Gamify (G&I-2-KGAMIFY-16)

General information

Course ID
G&I-2-KGAMIFY-16

Course type
Module

Credits (ECTS)
2 ECTS

Language of instruction
Dutch, English

Study Year
Year 2

Offered by
HKU Games and Interaction

Contact time (hours)
15

Self-tuition (hours)
41

Course information

Content 1

If you as a designer want to change behaviour , it is important to look at the whole system of which that behaviour is part of. In this module Gamify we analyse (parts) of society. what behaviour constitues a problem? What can you do about it as a designer. How do you change a system to enhance the desired behaviour ?
For example, a lot of wicked posts are placed on social media: is it possible as a designer to change the use of social media so less wicked post are being placed ?

You will work on gamification in a small group setting, you will make a design of a self choosen specific problem or need. To help you in that process the following themes will be adressed in this module :

- Gamification, what are the definitions and international players?

- Recent gamification examples

- Persuasive techniques (from marketing and psychology)

- Critical impact analysis

- Social -cultural and financial effects

- Measurement of the social- cultural of financial impact of your prototype

- API's and frameworks

Learning objectives
 On completion of this module, the student

- can relate critically to the concept of gamification and to common interpretations of the concept by providing their own definition of 'gamification'.

- can identify persuasive techniques, transform these into design elements (features), and implement them in a playable gamified prototype of a product/service

- is familiar with various professional products/services, created using various technologies, which are presented or analysed as gamified

- can describe the financial-economic and sociocultural effects of specific gamified products/services, or types of them, and weigh them up against each other

- can design a gamified product/service with specific goals, geared towards a specific problem or need of a specific target group

- can weigh up the strengths and weaknesses against each other of existing technologies that facilitate the creation of a gamified product

Competences

Competences

- 02. Design and prototyping
  Technological competences

- 04. Research and analysis
  Designing competences

- 05. Conceptualisation
  Designing competences

- 06. Design
  Designing competences

- 07. Organizing attitude
  Organizing competences

- 09. Project-based working
  Organizing competences

- 10. Communication
  Organizing competences

- 11. Learning and reflective skills
  Professional competences

- 12. Responsibility
  Professional competences

Education forms

Information Instructional modes
- Self-study
- Design work in small groups

Instructional modes

- Group lesson

- Lecture

- Project

Assessment criteria

Assessment criteria
1) Quality of the concept
1a) (DES) A thougthfull decision is made to gamify an own or exisiting product based on a social cultural problem (for which data and examples can be given)
1b) (DES) The (re)design of the product or service is based on a clear understanding of gamification
1c) (DES) The desired effect(s) of the gamification are explained in a clear way and critically examined
1d) (TECH) The ad-and disadvantages of the use and implementation of the technique used for gamification is supported by a strong-weakness analyses.

2. Quality of gamification design
2a) (TECH/ DES) Quality of artistic and technical elaboration of own product.
2.b (DES) Valid argumentation of choosen probleem or need
2.c (DES) Elaboration (and iteration) of the gamification design can be explained by data from user/ play-test

Pass mark
The module is passed if all the criteria are met.

Deliverable
- Gamification design
- Design presentation

Tests

Lecturer / Committee Assessment
Lecturer Assessment

Tests

- Test
  Assignment

  Test weight
  100

  Minimum grade
  A satisfactory result

  Credits
  2

  Grading scale
  Differentiated (VG, G, PASS, FAIL)

Lecturers

Lecturer

- G Kampen

- K Groeneveld

Contact person

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