



## DEGREE CURRICULUM

# GAMIFICATION AND SERIOUS GAMES

Coordination: GIL IRANZO, ROSA MARÍA

Academic year 2020-21

## Subject's general information

Subject name	GAMIFICATION AND SERIOUS GAMES			
Code	102187			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Design and Creative Technologies	2	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRALAB	TEORIA	
	Number of credits	3	3	
	Number of groups	2	1	
Coordination	GIL IRANZO, ROSA MARÍA			
Department	COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING			
Teaching load distribution between lectures and independent student work	During the course, the master classes will be combined with practical classes and readings. First, students will learn the theoretical competencies and they will apply later to the practical classes.			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	Spanish / Catalan / English			
Distribution of credits	1 credit equals 25 hours of student work 6 credits are 150 hours			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GIL IRANZO, ROSA MARÍA	rosamaria.gil@udl.cat	3	
TEIXIDÓ CAIROL, MERCÈ	merce.teixido@udl.cat	6	

## Learning objectives

The learning objectives of this subject are based on:

- Know the application of design principles with the mechanics of the game: elements, mechanics and dynamics
- Know Player Centred Design (PCD) methodologies
- Knowing the psychology of human motivation
- Know how to use Serious Games
- Differentiate between serious games, games and gamification
- Gamify the UX
- Know the ethical and legal considerations of gamification
- Identify and analyze aspects related to the analysis and design of small hypermedia applications.

## Competences

### Basic and transversal competences:

- CB3. Students have the ability to collect and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical topics
- CT3. Acquire training in the use of new technologies and information and communication technologies.

### General competences:

- CG2. Ability to solve communication problems, knowing and identifying the different phases of digital design
- CG3. Ability to respond to digital environment contexts by recognizing physical, cognitive, cultural and social factors that frame design decisions
- CG5. Ability to design and evaluate systems that ensure accessibility and usability
- CG6. Understand, know how to interact and meet the needs of new customers in digital contexts

### Specific competences:

- CE8. Capacity for the creation and exploitation of virtual worlds, and for the creation, management and distribution of multimedia content
- CE10. Prototyping an interactive system from a design

## Subject contents

Gamification Theory. 1. THE BASICS. Grupos. Tipos de juegos  
 Gamification Theory. 2. *The 8 Core Drives of Gamification*  
 Gamification Theory. *Applied Gamification*  
 Gamification Theory. *Phases*  
 Gamification Theory. 3. *Gamer personality. From Bartle to Yu-kai Chou*

Gamification Theory. 3.2. *Level III*

Gamification Theory. 3.3. *Core Drive 1: Epic Meaning & Calling*

Gamification Theory. 3.4. *Core Drive 2: Development & Accomplishment*

Gamification Theory. 3.5. *The Third Core Drive - Empowerment of Creativity & Feedback*

Gamification Theory. 4. *Game design*

Gamification Theory. 4.2.4. Characters in Games

## Methodology

Each week the student attends 2 virtual hours (due to covid) in the Big Group and 2 face-to-face hours in Medium Group. The sessions in Medium Group are held in the classroom / laboratory.

Teaching methodologies:

1. Master classes
2. Practices
3. Readings
4. Group work
5. Cases

## Development plan

22/9/20	9:00	Gamification Theory. 1. THE BASICS. Grupos. Tipos de juegos
25/9/20	11:10	Gamification Practice. G2
25/9/20	13:10	Gamification Practice. G1
2/10/20	11:10	Gamification Practice. G2
2/10/20	13:10	Gamification Practice. G1
6/10/20	9:00	Gamification Theory. 2. The 8 Core Drives of Gamification
9/10/20	11:10	Gamification Practice. G2
9/10/20	13:10	Gamification Practice. G1
16/10/20	11:10	Gamification Practice. G2
16/10/20	13:10	Gamification Practice. G1
20/10/20	9:00	Gamification Theory. Applied Gamification
23/10/20	11:10	Gamification Practice. G2
23/10/20	13:10	Gamification Practice. G1
27/10/20	9:00	Gamification Theory. Phases
30/10/20	11:10	Gamification Practice. G2
30/10/20	13:10	Gamification Practice. G1
3/11/20	9:00	Gamification Theory. 3. Gamer personality. From Bartle to Yu-kai Chou
6/11/20	11:10	Gamification Practice. G2
6/11/20	13:10	Gamification Practice. G1
10/11/20	9:00	Gamification Theory. 3.2. Level III
13/11/20	11:10	Gamification Practice. G2
13/11/20	13:10	Gamification Practice. G1
		PRIMER PARCIAL
24/11/20	9:00	Gamification Theory. 3.3. Core Drive 1: Epic Meaning & Calling
27/11/20	11:10	Gamification Practice. G2
27/11/20	13:10	Gamification Practice. G1
1/12/20	9:00	Gamification Theory. 3.4. Core Drive 2: Development & Accomplishment

4/12/20	11:10	Gamification Practice. G2
4/12/20	13:10	Gamification Practice. G1
11/12/20	11:10	Gamification Practice. G2
11/12/20	13:10	Gamification Practice. G1
15/12/20	9:00	Gamification Theory. 3.5. The Third Core Drive - Empowerment of Creativity & Feedback
18/12/20	11:10	Gamification Practice. G2
18/12/20	13:10	Gamification Practice. G1
22/12/20	9:00	Gamification Theory. 4. Game design
8/1/21	11:10	Gamification Practice. G2
8/1/21	13:10	Gamification Practice. G1
12/1/21	9:00	Gamification Theory. 4.2.4. Characters in Games
15/1/21	11:10	Gamification Practice. G2
15/1/21	13:10	Gamification Practice. G1
27/1/21		EXAMEN PARCIAL
		TUTORSHIP

## Evaluation

Gamification Theory. 1. THE BASICS. Grupos. Tipos de juegos

Gamification Practice. G2

1. DELIVERABLE: 20% NOTE

Gamification Practice. G1

Gamification Practice. G2

Gamification Practice. G1

Gamification Theory. 2. The 8 Core Drives of Gamification

Gamification Practice. G2

2. DELIVERABLE: 20% NOTE

Gamification Practice. G1

Gamification Practice. G2

Gamification Practice. G1

Gamification Theory. Applied Gamification

Gamification Practice. G2

3. DELIVERABLE: 10% NOTE

Gamification Practice. G1

Gamification Theory. Phases

Gamification Practice. G2

4. DELIVERABLE: 10% NOTE

Gamification Practice. G1

Gamification Theory. 3. Gamer personality. From Bartle to Yu-kai Chou

Gamification Practice. G2

5. DELIVERABLE: 10% NOTE

Gamification Practice. G1

Gamification Theory. 3.2. Level III

Gamification Practice. G2

6. DELIVERABLE: 10% NOTE

Gamification Practice. G1

PRIMER PARCIAL

7. DELIVERABLE: 20% NOTE

Gamification Theory. 3.3. Core Drive 1: Epic Meaning & Calling

Gamification Practice. G2

8. DELIVERABLE: 20% NOTE

Gamification Practice. G1

Gamification Theory. 3.4. Core Drive 2: Development & Accomplishment

Gamification Practice. G2

9. DELIVERABLE: 20% NOTE

Gamification Practice. G1	
Gamification Practice. G2	
Gamification Practice. G1	
Gamification Theory. 3.5. The Third Core Drive - Empowerment of Creativity & Feedback	
Gamification Practice. G2	10. DELIVERABLE: 20% NOTE
Gamification Practice. G1	
Gamification Theory. 4. Game design	
Gamification Practice. G2	11. DELIVERABLE: 10% NOTE
Gamification Practice. G1	
Gamification Theory. 4.2.4. Characters in Games	
Gamification Practice. G2	12. DELIVERABLE: 10% NOTE
Gamification Practice. G1	
EXAMEN PARCIAL	13. DELIVERABLE: 20% NOTE
TUTORSHIP	

## Bibliography

You will find it, attached or embeded in the subject documents in the virtual campus, however you can visit also

Basic bibliography

<https://yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/>

<https://www.interaction-design.org/literature/article/bartle-s-player-types-for-gamification>

Additional bibliography

<https://www.gamedesigning.org/game-design-books/>