

# Postgraduate Diploma Serious Games in Health





## Postgraduate Diploma Serious Games in Health

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

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

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Course Management

---

*p. 12*

04

Structure and Content

---

*p. 16*

05

Methodology

---

*p. 20*

06

Certificate

---

*p. 28*

# 01

# Introduction

The use of Serious Games in psychological therapies to treat crisis situations, or to change a patient's behavior with respect to illnesses and ailments is becoming more and more frequent in society. This genre has proven to be able to positively influence consumer perception, especially among young people. However, creating strategic video games that combine work, fun and awareness can be a complex task for many creatives who, despite investing hundreds of hours, are unable to come up with a result that meets market demand. For all those who find themselves in this situation TECH has created this complete program that will give you the keys to master the creation of Serious Games adapted to psychology and health from a strategic point of view. All through a convenient 100% online format that will facilitate your training in coordination with other professional or personal activities.





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*With this Postgraduate Diploma you will take a step further in your professional career as a creative, specializing in strategic Serious Game adapted to psychology and health"*

Currently, there are many video games that base their argument on changing the perception of players when it comes to issues such as war, prioritizing the playful aspect over the realistic and awareness-raising. However, with the inclusion of Serious Games in the gaming industry, the possibility has arisen to delve into the psychological impact of certain traumatic circumstances, as well as to positively influence the behavior of patients suffering from chronic diseases and ailments, towards their motivation. All this through the creation of playful and entertaining titles that promote fun and work in equal parts.

This is precisely what this program in Serious Games for Psychology, Health and Strategy is all about. It is a complete and multidisciplinary program that combines, in a single qualification, a high theoretical and practical component, focused on the professional growth of the graduate in only 6 months.

Through an exhaustive tour of the characteristics of the genre, the syllabus delves into the characterization of psychological video games and those related to health, unraveling the complex design of each of them and the objectives that the creative has to take into account when undertaking a project related to this sector. But it also places special emphasis on the involvement of strategy in the titles as a vehicle for the plot, highlighting the union of work and fun in the pursuit of education and motivation.

All this through a convenient 100% online format, without schedules or face-to-face classes and accessible from anywhere through any device with Internet connection. It is, therefore, a unique opportunity to take a highly capacitating program that will provide you with the best tools in the educational sector to achieve, in 450 hours, to become a program in Serious Games.

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

- ♦ 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 are in front of the best qualification to know in detail the gears of video game design with a high therapeutic component from the psychological point of view"*

“

*Strategy cannot be applied to all genres. Get to know the cataloging of this area and acquire specialized knowledge about the different designs available with this Postgraduate Diploma”*

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.

*You will study the case of McDonald's Video Game as an example of gaming strategy, delving into its main characteristics and success issues.*

*In less than 6 months you will have gained a broad conceptualization of video games for health and their intricacies.*



# 02 Objectives

Serious Games are increasingly present in society. Therefore, any creative who wants to specialize in this environment must know in detail its intricacies and the characteristics of its variants, so that they can always create products adapted to the needs and demands of the market. In order that the graduate can meet this objective through the course of this program, TECH will provide the best academic tools of the moment, so that you can achieve it in less than 6 months.



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*A practical, dynamic and accessible way to achieve your professional objectives is through the improvement of your curricular competencies with this Postgraduate Diploma”*



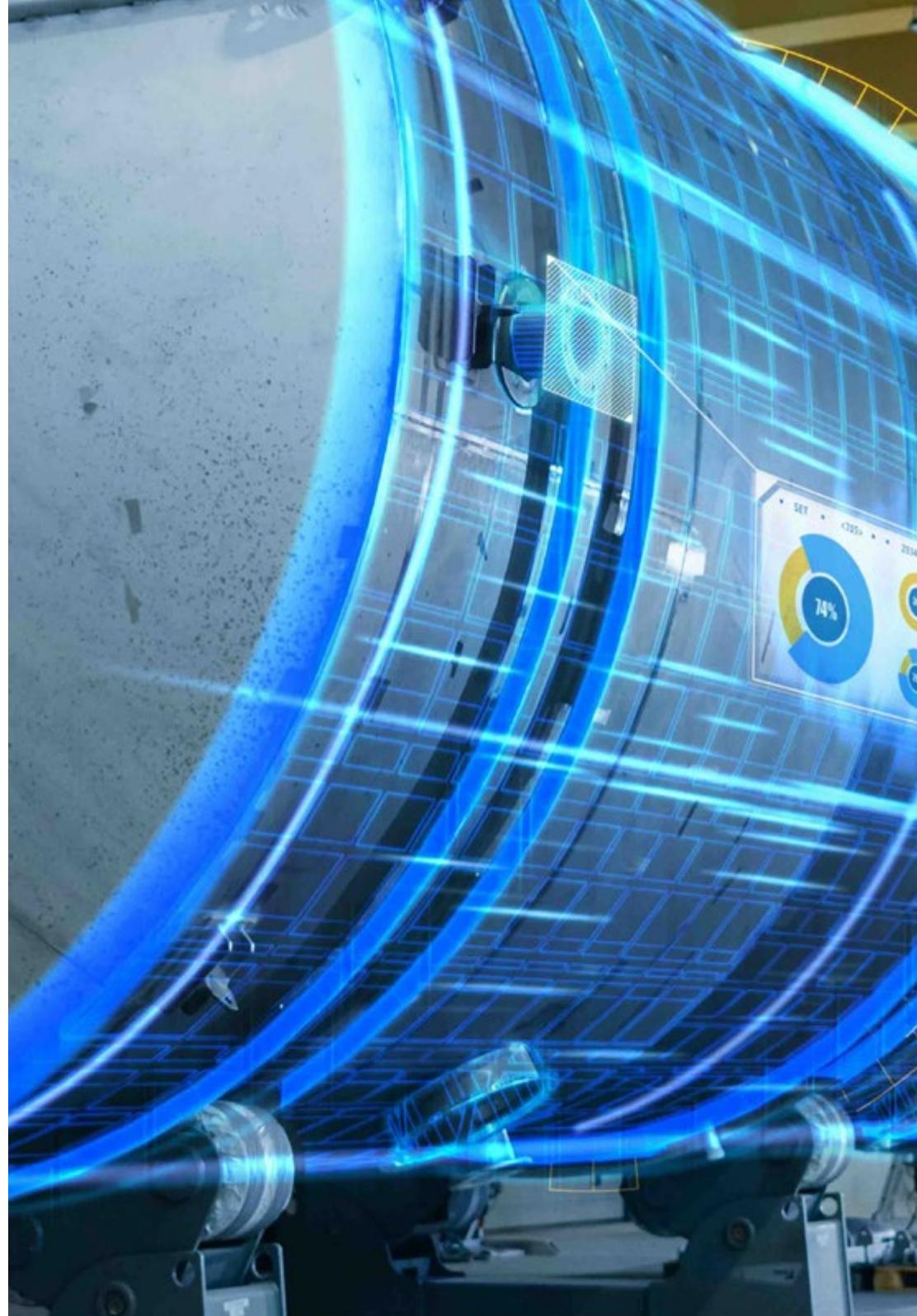
## General Objectives

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



*You will be able to explore the world of Zombies Run, delving into its strategy and the applicability of this type of video game to health through physical exercise"*





## Specific Objectives

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### Module 1. Serious Games and Psychological Video Games

- ♦ In-depth knowledge of Serious Games focused on psychological video games
- ♦ Integrate knowledge of the game design process with this approach
- ♦ Define the design techniques for seeking emotional responses from the player in the different types of psychological video games that exist

### Module 2. Serious Games and Strategic Video Games

- ♦ 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

### Module 3. Serious Games and Health

- ♦ Professional knowledge of Serious Games focused on health-themed video games
- ♦ Acquire knowledge of the game design process with this approach
- ♦ Knowing the health-related benefits that a video game can provide

# 03

## Course Management

For TECH it is essential to have the best teaching team, since, in this way, the content will take a more realistic and dynamic sense. That is why for this Postgraduate Diploma the university has selected for this course a group of professionals who have a wide and extensive work experience in the Serious Games sector. It is a team characterized by its human and work quality, which will be reflected in the syllabus and in the additional material that has been carefully selected for this program.



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*The teaching team will be at your disposal to solve your doubts through individualized tutorials that you will be able to arrange during the course of the program"*

## 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

### Ms. Pascual Vicente, Virginia

- ◆ Specialist in Digital Marketing and Communication
- ◆ Multimedia Editorial Director at Infinity Group
- ◆ Degree in Information Sciences

### Mr. Palanco, César

- ◆ CEO at the MotionVibe
- ◆ Director of Simulation and Serious Games Programming at Infinity Group
- ◆ Multimedia programmer of high-impact resources: Simulation, Virtual Reality, Serious Games, Gamification and immersive scenarios
- ◆ Lead Developer at ALDENTE Global and Marketplace Design Group
- ◆ Senior Interactive Developer
- ◆ Augmented Virtual Reality and Metaverse Expert

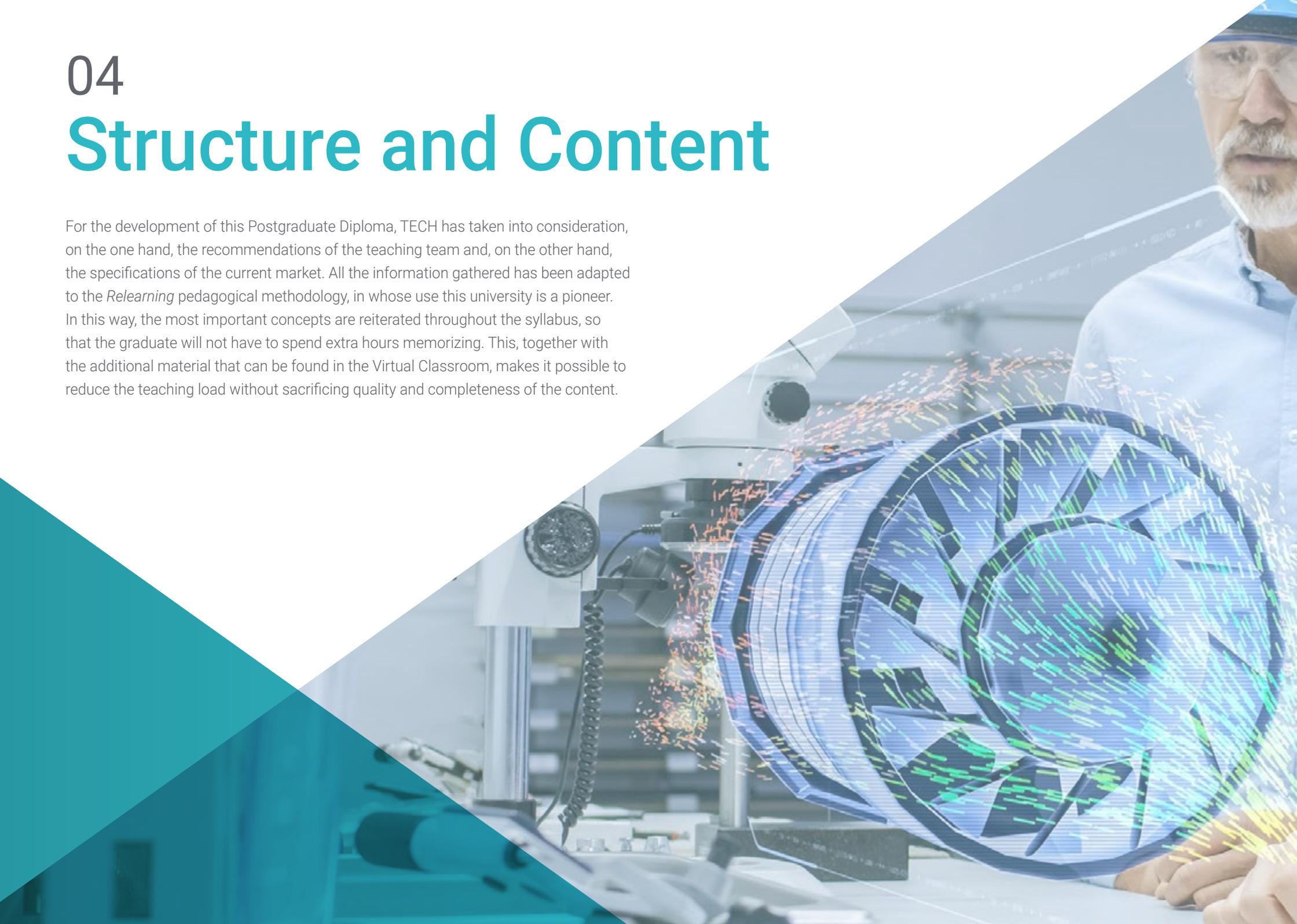
### Ms. Mattiello, Gisela

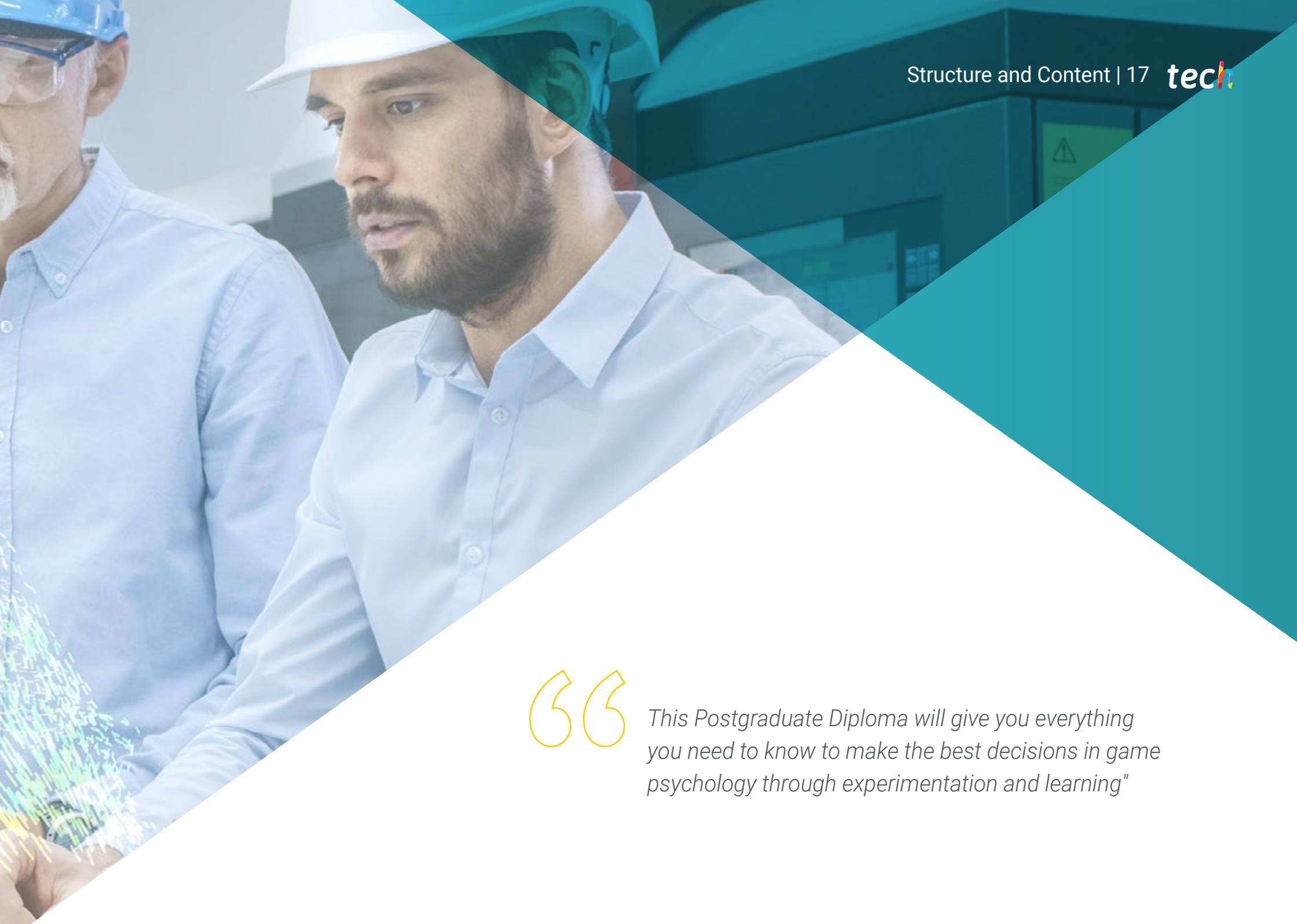
- ◆ Director of Infinity Group
- ◆ Project Manager in Digital Multimedia Coordination and Production
- ◆ Specialist in Digital Marketing and Communication for educational and training entities
- ◆ Expert in Dynamization and Tutoring of Training Platforms
- ◆ Expert in Activity Creation and Multimedia Scripting for Games and Advanced Simulators

# 04

## Structure and Content

For the development of this Postgraduate Diploma, TECH has taken into consideration, on the one hand, the recommendations of the teaching team and, on the other hand, the specifications of the current market. All the information gathered has been adapted to the *Relearning* pedagogical methodology, in whose use this university is a pioneer. In this way, the most important concepts are reiterated throughout the syllabus, so that the graduate will not have to spend extra hours memorizing. This, together with the additional material that can be found in the Virtual Classroom, makes it possible to reduce the teaching load without sacrificing quality and completeness of the content.





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*This Postgraduate Diploma will give you everything you need to know to make the best decisions in game psychology through experimentation and learning"*

## Module 1. Serious Games and Psychological Video Games

- 1.1. Serious Games and Psychology
  - 1.1.1. Psychology and Serious Games
  - 1.1.2. Cataloging
  - 1.1.3. Story
- 1.2. Objectives of Psychological Video Games
  - 1.2.1. Purpose
  - 1.2.2. Learning
  - 1.2.3. Designs
- 1.3. Genres Applicable to Psychological Video Games
  - 1.3.1. The Psychological Game
  - 1.3.2. Cataloging
  - 1.3.3. Designs
- 1.4. Actions and Decisions in Game Psychology
  - 1.4.1. Experimentation
  - 1.4.2. Learning
  - 1.4.3. Designs
- 1.5. Conceptualizing a Psychological Video Game
  - 1.5.1. Cataloging
  - 1.5.2. Structures
  - 1.5.3. Designs
- 1.6. Rules and Objectives of the Psychological Video Game
  - 1.6.1. Mechanisms
  - 1.6.2. Dynamics
  - 1.6.3. Objectives
- 1.7. Conflict in the Psychological Video Game
  - 1.7.1. Conflict
  - 1.7.2. The Psycho Game
  - 1.7.3. Designs
- 1.8. Psychological Serious Games: Practical Uses
  - 1.8.1. Cataloging
  - 1.8.2. Experimentation
  - 1.8.3. SG and Psychology

- 1.9. Exploring the world of Unmanned
  - 1.9.1. Unmanned
  - 1.9.2. Designs
  - 1.9.3. Experimentation
- 1.10. Briefings Psychology in Serious Games
  - 1.10.1. Briefing
  - 1.10.2. Application
  - 1.10.3. Cases

## Module 2. Serious Games and Strategic Video Games

- 2.1. Strategic Serious Games
  - 2.1.1. Strategy
  - 2.1.2. Uses
  - 2.1.3. Designs
- 2.2. Objectives of the Strategic Video Game
  - 2.2.1. Purpose
  - 2.2.2. Learning
  - 2.2.3. Designs
- 2.3. Genres Applicable to Strategic Video Games
  - 2.3.1. Applications
  - 2.3.2. Cataloging
  - 2.3.3. Designs
- 2.4. Strategic Video Game Actions and Decisions
  - 2.4.1. Experimentation
  - 2.4.2. Learning
  - 2.4.3. Designs
- 2.5. The Strategic Video Game: Usability
  - 2.5.1. Usability
  - 2.5.2. Cataloging
  - 2.5.3. Designs
- 2.6. Rules and Objectives of the Strategic Video Game
  - 2.6.1. Mechanisms
  - 2.6.2. Dynamics
  - 2.6.3. Objectives

- 2.7. Conflicts in the Strategic Video Game
  - 2.7.1. Conflict and Strategy
  - 2.7.2. Types
  - 2.7.3. Designs
- 2.8. Strategic Serious Games: Practical Uses
  - 2.8.1. Cataloging
  - 2.8.2. Experimentation
  - 2.8.3. SG and Health
- 2.9. Exploring the World of McDonald's Video Game
  - 2.9.1. McDonald's Video Game
  - 2.9.2. Designs
  - 2.9.3. Experimentation
- 2.10. Briefings Mc Donald's Video Game
  - 2.10.1. Briefing
  - 2.10.2. Application
  - 2.10.3. Cases

### Module 3. Serious Games and Health

- 3.1. Health in Serious Games
  - 3.1.1. Health in Serious Games
  - 3.1.2. Usability
  - 3.1.3. Stories
- 3.2. Objectives of the Health Video Game
  - 3.2.1. Purpose
  - 3.2.2. Learning
  - 3.2.3. Designs
- 3.3. Health Video Game Genres
  - 3.3.1. Applications
  - 3.3.2. Cataloging
  - 3.3.3. Designs

- 3.4. Actions and Decisions in Health Video Games
  - 3.4.1. Experimentation
  - 3.4.2. Learning
  - 3.4.3. Designs
- 3.5. Conceptualizing a Video Game for Health
  - 3.5.1. Cataloging
  - 3.5.2. Health
  - 3.5.3. Designs
- 3.6. Rules and Objectives of the Healthcare Video Game
  - 3.6.1. Mechanisms
  - 3.6.2. Dynamics
  - 3.6.3. Objectives
- 3.7. Conflict in the Video Game for Health
  - 3.7.1. Conflict
  - 3.7.2. Types
  - 3.7.3. Designs
- 3.8. Serious Games and Health: Practical Uses
  - 3.8.1. Cataloging
  - 3.8.2. Experimentation
  - 3.8.3. SG and Health
- 3.9. Exploring the World of Zombies Run!
  - 3.9.1. Zombies, Run!
  - 3.9.2. Designs
  - 3.9.3. Experimentation
- 3.10. Serious Games and Health Briefings
  - 3.10.1. Briefing
  - 3.10.2. Application
  - 3.10.3. Cases

# 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

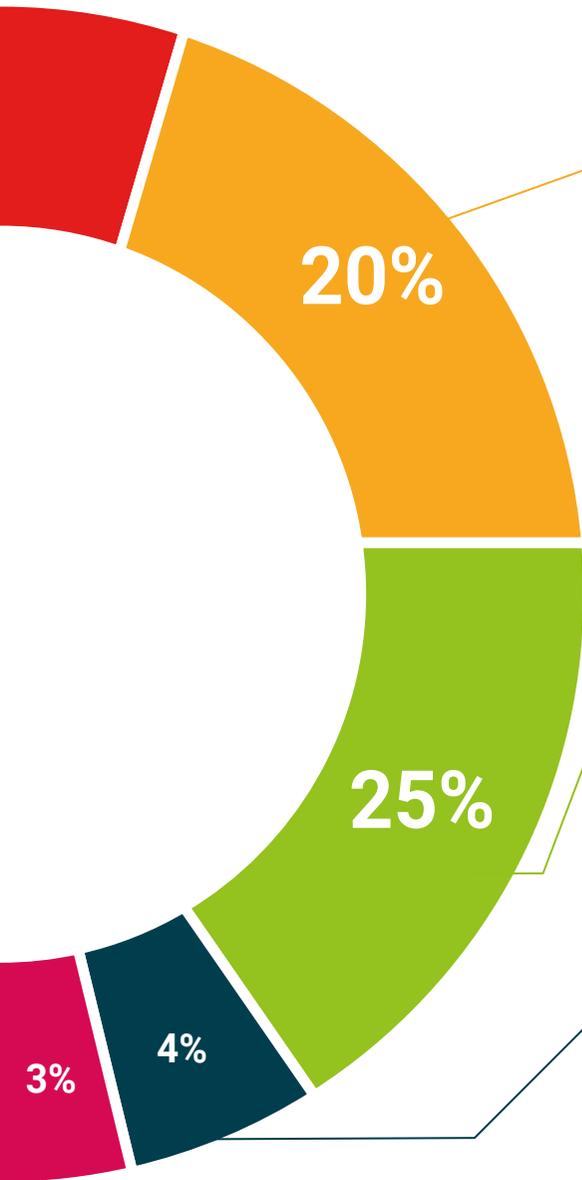
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### 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 Diploma in Serious Games in Health guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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"*

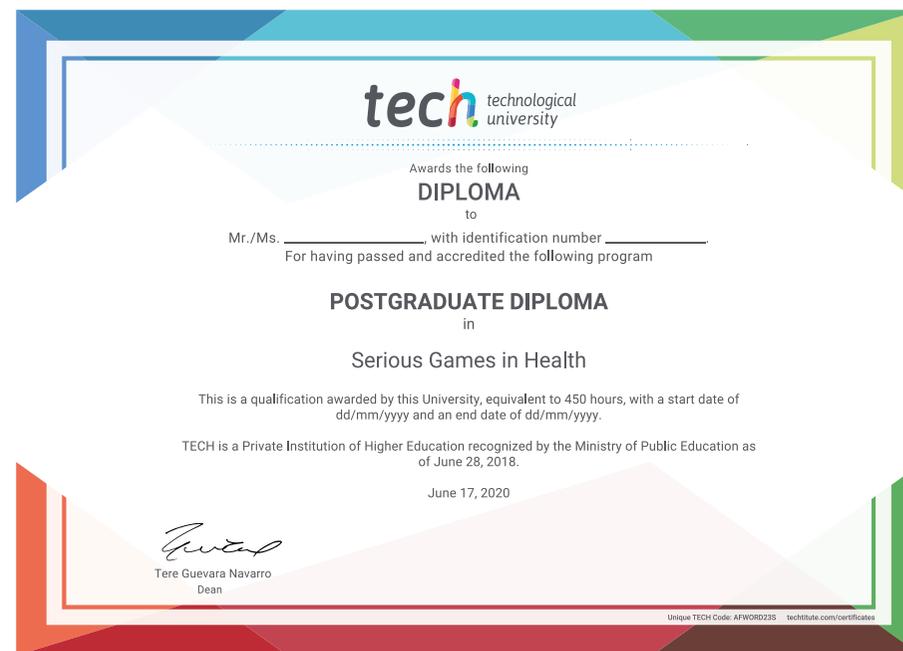
This **Postgraduate Diploma in Serious Games in Health** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Serious Games in Health**

Official N° of Hours: **450 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  
virtual classroom



## Postgraduate Diploma Serious Games in Health

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

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