



Universitat de Lleida

DEGREE CURRICULUM
**GAMIFICATION AND SERIOUS
GAMES**

Coordination: GIL IRANZO, ROSA MARIA

Academic year 2023-24

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 Digital Design and Creative Tehcnologies	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 MARIA			
Department	COMPUTER ENGINEERING AND DIGITAL DESIGN			
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 this link 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 MARIA	rosamaria.gil@udl.cat	10,8	

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.
- CT6. Apply the gender perspective to the tasks of the professional field

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. Groups. Game types
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. MDA model. Document*
Gamification Theory. 4.2.4. Characters in Games

Methodology

Teaching methodologies:

1. Master classes (5%)
2. Practices (80%)
3. Readings (15%)
4. Group work (90%)
5. Cases (50%)

Development plan

LAB0 - SENSES

LAB1 - BIOLOGY

LAB2 - STORIES

LAB3 - STORYTELLING, STORYBOARDS (THIS YEAR IN COLLABORATION WITH FEPTS in 9 projects)

LAB4- FUN

LAB5 - TENSION

LAB6 - LOOPS

LAB7 - DECISION

LAB8 - EXTENSIONS

LAB9 - CASES

Evaluation

- P1, P2, P3, P4 AND P5 are not mandatory AND nor recoverable
- Alternative evaluation. The DOCUMENTATION OF THE REALIZATION OF P1 (20%) and P3 (20%) must be

delivered, as well as a presentation of the gamified application (20%). There will also be an ORAL exam (20%) and ANOTHER WRITTEN (20%)

Nº	Evaluation	Grup (G)/Personal (P)	%
P1	Storytelling activity	G	20%
P2	Partial exam	P	20%
P3	Gamified Application	G	20%
P4	Final exam	P	20%
P5	Professional Rubric	P	20%

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/>