

Module Code		AX-3309	
Module Title		Game Design	
Degree/Diploma		Bachelor of Arts (Design and Creative Industries)	
Type of Module:		Major Option	
Modular Credits:		4	Student Workload: 8 hours/week Contact hours: 4 hours/week
Prerequisite:		None	
Antirequisite:		None	
Aims: To develop students' understanding of game design, including processes such as conceptualization, characterization, narrative development, graphic design, and world building, as well as the unique idiosyncrasies inherent in both traditional and digital games as an art form and a type of media.			
Learning Outcomes: <i>On successful completion of this module, a student will be expected to be able to:</i>			
Lower order	20%	- Describe theories of game design. - Identify basic elements and principles of game design.	
Middle order	20%	- Interpret elements of game design in areas of historical, cultural, and critical enquiry; visual and mechanical exploration; design experimentation; collaboration and innovation; and creative practice. - Identify and research relevant areas such as gamification, narrative flow, content design, and interface design.	
Higher order	60%	- Justify traditional and digital techniques in the framework of the game design industry. - Synthesise relevant skill-based experience, and develop their professional competencies and ability to align with industry needs. - Working cooperatively, develop ideas, and write and interpret relevant design documentation as part of a development team and an outstanding learning community.	
Module Content: <ul style="list-style-type: none">History and culture of gamingGame analysisTheories and principles of game designExploratory approaches to traditional and digital game design and developmentGameplay, genres, and subgenresNarrative design, character development, world building, interface and mechanicsBoard game design, concepts, mechanics, and narratives			
Assessment	Formative Assessment	Biweekly assessment and feedback	
	Summative Assessment	Coursework: 100% <ul style="list-style-type: none">1 individual written report (25%)1 group design document (30%)1 group project (35%)1 group presentation (10%)	