# Postgraduate Diploma

## User Experience and Psychology for Gamification

tech *technological university*

# tech technological university

## Postgraduate Diploma
## User Experience and Psychology for Gamification

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

Website: www.techtitute.com/in/videogames/postgraduate-diploma/postgraduate-diploma-user-experience-psychology-gamification

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# 01
# Introduction

Epic Game's Fortnite can be considered one of the most successful games today. A video game that applies basic psychological principles to provide the best user experience. Make all elements on the screen accessible to reduce the need to memorize. Avoiding multitasking in those moments where it is necessary to learn the game mechanics, among other aspects, makes it stand out. In this program we will study everything in detail about User Experience and Psychology for Gamification, so that the professional stands out in the digital world and achieves projects of such magnitude.
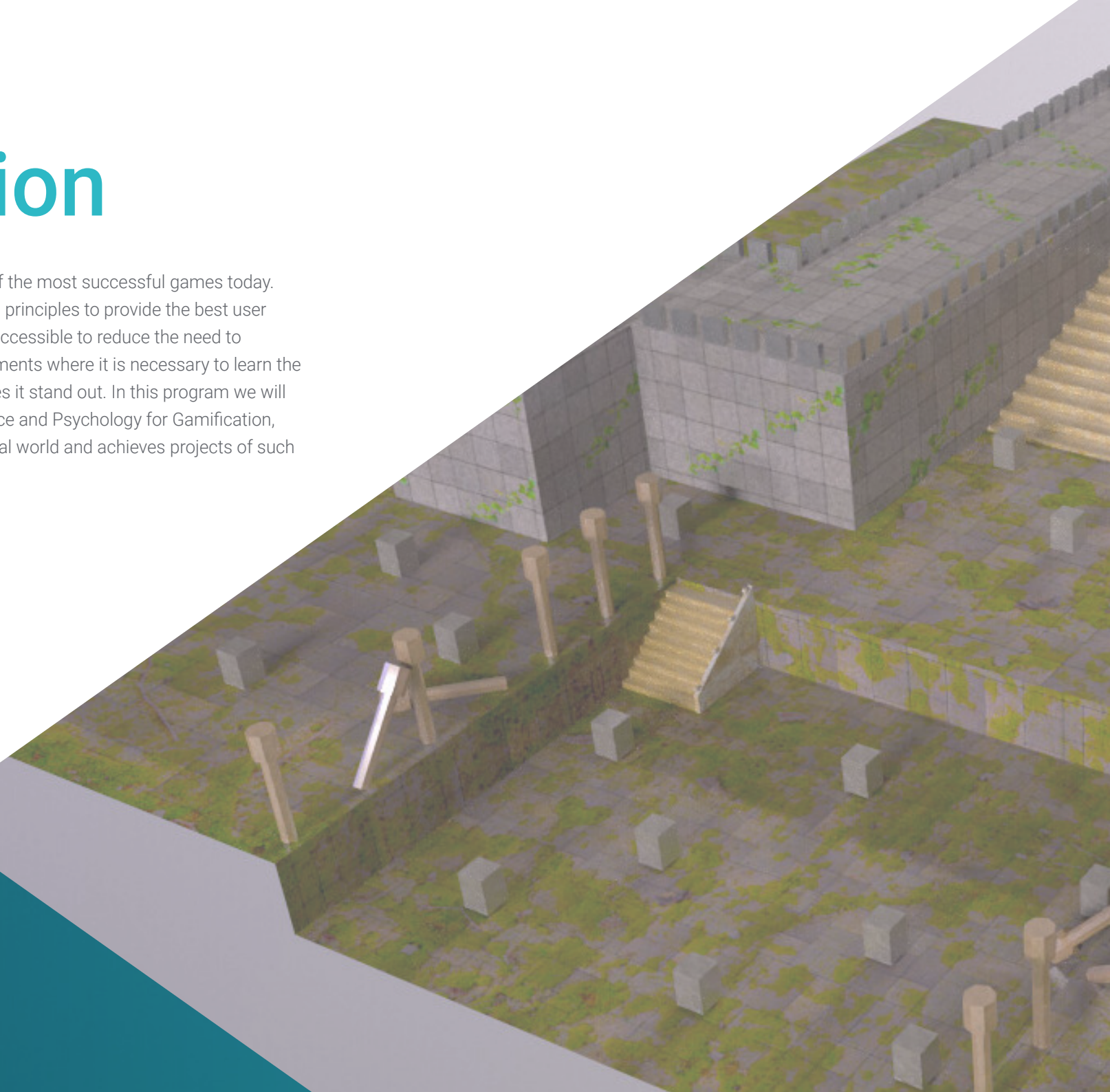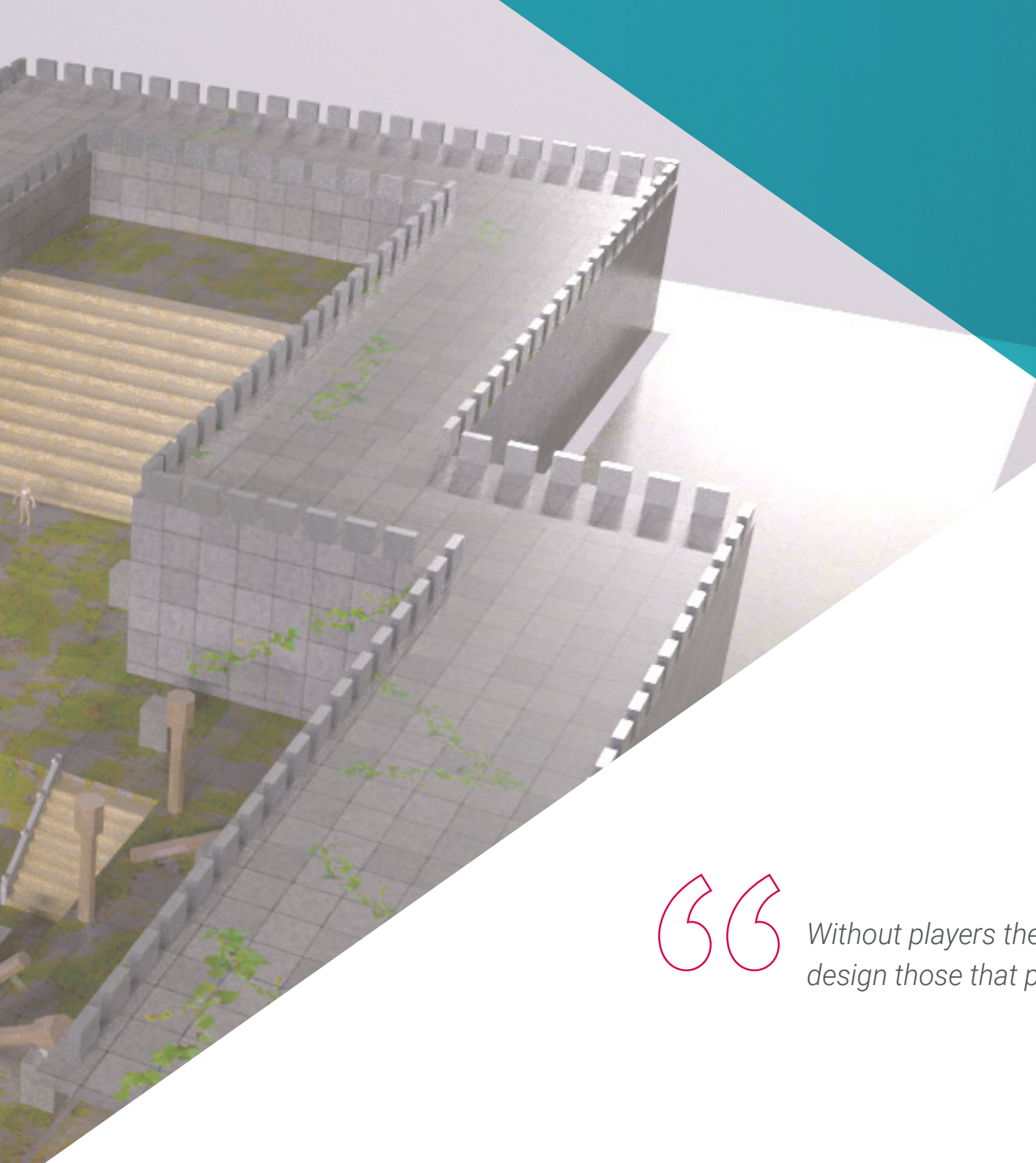
" *Without players there is no game. Learn how to design those that provide the best user experience"*

User experience in video games is about usability: system feedback, clarity, consistency, error recovery, user control, among other principles. It is there where this program focuses its studies so that the design professional is able to develop video games that have the ability to captivate the player through motivation, emotion and ease to reach the flow phase. That moment where the difficulty of the game and the skill of the player find their ideal relationship.

During 6 months the student will develop the most up-to-date content on User Experience and Psychology for Gamification. Studying theories of experts such as: Bartle, Mi Jo Kim y Marczeski. The contrasts, the reward map, the reinforcement schedule will be analyzed. The interface in videogames, the flow of screens, the perceptual vision, the gameplay as a whole, among other indispensable aspects, will be handled.

Undoubtedly, one of the strengths of the training is to understand the principles of Gamification. Delve into the problems that drag it and learn how to overcome them over others and without fear of failure. The professionals will be able to stand out for their knowledge of the player and his behavior within a controlled environment, knowing how to identify the emotions or needs at each point of the product design.

Among other things, it highlights the possibility for the professional to choose where, how and when to study, as it is a 100% online qualification. It can be started from any type of device with an internet connection, but also offers the possibility of downloading all the didactic material for consultation. The students will have specialized teachers who will accompany them throughout their learning process during the 6 months of programming.

This **Postgraduate Diploma in User Experience and Psychology for 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 professional gamification and user psychology experts
- The graphic, schematic, and practical contents with which they are created, provide scientific and 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 innovative methodologies
- 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

*Study from the comfort of your couch and broaden your professional horizons with this Postgraduate Diploma"*

*Learn to identify the player's emotions or needs at each point of product design. Get to know the theories of Bartle, Ami Jo Kim and Marczewski"*

*If you want to differentiate yourself as a game designer, study everything about usability, psychology and business.*

*The industry is looking for specialized professionals. Become an expert in a few months in one of the most sought-after areas of video game design.*
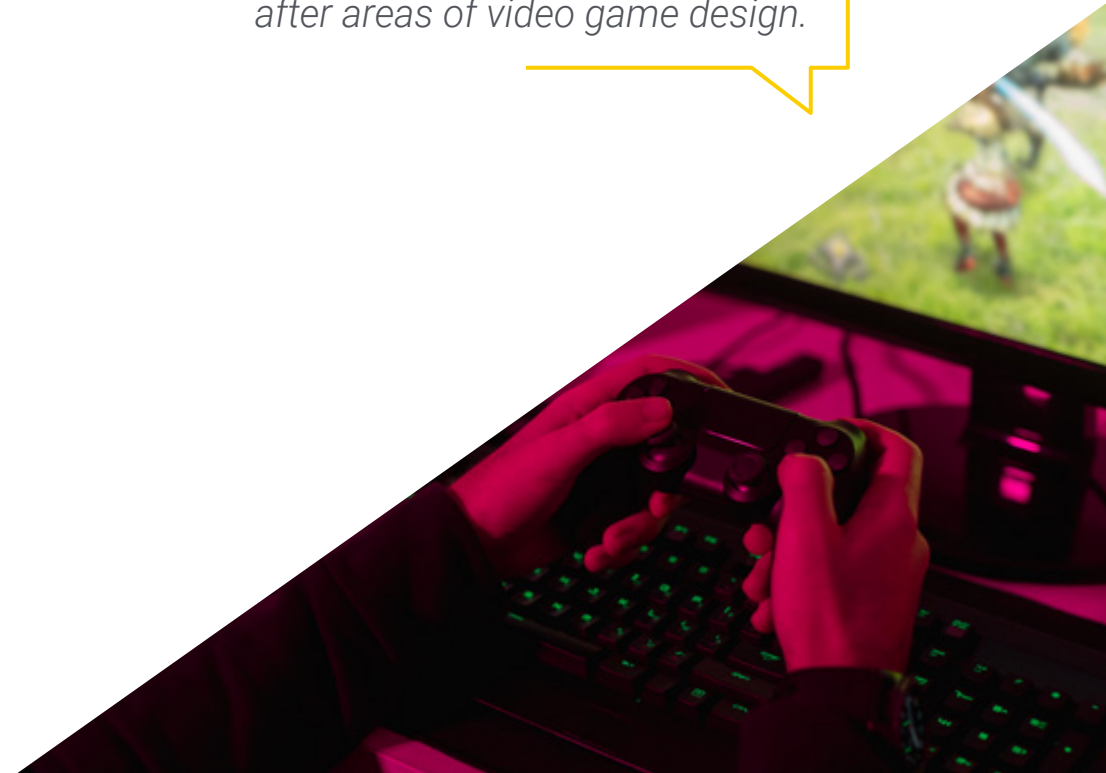
The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

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

This Postgraduate Diploma will train the videogame design professional in user psychology, their behavior, motivations and needs. All this, to create gamified products that stand out in the market. Instructing the student in the correct use of the interfaces that provide the players with the precise, necessary, clear and orderly information to keep them connected. Thus handling the theory and techniques required to perform effectively in their work environment.

*Achieving interactive products that connect and understand the player's needs is the challenge. Start now"*

## General Objectives

- Master in depth the field of gamification, its development and expansion
- Enhance design skills to make video games attractive and easy to use
- Study players' behavior and their level of satisfaction within a designed product
- Analyze all the variables of video games and their industry
- Professionalize the theoretical bases of gamification applied in each field of specialization
- Achieve autonomy in the development of videogames and their specializations

*"Would you like to design a video game as successful as Fortnite? Enroll in this Postgraduate Diploma and learn everything you need to achieve it"*

## Specific Objectives

**Module 1 User Experience for Gamification**
- 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

**Module 2 Player Psychology**
- Analyze player behavior for product optimization
- Discover the drivers of user behavior within the interactive environment
- Understand the needs and motivations of a player's psychology in order to reshape them within the gamified game design
- Deepen in the different types of players according to experts

**Module 3 Gamification**
- In-depth knowledge of the language of gamified game development
- Analyze the evolution of gamification and its competitors
- Problem-solving within gamification professional development
- Acquire the necessary skills of a professional gamified game developer

03

# Structure and Content

Using the most innovative methodology, the teaching team has developed a specialized content in User Experience and Psychology for Gamification, distributed in 3 modules and 6 months of study. 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.

*Connect now and start the most exciting tour. Knowing everything about the psychology of the players"*

## Module 1. User Experience for Gamification

1.1.  Interface in Video Games
    1.1.1.  Usable Design Guide
    1.1.2.  UI: in the Game History
    1.1.3.  UI: in the Game World
1.2.  Screen Flow
    1.2.1.  Aesthetic Appearance
    1.2.2.  Functional Aspect
    1.2.3.  Interaction
1.3.  Perceptual Vision
    1.3.1.  Considerations
    1.3.2.  Gestalt Laws
    1.3.3.  Combination
1.4.  Usability: Efficiency and Effectiveness
    1.4.1.  Efficiency
    1.4.2.  Efficacy
    1.4.3.  Satisfaction
1.5.  Usability: Perception and Intuition
    1.5.1.  Perception
    1.5.2.  Intuition
    1.5.3.  Retention
1.6.  Gameplay
    1.6.1.  Intrinsic
    1.6.2.  Mechanics
    1.6.3.  Artistic
1.7.  Interactive Gameplay
    1.7.1.  Interactive
    1.7.2.  Intrapersonal
    1.7.3.  Interpersonal
1.8.  UI: Consistency
    1.8.1.  Consistency
    1.8.2.  Ease of Use
    1.8.3.  User Control
1.9.  UI: Positioning
    1.9.1.  Positioning
    1.9.2.  Visual Organization
    1.9.3.  Balance and Weight
1.10.  UI: Points of Attention
    1.10.1.  Points of Attention
    1.10.2.  Eye Movement
    1.10.3.  Color

## Module 2 Player Psychology

2.1.  Sociology in Video Games
    2.1.1.  Individual
    2.1.2.  Community
    2.1.3.  Society
2.2.  Psychology in Video Games
    2.2.1.  Cognitive
    2.2.2.  Emotional
    2.2.3.  Behaviour
2.3.  Entertainment Needs
    2.3.1.  Entertainment
    2.3.2.  Fun
    2.3.3.  Motivation
2.4.  Feelings
    2.4.1.  Desire
    2.4.2.  Power
    2.4.3.  Need
2.5.  Maslow's Pyramid
    2.5.1.  Survival
    2.5.2.  Existence
    2.5.3.  Assessment

## Module 3 Gamification

# 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%**
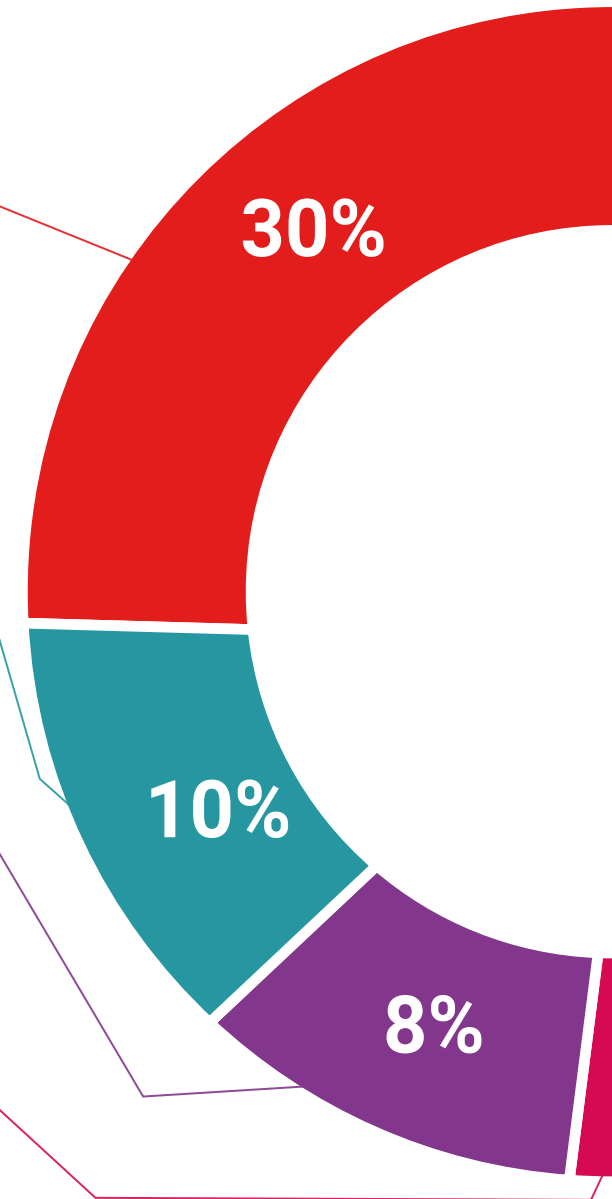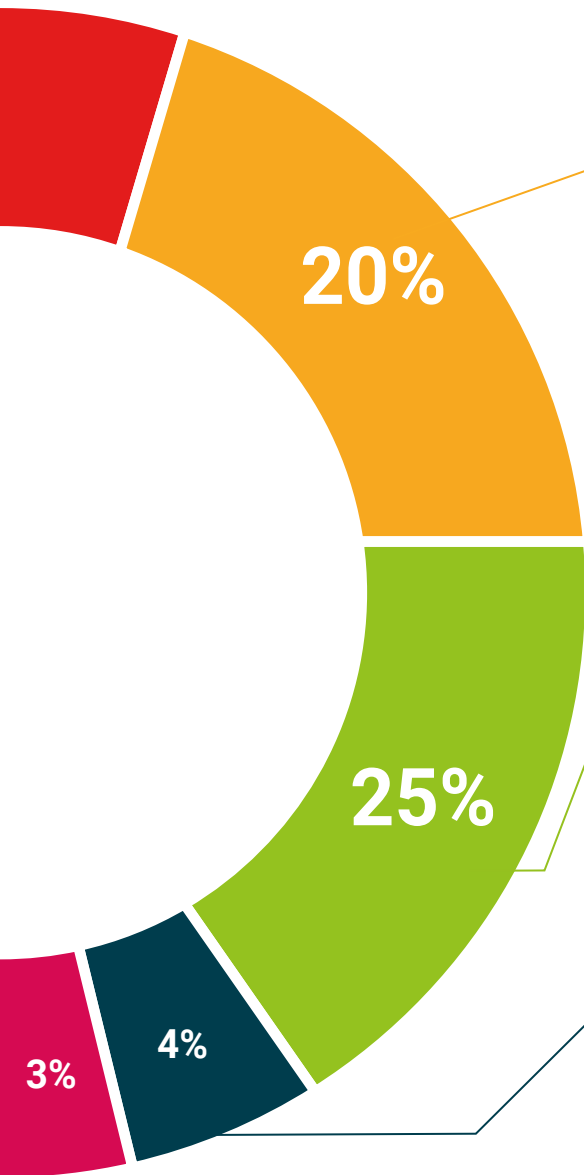
### Case Studies

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.

05
# Certificate

The Postgraduate Diploma in User Experience and Psychology for Gamification guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma 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 Diploma in User Experience and Psychology for Gamification** 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 Diploma** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Diploma in User Experience and Psychology for Gamification**

Official Number of Hours: **450 h.**

*tech* technological university

Awards the following
## CERTIFICATE
to

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

**POSTGRADUATE DIPLOMA**
in

User Experience and Psychology for Gamification

This is a qualification awarded by this University, equivalent to 450 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

Unique TECH Code: AFWDR023S    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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