

# Postgraduate Certificate

## Video Game Project Management



## Postgraduate Certificate Video Game Project Management

- » 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/postgraduate-certificate/video-game-project-management](http://www.techtitute.com/in/videogames/postgraduate-certificate/video-game-project-management)

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# 01

# Introduction

Project management is a task that determines the proper functioning of a company. In a video game company, it is important to have someone in charge of this task in order to optimize organizational, technological and economic resources. For this reason, this program prepares students to acquire all the necessary knowledge to develop this important role within a video game company. Thanks to its online methodology, you can take it when and how you want without stress or pressure.





“

*Discover how to correctly apply the techniques, resources and guidelines for a good Video Game Project Management”*

Companies dedicated to the creation of digital games for audiences of all ages are growing more and more. However, it is important not to forget that there are certain aspects that must be known if the project is to shine in the market. This is why it is important to have a person within the company who is responsible for managing video game projects.

Their main functions range from knowing the phases of conception, launching and execution of the game, to the elaboration of manuals for its development. The project manager is also in charge of the publication and marketing of the product. At first glance, this may seem like a lot of things, but this program has been designed to summarize all the knowledge necessary to develop these tasks in a single module.

For this reason, a teaching team of professionals with experience in this type of tasks within video game companies have developed a comprehensive syllabus that does not skip any aspect to take into account for a good job development.

TECH has also thought of everything. In addition to giving the graduates the possibility of studying this program from anywhere in the world thanks to its methodology developed online, it includes teaching techniques with a highly proven effectiveness. Proof of this is the Relearning, which consists of a repetition of key concepts between 8 and 16 times by the teacher to ensure the acquisition of the necessary knowledge.

This **Postgraduate Certificate in Video Game Project Management** contains the most complete and up-to-date program on the market. The most important features include:

- ◆ Practical cases so that learning is carried out in a more direct way
- ◆ Specialized content on video game development and animation
- ◆ 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



*The teachers of this program select the most important concepts of each subject to present them to you as interactive multimedia elements. Scientific studies have shown that this improves the acquisition of knowledge”*

“

*The more you practice, the sooner you will know how to develop the relevant skills. At TECH Technological University, we deal with that by following Miller's competency model, which consists of immersive learning in each subject”*

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

Its 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 an immersive education programmed to learn 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 throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

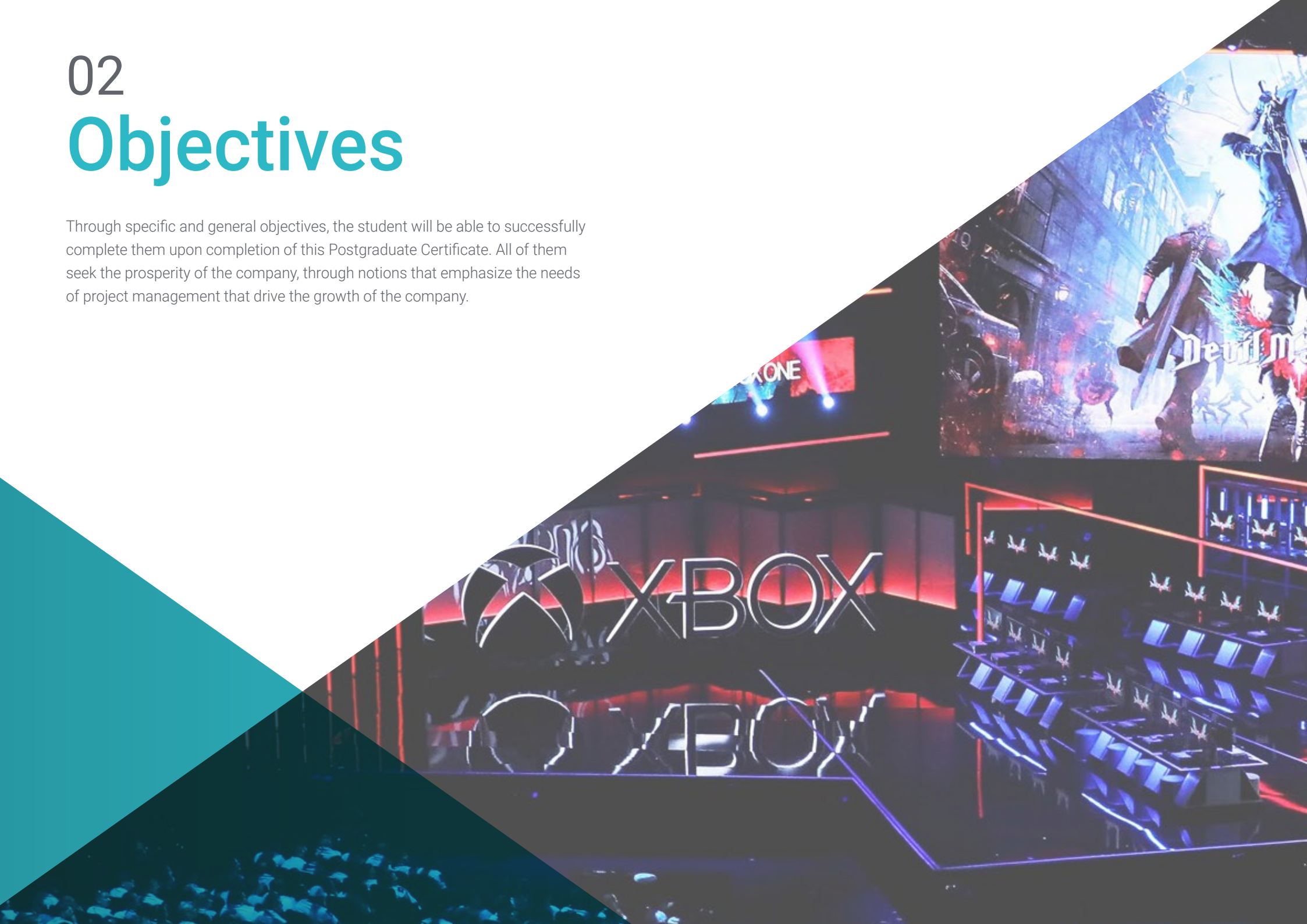
*Part of the process consists of correct publication management and the marketing that is given to the video game that the company wants to launch.*

*Resource management is fundamental in any company. At the end of this program, you will also be part of that management.*



# 02 Objectives

Through specific and general objectives, the student will be able to successfully complete them upon completion of this Postgraduate Certificate. All of them seek the prosperity of the company, through notions that emphasize the needs of project management that drive the growth of the company.







Devil May Cry 5

XBOX ONE



“

*Know the classification of video games that have a direct impact on the development of the project”*



## General Objectives

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- ◆ Gain understanding of video game projects and design
- ◆ Delve into the impact on project management and into team leadership





## Specific Objective

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- ◆ Acquire detailed knowledge of project operations and management

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*Good management starts with a good foundation, and that foundation will be the knowledge you will acquire with this Postgraduate Certificate”*

03

# Course Management

The faculty in charge of teaching this program is highly qualified to do so. The teachers are aware of the needs of the market thanks to their experience in the field. That is why they will prepare the student to stand out in this field and to develop their work activity in an optimal way.



“

*Thanks to the teaching staff of this program, you will improve your career and you will be able to opt for more specialized and responsible positions”*

## Management



### Mr. Moreno Campos, Daniel

- ♦ Chief Operations Officer in Marshals
- ♦ Project Manager Officer in Sum- The Sales Intelligence Company
- ♦ Content Manager at GroupM (WPP)
- ♦ Teacher in Boluda.com
- ♦ Teacher in Edix (UNIR)
- ♦ Associate Teacher in ESIC Business & Marketing School
- ♦ Master's Degree in Innovation and Digital Transformation, Digital Communication and Multimedia Content at MSMK University
- ♦ Product Owner Certification



# 04

# Structure and Content

Through a module composed of 10 topics, students will find all the necessary concepts to acquire the knowledge they will need to successfully develop their career. Agile methodologies, casuistry of the life cycle of a video game or how to apply different techniques, are some of the things that the graduates will learn. This will be done through pedagogical techniques with a high percentage of success in their learning.







“

*We have elaborated a syllabus in which you will find all the necessary resources to make your learning enjoyable and profitable”*

## Module 1. Project Management

- 1.1. Video Game Project Life Cycle
  - 1.1.1. Conceptual and Preproduction Phase
  - 1.1.2. Production Phase and Final Phases
  - 1.1.3. Post-Production Phase
- 1.2. Video Game Projects
  - 1.2.1. Genre
  - 1.2.2. Serious Games
  - 1.2.3. Subgenre and New Genres
- 1.3. Video Game Project Architecture
  - 1.3.1. Internal Architecture
  - 1.3.2. Relationship Between Elements
  - 1.3.3. Holistic Vision of Video Games
- 1.4. Video Games
  - 1.4.1. Recreational Aspects in Video Games
  - 1.4.2. Video Game Design
  - 1.4.3. Gamification
- 1.5. Video Game Technology
  - 1.5.1. Internal Elements
  - 1.5.2. Video Game Engines
  - 1.5.3. Influence of Technology and Marketing on Design
- 1.6. Project Conception, Launch and Execution
  - 1.6.1. Early Development
  - 1.6.2. Phases of Video Game Development
  - 1.6.3. Involvement of the Consumer in the Development
- 1.7. Video Game Project Management
  - 1.7.1. Development Team and Publisher
  - 1.7.2. Operations Teams
  - 1.7.3. Sales and Marketing Teams



- 1.8. Manual for the Development of Video Games
  - 1.8.1. Video Game Design and Technology Handbook
  - 1.8.2. Video Games Development Manual
  - 1.8.3. Requirements Manual and Technical Specifications
- 1.9. Video Game Publishing and Marketing
  - 1.9.1. Preparation for Video Game Kick Off
  - 1.9.2. Digital Communication Channels
  - 1.9.3. Delivery, Progress and Success Monitoring
- 1.10. Agile Methodologies Applicable to Video Game Projects
  - 1.10.1. Design and Visual Thinking
  - 1.10.2. Lean Starup
  - 1.10.3. Scrum Development and Sales



*Created by professionals for future experts  
in Video Game Project Management*



05

# 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.





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.



06

# Certificate

The Postgraduate Certificate in Video Game Project Management guarantees students, in addition to the most rigorous and up-to-date education, access to a certificate issued by TECH Technological University.



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*Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork"*

This **Postgraduate Certificate in Video Game Project Management** contains the most complete and up-to-date 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 Video Game Project Management**

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  
development language  
virtual classroom



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