

# Postgraduate Certificate Gamification Design



## Postgraduate Certificate Gamification Design

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/videogames/postgraduate-certificate/gamification-design](http://www.techtute.com/us/videogames/postgraduate-certificate/gamification-design)

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# 01

# Introduction

Gamification in video games is used to motivate players and keep them engaged through elements such as rewards, challenges, and progression. These mechanisms engage players and encourage them to keep playing. It is no wonder, then, that the video game industry is one of the most lucrative worldwide. For this reason, TECH has launched this unique academic program in which the student will delve into achievements, levels, points, challenges, leaderboards, and narrative to keep the players' interest and provide them with a rewarding experience. All this thanks to a methodology based on the exposition of knowledge in different audiovisual supports and with a 100% online format that allows maximum time flexibility.



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*Thanks to this Postgraduate Certificate you will learn to use scoring ranges and reward systems to encourage and maintain player engagement"*

Gamification Design for video games continues to evolve with technological advances such as virtual reality, augmented reality and artificial intelligence. These innovations open up new possibilities to create increasingly immersive and exciting gaming experiences. Therefore, it has transcended from video games and has been applied in various fields, such as education, marketing, health and corporate training. The application of game elements in these contexts seeks to increase participation, learning, and motivation.

Being an area in constant growth with more and more followers in the world, companies are looking for professionals who understand their motivations and needs to create engaging and satisfying user experiences. This is how this course was conceived, so that the professional can learn how to generate positive emotions, balanced challenges and significant rewards to maintain attention and commitment.

It is then a didactic experience taught under a completely online modality that allows the student not only to study when and where they want, but to distribute the teaching load according to their other responsibilities. The program also offers the solid methodology Relearning, with which the graduate will integrate the most cutting-edge knowledge in a progressive and natural way, without having to dedicate hours to memorization.

This **Postgraduate Certificate in Design Gamification** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ The development of practical cases presented by experts in Gamification Design
- ◆ The graphic, schematic, and practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where the self-assessment process can be carried out to improve learning
- ◆ Its special emphasis on innovative methodologies
- ◆ Theoretical lessons, questions for experts, discussion forums on controversial issues and individual reflection work
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*Learn how to apply the principles of the Octalysis Framework and Core Drives to empower user engagement in any context"*

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*Stand out as a top professional in Gamification Design and unlock new career opportunities”*

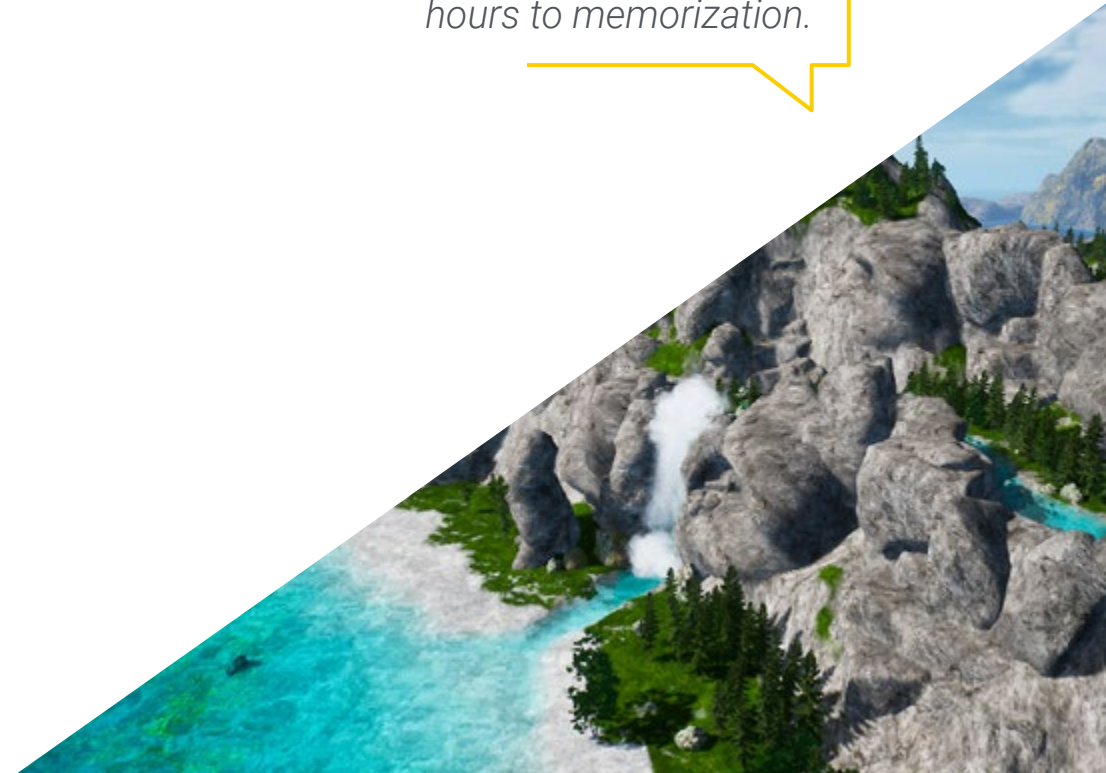
The program’s teaching staff includes professionals from the field who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive education programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Experience the freedom to study at your own pace and from anywhere with TECH’s 100% online format.*

*With the Relearning methodology, you will integrate all knowledge with a practical and progressive learning, without devoting hours to memorization.*



# 02 Objectives

In its commitment to academic excellence, TECH's main objective is to provide the graduate of this Postgraduate Certificate with a series of skills and abilities that will make them a highly trained professional. Throughout the program, you will delve into key issues such as the Octalysis Framework, Core Drives or the development of gamification strategies, among others. Therefore, you will be able to generate attractive, motivating and rewarding user experiences. In this way, you can achieve your professional goals through an avant-garde online course.





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*Become a leader in creation of effective gamification strategies to drive the success of your projects”*



## General Objectives

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- ◆ Master in depth the field of gamification, its development and expansion
- ◆ Achieve autonomy in the development of videogames and their specializations
- ◆ Enhance design skills to make video games attractive and easy to use
- ◆ Manage specialized documentation processes
- ◆ Explore the behavior of the business and sales world

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*Master the art of Gamification Design and become an expert in creating immersive and motivating gaming experiences”*





## Specific Objectives

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- ◆ Differentiate in a professional manner interactive products and their media
- ◆ Internalize the mission, vision and values of game development and design
- ◆ Creation of a consistent design according to the theoretical basis of board game design
- ◆ Analyze product types
- ◆ Deepen in the different professional roles in the gaming industry

# 03

## Structure and Content

The syllabus of this Postgraduate Certificate has been meticulously designed to provide professionals a cutting-edge course. Following the requirements proposed by the teaching team of this program, the syllabus covers the most up-to-date and relevant knowledge in the field of Gamification. Therefore, through just 6 weeks of training completely online, the graduate will have acquired the skills necessary to become a leader in their field. In addition, the syllabus has been developed by a team of recognized experts, which gives professionals the confidence of having quality support.

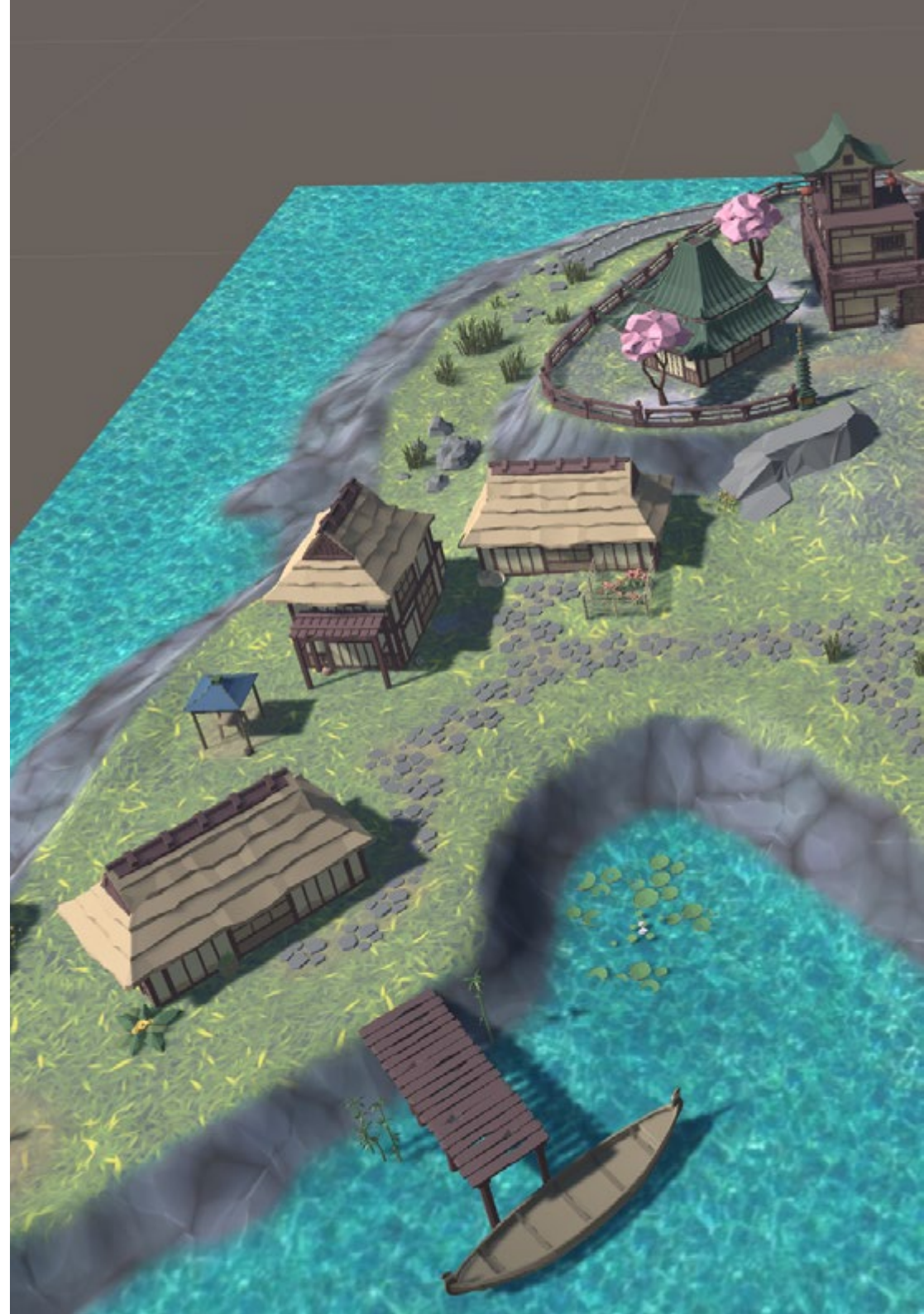


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*Explore the social influence and power of player interactions to design socially engaging gaming experiences through an innovative and rigorous syllabus”*

## Module 1. Gamification Design

- 1.1. Octalysis Framework
  - 1.1.1. Octalysis Framework
  - 1.1.2. Core Drives
  - 1.1.3. Ninth unit
- 1.2. Meaning
  - 1.2.1. Objectives
  - 1.2.2. Data Science
  - 1.2.3. Study Cases
- 1.3. Development
  - 1.3.1. Objectives
  - 1.3.2. Tools
  - 1.3.3. Study Cases
- 1.4. Empowerment
  - 1.4.1. Objectives
  - 1.4.2. Tools
  - 1.4.3. Study Cases
- 1.5. Possession
  - 1.5.1. Objectives
  - 1.5.2. Data Science
  - 1.5.3. Study Cases
- 1.6. Social Influence
  - 1.6.1. Objectives
  - 1.6.2. Data Science
  - 1.6.3. Study Cases
- 1.7. Scarceness
  - 1.7.1. Objectives
  - 1.7.2. Data Science
  - 1.7.3. Study Cases





- 1.8. Unpredictability
  - 1.8.1. Objectives
  - 1.8.2. Data Science
  - 1.8.3. Study Cases
- 1.9. Evasion
  - 1.9.1. Objectives
  - 1.9.2. Data Science
  - 1.9.3. Study Cases
- 1.10. Score ranges
  - 1.10.1. Level 1
  - 1.10.2. Level 2
  - 1.10.3. Level 3

“ A syllabus designed by the best experts so that you become an elite professional in the domain of the objectives and tools necessary for Gamification Design”

04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



05

# Certificate

The Postgraduate Certificate in Gamification Design guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.







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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Gamification Design** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Gamification Design**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
classroom



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