

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Videogames
Subject code	E000005107
Main program	Bachelor's Degree in Advertising and Public Relations
Involved programs	Grado en Periodismo [Fourth year] Grado en Periodismo [Third year] Grado en Periodismo [Fourth year] Grado en Periodismo [Third year] Grado en Publicidad y Relaciones Públicas [Fourth year] Grado en Publicidad y Relaciones Públicas [Third year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	3,0 ECTS
Type	Optativa (Grado)
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
Coordinator	Víctor Navarro Remesal
Schedule	Wednesday (16:00 - 18:00)
Office hours	Request date by email

Teacher Information	
Teacher	
Name	Nuria Vidal Trapero
Department	Centro de Enseñanza Superior Alberta Giménez (CESAG)
EMail	nvidal@cesag.comillas.edu

SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
Videogames are an emergent field in media. Some of the professional roles that define their culture and industry are shared with other media, while others require their own specialisation, such as the designer or the game analyst. This course allows the student to incorporate critical reflection and knowledge about games to any of the 3 profiles of the White Paper of the Communication Degree (director, screenwriter, producer and manager, production and postproduction designer, researcher, teacher and expert) and it pays special attention to the figures of the game designer and the game scholar.
Prerequisites
Capacity for critical reflection.
Familiarity with the language and modes of visual representation.

No need for prior knowledge about videogames.

Competencies - Objectives

Competences

GENERALES

CG03	Conocer y utilizar con eficacia comunicativa los sistemas y recursos informáticos y sus aplicaciones interactivas (por ejemplo: foros, blogs, redes sociales, microblogging) en el entorno de la cultura digital.
CG06	Desarrollar la capacidad analítica para la disección, comprensión y análisis de los diferentes relatos y de formatos textuales en el contexto mediático, cultural y social actual.
CG09	Conocer y utilizar los procesos de ideación y de la narrativa audiovisual y elaborar guiones audiovisuales para los diferentes soportes y plataformas.

TRANSVERSALES

CT02	Ser capaz de analizar y construir mensajes utilizando medios de expresión iconográficos, informáticos y gráficos para llevar a cabo la función propia del comunicador
CT04	Observar, analizar y procesar informaciones relevantes, saber relacionarlas y contextualizarlas y ser capaz de argumentarlas, para emitir juicios fundamentados científicamente.
CT07	Aplicar los conocimientos adquiridos y resolver los obstáculos que surjan en la práctica de la comunicación .

ESPECÍFICAS

CE02	Ser capaz de crear el mensaje persuasivo publicitario, desarrollando elementos gráficos, imágenes, símbolos o textos o cualquier otro recurso con potencialidad comunicativa.
CE06	Aplicar soluciones eficientes a los problemas surgidos en los procesos de comunicación publicitaria

Learning outcomes

RA1	Demostrar autonomía y rigor en el cumplimiento de plazos y pautas de trabajo.
RA3	Conocer el funcionamiento y características del mercado audiovisual y publicitario.
RA4	Ejecutar los procesos expresivos y tecnológicos implicados en la dirección, producción y postproducción de los diferentes productos audiovisuales.
RA5	Demostrar la capacidad de comunicación y expresión con coherencia y corrección en el ejercicio profesional.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

1. What is a videogame? Games, play and culture

2. Game Studies.
3. Videogame History: From the 60s to the 1983 Crash
4. Historiography and game preservation
5. Design and videoludic discourse
6. The player. Motivations and pleasures of play. Countergaming
7. The videogame industry. Economy, art, and entertainment.

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

Master classes

Assignments and presentations

Seminars and workshops

Office hours

Non-Presential Methodology: Activities

Individual study

Analysis and creation assignments

Individual and group readings

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Clases teóricas y clases prácticas	Seminarios, talleres y exposición de trabajos
20.00	10.00
NON-PRESENTIAL HOURS	
Estudio de teoría, preparación de trabajos, preparación de actividad de evaluación	
45.00	
ECTS CREDITS: 3,0 (75,00 hours)	

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
Creation using Bitsy: CESAG Game Jam	Can be retaken The proper use of theory and conceptual tools will be required Students will have several sessions (from the Easter holidays to the end of the semester) to develop a microgame using Bitsy. A common theme will be set for everyone.	40
Brief review of a chapter of 'Libertad dirigida'	Can be retaken Expression, summarising, and reading comprehension.	10
Engagement in the course fora	Participation in the following activities in the course fora: · Proposal of an analog microgame · Personal playing diary · Commenting on gaming media texts	10
Test	Can be retaken Expression, summarising, and critical thinking	40

Ratings

Each part of the course must be above 50% to pass.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Microgame		By the end of Topic 1

Brief summary of a chapter of 'Libertad dirigida'		Last session before the Easter break
CESAG Game Jam	From Easter break to the last day of the course	Last day of the course
Final test		Last day of the course
Playing diary	Weekly	Weekly
Commenting on gaming media texts	Weekly	Weekly

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Egenfeldt-Nielsen, Simon, Heide Smith, Jonas & Tosca, Susana (2016). Understanding Videogames. Routledge
- Fernández-Vara, Clara (2019). Introduction to Game Analysis. Routledge
- Huizinga, Johan (2012). Homo Ludens. Alianza Editorial
- Navarro Remesal, Víctor (2016). Libertad dirigida : una gramática del análisis y diseño de videojuegos. Shangrila.
- Navarro Remesal, Víctor (2019). Cine Ludens: 50 diálogos entre el juego y el cine. UOC Editorial
- Sicart, Miguel (2014). Play Matters. MIT Press.

Complementary Bibliography

- Caillois, Roger (2001) Man, Play and Games. University of Illinois Press.
- Mäyrä, Frans (2008) An Introduction to Game Studies. SAGE Press
- Planells, Antonio (2013) La emergencia de los Game Studies como disciplina propia: investigando el videojuego desde las metodologías de la Comunicación
- Deterding, Sebastian (2017) The Pyrrhic Victory of Game Studies: Assessing the Past, Present, and Future of Interdisciplinary Game Research
- Shaw, Adrienne (2010) What is Video Game Culture? Cultural Studies and Game Studies

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