Course guide
804264 - DDJS - Serious-Games Design

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree:
- BACHELOR’S DEGREE IN MULTIMEDIA STUDIES (Syllabus 2009). (Optional subject).
- BACHELOR’S DEGREE IN VIDEO GAME DESIGN AND DEVELOPMENT (Syllabus 2014). (Optional subject).
- BACHELOR’S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Optional subject).

Academic year: 2023
ECTS Credits: 6.0
Languages: Spanish

LECTURER

Coordinating lecturer: Fernández Ruiz, Marta

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
- CEVJ 4. Identify and use gameplay mechanics and dynamics in non-gaming environments to enhance motivation, concentration, effort and loyalty in a wide range of sectors including education, marketing, business and health and sport.
- CEVJ 1. Design the mechanics, rules, structure, script and artistic concept of a video game, maximising immersion and criteria of playability and balance to provide the best possible user experience.
- CEAAD 8. Relate and apply the principles of audiovisual narrative and use the various associated techniques.
- CEVJ 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.

Transversal:
- 02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.
- 04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
- 05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

TEACHING METHODOLOGY

- Master class. The teacher delivers the content and describes the materials (work plan, notes, presentations, links, exercise statements, etc.) that will be used along the course or for the student’s autonomous work. During the master classes students can participate, usually asking questions about the content taught by the teacher.

- Case studies. The teacher presents both in oral and written format an example of a specific project, topic or practice related to the contents that are being taught in the course. The case studies describe the problem and provide data.

- Project-based learning. Students apply the knowledge learned in other courses and look for information, discuss with the teacher and acquire knowledge that can implement in the project. A part of this project development work takes place during classes. In this case the work is guided and supervised by the teacher. Another part is developed inside a team, during class hours or during autonomous work hours. Finally, another part is individual work for later sharing.

- Autonomous work. Students work independently outside the course sessions (studying, reading, solving exercises or problems or developing practices).
LEARNING OBJECTIVES OF THE SUBJECT

- Knowledge of the concepts of game mechanics and dynamics and their uses for the development of entertaining and fun project proposals.

- Understanding of the concept "human factor" and the mechanisms and psychological processes involved. Being able to apply this knowledge in the decision-making process in video game design.

- Consistency with social, economic and environmental dimensions when applying solutions and completing projects aligned with human development and sustainability.

- Understanding of the mechanisms and psychological processes of attention, perception, memory, learning and emotions and the role they play in the process of human-computer interaction.

- Being able to create a game design document.

- Reading comprehension when reading documents written in English, related to the subject, such as notes, scientific articles, popular articles, web pages, etc.

- Strategically prepare and carry out oral presentations and write texts with coherent contents, adequate structures and styles, and a good level of spelling and grammar.

- Teamwork and collaboration once the goals and collective/individual responsibilities have been identified in a project. Joint decisions on the strategy to be followed.

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided activities</td>
<td>20,0</td>
<td>13.33</td>
</tr>
<tr>
<td>Hours medium group</td>
<td>40,0</td>
<td>26.67</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
</tbody>
</table>

Total learning time: 150 h

CONTENTS

Introduction to serious games

Description:
- Serious games concept.
- History of serious games.
- Scope of application of serious games.
- Approaches to game design.
- Game design components: objectives, resources, obstacles, rules, mechanics.
- MDA model.

Full-or-part-time: 9h
Practical classes: 4h
Self study: 5h
## Games and conscientious designers

**Description:**
- Definition and framework of action of conscious design.
- Tools to reflect and transmit values in games.
- Values at Play (VAP) heuristic.

**Related activities:**
Design of a game and implementation of social and cultural values through different game components and the VAP heuristic.

**Full-or-part-time:** 23h
- Practical classes: 5h
- Guided activities: 3h
- Self study: 15h

## Games and education

**Description:**
- Pedagogical principles applied to educational games.
- Educational gameplay concept.
- Frameworks for the analysis and design of educational games.

**Related activities:**
Transformation or adaptation of a game intended primarily for entertainment into an educational game. Reflection and discussion around what content and elements of the design would be modified to implement educational gameplay.

**Full-or-part-time:** 32h
- Practical classes: 9h
- Guided activities: 3h
- Self study: 20h

## Games and persuasion

**Description:**
- Principles of persuasion.
- Foundations of procedural rhetoric.
- Newsgames.
- Advergames.
- Games for health.
- Video games and experimental installations for persuasive purposes.

**Full-or-part-time:** 23h
- Practical classes: 6h
- Guided activities: 2h
- Self study: 15h
Serious game project

Description:
- Brainstorming and team conceptualization.
- Implementation of the design components and frameworks seen throughout the course in a Game Design Document.
- Exhibition and final report.

Related activities:
Conceptualization and exhibition of a serious game. The game will be presented to the other teams in order to receive constructive feedback. Final report delivery.

Full-or-part-time: 63h
Practical classes: 29h
Guided activities: 4h
Self study: 30h

ACTIVITIES

Values at Play (VAP) Heuristic

Description:
Design of a game and implementation of social and cultural values through different game components and the VAP heuristic.

Full-or-part-time: 8h
Self study: 8h

Transformation or adaptation of a game

Description:
Transformation or adaptation of a game intended primarily for entertainment into an educational game. Reflection and discussion around what content and elements of the design would be modified to implement educational gameplay.

Full-or-part-time: 8h
Self study: 8h

Serious game project

Description:
Conceptualization and exhibition of a serious game. The game will be presented to the other teams in order to receive constructive feedback. Final report delivery.

Full-or-part-time: 54h
Practical classes: 20h
Guided activities: 4h
Self study: 30h
GRADING SYSTEM

- First assignment: 20%
- Second assignment: 20%
- Third assignment (final project): 30%
- Midterm exam: 20%
- Learning attitude: 10%

The evaluation of the student's participation in the activities and the learning attitude will be evaluated by keeping track of their interventions.

EXAMINATION RULES.

- Once completed, the activities must be delivered to the Virtual Campus in the corresponding delivery area and within the corresponding deadline.

- The evaluation of the activities does not only imply their resolution, but also the presentation of the results (when the student or the group is required to do so during the classes).

- The documents should be completed following the instructions given therein, especially with regard to file names and content structure. The correct management of the documentation provided is an aspect related to the skills to be acquired and is, therefore, subject to evaluation.

BIBLIOGRAPHY

Basic:
- de la Hera, Teresa; Jansz, Jeroen; Raessens, Joost; Schouten, Ben. Persuasive Gaming in Context. Amsterdam University Press, 2021.

RESOURCES

Other resources: