MDIA2010

Serious Games

Term One // 2019

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Brigid Costello	bm.costello@unsw.edu.au	Wednesdays 1-2pm	Robert Webster 231F	9385 6805

School Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: https://sam.arts.unsw.edu.au

The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*
This course can also be studied in the following specialisation: *Creative Writing*

Understanding what games really are and how they can affect and create audiences is essential knowledge for every media graduate. In this course we focus on the most common types of games that media producers create, *serious games*. These are games that are used for real-life purposes other than pure entertainment. For example, they might be used for social change, education, training, advertising, or to help people achieve a particular health objective. In this course you will focus on the conceptual design and analysis of serious games. This context will shape an investigation into game aesthetics, learning, affect and engagement. You will also be introduced to the methods and practice of game play-testing. The course does not involve any computer programming or require any previous knowledge in this area.

Course Learning Outcomes

1. Identify the social, ethical and cultural contexts of the production and consumption of serious games.
2. Discuss, analyze and evaluate serious games.
3. Produce a concept proposal for a serious game.
4. Collaborate with clients, designers and user-groups to develop a serious game concept.

Teaching Strategies

There will be a strong emphasis on the relationship between practice, theory and method in this course. The weekly lectures will provide theoretical and methodological frameworks that will then be explored within a practical context in the workshops. The workshops will also be structured to encourage you to give support and feedback to fellow students. This will provide opportunities for you to reflect on the production practices of others and to view your own practice experiences within a broader context. The course will use real-world client briefs and where possible will provide you with an industry client to work with. This is designed to give you experience at developing and maintaining a client relationship. Our past experience shows that this approach can help you start to develop the professional networks that you will need after you graduate.

Assessment

There are three assessment tasks to complete. You must complete and hand in all three tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments.

See the course website on Moodle for full assignment task descriptions, marking criteria and submission instructions.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Lecture Activities	30%	Part One: 14/03/2019 10PM Part Two: 01/04/2019 10PM	1,2
Game Analysis Essay	40%	11/04/2019 10:00 PM	1,2
Serious Game Prototype Package	30%	In-class Wk10 23rd/24th April	2,3,4

Assessment Details

Assessment 1: Lecture Activities

Start date:

Details: 6 short multiple-choice or short answer text single-attempt activities linked to 6 weeks of lecture content. Feedback via course LMS.

Additional details:

There are two deadlines for this task. One in week 4 and one in week 7. Please see Moodle for a full description of this task.

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Game Analysis Essay

Start date:

Details: 2000 words +/- 10%. Feedback via course LMS.

Additional details:

Please see Moodle for full assessment description.

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Serious Game Prototype Package

Start date:

Details: Group project in teams of 2-4. Submitted components are: 8-10 minute presentation, 1-2 minute gameplay documentation, game prototype document of 800-1000 words. Feedback via course LMS.

Additional details:

This task has multiple deadlines: Game Prototype Playtests are in Week 6. Final Lecturer playtests are in Week 9. Final presentations to the Client are in Week 10 (see date above) and the PDF is handed in on Moodle in week 10 after the presentation. For full brief please see Moodle.

Turnitin setting: This is not a Turnitin assignment

Attendance Requirements

All lectures in this course are online.
Studio class attendance is compulsory in weeks 6, 9 and 10 as there are in-class assessment activities. Students are expected to attend all other weeks (except for the Reading Week in week 8) as group project work occurs in-class. These in-class activities will help you to attain all four course learning outcomes. Unexcused absence from more than 80% of Studio classes will result in the award a fail grade.

Course Schedule

View class timetable

Timetable

Date	Type	Content
Week 1: 18 February - 24 February	Lecture	**What are Serious Games?** Focuses on types of Serious Games and the media industry that develops them.
Week 2: 25 February - 3 March	Lecture	**Mechanics and Dynamics** Looks at ways of defining a game and introduces the theory of Mechanics, Dynamics and Aesthetics.
Week 3: 4 March - 10 March	Lecture	**Affect and Engagement** Focuses on player experience, the concept of flow and player types.
Week 4: 11 March - 17 March	Lecture	**Learning and Games** Are learning and games compatible? What types of learning already occur in games? How do you design a game for learning? **Lecture Tasks Part One Due this week.**
Week 5: 18 March - 24 March	Lecture	**The Mechanic is the Message** Focuses on the use of game mechanics to communicate the message of a serious game.
Week 6: 25 March - 31 March	Lecture	**Breaking the Rules and Ethical Play** Is cheating a valid part of gameplay? How do designers break the rules of game design and is this useful for serious games? **Playtests in Studio class this week.**
Week 7: 1 April - 7 April	Lecture	**Level Design and Narrative Structures** This week we look at ways of structuring levels and integrating narrative within non-linear game environments. **Lecture Tasks Part Two due this week.**
Week 8: 8 April - 14 April	Reading	Reading Week - No Lecture, No Studio Classes. **Essay due this week.**
Week 9: 15 April - 21 April	Lecture	**Game Balance** Discusses ways that you can balance common game characteristics e.g. luck and skill or rewards

		and punishment. **Final Lecturer Playtests in Studio class this week**
Week 10: 22 April - 28 April	Lecture	**Designing your Games and Producing your Prototype Package** Advice and tips for producing your game prototype package and presentation. **Final Game Presentations to the Client**

Resources

Prescribed Resources

All weekly readings, games, and other course content will be available via the course website on Moodle.

Recommended Resources

The UNSW Library has many useful resources on serious game design, for example;

Adams, E., & Dormans, J. (2012). Game mechanics : Advanced game design. Indianapolis, Ind.: New Riders.

Adams, E., & Rollings, A. (2007). Fundamentals of Game Design, Pearson Prentice Hall.

Annetta, L. (2008). Serious educational games : From theory to practice. Rotterdam ; Taipei: Sense.

Blumberg, F. (2014). Learning by playing : Video gaming in education. New York : Oxford University Press.

Crawford, C. (2003). Chris Crawford on Game Design, New Riders.

Davidson, D. (2008). Beyond fun : Serious games and media. Pittsburgh, Penn.]: ETC Press.

Dillon, R. (2010). On the way to fun : An emotion-based approach to successful game design. Natick, Mass.: A K Peters.

Dymek, M., Zackariasson, P.(2016). The business of gamification : A critical analysis. New York : Routledge Taylor & Francis Group.

Fencott, C., Clay, J., Lockyer, M., & Massey, P. (2012). Game Invaders The Theory and Understanding of Computer Games. Hoboken: Wiley.

Gee, J., & Ebooks Corporation. (2005). What video games have to teach us about learning and literacy. New York: Palgrave Macmillan.

Gee, J. (2007). Good video games + good learning : Collected essays on video games, learning and literacy (New literacies and digital epistemologies ; v. 27). New York: P. Lang.

Isbister, K., & Schaffer, N. (2008). Game usability : Advice from the experts for advancing the player experience. San Francisco, Calif. ; Oxford: Morgan Kaufmann Elsevier.

Iuppa, N., Borst, N., & Borst, Terry. (2010). End-to-end game development : Creating independent serious games and simulations from start to finish. Burlington, MA: Focal Press.

Ruggill, J., McAllister, K., Nichols, R., Kaufman, R. (2017). Inside the video game industry : Game developers talk about the business of play, New York : Routledge.

Salen K, Zimmerman E (2004) Rules of Play: Game design Fundamentals. MIT Press, Cambridge, MA.

Schell, J. (2008). The art of game design : A book of lenses. San Francisco, Calif. : Oxford: Morgan Kaufmann ; Elsevier Science [distributor].

Schrier, K., & Gibson, D. (2010). Ethics and game design : Teaching values through play. Hershey PA: Information Science Reference.

Trefry, G. (2010). Casual game design : Designing play for the gamer in all of us (IT Pro). Burlington, MA : Oxford: Morgan Kaufmann ; Elsevier Science [distributor].

Course Evaluation and Development

Student evaluative feedback on the course is gathered every year. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. The course website will announce any changes that have been made based on last year's feedback.

Submission of Assessment Tasks

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au . Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

For information on how to submit assignments online via Moodle: https://student.unsw.edu.au/how-submit-assignment-moodle

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW.
http://subjectguides.library.unsw.edu.au/elise/aboutelise

Academic Information

For essential student information relating to:

- requests for extension;
- late submissions guidelines;
- review of marks;
- UNSW Health and Safety policies;
- examination procedures;
- special consideration in the event of illness or misadventure;
- student equity and disability;
- and other essential academic information, see

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Image Credit

Image by 2018 Serious Games student team SYT - Taciane Jondral, Sophia Lucas, Yingying Wang.

CRICOS

CRICOS Provider Code: 00098G