

Module Details	
Module Title	Game Appreciation and Industry Analysis
Module Code	GAV5010-B
Academic Year	2022/3
Credits	20
School	Department of Media Design and Technology
FHEQ Level	FHEQ Level 5

Contact Hours	
Type	Hours
Lectures	22
Online Tutorials (Synchronous)	4
Directed Study	174

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
To analyse and critically assess core constructs of computer game products and the development process, within the context of contemporary issues affecting the industry. This is with a view to developing an understanding of students' own potential career path within that industry.

Outline Syllabus
A variety of discussion topics will be covered, including critical deconstruction of graphics and game-play, wider development methodologies, quality benchmarking, market trends, current and new technologies, commercial development decisions, with a continual focus on current events and future concerns.

Learning Outcomes	
Outcome Number	Description
01	Identify, interpret and evaluate issues affecting the design, development and publishing of computer games, from a developer, rather than a consumer, perspective.
02	Identify and analyse elements of game products and production processes, and evaluate what they mean in a cultural and commercial context. Create and deliver an in-depth presentation analysing a contemporary technical, cultural or business-related topic surrounding the games industry.
03	Communicate your ideas in written form and in a live presentation. Demonstrate critical thinking in terms of your own personal development goals, working alone and in a group.

Learning, Teaching and Assessment Strategy
<p>The module will be delivered as a series of practical gaming sessions and seminars, alongside guest lectures from industry speakers. Students will be encouraged to access games from a more critical and analytical perspective, participating in discussions on the artistic and cultural influences of game design and creation, as well as deconstructing the technical, narrative elements of games as a medium within the wider commercial context of the industry. Students will be assessed on their ability to explore and deconstruct a computer game and an aspect of the wider games industry in their own words, using critical and analytical language. Supplementary assessment will be required to repair deficiencies in original submission of component 1, a 1500 word essay, with an additional individual written report of 1000 words on a contemporary games industry issue, and how it might affect you as a future developer, substituted for group presentation.</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework	A report critically analysing and deconstructing a computer game within the commercial context of games (20 Mins)	50%
Summative	Presentation	and how it might affect the group as future developers (20Mins)	50%

Reading List
To access the reading list for this module, please visit https://bradford.rl.talis.com/index.html

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.