



Programme: Game and Visual Media Design
Title: Games / Stories / Worlds with a Purpose
Module responsible: Jakob Ion Wille & Alessandro Canossa
Semester: 2nd semester
Period: 1 February 2027 to 25 June 2027 ECTS-points: 20 ECTS
Contents: This module is structured in two sections. The first section is a series of challenges, where for each, students must provide a design solution for non-entertainment purpose in collaboration with external institutions. The second section includes a game production where students work as art directors or other key functions with bachelor students. 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. 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. 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 practice user-centered design in a realistic setting, including concept development, prototyping, and testing. 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 production art team 2) To communicate visual style and game ideas. 3) To collaborate with junior students.
Teaching forms: The course is structured as a series of workshops with introductory lectures, exercises, hands on work, supervisions and presentations.
Learning Outcomes (Knowledge, skills and competences): Knowledge: ● Knowledge about game and media production for non-entertainment purposes. ● Knowledge about marketing, branding and service design issues. Skills:

- Skills in interacting with users and/or clients and identifying needs.
- Skills in use of game development platforms, including pipeline and programming.
- 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.
- Skills in developing and/or using art direction and concept art in work processes.

Competencies:

- in analyzing non-entertainment problems and designing solutions in collaboration with external companies or stakeholders.
- in combining strategies for learning, communication and marketing with gaming and media strategies, and for innovating within the field.
- in leading a design through a research phase to final development.
- in working on a large production in a lead role.

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.

Syllabus: 200 pages of given scholarly and artistic literature.

- Art Direction
- Serious games
- User testing
- Business plans and entrepreneurship
- Advanced game development
- User engagement/understanding/empathizing/

Method of assessment: Oral exam of 45 minutes and 10-page report including process documentation and game/media prototypes.

Grading: Danish 7-point grading scale

Censor: Internal

Reexam/illness exams: Same as ordinary exam

Submission requirements:

Experiments and results for each course in the module must be uploaded in ROOM.

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

Updated online portfolio.

Submission deadline: June 7. 2027, 12noon

