



Programme: Visual Game & Media Design (MA)

Title: Game and Media Theory

Semester: Spring semester 2019	Period: 28. januar – 21. juni 2019 ECTS-points: 10
Contents: Game and media theory is a research-focused module that examines methodological and foundational issues in the study of games, storytelling, film and animation. In addition, a current topic relating culture, design or theory will be explored every semester. The class is thereby focused on allowing students to actively participate in the development of theory.	Learning Outcomes (Knowledge, skills and competences) Knowledge: <ul style="list-style-type: none">• To be aware of and understand the foundational discussions and questions behind the current state of theory in the field. Skills: <ul style="list-style-type: none">• To assess the applicability of existing theory for particular scientific and industry contexts.• To apply new perspectives to existing theoretical discussions in video game studies, storytelling and animation. Competencies: <ul style="list-style-type: none">• To develop new theory applicable to new developments in video game design and media culture.• To prepare to submit papers to conferences and/or write reports on game, animation or other media issues.• Competency in applying theory to concrete works and design challenges.
Attendance requirements: Full attendance and participation in all activities is expected.	Submission requirements: Written paper, 15 pages
Syllabus: 300 pages of academic or professional literature.	Method of assessment: Written paper, 15 pages, +/- 10% Grading: Danish 7-point grading scale Censor: External



Programme: Visual Game & Media Design (MA)

Title: Games/stories/worlds with a purpose

Semester: Spring semester 2019	Period : 4. februar – 28. juni 2019 ECTS-points: 20
Contents: This module is structured as three challenges, where for each, students have to provide a design solution for non-entertainment purpose. Students thus learn the concept development and prototyping of a serious game (game for non-entertainment purposes), such as a learning game, infotainment, advertainment, or game for change, as well as the use of animation and storytelling for non-entertainment. The project is run in collaboration with an external company or stakeholder presenting a problem to solve by game design and/or storytelling/animation. The goals of the project are: <ul style="list-style-type: none">• To investigate the process of game design and storytelling/animation in a larger field than entertainment.• To work in collaboration with companies and stakeholders and solve service, marketing or branding problems using game strategies.• To practice user-centred design in a realistic setting, including concept development, prototyping, and testing. The semester includes a short production where students work as art directors with bachelor students who serve as visual artists. This prepares students for the large project in the 3rd semester.	Learning Outcomes (Knowledge, skills and competences) Knowledge: <ul style="list-style-type: none">• Knowledge about game and media production for non-entertainment purposes.• Knowledge about marketing, branding and service design issues.• Knowledge of central theories about the field. Skills: <ul style="list-style-type: none">• Skills in use of game development platforms, including pipeline and programming.• Skills in storytelling and animation• Skills in production of analog and digital prototypes.• Skills in planning, performing and analysing user tests.• Presentation skills in a realistic professional context.• Advanced knowledge of video game, animation and genre history.• Ability to prototype an app. Competencies: <ul style="list-style-type: none">• Competency in analysing non-entertainment problems and designing solutions in collaboration with external companies or stakeholders.• Competency in combining strategies for learning, communication and marketing with gaming and media strategies, and for innovating within the field.• Competency in leading a design through a research phase to final development.• Competency in working on a large production in a lead role.
Attendance requirements: Full attendance and participation in all activities is expected.	Submission requirements: 10-page report and game/media prototypes. Updated online portfolio.



Syllabus:

200 pages of scholarly and artistic literature.

- Anthropological method and co-design
- Serious games
- User testing
- Business plans and entrepreneurship
- Video
- Advanced game development
- Advanced media theory
- Advanced animation

Method of assessment: Oral examination

Grading: Danish 7-point grading scale

Censor: Internal