which honestly is not *that* much work. You're an amazing teacher and respect us enough to put 110% into your classes, which I have really enjoyed.

Thanks for two intense quarters. I mean, you've made so much information accessible that, to the game design industry is so obvious. I, however, never realized much of this just by playing games.

I think you're an imperative figure in the school. When my game design morale is suffering because some classes are so discouraging, your class constantly reminds me why I want to make games: because I wouldn't be happy doing anything else.

Susan Kemp [June, 2005]

Mr. Emrich,

First, I'd like to preface this email by saying this is not a kiss up, pathetic,

panty-waist, attempt at brown nosing in any way. That said...

I really appreciate your teaching style. As a student of history, war, and games, I am absolutely thrilled to see the passion you have for teaching and am sufficiently impressed at your depth of knowledge of the aforementioned topics.

I see you're sincere in wanting us to succeed and that has already made a deep impression on me. As an older student of twenty-eight years old, I have already questioned my place in school amongst the younger generation that I have seemingly very little in common with. You have inspired me already to finish what I've started.

At the risk of sounding condescending (please don't take it that way), I relate to you, and that has really, again, encouraged me. So, thank you very much, very well done.

Nate Williams

Hi, Mr. E.!

cries I'm so sad that I won't have anymore classes with you!! I just wanted to tell you what a terrific job you've done with all of us... we truly appreciate all you've taught us.

I have personally notice how much effort you put into each of your classes and each of your students. You really are one in a million as a teacher, and I do feel so lucky to have had the opportunity to be one of your students!

I would've said all this to you in class, but I probably would have started crying. :) You really are an excellent mentor!

Jane Lo [March, 2006]

Thanks so much for the award Mr. Emrich! Coming from you, it really meant a lot to me. It relieved a lot of self-doubt in my mind and now I feel way more confident than i ever did about entering the game industry. I also emailed my dad and he's very proud and happy to hear about the news.

I tried my best to give the Senior Project class as much effort as I could, but I can't handle the thought of it being the *last* class with you. So I hope to make time and try to sit in on the previous game design classes to relearn anything I might've forgotten.

Again thank you! This has really made my day... no... my *whole time here* worthwhile.

Michael Audije [March, 2006]

Mr. Emrich! Hello There!

I'm sure you've noticed I'm not around campus anymore. Well, my life has taken some unexpected turns since my last stint at A.I. and I think I'm getting back on the track I want to be on. And because of this, I want to thank you.

There are few people in my life who have really affected and influenced me. I can honestly say that my life has completely changed because of you. One of the main things is that I am seriously considering a future as a teacher. I have discovered the joys of teaching and you have solidified these feelings by teaching me. If I had to pick a class where I learned the most about life and myself, it would be in yours. I will always be in you debt for what you have taught me. Thank you.

With deepest respect and thanx,
Dino Staats [March, 2006]

Hi Mr. Emrich,

I'm not sure if you remember or not, but about a year ago I had asked you if you had ever heard of Westwood College or the game design program there.

Because of its cheaper tuition, less driving time, and promises of making digital games on campus, I left the Art Institute [where you teach] and switched to Westwood College. That was a huge mistake, and one that I wish I had never made.

The truth is that I learned more in your *Survey of the Game Industry* class than I did in an entire year at Westwood. I just wanted to let you know about this

Comments About Alan Emrich

in case any students ever asked you about them or wanted to know anything again. I'm really glad to be back in your class now and actually learning something meaningful again. Thanks for your time.

Sincerely,
James Brittain [April, 2006]

Mr. Emrich,

I learned so much [in your Game Prototyping class] that I feel closer to my final goal of designing games. You are an inspiration to us all.

Scott McPherson [June, 2006]

Hey Alan,

I just wanted to say thank you for the amazing quarter. Every time I have one of your classes I always manage to learn something new. I am saddened that this was the last class I'll have with you at this school. However, I hope to remain in contact with you wherever this industry may take me.

You are truly a great teacher and I am thankful for all the hard work you put into every lesson. I can see the blood, sweat and tears on every page! Your knowledge of the game production process is outstanding and I'm 100% positive I will be reviewing your lecture notes for many years to come.

Again, thank you for being a fantastic teacher.

Thanks,

Zach Gonzalez [September, 2006]

Hi, Mr. Emrich,

I just want to acknowledge you for being, like, the best teacher ever! You are energetic, full of enthusiasm, funny and you do a great job of leaving no room for 'excuses'. I am truly impressed.

You are one of the few teachers I have that I can honestly attribute most of what I learned and accomplished in your class to your skillful teaching.

With most of my other teachers I have the experience of getting through the class on my own merit and the teacher is just there to throw the information at you. You are a really great teacher.

I find that my *other* teachers giving homework assignments orally only adds stress because I am not sure if I wrote it down correctly, and I find myself constantly shuffling through my notes to find and double check my assignments. It is quite annoying. And here you have everything laid out with hyperlinks and all!

Thank you for being so diligent!

Vinh Ha [October, 2006]

Mr. Emrich,

Thank for the priceless lessons this quarter. It has been truly a pleasure to have you as an instructor again. To me, this exercise [forming a team as a small game developer company and making a profession game product 'pitch' to a game publisher] has taught me so much and really painted me a picture of what it's like to be a producer on a game project. It's tough, but looking back I don't regret any minute of it. This project has brought me closer to the people in my group and I have gained new friends because of this exercise.

Thank you, and have a nice break.

Brandon Pham [March, 2007]

Mr. Emrich,

I just wanted to thank you sincerely for the awards I won in your class. Not only for deeming my ideas and me worthy of them, but for putting forth the effort to personalize them in such detail. I remember thinking they were cool, hanging up on my friend Justin's wall, but now seeing them with my name makes them extraordinary to me. I'll be sure to print them out and make your effort worth while.

And of course, thank you for teaching such a great course. It's the best class I've ever taken. I learned so much and I can't wait to continue through Game

Design and all the way through the Senior Project with you. It's going to be a good three years.

Thanks and see you next quarter,

James Sparkman [June, 2007]

Mr. Emrich,

I just wanted to say THANKS! I have earned two [Future Game Developer] awards [from you] thus far and nothing makes me feel more proud about how I do in school and encourages me to keep trying hard than when my teacher personally acknowledges my work. Thank you so much. I wish every instructor I had was half the teacher you are.

You kick ass! I can't wait to see you again in Game Prototyping class.

Sincerely,

Matthew Carvin [June, 2007]

Comments About Alan Emrich

The following comments are from the Alan Emrich page of the [Rate Your Professor.com](http://RateYourProfessor.com) web site. This is a free, open forum where students can comment and teachers cannot respond. Note that I *have* cleaned up some of the grammar, spelling, etc.):

- [He is] very entertaining and knowledgeable about the subject. I learned a lot that I didn't know!
- His courses are very well structured, he knows his stuff, and is a cool guy.
- Very good teacher. He gave interesting lectures, clear objectives for the class and covered the material extremely well. Also, made the class fun and entertaining.
- Through out all those lectures in Project Management, he kept you awake with his personality. You will remember more things from his class than most other lecture teachers. His class was very enjoyable.
- He is an excellent teacher. Very helpful information and students seem to understand everything he says. Unlike other teachers, he comes to class with high energy and a great sense of humor.
- Best Teacher ever; he communicates very clearly and gets straight to the point!
- Excellent speaker and knows his ****!
- A great Instructor with a lot of experience in the field. Amazingly great at communicating the lessons, and all the while keeping it fun. No exaggeration.
- Mr. Emrich knows what he talking about. Everything he taught me I'm already walking into.
- He's very organized and clearly loves teaching. His was the most fun class that I've ever had in my life. I also learned more than any other class.
- His classes will do more than any other class at this school to help me get into the gaming industry - fo sho! (and do well once in it once I get there).
- Amazing class. Later, if you guys get a chance look at Senior Project Planning, hopefully they will all be taught by Alan.
- Best game teacher at AI [the Art Institute of California: Orange County]. He knows his stuff, is super friendly, very helpful. Keeps his class packed with info and fun, while at the same time keeping things simple and easy.
- He is seriously one of the best teachers I've ever had. He leads by example and is one of the best story tellers I've encountered. Mr. Emrich brings a lot to the table; grab his class!
- Great class!!! The lessons are all carefully laid out and easy to understand. If you still don't get it; he will drill that information into you anyway. I still retained about 90% of the course curriculum.
- One of the best teachers I've ever had during my 10+ years in college. If there was one teacher that I would like to sit down to dinner with and pick apart his brain, Mr. Emrich would be it. You'd be very stupid to avoid his class.
- Best teacher at AI.
- Best teacher I've had thus far in my three quarters at AI. Nicest guy you'd want to meet. Very knowledgeable and very interesting in class.
- In my opinion not everyone is qualified to be a teacher. Just because you have the knowledge of the subject being taught does not mean you should be teaching! Unfortunately this is a common mishap. It is very rare that you come across a "true" teacher, and Mr. Emrich *is* a true teacher – a diamond in the rough.
- Great teacher. One of the best I have had at AI. I like how he hands out the class notes, so you don't have to obsess about taking them while he lectures. The assignments are fun, and we get to play games in class. What more can you ask?
- Give this guy a serious raise!! Hell, I wish all my classes were with Emrich!
- You'll definitely have a great time in any of Emrich's classes.
- One of the best teachers I've ever had. I wish the other teachers at AI:OC were like him.
- I heard that Mr. Alan Emrich's course was an interesting and useful class for game design majors. *After* taking his course, I know now that his teachings are **essential** and I will definitely utilize them in my career as a Game Designer.
- If you are in the game business or trying to get into the business, this is one class you have to take. Emrich has an unbelievable amount of knowledge about games and he is happy to share with all.
- Dear all future game designers, if you are from out of state, you have to sit into one of his classes. I never study for a test and this class was no different. That worked in Mr. Emrich's class because he teaches so well that everything was engraved in my brain.
- Alan Emrich teach me to speak good and spell compalikedated wordz. ;-)
- He's the best! I've never had another teacher quite like him; this man can *teach!* I actually remember things that he says, he sincerely makes an effort to help out all of his students, and he never puts you down even if you're not doing well. A great guy!
- Cool, guy, good teacher. Like the way he teaches.
- Emrich teaches his students what he wants them to know instead of just telling them to read it out of a book. He loves to get up and talk about games, something everyone in his class can agree on. I'm taking him again next quarter!

Comments About Alan Emrich

- Put simply, Alan Emrich is one of the few reasons I'm still here. If all my classes were taught with his kind of passion, I might be doing a bit better. He tells it the way he teaches: *you've got to love games*, and this guy does.
- He soooooo totally rocks, dude! There's no bull, no jack@\$ assignments. Just pure game knowledge from a gaming Jedi Master.
- He's a man among men. If you're in game design, you'll love him. He helps you get in the industry, understand the industry, and understand anything and everything about games. This is not a man to be taken for granted.
- In an industry that is so cut throat, Alan Emrich is there to show you the way. He is the man who is there for his students. The greatest teacher I have ever had.
- Very *buen* class.
- Alan is a great guy, great teacher, and a great gamer. You will have to take this class as a game major, and it's one you should look forward to!
- Alan is a great guy, great teacher and a great gamer. You will have to take this class as a Game Arts & Design major, and it's one you should look forward to.
- Alan is a Teacher that you will never forget. If you are interested in the Game industry, then this is the place to learn. Don't let it fool you this is not easy. You will learn more in this 11 weeks then the entire school will teach you in 3 years. Dive in and learn the *arcanum arcanorum!*
- Emrich is truly a remarkable instructor; it's good to meet someone who honestly wants to help and makes a student feel like they are actually important and not an obligation.
- Emrich is by far, the god among teachers at AI. He provides a helpful and very enjoyable classroom, and he makes you learn the important things about the game business. I cannot wait until I have Emrich again.
- Emrich was the best teacher I had because he's explosive, which gets me to focus (compared to other teachers, whose classes I'd still be sleeping in).
- Emrich rocks. He's there for the *students* and he presents a clear view of the industry. He knows his stuff and, most importantly, he knows how to communicate that information to his students.
- Another awesome quarter with Emrich. The man is one of best, if not *the* best teacher I've ever had. He makes the learning incredibly easy and the lessons unforgettable. He even fits awesome games to play into each class session. Simply Awesome.
- Alan Emrich is, without a doubt, the greatest teacher I have ever had the chance to study under. Thank you, Mr. Emrich, for teaching us so much, keeping us interested at all times, and overall being a great guy. You are very much appreciated within this school.
- Never a dull moment.
- This guy is *awesome* in **every** category (except, in my opinion, he might be just a tad easy on the grading; but then again I *love* to write and type so, if you don't, then it will be a loooong class for you). Seriously, take him; he's awesome either way. *Verba volent, scripta manet.*
- Mr. Emrich is an absolutely amazing teacher and I enjoy every minute of his four-hour class. He always puts himself out there for the students, and is willing to help whenever possible. This was by far my favorite class this quarter, and I can't wait to take Game Design with him next quarter.
- One of the only teachers that can make an early morning class exciting, amusing and worth going to. One of the best teachers I have ever met in my life.
- Emrich is a great public speaker and anyone who did not give him a '5' rating for 'easiness' was probably too lazy to even consider doing the homework.
- Very outgoing guy; knows a hell of a lot about his subjects: Games, History, and Latin – :P – He enjoys every minute of dispensing the information to his students. Most classes at AI are 2-hour lab and 2 Lecture, but Emrich can make a 4-hour lecture seem like 2! Just show up to class and enjoy the show!
- This guy is an excellent teacher. Unlike most teachers, he teaches with passion and enthusiasm. The class is only difficult if you don't show up or don't pay attention, but neither should a problem for most people because he makes the class a fun learning experience.
- He was great. Very passionate and dedicated to his work and his students.
- Great Teacher
- Emrich is a teaching genius. If there is one teacher that is indispensable at this school, it is him.
- The best teacher around; I couldn't ask for more.
- This man will challenge your brain like no other. But in fact, he will give you the tools necessary and far beyond what a normal teacher is expected to do. The lectures are *very* easy to understand since he uses so many techniques. A valuable resource that cannot be replaced. 90% of [his class] is thinking.
- Awesome teacher :-)
- He was very helpful and made learning the information very fun and engaging.
- There are points when the class can be intimidating, and that is something Mr. Emrich has no control over. History of games is vast – but the attitude and materials he had to give were insightful. This is a teacher who supports your dream and *you* as an individual. Thank you, Alan, for being there for me.
- Mr. Emrich is one of the best teachers I've had so far at this school. He has widened my view of games and has given me an extreme motivational boost. What would the school do without him?

Comments About Alan Emrich

- He needs to have more advanced and expanded classes after Gameplay & Game Design
- Extremely fun class; his humorous observations mixed with a little acting make the lectures enjoyable. Plenty of work to do for his class, but you have a decision on the amount of workload you put upon yourself. One of the best teachers in the school. **DO NOT SKIP HIM FOR A WEB CLASS!!**
- I've had Emrich twice now, and out of all the classes there is only one other teacher besides Emrich I can say I remember. When Emrich teaches, it is an adventure beautifully laid out with trees... Well, he's not a game, but he just as good. Can't wait till his Project Management class.
- This is my second time having Mr. Emrich, and I am happy to say that he truly teaches the subject matter and really cares that his student's get the information. Mr. Emrich has creative, fun, and attention-grabbing lessons from which I learned a lot. Alan Emrich stokes the fire of your dreams/desires for Game Designing. A True god among teachers.
- This is my second time having a class with Alan, and I hope that it won't be the last. I really enjoy his classes and I think that I learn more in his class than in any other. Keep up the good work.
- Very efficient and entertaining. Mr. Emrich makes a fun subject funny.
- The best teacher any student can hope to have. His teaching methods help you learn at a rapid pace. Every word you hear will be important for you to hear. Alan Emrich isn't a teacher, he is The Teacher!
- Walking out of the class I've been able to look over how much I was able to take from his class (which is a lot). I'm extremely ADD and he is one of the few, maybe even *only*, teacher that could keep my attention throughout a 4-hour lecture.
- My second class with Emrich and his teachings bring more clarity of how Survey [of the Game Industry] transitions into Game Design. Learn to take this class seriously (and don't take it in the same Quarter as storyboarding). If you want effectiveness in your game design, Emrich will steer you in that direction. Keep up the great job Emrich; you're unique!
- Alan was one of the few teachers that could get me to retain practically everything we went over.
- He's rad and he knows his ****. He's nice, and he cares. Going to class is a definite pleasure.
- Best teacher I ever HAD.
- ^_^ An awesome teacher! His lectures were very interesting. There was never a dull moment in class. All of the resources he used were helpful and easy to understand.
- Dude, his class was the best. Who else would tell you to go out and smoke a pack of cigarettes so you would quit being an ass to people?
- Very exciting to watch. I don't feel like falling asleep at all in his class. Yeah! Can't wait till I get more of his classes.
- Best teacher ever.
- An Amazing instructor. One who takes history, demographics and wisdom, combining them into a world of interactivity and knowledge that goes deep into the human emotion, mind and thought process. Develop a game like the "Explorers!" and do our best at it.
- One of my top five best teachers of all time. I learned so much in his class; it was fantastic. He makes lectures exciting. Kudos for that! I'm going through a few internships myself lately and seeing everything he was talking about in class is true.
- The most amazing and moving teacher I have ever had. Hands down my favorite teacher I've ever had too.
- This guy can teach! One of the good guys.
- What can I say? The Best teacher that ever existed. He can make anything fun, and also let you learn the most. Thank you, Mr. Emrich, you made my life much better.
- Dude!! Best class I ever took with the coolest and most knowledgeable teacher. Emrich totally knew what he was doing and exactly what we needed to know for our future careers. I am glad to have been in his class and can't wait for the next one.
- One of the best teachers here at AI. Definitely!
- Great teacher, funny and really into what he is doing.
- The man is a God among Teachers. He cares about his students, he cares about his field. The best teacher around ever.
- Never had a better teacher. Cares very much about student success.
- Great teacher who makes learning about games almost as much fun as playing them. (He's better than some games though, lol.)
- **OMG EMRICH R0XX0RZ MAI B0XX0RZ!** Seriously, his class is cool. You learn things about games you never would have thought possible. And if you actually **do** your work (most of it is easy/fun anyway) you can get an A; plus he's just cool. **So take his class.**
- Emrich presents the material in a way that is entertaining, intriguing and informative. He is not afraid to praise you when you deserve it, as well as give you a fitting grade should he deem that you're missing something. He is, by definition, a damned good teacher.
- Best.Teacher.Ever.
- Alan Emrich is a dedicated instructor who puts nothing less than 100% effort into his classes. In turn, as a student, I feel responsible for putting the same amount of effort into the course. I have nothing but respect for the man.
- Being a sufferer of ADD (attention deficit disorder), taking a four hour lecture class can be quite difficult – especially at the end when it's hardest to focus. Mr. Emrich is the

Comments About Alan Emrich

- only teacher I've had that actually can hold my attention for all 4 hours and still leave me wanting to learn more.
- THE MOST AWESOME TEACHER EVER! Clear, fun projects, knows his stuff, and has a great way of teaching.
- Clear and helpful. There if you need anything. He takes his job seriously. He is an all-star teacher.
- One of the best teachers I've ever had... bar none.
- THE MOST AWESOME TEACHER EVER! Clear, fun projects; knows his stuff and has a great way of teaching.
- I FREAKIN' LOVE THIS GUY!!!
- Nothing but praise for this man. Has not only garnered admiration and academic respect, but to me has even managed to accumulate some good karma. Not easy to do in my opinion. Will miss him until I have another one of his classes later in the curriculum
- The most interesting teacher I ever had in my life. He is very fun to actually learn something [from] and if I had the money, I would take his class again!
- Emrich is by far one of the most passionate teachers I have ever had. I felt that I learned a lot from him and I really liked how he showed us how to think creatively.
- So much passion for teaching! Very understandable and very inspiring! He proves to be the greatest teacher on staff time and time again! He gives up his own time and risk health issues just for his students-love and dedication!!!!!! He's the best! Emrich, you need a stress-free vacation! You deserve it!
- I normally don't like these kind of classes but I enjoyed every minute of his teaching. He really gives you an insight of the industry and he knows his stuff. It's teachers like him that really makes it worth every penny your pay.
- Emrich is the most dynamic and witty teacher I have ever encountered. He is simply the BEST!! FUN is his middle name!
- Simply awesome! I've never had a teacher so into their subject. He's got a great sense of humor, gives as much information as possible, and has lots of great experience. [He's my] favorite professor ever!
- Super Fun Teacher! I've learned so much and I had fun doing it! He makes things easy and explains it so that it will stick in your head. Every true gamer should have him as a teacher. I feel ready for the industry now after having his class; it was a real eye-opener. And now I have more great game ideas thanks to him! THANKS EMRICH!!!! :D
- Best teacher I've ever had. His classes continually evolve with each passing quarter. You won't find a better game design teacher, nor will you find anyone more interested in seeing his students succeed. For those of you who came here for [game] design, Emrich's class is a winner. He sets you up to excel from the get-go.
- Never before have I met a more capable, dedicated and committed teacher than Alan Emrich. The students at A.I. are lucky to have him, the gaming industry will be better off because of him, and the world is a better place with him in it. I cannot say enough about him, the greatest of teachers.
- Mr. Emrich is a FANTASTIC teacher! He's the kind who catches your attention the minute he walks through the door on day one, and doesn't let it go! You'll love him, and his teaching methods and his "demonstrations" are memorable, to say the least! I'm looking forward to having him as a teacher again, and you will too!
- Emrich is one of the best teachers at AIOC. He wants everyone who walks in his door to have a good time and to learn as much as he can teach them so that they can go out into the real world and make it an awesome gamer place (so he can retire and play games). There is no other teacher better. You will not at all regret taking a class with him.
- This man is a holy messiah. Hundreds of students love him and write love letters to their guru on Rate My Professor. I think all should be required to give this man their first month's wages after getting a job.
- Mr. Emrich's class was the best I've ever taken, and the man himself is the most enthusiastic and passionate teacher I've ever had the honor to listen to. If you are passionate about games and the game industry, you'll enjoy this class. You will learn so much in an exciting way, and you'll never be in the dark about your grade or standing.
- Mr. Emrich is among the best mentors in this world. I thank him for his guidance and teachings. Long live Mr. Emrich.
- Alan Emrich is one of the best teachers I have ever had the pleasure to know and learn from. His way of talking keeps you interested throughout the entire class, even the small chit chat. His way of teaching is the type that I want to have: fun, entertaining, and above all full of knowledge here and there.