

# Postgraduate Certificate Applied Gamification



## Postgraduate Certificate Applied Gamification

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/in/videogames-design/postgraduate-certificate/applied-gamification](http://www.techtitute.com/in/videogames-design/postgraduate-certificate/applied-gamification)

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# 01

# Introduction

Loyalty and motivation of your audience, in this case gamers, is the goal of every professional who develops a video game. The study of Applied Gamification allows to obtain these results with the development of specific techniques and procedures, even currently implemented in educational and professional environments to achieve greater success and productivity. In this program the student will master what is necessary to fulfill this purpose and achieve professional success thanks to a specialized work and applying what has been learned in 6 weeks through the most avant-garde methodology in a 100% online study environment.





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*You will be able to monetize your projects with the most innovative techniques in the development of gamified video games”*

In this Postgraduate Certificate in Applied Gamification, the student will learn in detail the most relevant concepts involved in the gamification process of a video game. From the objectives, assessments and development of practices; the real motivation of the players. Further exploring on the competition and commonly presented failures.

A program that delves into the knowledge of the Maple program to achieve assessment, learning, persuasion and awareness within the narrative and programming of the video game. This will provide you with the necessary tools to develop your career through a broad knowledge of the current context of both gamification and video games.

Always with the support of a team of experts in game design and interactive product design, which will expose the professional to their most outstanding experiences, providing the security that the student needs to expand their horizons within the creative process and also looking for the profitability of their work.

This qualification will be possible in a few weeks and with a 100% online mode of study, giving the student the flexibility to adapt the study calendar to their own schedules and responsibilities. All this material is available from any mobile or fixed device with an internet connection. With the possibility of downloading all the didactic material and consulting it when required.

- ◆ This **Postgraduate Certificate in Applied Gamification** contains the most complete and up-to-date educational program on the market. Its most notable features are:
- ◆ The development of case studies presented by experts in Gamification in Video Games
- ◆ The graphic, schematic, and eminently practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- ◆ Practical exercises where self-assessment can be used to improve learning
- ◆ Its special emphasis on the importance of visuals in videogames
- ◆ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ◆ Content that is accessible from any fixed or portable device with an Internet connection



*You are one of those who know where your future is going, so you understand that training is the key to professional success. Enroll now in this Postgraduate Certificate in Applied Gamification and overcome the challenge"*



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*Don't worry about anything, here you will study 100% online and with the ease of connecting from any device. In addition, you can download the content you need from TECH's virtual campus"*

*Overcome the challenges you will face in the development of video games and gamified products thanks to the skills you will develop with this Postgraduate Certificate.*

*You will know how to efficiently apply Product Placement and Advergaming to make your projects profitable.*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.



# 02 Objectives

Within the branch of video game development there is a fundamental topic and that is Applied Gamification, which analyzes intrinsic and extrinsic motivation, as well as failures and competencies. Due to the importance of this aspect in the development of truly successful projects, this Postgraduate Certificate has been created with the main objective of professionalizing the basics of gamification in video games and the professional acquires the necessary skills to become a reference among the most efficient designers of gamified products, especially in digital entertainment.





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*You will overcome without fear of failure the problems in the development of gamified video games. With this program you will get the necessary tools"*



## General Objectives

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- ◆ Master in depth the field of gamification, its development and expansion
- ◆ Professionalize the theoretical bases of gamification applied in each field of specialization
- ◆ Analyze all the variables of video games and their industry
- ◆ Achieve autonomy in the development of videogames and their specializations
- ◆ Enhance design skills to make video games attractive and easy to use





## Specific Objectives

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- ◆ In-depth knowledge of player motivations
- ◆ Analyze user experiences to enhance the use of the gamified product
- ◆ Deepen the objectives within the game design
- ◆ Understand in detail the purposes for which gamified games work



*You will understand the current context of Gamification Applied to Video Games and you will be able to face the difficulties of the process thanks to this Postgraduate Certificate"*

# 03

## Structure and Content

In order to learn all the relevant aspects of Applied Gamification, the teaching staff that TECH has selected for this Postgraduate Certificate has structured the subject highlighting the aspects of each of the main concepts to understand about this discipline. The course goes in depth from the objectives of Gamification in Video Games, the different motivations, the identity, the failures and the competences to the Maple program. Aspects that can be seen in their broad context within the syllabus of this 100% online program and with the possibility of graduating in 6 weeks.





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*You will have specialized content selected by experts, which will provide you with the knowledge you need to boost your career in the video game industry”*



## Module 1 Gamification applied to Video Games

- 1.1. Gamification in Video Games
  - 1.1.1. Objectives
  - 1.1.2. Assessments
  - 1.1.3. Practices
- 1.2. Motivation in Video Games
  - 1.2.1. Intrinsic
  - 1.2.2. Extrinsic
  - 1.2.3. Counterposition
- 1.3. Promotion of Gamification
  - 1.3.1. Identity
  - 1.3.2. Independence
  - 1.3.3. Community
- 1.4. Failures and Competencies
  - 1.4.1. Errors
  - 1.4.2. Skills
  - 1.4.3. Exploration
- 1.5. Maple: Motivation
  - 1.5.1. Company
  - 1.5.2. Power
  - 1.5.3. Collaboration
- 1.6. Maple: Awareness
  - 1.6.1. Ethics and Morals
  - 1.6.2. Physical and Mental Health
  - 1.6.3. Newsgames





- 1.7. Maple: Reality
  - 1.7.1. Skills
  - 1.7.2. Psychology
  - 1.7.3. Difficulties
- 1.8. Maple: Persuasion
  - 1.8.1. Product Placement
  - 1.8.2. Advergaming
  - 1.8.3. Ideologies and Stereotypes
- 1.9. Maple: Learning
  - 1.9.1. Day-To-Day
  - 1.9.2. Business Environment
  - 1.9.3. Soft Skills
- 1.10. Maple: Assessment
  - 1.10.1. Treatment
  - 1.10.2. Educational
  - 1.10.3. Self-Benefiting

“Profile yourself as an Applied Gamification professional and stand out in your career within the video game industry. Get your qualification with the Postgraduate Certificate in Applied Gamification in only 6 weeks”



04

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*





*The student will learn to solve complex situations in real business environments through collaborative activities and real cases.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*”

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.



#### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.





# 05 Certificate

The Postgraduate Certificate in Applied Gamification guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Applied Gamification** contains the most complete and up-to-date educational program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Applied Gamification**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
classroom



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