ACADEMIC PROGRAM

VIDEO GAME PRODUCTION

B.F.A. IN **INTERACTIVE PRODUCT DESIGN**

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Video Game Production
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Transversal Knowledge
Area:	Business and Management
Year:	4º
Teaching period:	1º
Type:	OB
ECTS credits:	6
Teaching modality:	On campus
Language:	English
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SUBJECT DESCRIPTION

Area description

This subject belongs to the Transversal Knowledge module and, within this, to the subject Business and Management.

This area refers to the study and practice of the set of techniques related to the knowledge applicable to companies and their management.

Subject description

Due to its generic and transversal nature, the subject Video Game Production is directly related to all the elements that may form part of the creation process of any product related to Interactive Design, with special emphasis on the processes to be followed. It is mainly related to the subject Project Management and Administration.

The Design of an Interactive Product is a project in which various elements from different areas of knowledge / professionals such as programming, art or marketing, among others, are involved. Learning to plan, manage and evaluate correctly all the elements involved in the creative process of any project is essential both to direct and to be a fundamental corner stone within each project.

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.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

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.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

GC13 - Value the ethical sense of work.

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

GC15 - Organisational and planning skills

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

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

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

SC4 - Analyze the needs and moral and ethical implications associated with the development and design that arise for the creators of interactive products.

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC20 - Knowing the determining factors of the consumer market of interactive products, taking into account the knowledge and respect for social and cultural environments.

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC23 - Understand the relevant aspects of the digital society in the context of sociology, philosophy, psychology, ethics, moral values and knowledge-related aspects that affect the creation, publication and distribution of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

Learning outcomes

Understand the historical environment of the current digital industry and the changes produced in society due to the inclusion of new digital media.

Identify different market segments for the production of a video game

Estimate the costs and development time of a video game project.

To design the structure of the company with the aim of maximizing the contribution of the team.

Manage the different stages of execution for the production of a video gam

Relate intellectual property legislation to different scenarios (national, European and international).

Identify the sources of relevant economic information and their content

Know different marketing techniques and their implications on the development of a digital entertainment product.

To specify the requirements that satisfy the model of game proposed by the producer, generating acceptable solutions in cost and time.

Reflect on the ethical and legal limits of technological innovations.

To interpret relevant economic, political and cultural data in the design of interactive products.

CONTENTS

• Life cycle of a digital producto

• Production of design in digital products

• Documentation

• Product quality elements

SUBJECT SYLLABUS

Topic 1. INTRO; Roles, Phases of development

Topic 2. Production plan and planning

Topic 3. Soft Skills

Topic 4. Tools

Topic 5. Departments in depth

Topic 6. Postmortems of commercial projects

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical classes	30,00	30,00
Seminars and workshops	6,67	6,67
Practical classes	18,33	18,33
Tutorials	3,33	3,33
Evaluation Activities	6,67	6,67
Group work and study	28,33	1,42
Autonomous and individual study and work	56,67	0,00
TOTAL	150	66

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

TEMPORAL DEVELOPMENT

Topic 1. INTRO; Roles, Phases of development

Topic 2. Production plan and planning

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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	60	60
Objective test	30	30

General comments on the evaluations/assessments

• The student answers the questions set in the exam in a precise and satisfactory manner.

• The papers will be graded at least 5 and must all be handed in in order to pass the course.

• The presentation and spelling of each paper will be taken into account.

• In the extraordinary case of failing in the average of the papers, a paper equivalent to the knowledge to be demonstrated will be requested.

• Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, 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 smartphones during the exams is strictly forbidden. Such devices must be kept out of the student's sight during the whole exam.

• The use of smartphones in class is not allowed.

• The evaluation percentages of the ordinary evaluation system are the same in the extraordinary.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

Heather Maxwell Chandler, "The Game Production Handbook". (Jones & Barlett Learning)

Recommended references

Dan Irish, "The Game Producer´s Handbook". (Thomson Course Technology) Jose

María Acosta.

"Gestión Eficaz del tiempo y control del estrés". (ESIC Business Marketing School)

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom
Projection equipment and whiteboard

Materials:
Laptop computer

Software:
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