

2023

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## Show Me (G&I-2-SHOWME-20)

### General information

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Course ID

G&I-2-SHOWME-20

Course type

Module

Credits (ECTS)

6 ECTS

Language of instruction

Dutch, English

Study Year

Year 2

Offered by

HKU Games and Interaction

Contact time (hours)

42

Self-tuition (hours)

126

### Course information

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Content 1

At the start of the Show me project, a business customer submits a design issue to a group of students. The students design a concept solution and present it to the customer. Relevant aspects include reporting and presentation of concepts and design decisions.

Based on a current issue from a customer in the professional field, the students will conduct research and develop a concept. The students will do a pitch (presentation) and provide the associated documentation to a customer from the professional field.

Learning objectives

After completing this module, students can:

- 1a ...run through the entire process from customer request to debrief, concept and pitch;
- 1b...effectively respond to questions and demands from professional or commercial contexts;
- 2... work out a concept and present it to a (potential) customer;
- 3 ...reflect on their own contribution and point of improvement in a group process.
- 4... develop a concept and present it to a (potential) client.

### Competences

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Competences

- 04. Research and analysis  
Designing competences
- 05. Conceptualisation  
Designing competences
- 06. Design  
Designing competences
- 07. Organizing attitude  
Organizing competences
- 08. Organizing skills  
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

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Information Instructional modes

introductory pitches, customer pitches, introductory presentation, group activities

Attendance / Participation requirement

Students have attended 100% of the sessions or done a substitute assignment that was approved by the lecturer

Students have actively participated in the lessons (by completing assignments to the satisfaction of the lecturer, for example)

Students submit the work to be assessed according to the lecturer's instructions

Instructional modes

- Project

## Assessment criteria

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Assessment criteria

First exam

1. CONCEPT (DOCUMENTATION)

a). Is based on (quantitative) target group research and analysis [ONTW]

- clearly defined research question

- description of data collection and analysis

- visualisation of results and conclusions

b) Clear concept description (interaction/design/technique) [ONTW/TECH]

c) Clear substantiation of design decisions [ONTW]

B. BUDGET AND PLANNING PLAN

d] Contains good quality project schedule and budget for realising/producing the concept [ORGA]

### C. REFLECTION

e] Clear reflection report includes reflection on the group process and own role/contribution using the STARR methode.  
[PROF]

### Second Exam

#### D. PRESENTATION OF CONCEPT

f] Presentation materials are created with care (design/content/text) [ORGA/PROF/ONTW]

g]. Presentation content convinces customer of the quality of the concept [ORGA]

### Pass mark

All deliverables must at least score a 'pass' to pass the module.

GOOD: for CONCEPT + at least one other deliverable assessed as GOOD

VERY GOOD: for CONCEPT + at least one other deliverable assessed as VERY GOOD

### Deliverable

#### First assesement

Deliverable is one document min 6-max 10 pages excluding images.

1. CONCEPT DOCUMENTATION (group)
2. PLANNING AND BUDGET (group).
3. REFLECTION (individual)

#### Second assessment

4. PRESENTATION OF CONCEPT (group);

## Tests

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Lecturer / Committee Assessment

Lecturer Assessment

### Tests

- Concept Presentation  
Assignment

Test weight

17

Minimum grade

A satisfactory result

Credits

1

Grading scale

Differentiated (VG, G, PASS, FAIL)

- Concept, Plan of Implementation plan and Reflection documentation  
Written test

Test weight

83

Minimum grade

A satisfactory result

Credits

5

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

## Lecturers

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### Lecturer

- D van der Hout
- F Booij
- K Groeneveld
- R Verberne
- V Booman

## Contact person

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K Groeneveld  
[karen.groeneveld@hku.nl](mailto:karen.groeneveld@hku.nl)