

# Postgraduate Diploma Gamification





## Postgraduate Diploma Gamification

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

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

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# 01

# Introduction

One of the industries that acquires millions of users every day is video games. This is because they provide different and entertaining experiences to the user with narratives that make them participate, involve them and attract them according to the brand's objective. The more it engages the player and improves their stay, the more the purpose of Gamification is fulfilled. Building player loyalty requires skills and knowledge. To this end, this program develops in depth all the relevant topics of Gamification from the basis of gamification and prototyping on paper to achieve a gamified video game.





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*Master the techniques that will make your video games memorable and desirable to users”*

Technological progress has directly influenced the development of new video games and the way they are shown to the public. Creating expectation, innovating and then delivering a better gameplay experience to the user is only possible with specific knowledge. Gamification includes all these aspects, to make live, feel, think, enjoy, learn and share within that space where the game story develops thanks to a motivation.

Introducing innovative and creative mechanics with the aim of changing an activity to motivate users to participate in them is a very effective way to maintain interest in the game. Basically, that's what the experience is all about, getting recreation.

This Postgraduate Diploma will develop topics on Gamification, types, the social context, the problems surrounding it, applied technologies, gamification, *e-learning and playful learning*, video games and their narrative, usability, psychology and business; through the use of Maple to the design of gamified games.

The program is taught by a team of outstanding professionals chosen by TECH Global University. During the 6 months of study, they will interact with the student through a secure and 100% online environment. It can be linked from any type of device with internet connection, but also offers the possibility of downloading all the didactic material for consultation.

This **Postgraduate Diploma in Gamification** contains the most complete and up to date educational program on the market. Its most notable features are:

- ◆ The development of case studies presented by professional gamification experts
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self assessment can be used 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



*Make your study experience comfortable and dynamic. Connect whenever and wherever you want"*

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*With this Postgraduate Diploma you will be able to produce highly professional video games and apply gamification to any product”*

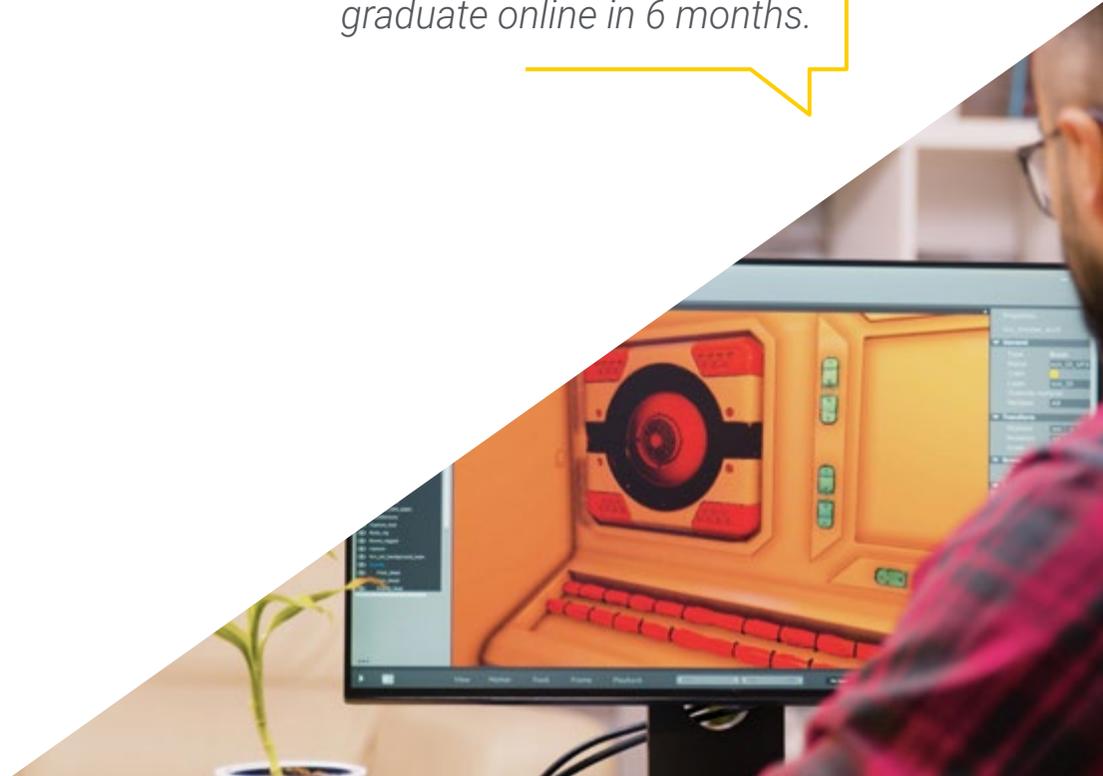
*You will understand the mechanics of board games as a central pillar. Modeling new fun experiences.*

*Start a new experience towards your professionalization. Get trained in Gamification and graduate online in 6 months.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training 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 training programmed to train 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 professional will be assisted by an innovative system of interactive videos made by renowned experts.



# 02 Objectives

The Postgraduate Diploma in Gamification will offer its students the opportunity to access the most innovative knowledge, as well as an in depth study of the impact of the current context. Delving into the problems that drag the gamification and learn how to overcome them over others and without fear of failure. Internalizing the purposes of gamified games in order to take advantage of them effectively in their future designs. This completes the profile of a successful integral professional in video game development.





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*Create more engaging video games  
through design and gameplay”*



## General Objectives

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- ◆ Master in depth the field of gamification, its development and expansion
- ◆ Analyze all the variables of video games and their industry
- ◆ Professionalize the theoretical bases of gamification applied in each field of specialization
- ◆ Achieve autonomy in the development of videogames and their specializations
- ◆ Know the construction, application and needs of board games for their extrapolation into gamified products
- ◆ Study players' behavior and their level of satisfaction within a designed product
- ◆ Enhance design skills to make video games attractive and easy to use



*Get to know player behavior in depth and create new challenges that raise their loyalty level"*





## Specific Objectives

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### Module 1 Gamification

- ◆ In-depth knowledge of the language of gamified game development
- ◆ Analyze the evolution of gamification and its competitors
- ◆ Problem solving within gamification professional development
- ◆ Acquire the necessary skills of a professional gamified game developer

### Module 2 Gamification applied

- ◆ In-depth knowledge of player motivations
- ◆ Analyze user experiences to enhance the use of the gamified product
- ◆ Delve into the objectives within the game design
- ◆ Understand in detail the purposes for which gamified games work

### Module 3 Game Design

- ◆ 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
- ◆ Delve into the different professional roles in the gaming industry

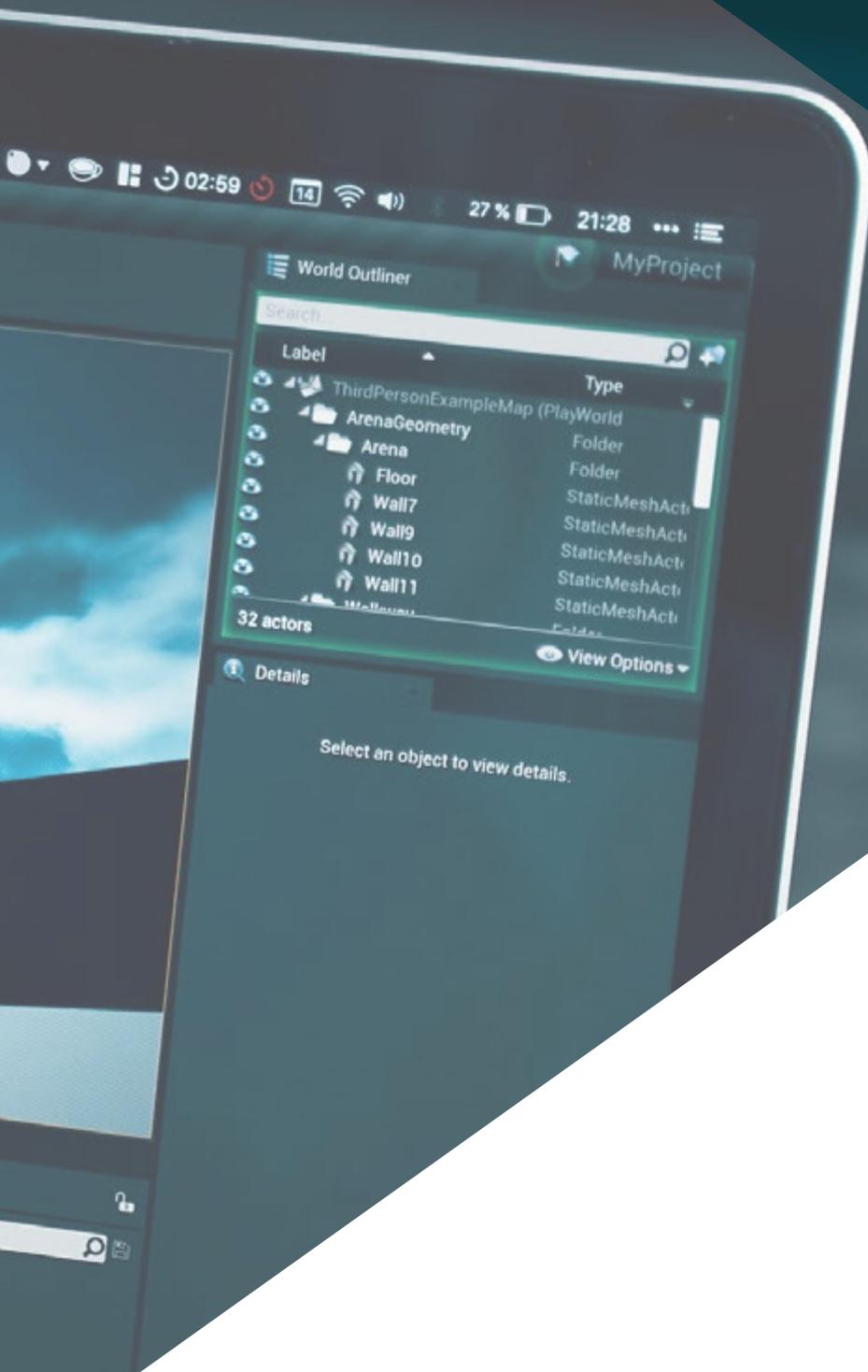


# 03

# Structure and Content

This program has been structured by a team of experts in interactive product design and game design. Developing the content in three modules with specific topics on Gamification applied to video games. It will be exhaustively detailed in 6 months applied to an online environment through a comfortable and secure virtual campus achieving the title of Postgraduate Diploma.





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*Learn all about Gamification from development to usability, psychology and business"*

## Module 1 Gamification

- 1.1. Gamification
  - 1.1.1. Gamification
  - 1.1.2. Ludification
  - 1.1.3. Games
- 1.2. *Game Learning and Behaviour Design*
  - 1.2.1. *Game-Based Learning*
  - 1.2.2. *Human Focused Design*
  - 1.2.3. *Behavioural Design*
- 1.3. *E-learning and Playful Learning*
  - 1.3.1. *E-learning*
  - 1.3.2. *Playful Learning*
  - 1.3.3. *Edutainment*
- 1.4. Types of Gamification
  - 1.4.1. Serious Games
  - 1.4.2. Entertainment Games
  - 1.4.3. Transmedia Games
- 1.5. Social Contexts of Gamification
  - 1.5.1. AED
  - 1.5.2. DED
  - 1.5.3. Obstacles
- 1.6. Professionalization of Gamification
  - 1.6.1. Professional
  - 1.6.2. Lack of Knowledge
  - 1.6.3. Bridges
- 1.7. Problems in Gamification
  - 1.7.1. Time
  - 1.7.2. Money
  - 1.7.3. Target Audience
- 1.8. Gamification Technologies
  - 1.8.1. Technology
  - 1.8.2. PBL
  - 1.8.3. Rejection

- 1.9. Video Games, Games and Narrative
  - 1.9.1. Video Games
  - 1.9.2. Board Games
  - 1.9.3. Narrative
- 1.10. Usability, Psychology and Business
  - 1.10.1. Usability
  - 1.10.2. Psychology
  - 1.10.3. Business

## Module 2 Gamification applied to Video Games

- 2.1. Gamification in Video Games
  - 2.1.1. Objectives
  - 2.1.2. Assessments
  - 2.1.3. Practices
- 2.2. Motivation in Video Games
  - 2.2.1. Intrinsic
  - 2.2.2. Extrinsic
  - 2.2.3. Counterposition
- 2.3. Promotion of Gamification
  - 2.3.1. Identity
  - 2.3.2. Independence
  - 2.3.3. Community
- 2.4. Failures and Competencies
  - 2.4.1. Errors
  - 2.4.2. Skills
  - 2.4.3. Exploration
- 2.5. *Maple*: Motivation
  - 2.5.1. Company
  - 2.5.2. Power
  - 2.5.3. Collaboration

- 2.6. *Maple*: Awareness
  - 2.6.1. Ethics and Morals
  - 2.6.2. Physical and Mental Health
  - 2.6.3. *Newsgames*
- 2.7. *Maple*: Reality
  - 2.7.1. Skills
  - 2.7.2. Psychology
  - 2.7.3. Difficulties
- 2.8. *Maple*: Persuasion
  - 2.8.1. *Product Placement*
  - 2.8.2. *Advergaming*
  - 2.8.3. Ideologies and Stereotypes
- 2.9. *Maple*: Learning
  - 2.9.1. Day To Day
  - 2.9.2. Business Environment
  - 2.9.3. Soft Skills
- 2.10. *Maple*: Assessment
  - 2.10.1. Treatment
  - 2.10.2. Educational
  - 2.10.3. Self Benefiting

### Module 3 Gamified Game Design

- 3.1. Gamified Game Design
  - 3.1.1. Games
  - 3.1.2. Video Games
  - 3.1.3. The Design
- 3.2. Profiles Involved
  - 3.2.1. Programmer
  - 3.2.2. Artist
  - 3.2.3. Designer
- 3.3. Production and QA
  - 3.3.1. Producer
  - 3.3.2. QA
  - 3.3.3. Screenwriter
- 3.4. Other Roles
  - 3.4.1. Composer
  - 3.4.2. Specialist Roles
  - 3.4.3. Intermediaries
- 3.5. Mission
  - 3.5.1. Role of the Designer
  - 3.5.2. Valuable Knowledge
  - 3.5.3. Solo Development
- 3.6. Vision
  - 3.6.1. Possibilities
  - 3.6.2. Ambition
  - 3.6.3. Retrospective Vision
- 3.7. Values of Gamification
  - 3.7.1. *Constraints*
  - 3.7.2. Planning
  - 3.7.3. *Target*
- 3.8. Specialities
  - 3.8.1. Goals
  - 3.8.2. Niche
  - 3.8.3. Clone Wars
- 3.9. Prototyping
  - 3.9.1. Paper Prototype
  - 3.9.2. From Game to Video Game
  - 3.9.3. Board Games
- 3.10. Structures
  - 3.10.1. Structure and Elements
  - 3.10.2. Brainstorming
  - 3.10.3. The Five Questions

# 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.



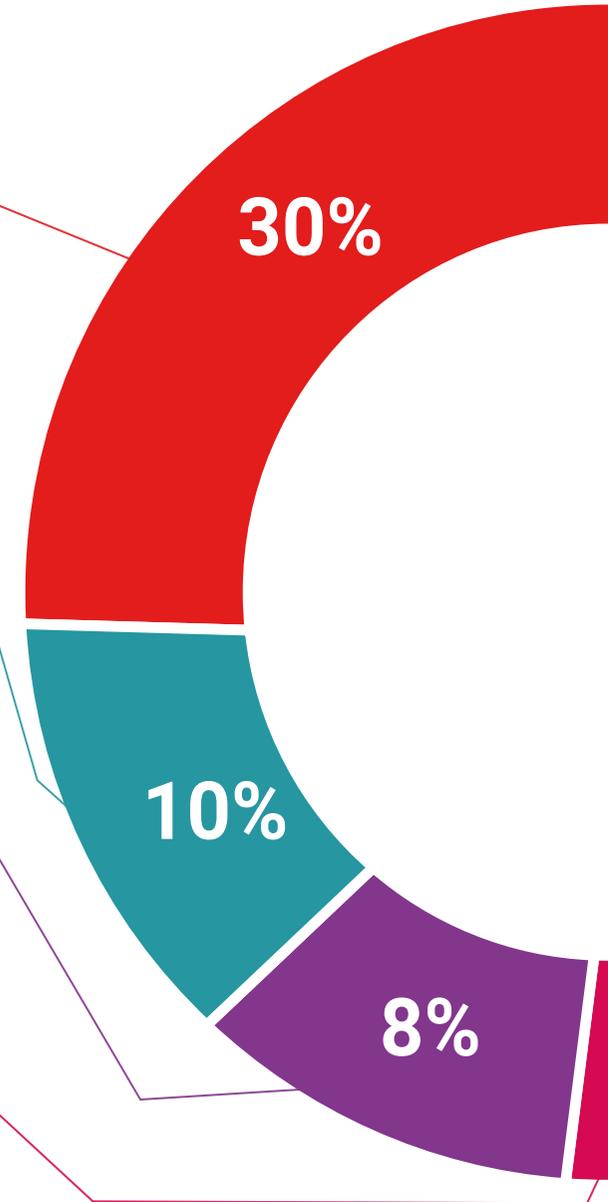
### Practising Skills and Abilities

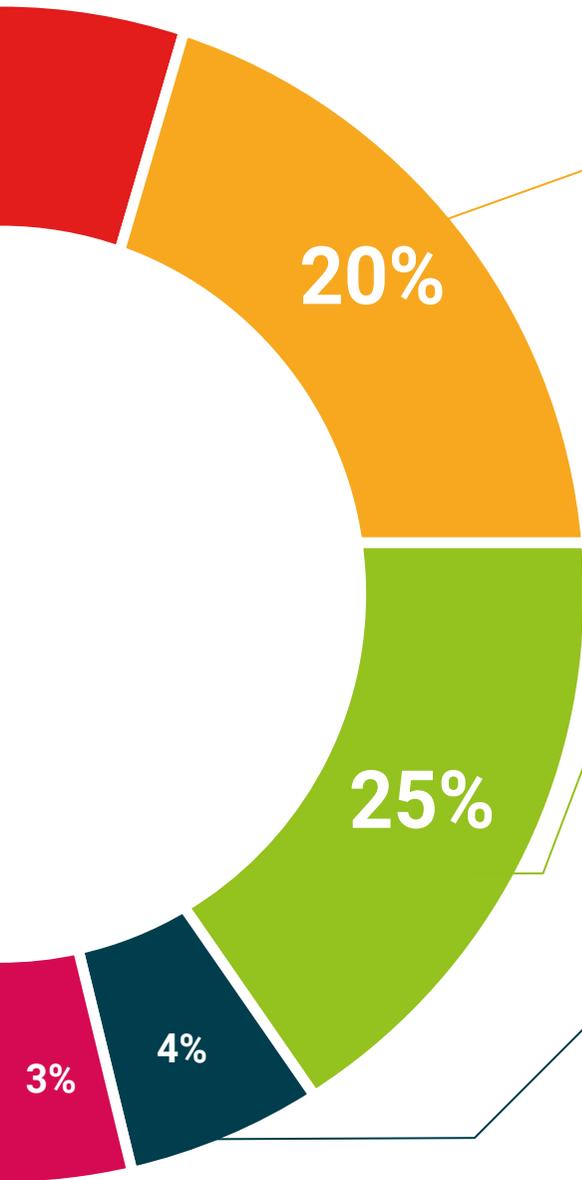
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Diploma in Gamification guarantees, in addition to the most rigorous and up to date training, access to a certificate issued by TECH Global University.



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*Successfully complete this training program  
and receive your university certificate  
without travel or laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Gamification** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Diploma in Gamification**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



\*Apostille Convention. In the event that the student wishes to have their paper Diploma issued with an apostille, TECH Global University 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  
virtual classroom



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