

Module specification

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Module Code	COM656
Module Title	Advanced Game Design and User Engagement
Level	6
Credit value	20
Faculty	FAST
HECoS Code	101268
Cost Code	GACP

Programmes in which module to be offered

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

Pre-requisites

None

Breakdown of module hours

Learning and teaching hours	24 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	24 hrs
Placement / work-based learning	0 hrs

Guided independent study	176 hrs
Module duration (total hours)	200 hrs

For office use only	
Initial approval date	10/05/2023
With effect from date	September 2023
Date and details of revision	
Version number	1

Module aims

This module aims to solidify core and advanced game design practices and strategies for students. Students will start with initial explorations and should assess and appraise contemporary work. Students will also be tasked to demonstrate their understanding, application, and analysis of game design methodologies through the exploration and evaluation of contextualised coursework. Students will design and test game mechanics and evaluate its effectiveness especially in relation to player engagement and user experience design.

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

1	Appraise and assess contemporary examples of game design and user engagement to enhance ongoing practice
2	Increment and test design solutions to game-based problems
3	Evaluate effectiveness of design solutions in game-based scenarios
4	Measure player engagement within a game-based scenario and analyse user experience.

Assessment

Indicative Assessment Tasks:

Assessment will take the form of a student-led workflow that encourages cross-spectrum, collaborative design from a range of game specialisms.

Students will be required to identify a topic of focus (indicatively game, environment, AI, monetisation designs etc) and appraise and assess contemporary examples in the wider games and digital industries to enhance their own subject specialisms.

Students will devise new design solutions in their chosen game specialism and will be tasked to increment, test and evaluate prototypes whilst measuring feedback for player experience and user engagement.

Assessment number	Learning Outcomes to be met	Type of assessment	Weighting (%)
1	1, 2, 3, 4	Portfolio	100%

Derogations

None

Learning and Teaching Strategies

In line with the Active Learning Framework, this module will be blended digitally with both a VLE and online community. Content will be available for students to access synchronously and asynchronously and may indicatively include first and third-party tutorials and videos, supporting files, online activities any additional content that supports their learning.

As this module progresses, the strategies will change to best support a diverse learning environment. Initially, the module will start with a heavier reliance on engaging tutor-led lectures, demonstrations, and workshops to ensure that the students get the relevant threshold concepts. As the module continues experiential and peer learning strategies will be encouraged as the students' progress with their coursework. Sessions will shift to more tutorial-based sessions to focus of formative feedback for individual student achievement.

Indicative Syllabus Outline

- Advanced Games Design Techniques & Strategies
- Methods of Feedback & QA Testing
- Case Study & Design Evaluations
- Balancing Complex Game Design
- Mobile Game Design
- Player Engagement
- Player Psychology
- Addiction Design & Flow Theory
- User Experience Design & Testing
- User Engagement
- Social Media Tools, Trends & Statistics
- Audience Engagement & Impressions

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

Drachen, A. (2018), *Games User Research*, Oxford: Oxford University Press.

Other indicative reading

Bromley, S. (2021), *How To Be A Games User Researcher: Run better playtests, reveal usability and UX issues and make videogames better*, New York: Steve Bromley.

Fullerton, T. (2018), *Game Design Workshop: A Playcentric Approach to Creating Innovative Games*, Fourth Edition, Boca-Raton: CRC Press.

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

Stahlke, S., Mirza-Babaei, P. (2022), *The Game Designer's Playbook: An Introduction to Game Interaction Design*, Oxford: Oxford University Press.

Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

Core Attributes

Engaged
Enterprising
Creative
Ethical

Key Attitudes

Commitment
Curiosity
Resilience
Confidence
Adaptability

Practical Skillsets

Digital Fluency
Organisation
Critical Thinking
Emotional Intelligence
Communication