Module specification

When printed this becomes an uncontrolled document. Please access the Module Directory for the most up to date version by clicking on the following link: <u>Module directory</u>

Module Code	GME504
Module Title	Game Production
Level	5
Credit value	20
Faculty	FACE
HECoS Code	101267
Cost Code	GAGM

Programmes in which module to be offered

Programme title	Is the module core or option for this programme
BSc (Hons) Computer Game Design and Enterprise	Core
BSc (Hons) Computer Game Design and Enterprise (with Industrial Placement)	Core

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	30 hrs
Placement tutor support	0 hrs
Supervised learning e.g. practical classes, workshops	0 hrs
Project supervision (level 6 projects and dissertation modules only)	0 hrs
Total active learning and teaching hours	30 hrs
Placement / work based learning	0 hrs
Guided independent study	170 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	10/05/2023
With effect from date	September 2023

For office use only	
Date and details of revision	March 24 Change of module code from COM566
Version number	2

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.

Module Learning Outcomes - at the end of this module, students will be able to:

1	Develop knowledge and practice of the submission standards and procedures used by modern digital publication platforms.
2	Demonstrate a critical awareness of the systems, tools and technologies relating to modern digital publication.
3	Analyse the impact and effectiveness of digital distribution and publication systems, and the legal, ethical and business issues associated with them.

Assessment

Indicative Assessment Tasks:

Indicatively students will be required to produce a report that analyses 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.

Indicatively 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 (%)
1	1, 2, 3	Coursework	100%

Derogations

None

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.

Indicative Syllabus Outline

Indicatively the syllabus will include:

- 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:

Please note the essential reads and other indicative reading are subject to annual review and update. Please *ensure correct referencing format is being followed as per University Harvard Referencing Guidance.*

Essential Reads

Chandler, H. (2020), *The Game Production Toolbox*, Boca Raton: CRC Press.

Other indicative reading

Chaffey, D. (2019), *Digital Business and E-commerce Management*, Seventh Edition, Harlow: Pearson.

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

Mathieson, S. (2023), *The Web 3.0 Marketing Revolution: A new world of Internet-based marketing is here …are you ready?*, New York: Stratagem Modus.

Roberts, G. (2023), *The Product Innovator's Handbook: How to design and manufacture a product that people want to buy,* London: Practical Inspiration Publishing.

.