ACADEMIC PROGRAM

EXTENSION TO INTERACTIVE DESIGN

B.F.A. IN INTERACTIVE PRODUCT DESIGN

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Extension to Interactive Design
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Ideation and Concept Design
Area:	Design of interactive products
Year:	4º
Teaching period:	1º
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
Lecturer / Email	Alejandro Batuecas Largo/alejandro.batuecas@u-tad.com
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SUBJECT DESCRIPTION

Area description

This subject belongs to the module of Conceptual Design and Ideation and, within this, to the area of Design of Interactive Products. This area allows students to acquire knowledge of audiovisual narrative, game and player psychology, visual and artistic design and, above all, the design of the mechanics and dynamics that define the playability of the interactive product.

Subject description

This subject will develop knowledge that will complement the subjects "Introduction to video game design" and "Video game design". Its importance lies in the fact that it will be basic for the correct design and development of prototypes of interactive digital products.

This is an essential subject for understanding the basic concepts of game development processes. Not only in terms of art and design, but also in terms of mechanics.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC4 - Exercise leadership and negotiation skills.

GC6 - Demonstrate motivation for quality.

GC7 - Show interest and sensitivity in environmental and social issues, as well as the ability to analyse the social dimension of the activity and corporate social responsibility.

GC8 - Demonstrate the ability to work in a team.

GC12 - Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

CG14 - Know how to work in a team in multidisciplinary environments.

GC17 - Demonstrate the ability to analyse, synthesise and gather information from different sources.

GC18 - Manage information appropriately.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

SPECIFIC

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

SC3 - Analyse the social and cultural aspects that favour the usability of interactive products.

SC5 - Understand the influence of sociology, philosophy and psychology in their correlation with the history of art, literature and games as a reference in the creative process.

SC6 - Apply the practical fundamentals of mathematics and physics to the creation of an interactive digital product.

SC9 - Understand the principles of audiovisual narrative to develop discourses and stories applicable to interactive products.

SC11 - Apply creativity in the digital content environment.

SC12 - Knowing the elements involved in the design of an interactive work in relation to the user.

SC13 - Applying basic knowledge of human-machine interaction to an interactive digital product.

SC16 - Understand the processes of the elements involved in interactive artistic production.

SC17 - Apply the fundamentals of animation on computer-generated models.

SC18 - Apply theoretical and practical knowledge of product design for content development.

SC19 Understand the design principles that enable the use, accessibility and usability of interactive products and their philosophical implications.

Learning outcomes

Understand interactive application design as a global process

Build stories that can visually capture the literary elements they are based on

Categorize the different types of video games according to their design elements

Manage 2D design concepts in the development of a game

Apply game design knowledge to building a basic 3D game

Apply Methodology and Standards in Game Design

Design an entire character according to its physical, behavioral, and communication aspects.

Use character design principles and dialogues in creating consistent visual stories and dialogues

CONTENTS

- Analysis of interactive experiences
- Development of theoretical prototypes for interactive experiences
- Interaction with theoretical-practical contents.
- Analysis of the main techniques of user experience philosophy.
- Design from the user concept
- Fundamentals of contextualization of information
- Interactivity and creative navigation
- Infographics and environments
- Development of roles in the interactive video game industry
- Idea development processes
- Conceptualization of the game design document (GDD)

SUBJECT SYLLABUS

UNIT 1. Introduction to Combat Design in Videogames

UNIT 2. Combat System Reinforcements

UNIT 3. Enemy Design in Combat Systems

UNIT 4. Boss Design in Combat Systems

UNIT 5. Gamepad Feeling in Combat Design

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical classes	25,00	25,00
Seminars and workshops	0,00	0,00
Practical classes	10,00	10,00
Tutorials	1,71	1,71
Evaluation Activities	3,14	3,14
Group work and study	5,14	0,26
Autonomous and individual study and work	30,00	0,00
TOTAL	75	40

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Problem-based learning

TEMPORAL DEVELOPMENT

UNIT 1. Introduction to Combat Design in Videogames: 3 weeks

UNIT 2. Combat System Reinforcements: 3 weeks

UNIT 3. Enemy Design in Combat Systems: 3 weeks

UNIT 4. Boss Design in Combat Systems: 3 weeks

UNIT 5. Gamepad Feeling in Combat Design: 3 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
Assessment of participation in class, exercises or projects of the course	10	30
Assessment of assignments, projects, reports, memos	30	60
Objective test	30	70

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
Assessment of participation in class, exercises or projects of the course	10	10
Assessment of assignments, projects, reports, memos	45	45
Objective test	45	45

General comments on the evaluations/assessments

- Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in a zero for that paper, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.
- The use of SmartWatches or mobile phones is not permitted during exams. These devices must be locked away and out of sight of the student during the exam. The use of mobile phones is not permitted during classes.

- In order to pass the course, the student will have to pass all the practical exercises and the exam.
- In the practical part of the course, regardless of whether the practical is group or individual, the student will have to upload the practical to his/her personal online campus space. Failure to upload a group practice will have the same penalties as if an individual practice were not handed in, and failure of any of these practices (totally or partially) in the personal online campus will be a condition of failure for the subject.
- It is the student's responsibility to check that the exercise is correctly uploaded for correction.
- Exercises not handed in on time will be marked 1 point less for each hour of delay, up to a maximum of 10 hours. The subtraction will be indicated at the end of the mark, always rounding up to the next higher hour (e.g. work handed in at 12.01am will be rounded up to 1am and 1 point will be deducted). A submission at 4.35am will be deducted 5 points). An exercise handed in more than 10 hours late will not be corrected.
- The student will have to attend at least 80% of the classes of the subject, being a condition of not being able to take the final exam of the subject in case of not fulfilling the requirement.
- Final exam: At the end of the course, the student will be evaluated with an exam (practical and/or theoretical) of all the content. This exam must be passed in order to pass the course.
- If a student fails one of the parts of the course (work or exam), he/she must ONLY take that part in the extraordinary exam. The other mark will be kept.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

JESSE Schell (2015). The art of game design, a book of lenses (CRC Press)

STEVE Swink (2009). Game Feel. A game designer´s guide to virtual sensation (Morgan Kaufmann)

ERNEST Adams (2010). Fundamentals of Game Design (NRG)

Recommended references

DAVID Perry on Game Design, A brainstorming Toolbox (Course Technology) (2009)

ERNEST Adams, Joris Dormans (2012). Game Mechanics. Advanced Game Design (NRG)

BRENDA Brathwaite (2009). Challenges for game designers (Course Technology)

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Projection equipment and whiteboard

Materials:

Laptop computer

Software:

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