

Academic Session	Date Description Last Updated
2017/18	09 June 2017

Module Convenor:

Name	Office	Phone	Email
Anna Cox	2.17 66-72 GS	020 3108 7074	anna.cox@ucl.ac.uk

Module aims and objectives:

This course unit will introduce and discuss the concept of serious games. The course will provide students with experience of the methodologies needed to create a playful intervention and to evaluate its impact.

Module description:

This course unit will introduce and discuss the concept of persuasive games as a method for engaging people with serious issues such as:

- Education & learning
- Behavior change
- Citizen Science
- Advocacy
- Activism

The course will provide students with knowledge of the state of the art in the use persuasive games and with the opportunity to develop skills in using existing design and evaluation methods for creating physical, digital and pervasive games and playful experiences.

The module will combine flipped-lecture methods and Problem-Based Learning. The majority of the in-class time will be spent on lab-based learning activities through which students will gain first hand experiences of developing prototype interventions and evaluating them.

Module learning outcomes:

On successful completion of this module, students should have knowledge and understanding of:

- state of the art in the design of persuasive games
- how to design and prototype a serious game
- how to evaluate player experience, engagement and impact

Draft Module Schedule: Spring Term. Thursday afternoons (tbc).

Week	Topics
1	Introduction to Serious and Persuasive Games
2	The Emotional Experience of Games
3	Designing for Playfulness
4	Values At Play
5	Gamification
6	Game design tools and methods
7	Evaluating games and player experience
8	Games for Health
9	Games for Learning

Assessment method:

Group Presentation – 30 %

Individual Portfolio – 70%

Pass conditions: Pass at 50%**Note:** Module descriptions may be subject to minor alterations due to lecturer availability & changes to regulations.