Programme: Game and Visual Media Design

Title:

Semester: 2	Period: 3 February – 27 June 2025
	ECTS-points: 20

Contents:	Learning Outcomes (Knowledge, skills and competences):
This module is structured in two sections. The first section is a series of challenges, where for each, students have to provide a design solution for non-entertainment purpose in collaboration with external institutions. Collaborations might also include a commercial industry partner in the entertainment industry. The second section includes a game production where students work as art directors with bachelor students.	Knowledge: ● Advanced knowledge about game and media production for non-entertainment purposes. ● Knowledge about marketing, branding and service design issues.
Students thus learn the concept development and prototyping of a serious game/media (non-entertainment purposes), such as a learning game, infotainment, advertainment, or game for change, as well as the use of animation and storytelling for non-entertainment.	Skills: ● Skills in interacting with users and/or clients and identifying needs on an advanced level. ● Skills in use of game development platforms, including pipeline and programming on an advanced level.
The non-entertainment project is run in collaboration with an external company or stakeholder presenting a problem to solve by game design and/or storytelling/animation.	● Skills in storytelling and animation. ● Skills in production of analog and digital prototypes. ● Skills in planning, performing and analyzing user tests. ● Presentation skills in a realistic professional context at an advanced level.
The course is structured as a series of workshops with introductory lectures, exercises, and challenges.	● Skills in developing and/or using art direction and concept art in work processes at an advanced level.
The goals of the project are: 1) To investigate the process of game design and storytelling/animation in a larger field than entertainment. 2)To work in collaboration with companies and stakeholders and solve service, marketing or branding problems using game strategies. 3)To practice user-centered design in a realistic setting, including concept development, prototyping, and testing.	Competencies: ● Competency in analyzing non-entertainment problems and designing solutions in collaboration with external companies or stakeholders. ● Competency in combining strategies for learning, communication and marketing with gaming and media strategies, and for innovating within the field.
The semester includes an art/game production where students work as art directors with bachelor students who serve as visual artists. The goals are 1) to train students to work in a leading position as art directors. To plan and lead a development and	● Competency in leading a design through a research phase to final development at an advanced level.

production art team 2) To communicate visual style and game ideas. 3) To collaborate with junior students.   This prepares students for the large project in the 3rd semester.

- Competency in working on a large production in a lead role at an advanced level.

Note: For the VGMD program, art and practice are closely intertwined, and all learning goals relate to art and practice. Furthermore, the knowledge learning outcomes are also directly tied to scientific research and methods.

Teaching forms:

Workshops, practical work, critiques, presentations, supervision and evaluations, the teaching form depends on the project.

Attendance requirements: (write only requirements for activities for which attendance is a prerequisite for attending the oral examination)

Submission requirements:

10-page report including process documentation and game/media prototypes.

Updated online portfolio.

Submission deadline: June 6. 2025, 12noon

Syllabus:

200 pages of given scholarly and artistic literature.

- Anthropological method and co-design
- Serious games
- User testing
- Business plans and entrepreneurship
- Video

Method of assessment: Oral examination, 45 minutes

Grading: Danish 7-point grading scale

Censor: Internal

- Advanced game development