Module Code:	COM548

Module Title:	Game Production & Distribution Technology

Level:	5	Credit Value:	20

Cost Centre(s):	GACP	JACS3 code: HECoS code:	I161 100738

Faculty	Arts, Science and Technology	Module Leader:	Richard Hebblewhite

Scheduled learning and teaching hours	30 hrs
Guided independent study	170 hrs
Placement	0 hrs
Module duration (total hours)	200 hrs

Programme(s) in which to be offered (not including exit awards)	Core	Option
BSc (Hons) Computer Game Design & Enterprise	✓	☐
BSc (Hons) Computer Game Design & Enterprise (with Industrial Placement)	✓	☐

Pre-requisites
None

Module Aims

This module aims to develop students' awareness of the key technologies and practises involved in the distribution, publication and maintenance of modern games, media and other forms of digital content.

Students will build knowledge of the design architecture of modern distribution platforms, along with an understanding of legal, ethical and business issues pertaining to their use. The module also aims to provide students with the opportunity to examine the submission procedures and standards associated with digital publication systems, in addition to the analysis of their impact on the industry.

Intended Learning Outcomes

Key skills for employability

KS1	Written, oral and media communication skills
KS2	Leadership, team working and networking skills
KS3	Opportunity, creativity and problem solving skills
KS4	Information technology skills and digital literacy
KS5	Information management skills
KS6	Research skills
KS7	Intercultural and sustainability skills
KS8	Career management skills
KS9	Learning to learn (managing personal and professional development, self-management)
KS10	Numeracy

At the end of this module, students will be able to		Key Skills	
1	Develop knowledge and practice of the submission standards and procedures used by modern digital publication and distribution platforms.	KS3	
2	Demonstrate a critical awareness of the systems, tools and technologies relating to modern digital publication.	KS4	
3	Critically analyse the impact and effectiveness of digital distribution and publication systems, and the legal, ethical and business issues associated with them.	KS1	KS6

Transferable skills and other attributes

Derogations
None

Assessment:

Indicative Assessment Tasks:

The module will be assessed by way of two distinct pieces of coursework.

Assignment 1:

Students will be required to produce a report that critically evaluates effectiveness of a modern digital distribution platform of their choice. The report will assess the business strategy, technical architecture and range of services offered with respect to legal, ethical and consumer impact. The report should also give some consideration as to the likely evolution of such platforms in the future.

Assignment 2:

Students will conduct a detailed investigation into the submission standards and procedures and guidelines associated with a modern digital distribution platform of their choice. Based on their findings, students will then devise a product design, submission and test strategy to ensure the compliancy and fitness for purpose of a suitable digital prototype application. This study can be linked to practical projects undertaken in other modules on the programme.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)	Duration or Word count (or equivalent if appropriate)
1	1-2	Coursework	50%	2000
2	3	Coursework	50%	2000

Learning and Teaching Strategies:

Lectures, supported by tutorial sessions where students get the opportunity to conduct case studies and guided technical research in order to underpin their theoretical knowledge.

The lectures will focus on presenting key topics and concepts, whereas the tutorial based learning will provide directed training in industry standard platforms and tools associated with the publication and distribution of modern applications.

As the module progresses, students will be supported by way of supervised lab support during the investigation and analysis phase of the coursework.

Formative, self-directed exercises will be used to support transfer of knowledge and understanding. The Moodle VLE system will form the primary platform for the dissemination of training videos, tutorials, lecture notes and reading material. Assessment material and supporting documentation will also be made available.

Syllabus outline:

Digital Distribution Systems
- Architecture
- Legal, Ethical & Social Issues
- Services
- Business Processes

E-Business
Publishing Chains
Digital Rights Management (DRM)
In-App Purchasing Models

Submission Standards & Procedures
- Apple
- Android
- Steam/Greenlight

Publication Data & Support
- Managing and Tracking Data
- Managing DLC and Patches

Indicative Bibliography:

Essential reading

Evans, N.D. (2017) *Mastering Digital Business: How powerful combinations of disruptive technologies are enabling the next wave of digital transformation*. BCS.

Other indicative reading

Barker, D. (2015) *Web Content Management: Systems, Features, and Best Practices*, O'Reilly Media, Beijing ; Boston.

Chaffey, D. (2014) *Digital Business and E-Commerce Management*, 6th edition. Pearson.

Collins, C. Galpin, M. Kaeppler, M. (2011) *Android in Practice*, Manning Publications, Shelter Island, NY.

Nagle, D. (2014) *HTML5 Game Engines: App Development and Distribution*. A K Peters/CRC Press, Boca Raton.

Professional Body Websites:
UK Interactive Entertainment (UKIE): http://ukie.org.uk/
International Game Developers Association (IGDA): https://www.igda.org/
Creative Skillset: https://creativeskillset.org/
The British Computer Society (BCS): http://www.bcs.org/