Postgraduate Certificate
User Experience in Gamification

tech *technological university*

Postgraduate Certificate
User Experience in 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/user-experience-gamification**

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01
Introduction

The development of technologies requires that, in the field of video games, the user experience is increasingly superior, squeezing the maximum realism and leading the process to be more comprehensive. In order to capture different types of audiences, games have become more ingenious and within these strategies there is a lot of knowledge and studies to be explored. Therefore, this program aims for the professional to master everything necessary to specialize in User Experience within the design of gamified games. Available 100% online and following the most avant-garde methodology based on *Relearning*.
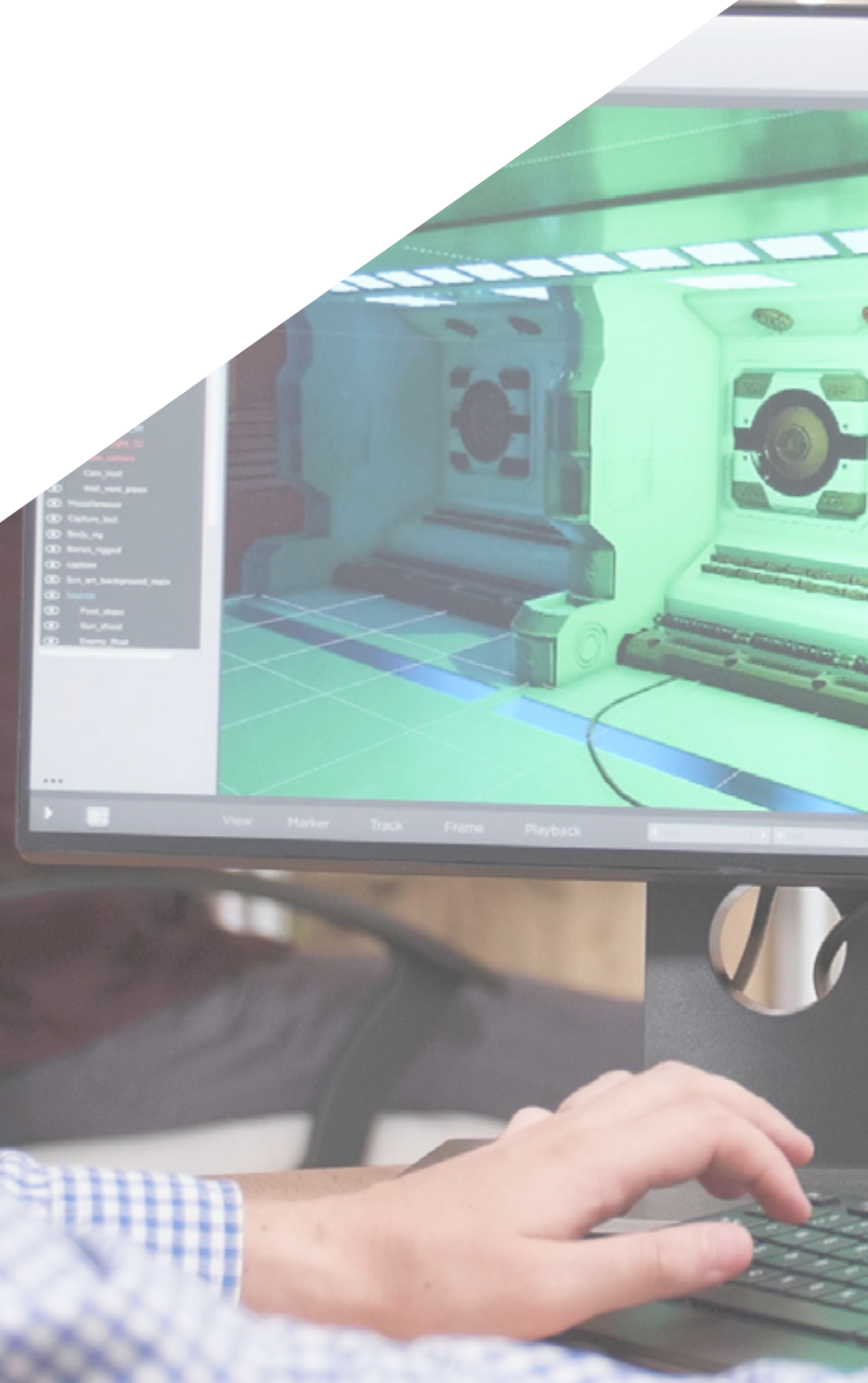
Start the best game of your history. Enroll now and specialize in User Experience in Gamification in just weeks"

An uninformed player is the result of a poorly gamified product. For this reason, in this Postgraduate Certificate the professional is highly instructed in the correct use of the interfaces within a game to give the player the precise, necessary, clear and orderly information. Aiming to stay inside the game, creating pleasant interfaces that bring the player closer to the world around him.

Designing a game that provides hours and hours of entertainment is no easy task. In fact, there are few games that achieve this; however, *Animal Crossing* can be taken as a reference. A game that has peaked in sales even over Mario Bros in Japan. The idea is to create a life in the fictitious town that offers first-class entertainment that can be accessed on any device.

This is the importance of knowing how to handle screen maps and user interfaces well, as well as all the principles of usability, efficiency and effectiveness. To design gamified products that offer a correct user experience, according to the objectives pursued with the development of the product.

The students will be able to stand out from other professionals due to their knowledge of the elements of playability, perceptual vision, consistency and points of attention, among other important aspects highlighted in the syllabus of this Postgraduate Certificate. This course can be taken from the comfort of your home or favorite place, since it has been designed to be studied completely online and with a duration of 6 weeks.

TECH Technological University's methodology allows the students to organize their schedule and share professional and personal activities. Training is the best option for anyone who wants to open up new opportunities and achieve success. For this reason, the best content has been selected by experts with experience in interactive product development and *Game Design*, who will be present through the study platform.

This **Postgraduate Certificate in User Experience in Gamification** contains the most complete and up-to-date educational program on the market. The most important features of the program include:

- The development of case studies presented by experts in video game development.
- 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

Learn to identify the gamer's emotions or needs at each stage of product design"

" *You need a smart, flexible and effective learning method now more than ever. TECH brings it to you, study 100% online and with the best content"*

Stand out in your professional field. Specialize in the principles that will make the user's experience in video games unbeatable.

Learn how to identify the best way to include an interface within a product according to your needs.
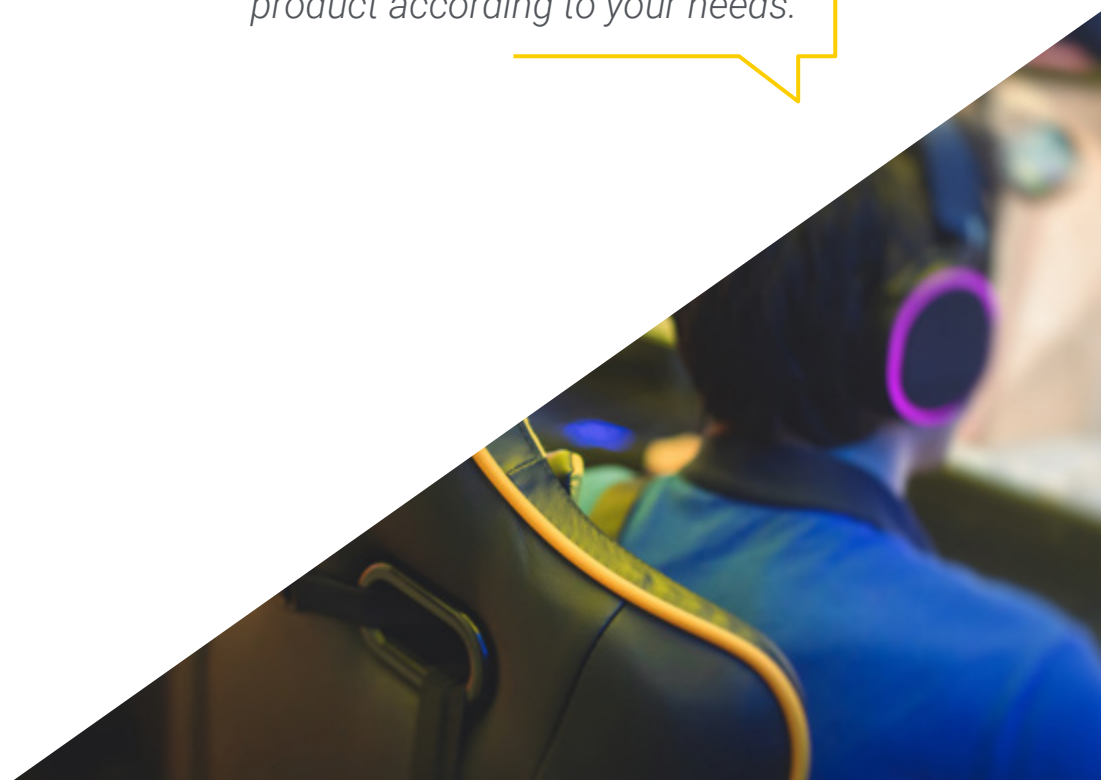
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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.

The design of this program focuses on Problem-Based Learning, which means the student must try to solve the different real-life situations of that arise throughout the academic program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The objective of this Postgraduate Certificate in User Experience in Gamification is that the professionals are able to manage the principles of usability and playability, as well as the mastery of the appropriate interface, according to the strategy dictated for the video game. In order to provide the user with the best experience and therefore obtain success in the gamified product.
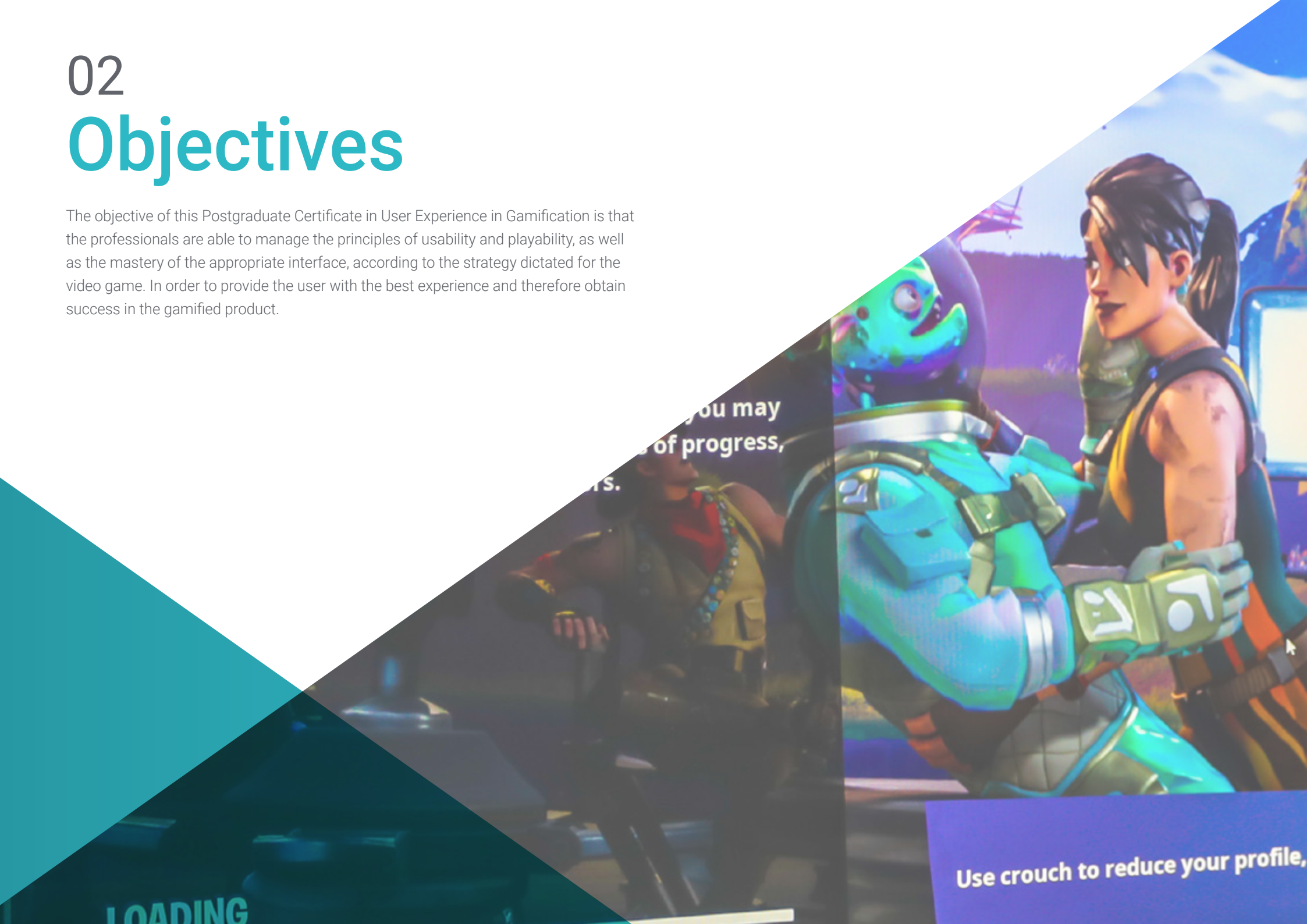
Knowing how to adapt an interface created to the gamer's needs. Without it being annoying or driving the user out of the product is one of the objectives of this program"

General Objectives

- Master in depth the field of gamification, its development and expansion
- Study players' behavior and their level of satisfaction within a designed product
- Analyze all the variables in the user experience within the video game industry
- Achieve autonomy in the development of videogames and their specializations
- Enhance knowledge to make attractive and easy-to-use video games
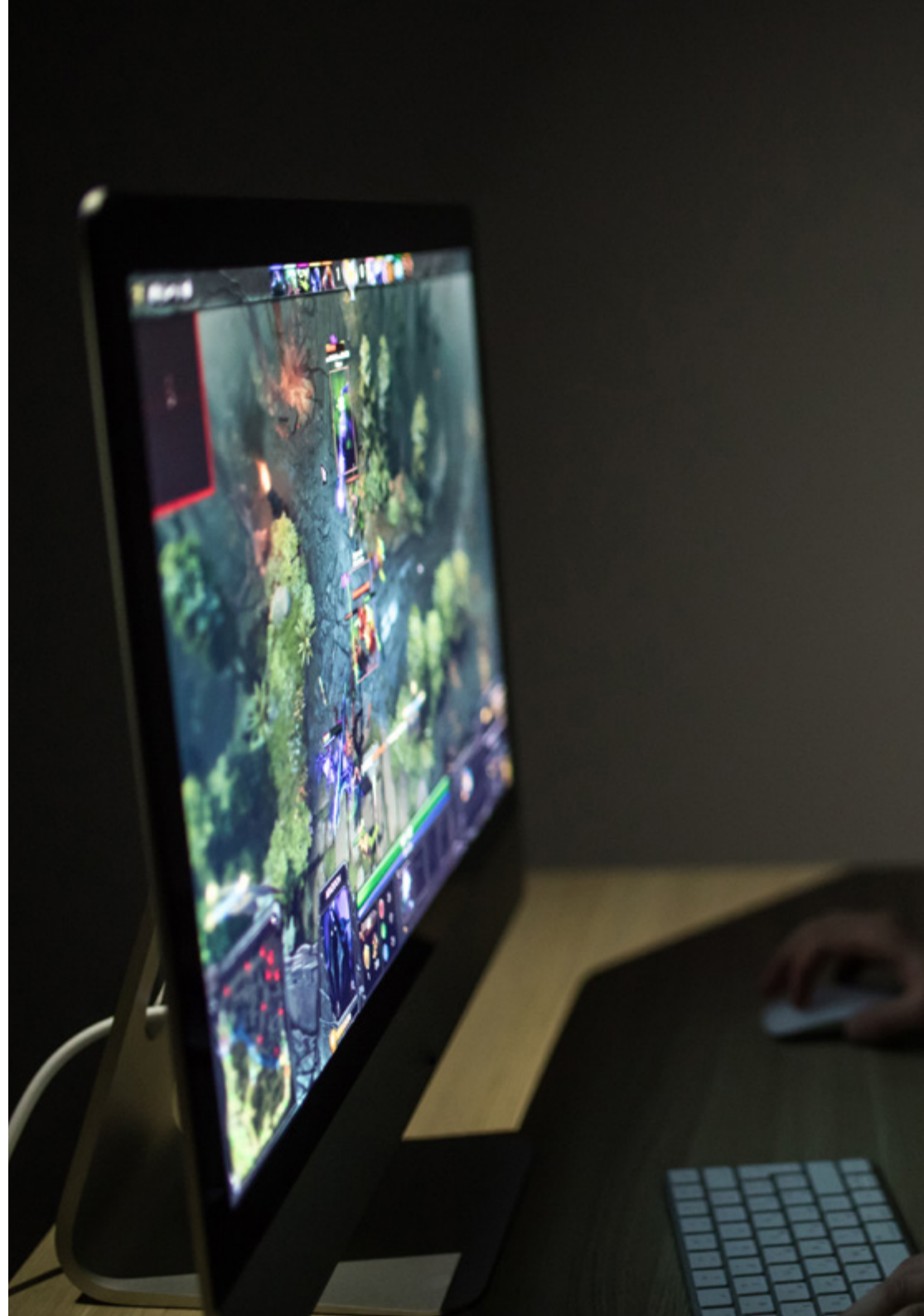
Specific Objectives

- Identify the best way to include an interface within a product according to your needs
- Develop screen maps describing how the product works for good communication with the development team
- Apply the related laws within the player experience in a product
- Efficiently apply interface principles in the development of a product

You will achieve gamified products that provide the best user experience"

03
Structure and Content

Using the most innovative methodology, the teaching team has developed a specialized content on User Experience in Gamification, distributing the content in different subtopics that will make the course more dynamic and detailed, to facilitate learning. Adjusted to different interactive formats with audiovisual material and practical exercises based on real facts. Giving the student the opportunity to train in a fully online environment, from the comfort of their laptop or favorite device. Through a secure platform and a virtual campus that make the study experience more agile.
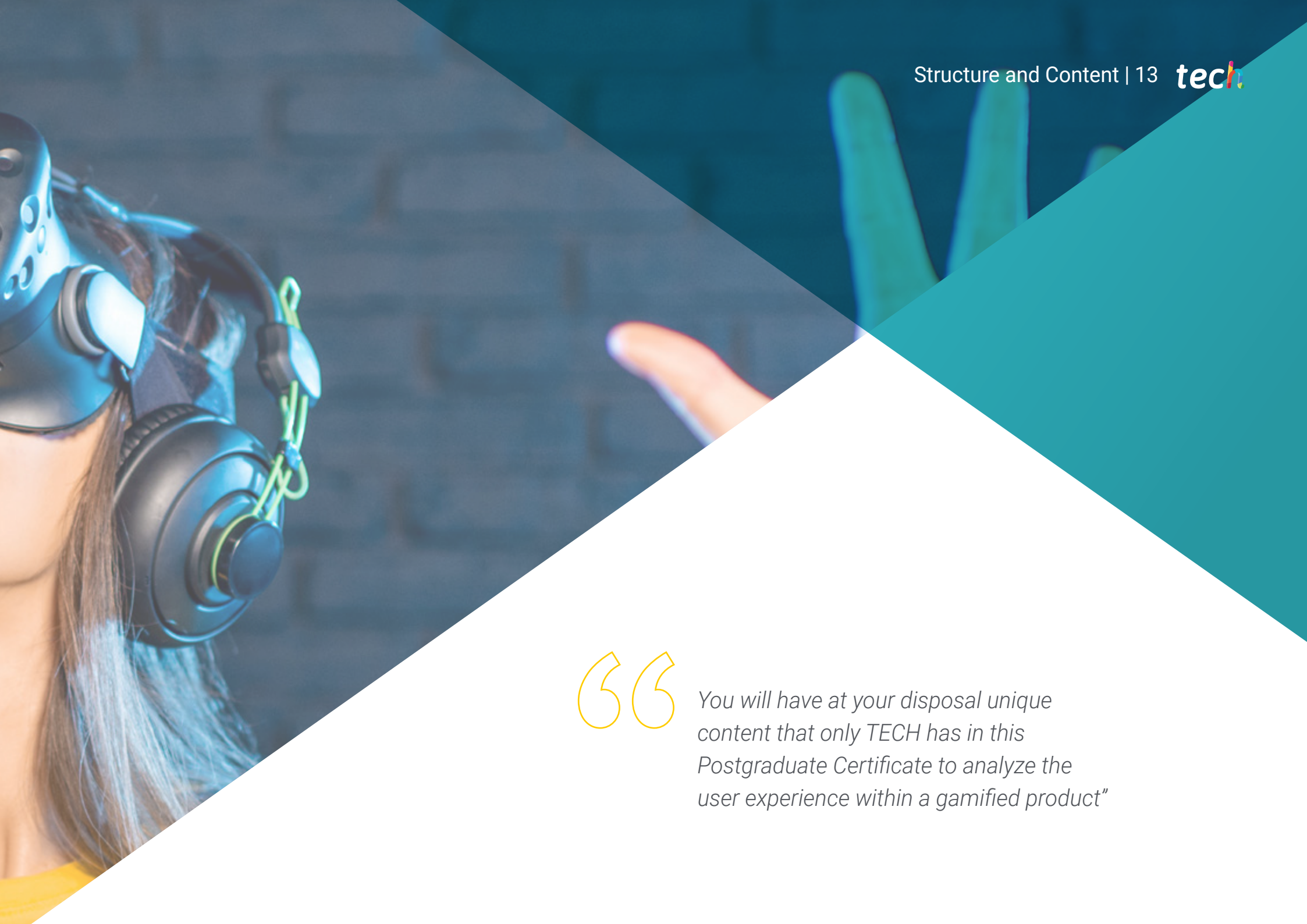
You will have at your disposal unique content that only TECH has in this Postgraduate Certificate to analyze the user experience within a gamified product"

Module 1 User Experience for Gamification

The current situation demands a new form of professionalization that is in line with the proposed agenda. A practical, simple and distance learning methodology"

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.

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

20%

25%

4%

3%

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.

Certificate

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

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

This **Postgraduate Certificate in User Experience in 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 User Experience in Gamification**

Official Nº of Hours: **150 h.**

tech technological university

Awards the following
CERTIFICATE
to
Mr./Ms. _____ with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

User Experience in Gamification

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWOR023S   techtitute.com/certificates

*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.

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