



DEGREE CURRICULUM

# **GAMIFICATION AND SERIOUS GAMES**

Coordination: GIL IRANZO, ROSA MARÍA

Academic year 2020-21

## Subject's general information

<b>Subject name</b>	GAMIFICATION AND SERIOUS GAMES			
<b>Code</b>	102187			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Design and Creative Technologies	2	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRALAB	TEORIA	
	<b>Number of credits</b>	3	3	
	<b>Number of groups</b>	2	1	
<b>Coordination</b>	GIL IRANZO, ROSA MARÍA			
<b>Department</b>	COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING			
<b>Teaching load distribution between lectures and independent student work</b>	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.			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Spanish / Catalan / English			
<b>Distribution of credits</b>	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>

Adicional bibliography

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