Corporate Catherine   Hipster Hew   Adventurous Ali   IT Ian

MDIA2010

Serious Games

Semester Two // 2018

Course Overview

Staff Contact Details

Convenors

Name	Email	Availability	Location	Phone
Brigid Costello	bm.costello@unsw.edu.au	Wednesdays 10-11am	Robert Webster 231F	9385 6805

School Contact Information

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The School of the Arts and Media would like to Respectfully Acknowledge the Traditional Custodians, the Bedegal (Kensington campus), Gadigal (City and Art & Design Campuses) and the Ngunnawal people (Australian Defence Force Academy in Canberra) of the lands where each campus of UNSW is located.

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the attendance protocols in the Faculty of Arts and Social Sciences: https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Academic Information

For essential student information relating to: requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential academic information, see https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Course Details

Credit Points 6

Summary of the Course

Subject Area: *Media*
This course can also be studied in the following specialisation: *Creative Writing*

Understanding what games really are and how they can affect and create audiences is essential knowledge for every media graduate. In this course we focus on the most common types of games that media producers create, *serious games*. These are games that are used for real-life purposes other than pure entertainment. For example, they might be used for social change, education, training, advertising, or to help people achieve a particular health objective. In this course you will focus on the conceptual design and analysis of serious games. This context will shape an investigation into game aesthetics, learning, affect and engagement. You will also be introduced to the methods and practice of game play-testing. The course does not involve any computer programming or require any previous knowledge in this area.

At the conclusion of this course the student will be able to

1. Identify the social, ethical and cultural contexts of the production and consumption of serious games.
2. Discuss, analyze and evaluate serious games.
3. Produce a concept proposal for a serious game.
4. Collaborate with clients, designers and user-groups to develop a serious game concept.

Teaching Strategies

There will be a strong emphasis on the relationship between practice, theory and method in this course. The weekly 1-hour lectures will provide theoretical and methodological frameworks that will then be explored within a practical context in the 2-hour workshops. The 2-hour workshops will also be structured to encourage you to give support and feedback to fellow students. This will provide opportunities for you to reflect on the production practices of others and to view your own practice experiences within a broader context. The course will use real-world client briefs and where possible will provide you with an industry client to work with. This is designed to give you experience at developing and maintaining a client relationship. Our past experience shows that this approach can help you start to develop the professional networks that you will need after you graduate.

Assessment

There are three assessment tasks to complete. You must complete and hand in all three tasks in order to pass this course. This means that you will fail if you do not hand in one task even if you have a total grade of over 50 from the other two assignments.

You must attend a minimum of 80% of classes (lectures and studios) to be regarded as having fulfilled the requirements of the course. A roll will be taken in the Studio class and your answers to the weekly online lecture discussion questions will be used to record your lecture attendance. As with normal attendance, you must complete 80% of these discussion posts in order to pass the course.

There are in-class assessments in weeks 8, 9,12 and 13. Attendance is compulsory in these weeks.

See the course website on Moodle for full assignment task descriptions, marking criteria and submission instructions.

Assessment Tasks

Assessment task	Weight	Due Date	Student Learning Outcomes Assessed
Online Seminar & Discussion	30%	20/08/2018 10:00 PM	1,2
Game Analysis Essay	40%	08/10/2018 10:00 PM	1,2
Serious Game Prototype Package	30%	Various: In-class weeks 8,9,12 and 13.	2,3,4

Assessment Details

Assessment 1: Online Seminar & Discussion

Start date: Not Applicable

Details: 1000 words plus 2-3 discussion posts (500 words).Students will receive written feedback and a numerical grade.

Additional details:

Part 1: You will choose a game from the list on the course website to play, research and analyse. You will then write a 1000 word seminar report on your findings. Your report will conclude with 2-3 questions for discussion.
Part 2: You will read the seminar reports of the other students and choose 2-3 of these to respond to (posts should total 500 words)

Part 2 is due one week after Part 1 on 27/08/18 10:00pm
Please see the course website for full instructions.

Submission notes: Submit on Moodle

Turnitin setting: This is not a Turnitin assignment

Assessment 2: Game Analysis Essay

Start date: Not Applicable

Details: 2000 words +/- 10%. Students will receive written feedback and a numerical grade.This is the final assessment task.

Additional details:

Using the concepts from the course lectures you will analyse one of the serious games listed on the course website in a 2000 word essay.
Please see the course website for full instructions.

Submission notes: Submit on Moodle

Turnitin setting: This assignment is submitted through Turnitin and students do not see Turnitin similarity reports.

Assessment 3: Serious Game Prototype Package

Start date: Not Applicable

Details: Group project in teams of 3-5. Submitted components are: 10 minute presentation, 1-4 minute video, game prototype document of 800-1000 words.Students will receive written feedback and a numerical grade.

Additional details:

Working in teams of 2-4 create a well-developed "paper" prototype for a serious game based on the brief on the course website. The process of producing your prototype will be supported by weekly exercises during the face-to-face studio classes. There will also be two online lectures to help guide your production process (weeks 6 & 11). In weeks 8 and 9 you will playtest a draft of your game in class. In week 12 your tutor will playtest the final game for marking purposes. In week 13 you will present your game ideas to the client.
Please see the course website for full instructions.

Submission notes: In class and online.

Turnitin setting: This is not a Turnitin assignment

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally, assessment tasks must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible, it will be stated on your course's Moodle site with alternative submission details.

Late Assessment Penalties

Students are responsible for the submission of assessment tasks by the required dates and times. Depending of the extent of delay in the submission of an assessment task past the due date and time, one of the following late penalties will apply unless special consideration or a blanket extension due to a technical outage is granted. For the purpose of late penalty calculation, a 'day' is deemed to be each 24-hour period (or part thereof) past the stipulated deadline for submission.

- **Work submitted less than 10 days after the stipulated deadline** is subject to a deduction of 5% of the total awardable mark from the mark that would have been achieved if not for the penalty for every day past the stipulated deadline for submission. That is, a student who submits an assignment with a stipulated deadline of 4:00pm on 13 May 2016 at 4:10pm on 14 May 2016 will incur a deduction of 10%.

Task with a non‑percentage mark

If the task is marked out of 25, then late submission will attract a penalty of a deduction of 1.25 from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The total possible mark for the essay is 25. The essay receives a mark of 17. The student's mark is therefore 17 – [25 (0.05 x 3)] = 13.25

Task with a percentage mark

If the task is marked out of 100%, then late submission will attract a penalty of a deduction of 5% from the mark awarded to the student for every 24-hour period (or part thereof) past the stipulated deadline.

Example: A student submits an essay 48 hours and 10 minutes after the stipulated deadline. The essay is marked out of 100%. The essay receives a mark of 68. The student's mark is therefore 68 – 15 = 53

- **Work submitted 10 to 19 days after the stipulated deadline** will be assessed and feedback provided but a mark of zero will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component (hurdle requirement), a student will be deemed to have met that requirement;
- **Work submitted 20 or more days after the stipulated deadline** will not be accepted for assessment and will receive no feedback, mark or grade. If the assessment task is a compulsory component of the course a student will receive an Unsatisfactory Fail (UF) grade as a result of unsatisfactory performance in an essential component of the course.

This information is also available at:

https://www.arts.unsw.edu.au/current-students/academic-information/protocols-guidelines/

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

* Prevent you from completing a course requirement,

* Keep you from attending an assessable activity,

* Stop you submitting assessable work for a course,

* Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including "When to Apply", "How to Apply" and "Supporting Documentation" please refer to the Special Consideration webstie:
https://student.unsw.edu.au/special-consideration

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: Changing a few words and phrases while mostly retaining the original structure and/or progression of ideas of the original, and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit and to piecing together quotes and paraphrases into a new whole, without appropriate referencing.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices:

- Paraphrasing, summarising, essay writing and time management
- Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre (http://www.lc.unsw.edu.au/). Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

UNSW Library also has the ELISE tool available to assist you with your study at UNSW. ELISE is designed to introduce new students to studying at UNSW but it can also be a great refresher during your study.

Completing the ELISE tutorial and quiz will enable you to:

- analyse topics, plan responses and organise research for academic writing and other assessment tasks
- effectively and efficiently find appropriate information sources and evaluate relevance to your needs
- use and manage information effectively to accomplish a specific purpose
- better manage your time

- understand your rights and responsibilities as a student at UNSW
- be aware of plagiarism, copyright, UNSW Student Code of Conduct and Acceptable Use of UNSW ICT Resources Policy
- be aware of the standards of behaviour expected of everyone in the UNSW community
- locate services and information about UNSW and UNSW Library

Some of these areas will be familiar to you, others will be new. Gaining a solid understanding of all the related aspects of ELISE will help you make the most of your studies at UNSW. (http://subjectguides.library.unsw.edu.au/elise/aboutelise)

Course Schedule

Timetable

Date	Type	Content
Week 1: 23 July - 29 July	Lecture	**What are Serious Games?** Focuses on types of Serious Games and the media industry that develops them.
	Studio	Studios start next week.
Week 2: 30 July - 5 August	Lecture	**Mechanics and Dynamics** Looks at ways of defining a game and introduces the theory of Mechanics, Dynamics and Aesthetics.
	Studio	Working in teams you will redesign a mechanic or dynamic within a game and explore the effect this has on the gameplay.
Week 3: 6 August - 12 August	Lecture	**Affect and Engagement** Focuses on player experience, the concept of flow and player types.
	Studio	After forming your game project groups you will design a playable game from scratch and in the process start thinking about the Game Project brief.
Week 4: 13 August - 19 August	Lecture	**Learning and Games** Are learning and games compatible? What types of learning already occur in games? How do you design a game for learning?
	Studio	In your game project groups you will work on analysing the project brief in-depth and the user test results from this week's lecture activity.
Week 5: 20 August - 26 August	Lecture	**Student Seminars** This week you are all guest lecturers. You will post your game analysis seminar and then over the week you will comment on the seminars of 2-3 other students.
	Studio	Working in your project teams you will start developing concepts for your game.
	Assessment	Part 1 Online Seminar due
Week 6: 27 August - 2 September	Lecture	**Designing your Games** Goes through the production process your team will need to follow to design your game.
	Studio	You will work on improving your game project design and start building your project. One-on-one project consults.
	Assessment	Part 2 Online Seminar Discussion Posts due
Week 7: 3 September - 9 September	Lecture	**The Mechanic is the Message** Focuses on the use of game mechanics to communicate the message of a serious game.

	Studio	After rehearsing the process and procedures for your project playtesting, your team will continue to work on your game design.
Week 8: 10 September - 16 September	Lecture	**Game Balance** Discusses ways that you can balance common game characteristics e.g. luck and skill or rewards and punishment.
	Studio	The first groups will playtest their game prototype.
Week 9: 17 September - 23 September	Lecture	**Social Interaction** This week we look at ways to create social interaction within a game and ways to maintain harmonious social relations within a competitive environment.
	Studio	The second groups will playtest their game prototype.
Break: 24 September - 30 September		Break Week
Week 10: 1 October - 7 October	Lecture	**Breaking the Rules and Ethical Play** Is cheating a valid part of gameplay? How do designers break the rules of game design and is this useful for serious games?
	Studio	Groups will work on analysing their playtest results and finessing their final game.
Week 11: 8 October - 14 October	Lecture	**Producing your Prototype Package** Gives advice and tips for producing your game prototype package and preparing your presentation.
	Studio	Groups finalise their game and prepare prototype package.
	Assessment	Game Analysis Essay due
Week 12: 15 October - 21 October	Lecture	**Wrap-up** A summary of the debates that occured in your online discussions across the semester, providing key design strategies for all to take away.
	Studio	All groups will playtest their final game with the tutor.
Week 13: 22 October - 28 October	Lecture	No Lecture
	Studio	**Final project presentations to the client.**
	Assessment	Group Game Prototype Package due. Presentation in class. PDF submitted online by 10pm.

Resources

Prescribed Resources

All weekly readings, games, and other course content will be available via the course website on Moodle.

Recommended Resources

The UNSW Library has many useful resources on serious game design, for example;

Adams, E., & Dormans, J. (2012). Game mechanics : Advanced game design. Indianapolis, Ind.: New Riders.

Adams, E., & Rollings, A. (2007). Fundamentals of Game Design, Pearson Prentice Hall.

Annetta, L. (2008). Serious educational games : From theory to practice. Rotterdam ; Taipei: Sense.

Crawford, C. (2003). Chris Crawford on Game Design, New Riders.

Davidson, D. (2008). Beyond fun : Serious games and media. Pittsburgh, Penn.]: ETC Press.

Dillon, R. (2010). On the way to fun : An emotion-based approach to successful game design. Natick, Mass.: A K Peters.

Fencott, C., Clay, J., Lockyer, M., & Massey, P. (2012). Game Invaders The Theory and Understanding of Computer Games. Hoboken: Wiley.

Gee, J., & Ebooks Corporation. (2005). What video games have to teach us about learning and literacy. New York: Palgrave Macmillan.

Gee, J. (2007). Good video games + good learning : Collected essays on video games, learning and literacy (New literacies and digital epistemologies ; v. 27). New York: P. Lang.

Isbister, K., & Schaffer, N. (2008). Game usability : Advice from the experts for advancing the player experience. San Francisco, Calif. ; Oxford: Morgan Kaufmann Elsevier.

Salen K, Zimmerman E (2004) Rules of Play: Game design Fundamentals. MIT Press, Cambridge, MA.

Schell, J. (2008). The art of game design : A book of lenses. San Francisco, Calif. : Oxford: Morgan Kaufmann ; Elsevier Science [distributor].

Schrier, K., & Gibson, D. (2010). Ethics and game design : Teaching values through play. Hershey PA: Information Science Reference.

Trefry, G. (2010). Casual game design : Designing play for the gamer in all of us (IT Pro). Burlington, MA : Oxford: Morgan Kaufmann ; Elsevier Science [distributor].

Course Evaluation and Development

Student evaluative feedback on the course is gathered every year. Student feedback is taken seriously, and continual improvements are made to the course based in part on such feedback. The course website will announce any changes that have been made based on last year's feedback.

Image Credit

Image from 2017 student project Pocket Millennials

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