



UNSW
A U S T R A L I A

School of the Arts and Media

Faculty of Arts and Social Sciences

MDIA5027

Promotional Games

Session 2, 2016

Course Outline

Staff Contact Details

Position	Name	Email	Availability	Location	Phone
Convener	Kyle Moore	null	by appointment	null	0393859814

Contact Information

Room 312, level 3 Robert Webster Building

Phone: (02) 9385 4856

Email: sam@unsw.edu.au

Website: <https://sam.arts.unsw.edu.au>

Attendance Requirements

A student is expected to attend all class contact hours for a face-to-face (F2F) or blended course and complete all activities for a blended or fully online course.

A student who arrives more than 15 minutes late may be penalised for non-attendance. If such a penalty is imposed, the student must be informed verbally at the end of class and advised in writing within 24 hours.

If a student experiences illness, misadventure or other occurrence that makes absence from a class/activity unavoidable, or expects to be absent from a forthcoming class/activity, they should seek permission from the Course Authority, and where applicable, their request should be accompanied by an original or certified copy of a medical certificate or other form of appropriate evidence.

A Course Authority may excuse a student from classes or activities for up to one month. However, they may assign additional and/or alternative tasks to ensure compliance. A Course Authority considering the granting of absence must be satisfied a student will still be able to meet the course's learning outcomes and/or volume of learning. A student seeking approval to be absent for more than one month must apply in writing to the Dean and provide all original or certified supporting documentation.

For more information about the SAM attendance protocols, see the SAM policies and guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Essential Information

All SAM students must make a serious attempt at all assessments in order to pass the course.

For essential student information relating to: attendance requirements; requests for extension; review of marks; occupational health and safety; examination procedures; special consideration in the event of illness or misadventure; student equity and disability; and other essential matters, see the SAM Policies and Guidelines webpage: <https://sam.arts.unsw.edu.au/students/resources/policies-guidelines/>

Course Details

Credit Points 6

Summary of the Course

Videogames offer professional communicators a powerful tool to influence political decision making, inspire social change or motivate publics and consumers. Increasingly, games are used to address serious social and environmental issues and engender positive social change. This course will introduce students to the interactive, persuasive and promotional affordances of games and examine how games may be leveraged to address social and environmental issues.

At the conclusion of this course the student will be able to

1. Identify an appropriate promotional game-based campaign, synthesize and analyze texts relating to the campaign, and write up their analysis as a case study
2. Apply their understanding of the interactive, persuasive and promotional affordances of videogames to promotional campaigns
3. Develop approaches for enhancing community engagement and inspiring positive social change
4. Draw upon game study theory to discuss and critique the symbolic and cultural role of videogames in contemporary society and critique the ideological and ethical dimensions of game culture

Teaching Strategies

The course will be underpinned by a transformative learning philosophy which focuses on the use of games to create positive change. A problem based approach to case studies will be combined with teacher-led discussions of readings and student seminars on their case study topics.

Assessment

An expanded explanation of each assignment will be on moodle. Please be careful to follow the full instructions.

Assessment Tasks

Assessment task	Weight	Length	Due Date	Submission
Promotional campaign case study	35%	1500 words	August 26	null
Critical essay	30%	1500 words	September 23	
Promotional/Serious game concept	35%		October 28	null

Assessment Details

Assessment 1: Promotional campaign case study

Details: Students will choose an example of a serious game that was designed to enhance community engagement and inspire positive social change and write a case study of the promotional campaign associated with the game. They will be taught and apply critical analytic and case study techniques in the workshops. Assignment word count - 1500 words. Students will have the opportunity to seek prior approval for the game and campaign to ensure that the learning objectives can be achieved and submit a written case study assignment that will be assessed and feedback provided via Turnitin.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcome:

- Draw upon game study theory to discuss and critique the symbolic and cultural role of videogames in contemporary society and critique the ideological and ethical dimensions of game culture
- Apply their understanding of the interactive, persuasive and promotional affordances of videogames to promotional campaigns
- Develop approaches for enhancing community engagement and inspiring positive social change
- Identify an appropriate promotional game-based campaign, synthesize and analyze texts relating to the campaign, and write up their analysis as a case study

Assessment 2: Critical essay

Details: Within this assignment students will draw upon rhetorical and game studies theory to offer a critique of the symbolic, cultural and ethical implications that relate to public relations and advertising persuasive efforts in video games. The essay will be 1500 words. Students will have the opportunity to submit an essay plan which will be assessed and feedback offered to ensure that they have understood the assignment and that the literature they are drawing upon is appropriate. They will then receive written feedback on the essay when submitted.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcome:

- Draw upon game study theory to discuss and critique the symbolic and cultural role of videogames in contemporary society and critique the ideological and ethical dimensions of game culture

Assessment 3: Promotional/Serious game concept

Details: Students will be required to develop a game concept - in other words they are expected to develop the idea for a game which could be used within a public relations or advertising campaign. They will be expected to develop instructions for a video game and provide a rationale for it which will function as a brief for a game designer and client. The assignment will be a maximum of 1500 words. The assignment has three components that will be assessed - the idea, the instructions and the rationale which form a brief. Concepts will be discussed and approved during the workshops so that students have the opportunity to improve or refine their ideas and ensure they will meet the learning objectives. Feedback on the assignment will be provided via Turnitin.

Turnitin setting: This assignment is submitted through Turnitin, students do not see Turnitin similarity reports

Learning outcome:

- Apply their understanding of the interactive, persuasive and promotional affordances of videogames to promotional campaigns
- Develop approaches for enhancing community engagement and inspiring positive social change

Submission of Assessment Tasks

Students are expected to put their names and student numbers on every page of their assignments.

Turnitin Submission

If you encounter a problem when attempting to submit your assignment through Turnitin, please telephone External Support on 9385 3331 or email them on externalteltsupport@unsw.edu.au. Support hours are 8:00am – 10:00pm on weekdays and 9:00am – 5:00pm on weekends (365 days a year). If you are unable to submit your assignment due to a fault with Turnitin you may apply for an extension, but you must retain your ticket number from External Support (along with any other relevant documents) to include as evidence to support your extension application. If you email External Support you will automatically receive a ticket number, but if you telephone you will need to specifically ask for one. Turnitin also provides updates on their system status on Twitter.

Generally in SAM there will no longer be any hard-copy submission; assessments must be submitted electronically via either Turnitin or a Moodle assignment. In instances where this is not possible it will be stated on your course's moodle site with alternative submission details.

Late Assessment Penalties

An assessed task is deemed late if it is submitted after the specified time and date as set out in the course Learning Management System (LMS).

The late penalty is the loss of 5% of the total possible marks for the task for each day or part thereof the work is late. Lateness will include weekends and public holidays. This does not apply to a task that is assessed but no mark is awarded.

Work submitted fourteen days after the due date will be marked and feedback provided but no mark will be recorded. If the work would have received a pass mark but for the lateness and the work is a compulsory course component a student will be deemed to have met that requirement. This does not apply to a task that is assessed but no mark is awarded.

Work submitted twenty-one days after the due date will not be accepted for marking or feedback and will receive no mark or grade. If the assessment task is a compulsory component of the course a student will automatically fail the course.

Special Consideration Applications

You can apply for special consideration when illness or other circumstances interfere with your assessment performance.

Sickness, misadventure or other circumstances beyond your control may:

- * Prevent you from completing a course requirement,
- * Keep you from attending an assessable activity,
- * Stop you submitting assessable work for a course,
- * Significantly affect your performance in assessable work, be it a formal end-of-semester examination, a class test, a laboratory test, a seminar presentation or any other form of assessment.

For further details in relation to Special Consideration including 'When to Apply', 'How to Apply' and 'Supporting Documentation' please refer to the Special Consideration website: <https://student.unsw.edu.au/special-consideration>

Academic Honesty and Plagiarism

Plagiarism is using the words or ideas of others and presenting them as your own. It can take many forms, from deliberate cheating to accidentally copying from a source without acknowledgement.

UNSW groups plagiarism into the following categories:

Copying: using the same or very similar words to the original text or idea without acknowledging the source or using quotation marks. This also applies to images, art and design projects, as well as presentations where someone presents another's ideas or words without credit.

Inappropriate paraphrasing: changing a few words and phrases while mostly retaining the original structure and information without acknowledgement. This also applies in presentations where someone paraphrases another's ideas or words without credit. It also applies to piecing together quotes and paraphrases into a new whole, without referencing and a student's own analysis to bring the material together.

Collusion: working with others but passing off the work as a person's individual work. Collusion also includes providing your work to another student before the due date, or for the purpose of them plagiarising at any time, paying another person to perform an academic task, stealing or acquiring another person's academic work and copying it, offering to complete another person's work or seeking payment for completing academic work.

Inappropriate citation: Citing sources which have not been read, without acknowledging the "secondary" source from which knowledge of them has been obtained.

Duplication ("self-plagiarism"): submitting your own work, in whole or in part, where it has previously been prepared or submitted for another assessment or course at UNSW or another university.

Correct referencing practices;

Paraphrasing, summarising, essay writing and time management

Appropriate use of and attribution for a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre. Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting and proper referencing of sources in preparing all assessment items.

Course Schedule

Timetable

Date	Type	Content
Week 1: 25 - 29 July	Face to face lecture	Introduction to Promotional Games
Week 2: 1 - 5 August	Online Lecture	Games and persuasion
Week 3: 8 - 12 August	Online Lecture	Games and pedagogy
Week 4: 15 - 19 August	Online Lecture	Gaming Audiences
	Workshop	Group One
Week 5: 22 - 26 August	Online Lecture	Gamification
	Workshop	Group Two
Week 6: 29 August - 2 September	Online Lecture	How Games are Made
	Workshop	Group One
Week 7: 5 - 9 September	Online Lecture	Crowdfunding and other Innovations
	Workshop	Group Two
Week 8: 12 - 16 September	Online Lecture	Game Publishing and Distribution
	Workshop	Group One
Week 9: 19 - 23 September	Online Lecture	Gaming Culture
	Workshop	Group Two
Week 11: 10 - 14 October	Online Lecture	eSports and Online Gaming
Week 12: 17 - 21 October	Online Lecture	Digital Items and Virtual Currencies
	Workshop	Group One
Week 13: 24 - 28 October	Online Lecture	The Future of Games
	Workshop	Group Two

Resources

Prescribed Resources

- Book – Persuasive games: The expressive power of videogames (2010)

Recommended Resources

- Journal – New Media & Society
- Journal – Convergence
- Journal -- Games & Culture
- Journal -- Game Studies

Course Evaluation and Development