

## BASIC DETAILS:

<b>Subject:</b>	PRODUCCIÓN DE VIDEOJUEGOS		
<b>Id.:</b>	31383		
<b>Programme:</b>	GRADUADO EN DISEÑO Y DESARROLLO DE VIDEOJUEGOS. 2013 (BOE 28/03/2014)		
<b>Module:</b>	DISEÑO DE VIDEOJUEGOS		
<b>Subject type:</b>	OBLIGATORIA		
<b>Year:</b>	4	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	70	<b>Individual study:</b>	80
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Inglés
<b>Lecturer:</b>		<b>Email:</b>	

## PRESENTATION:

Video games are one of the most complex forms of software and cultural creations. Both, video game development and publishing are intricate and collaborative works. Different milestones and challenges should be addressed in the video game production process: technical issues in software development, problems of documentation design, content creation, team roles, group dynamics, risk analysis and process management.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to use learning strategies independently for use in the continuous improvement of professional practice.
	G02	Ability to analyse and synthesise problems of their professional activity and apply in similar environments.
	G03	Ability to achieve common results through teamwork in a context of integration, cooperation and encouraging critical discussion.
	G04	Ability to critically think about information, data and lines of action and their implementation in relevant social, scientific ethical issues.
	G06	Ability to solve complex problems or contingencies that arise during professional activity within any organisation and adapt to the needs and demands of their professional environment.
	G07	Ability to handle different complex knowledge models through a process of abstraction and its application to approach and solve problems.
	G09	Ability to work with respect for the environment and society through the proper use of technology and its application in promoting a sustainable economy and environment.
	G10	Ability to master information and communication technologies and their application in their professional field.
<b>Specific programme competences</b>	E33	Ability to develop production developments in the field of video games.
	E36	Ability to identify and implement legal and ethical aspects of the gaming industry
<b>Learning outcomes</b>	R01	Understand the complexity of the production process of a video game, distinguishing the main actors involved in the project, their roles and relationships between them.
	R02	Acquire the skills and tools needed to manage teams of people in collaborative development projects and coordinate the efforts of different departments involved in the production of a video game (development, quality control, sales, marketing, public relations and finance).
	R03	Explain the development life cycle of a video game and select the best approach to the production process.
	R04	Understand the need to document the design and development of video games and know the different tools to carry out this work.
	R05	Understand the need for different test types and their characteristics.
	R06	Use video game production techniques appropriate in the development of specific projects and game productions.
	R07	Use audio tools in interactive environments.

## PRE-REQUISITES:

## SUBJECT PROGRAMME:

### Subject contents:

<b>1 - People &amp; Communication - Soft Skills</b>
1.1 - Introduction. People: Emotions & Skills.
1.2 - Video games industry: Market, Audience, Persona
1.3 - Dialogue & Communication
<b>2 - Leadership</b>
2.1 - Leadership Theories & Practices
<b>3 - Teams</b>
3.1 - Theories about teams
3.2 - Learning Companies & Knowledge creation in Teams
<b>4 - Designing a Game</b>
4.1 - Value proposition, Competition & Prototyping
4.2 - Lean Startup, Design Thinking, Visual Thinking and other theories.
<b>5 - Producing a Game</b>
5.1 - Project Management with Agile Methodologies
<b>6 - Funding &amp; Budget</b>
6.1 - Basic Numbers to produce a game
<b>7 - Distribution &amp; Communication</b>
7.1 - Distribution of a game
7.2 - Newsworthy
<b>8 - Branding &amp; Personal Portfolio</b>
8.1 - Personal Branding & Company Branding
8.2 - Pitching & Personal Portfolio

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

This course will use the following methodologies in order to give the students the best opportunity to develop their competences: lectures, practical cases, exercises and coursework presentations.

Participation in class will be accounted in the final score. All readings, practices and works will be announced using the Online University Platform (pdu.usj.es).

### Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	20
	Practical exercises	8
	Practical work, exercises, problem-solving etc.	10
	Debates	8
	Coursework presentations	4
	Laboratory practice	12
	Participation in seminars, conferences etc.	2
	Other practical activities	3
	Assessment activities	3

<b>Individual study</b>	Tutorials	2
	Individual study	26
	Individual coursework preparation	25
	Group coursework preparation	22
	Research work	5
<b>Total hours:</b>		150

#### ASSESSMENT SCHEME:

##### Calculation of final mark:

Written tests:	20	%
Individual coursework:	20	%
Group coursework:	30	%
Final exam:	20	%
Attendance and Participation:	10	%
<b>TOTAL</b>	100	%

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

#### BIBLIOGRAPHY AND DOCUMENTATION:

##### Basic bibliography:

BETHKE, E. Game development and production. Wordware Publishing, Inc. 2003
CHANDLER, H. M. The game production handbook. Jones & Bartlett Publishers. 2009
MARTIN, C. B.; DEUZE, M. The independent production of culture: A digital games case study. Games and culture, 4(3), 276-295. 2009

##### Recommended bibliography:

BANKS, J. Co-creating videogames. Bloomsbury Publishing. 2013
CASTRONOVA, E. Synthetic worlds: The business and culture of online games. University of Chicago press. 2008
FREEMAN, R. E. Stakeholder Theory of the Modern Corporation, Perspectives in Business Ethics, 3, pp. 38-48. 2001
GABRIELSSON, M.; KIRPALANI, V. M. Born globals: how to reach new business space rapidly. International Business Review, 13(5), 555-571. 2004
GOLEMAN, D.; BOYATZIS, R. Social intelligence and the biology of leadership. Harvard Business Review, 86(9), 74-81. 2008
GOLEMAN, D.; BOYATZIS, R.; MCKEE A. Primal Leadership: the Hidden Power of Emotional Intelligence. In J. V. Gallos, Business Leadership (pp. 16-25). San Francisco: Jossey-Bass, 2008
KLEIN, L. UX for lean startups: Faster, smarter user experience research and design. CA: O'Reilly Media, Inc., 2013
KOUZES, J. M.; POSNER, B. Z. The Five Practices of Exemplary Leadership. In J. V. Gallos, Business Leadership (pp. 26-35). San Francisco: Jossey-Bass, 2008
PORTER M. E. and KRAMER, M.R. Strategy and Society: The Link Between Competitive Advantage and Corporate Social Responsibility. Harvard Business Review. December, 2006
PORTER, M. E. Competitive strategy: Techniques for analyzing industries and competition. New York, 300, 1980

##### Recommended websites:

\* Guía Docente sujeta a modificaciones