

Postgraduate Certificate Serious Games and Strategic Video Games



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- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtitute.com/us/videogames/postgraduate-certificate/serious-games-strategic-video-games

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01

Introduction

Among the most successful videogames in the current panorama, those that stand out are those that are part of the strategy genre. These are titles with a set objective, which can only be achieved through the use of the player's reasoning and critical skills. However, when they have an intrinsic motivational or educational message, they acquire a higher value, which is what happens with Serious Games. TECH is committed to the creation of these titles and to its professionals, for which is why it has developed this complete program. It is an immersive and multidisciplinary program that will provide the graduate with the necessary knowledge to master the strategic creation of videogames with a sense of awareness and playfulness, through a highly capacitating and 100% online program.



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TECH has developed this Postgraduate Certificate in its commitment to offer a qualification that helps professionals to contribute to the education of society through the creation of strategic video games”

When talking about strategy videogames, the most common thing to think about is titles like Divinity: Original Sin II, Age of Empires, Starcraft or Warcraft. However, there is an area of this sector that, beyond the purely recreational aspect, combines work and fun in its genres: Serious Games. These titles aim to educate, train and motivate the player to fulfill a series of certain real objectives, which contribute to the improvement of their life, as well as the increase of his productivity or that of his company.

This Postgraduate Certificate in Serious Games and Strategic Video Games delves into the intricacies of this type of video games, based on the success of examples such as McDonald's Video Game. This is a complete 100% online program through which the graduate will be able to delve into the technical characteristics of this genre, as well as its objectives and applicability in the current sector. In addition, it also delves into the importance of decision making when creating standards, and the usability that these types of products can have in different sectors: industry, education, health, etc.

All this through the best theoretical and practical content developed by the teaching team. But that's not all, as the creative will have access to hours of the best additional material composed of detailed videos, research articles, complementary readings and dynamic summaries that will help contextualize each section of the syllabus. All this content will be available from day one and can be downloaded to any device with an internet connection so that, on the one hand, you can organize this academic experience in a personalized way, and on the other hand, you have the possibility of consulting it whenever you need it.

This **Postgraduate Certificate in Serious Games and Strategic Video Games** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Case studies presented by experts in Serious Games
- ♦ 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 to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



You will be able to access the Virtual Classroom whenever you want and from anywhere with an Internet connection, giving you the possibility to take this program in a personalized way"

“

You will be able to delve into the objectives of strategic video games through a thorough understanding of their purpose in society and the most successful designs on the market”

Knowing the application of strategic Serious Games in the current environment will help you to create successful projects adapted to the demand.

Through experimentation and learning, you will gain a broad and comprehensive knowledge about the keys to usability in strategic video games.

The program's teaching staff includes professionals from the sector 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.



02 Objectives

This Postgraduate Certificate has been developed with the objective that the graduate will find in it the most innovative academic tools of the sector with which to develop a broad and specialized knowledge related to strategic Serious Games. In this way, they will be able to undertake their own projects, basing their design on the most avant-garde techniques, protocols and strategies and guaranteeing their success in an increasingly competent market.





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You will have access to a catalog of optimal and recommended rules and objectives to implement in your strategic video game projects”



General Objectives

- ◆ Know how to identify the impact of Serious Games in different industries
- ◆ Learn in depth all the theoretical and practical knowledge to be able to adapt a classic education to a Serious Games environment
- ◆ Acquire in-depth knowledge and contextualize the design of video games within the Serious Games
- ◆ Integrate the analysis of Serious Games that have had a relevant social impact
- ◆ Broaden the range of career opportunities for students





Specific Objectives

- Learn more about Serious Games focused on Strategic Video Games to
- Understand and integrate the game design process with this approach
- Know the techniques of strategic game play

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You will have all the academic material you need to work specifically on achieving your highest and most ambitious goals”

03

Course Management

TECH has selected for this Postgraduate Certificate a faculty versed in the creation of Serious Games, as well as in the management of successful projects related to this genre. This is a team of specialists who, beyond their long and extensive experience, are committed to this university to ensure the professional growth of the graduate through the development of the best syllabus and the selection of the most varied and comprehensive additional material.





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The teaching team has reflected its commitment to your professional growth in the development of a dynamic, critical syllabus based on the immediate reality of the Serious Games industry”

Management



Ms. Sánchez del Real, Gracia

- Learning and Interactive Area Director at Infinity Group
- Digital Consultant in Design and Development of EdTech Solutions and e-Learning Projects
- President of Digitaliza, Spanish Society for the Promotion of Digital Economy and Citizenship
- Special projects leader
- Master in Gender Equality
- Master's Degree in Personal, Executive and Business Coaching
- Specialist in gender equality, women's leadership and diversity issues
- Bachelor's Degree in Information Sciences, Advertising and Public Relations
- Augmented Virtual Reality and Metaverse Expert
- Expert in Interactive and Serious Games Development for Education, Training and Dissemination
- Expert in Gamification of Learning Environments in the Safety and Occupational Risk Prevention Sector, Industrial Sector, Health Sector and Third Sector

Professors

Mr. Franzani, Santiago J

- ◆ Indie Game Developer
- ◆ Audiovisual Designer
- ◆ Creator of the "Atuel" Game
- ◆ Graduated in Audiovisual Design from the University of Buenos Aires

“

A unique, key, and decisive educational experience to boost your professional development”

04

Structure and Content

TECH shapes all of its qualifications with the benefit of its graduates in mind. As a result, the tens of thousands of specialists who attend this university each year find in its programs the best and most comprehensive syllabic, all backed by the most cutting-edge educational technology in the academic sector. This allows you to offer a high quality training through a 100% online format, which contributes to your organization, making it easier to combine the training program with any other educational or professional activity.





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In less than 6 weeks you will master the most successful Serious Games design techniques, and in less time than you expect you will be leading projects with high expectations in the market"

Module 1. Serious Games and Strategic Video Games

- 1.1. Strategic Serious Games
 - 1.1.1. Strategy
 - 1.1.2. Uses
 - 1.1.3. Designs
- 1.2. Objectives of the Strategic Video Game
 - 1.2.1. Purpose
 - 1.2.2. Learning
 - 1.2.3. Designs
- 1.3. Genres Applicable to Strategic Video Games
 - 1.3.1. Applications
 - 1.3.2. Cataloging
 - 1.3.3. Designs
- 1.4. Strategic Video Game Actions and Decisions
 - 1.4.1. Experimentation
 - 1.4.2. Learning
 - 1.4.3. Designs
- 1.5. The Strategic Video Game: Usability
 - 1.5.1. Usability
 - 1.5.2. Cataloging
 - 1.5.3. Designs
- 1.6. Rules and Objectives of the Strategic Video Game
 - 1.6.1. Mechanisms
 - 1.6.2. Dynamics
 - 1.6.3. Objectives
- 1.7. Conflicts in the Strategic Video Game
 - 1.7.1. Conflict and Strategy
 - 1.7.2. Types
 - 1.7.3. Designs



- 1.8. Strategic Serious Games: Practical Uses
 - 1.8.1. Cataloging
 - 1.8.2. Experimentation
 - 1.8.3. SG and Health
- 1.9. Exploring the World of McDonald's Video Game
 - 1.9.1. McDonald's Video Game
 - 1.9.2. Designs
 - 1.9.3. Experimentation
- 1.10. Briefings McDonald's Video Game
 - 1.10.1. Briefing
 - 1.10.2. Application
 - 1.10.3. Cases



You will have access to the briefing of the McDonald's Video Game, so you can unravel its structure and know in detail what have been the keys to its success"



05

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.



06 Certificate

The Postgraduate Certificate in Serious Games and Strategic Video Games 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 Serious Games and Strategic Video Games** 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 Serious Games and Strategic Video Games**

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
online training
development language
classroom



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