

Teaching guide

IDENTIFICATION DETAILS

Degree:	Videogame Creation and Narration
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Field of Knowledge:	Social and Legal Science
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Faculty/School:	Communication Science
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Course:	PROMOTION AND BUSINESS DEVELOPMENT OF INTERACTIVE ENTERTAINMENT
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Type:	Compulsory
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ECTS credits:	6
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Year:	3
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Code:	4669
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Teaching period:	Fifth semester
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Area:	Company
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Module:	Organisation and Production of Videogames
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Teaching type:	Classroom-based
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Language:	Spanish
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Total number of student study hours:	150
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SUBJECT DESCRIPTION

Esta materia abarca la formación dirigida a la materialización de proyectos en la industria del videojuego, con especial atención al apoyo del emprendimiento de ideas y proyectos propios, para que el futuro egresado pueda desempeñar su actividad de forma competente y competitiva. Los alumnos obtendrán también los conocimientos necesarios para crear prototipos y realizar presentaciones comerciales en el entorno empresarial.

Además, el alumno recibirá la capacitación para conocer las claves de las posibilidades del videojuego en el ámbito empresarial mediante el conocimiento de mecánicas de juego que motiven el aprendizaje de contenidos y formas de actuar en un ambiente distendido, nuevo e innovador.

La materia también proporciona fundamentos de responsabilidad, compromiso y voluntariado de acción social directa.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for criticism and self-criticism with regard to analysis of social reality, to respect for and defence of Human Rights and to ethical commitment through responsible professional practice.

Capacity to form part of a multidisciplinary group with common objectives while fostering analysis and pooling different approaches.

Specific skills

Capacity to make use of the educational potential of videogames as a means of learning contents and acquiring skills.

Capacity to guarantee responsible use of videogames through practice of the profession.

Capacity to design, plan and produce interactive digital leisure products, with the option of collaborating and/or

managing one's own projects.

Generar en el alumno la capacidad de emprender adaptándose a cada proyecto

Adaptar contenido de gameplay a cada género existente

Capacitar al estudiante de la habilidad para narrar con ritmos distintos dependiendo del género para el que cree contenido

Enseñar al alumno las principales clases de sociedades jurídicas

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours