Course Outline

Title: INDUSTRY AWARENESS (COMPUTER GAMES AND DIGITAL MEDIA)

Code: ITECH2118

Faculty / Portfolio: Faculty of Science

Program Level:

	AQF Level of Program					
	5	**6**	**7**	**8**	**9**	**10**
Level						
Introductory						
Intermediate			✔			
Advanced						

Pre-requisites: (ITECH1004 or ITECH5004)

Co-requisites: Nil

Exclusions: Nil

Progress Units: 15

ASCED Code: 029999

Learning Outcomes:

Knowledge:

K1. Describe cultural, racial and demographic differences in terms of playing, developing & marketing games;

K2. Identify key gaming genres and game marketing models;

K3. Express the social and ethical issues associated with the games and digital media industries;

K4. Identify the different development models and publishing processes involved with competing games platforms;

K5. Express intellectual property and copyright laws to the development of electronic interactive entertainment;

K6. Account for approaches to gain employment within the games industry.

K7. Describe current games-based research trends and outcomes.

Skills:

S1. Define issues of project management and intellectual property relating to the games and digital media industries;

S2. Identify current & critical games industry issues;

S3. Review the use and implementation of game mechanics;

S4. Review and speculate about the future of electronic entertainment;

S5. Express how to strategically approach gaining employment in the games and digital media industries.

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Application of knowledge and skills:

A1. Indicate appropriate principles to propose and design multimedia products that align with client, market and project expectations;

A2. Outline appropriate software and hardware requirements to design products that align with client and project expectations;

A3. Prepare adequately to meet the professional expectations of the games and digital media industries.

Values and Graduate Attributes:

Values:

V1. Appreciate the importance and influence of multimedia to modern society;

V2. Appreciate the levels of ethical and professional conduct required to work in the games industry;

V3. Appreciate the cultural, racial, gender and genre-based differences associated with the games industry.

Graduate Attributes:

Attribute	Brief Description	Focus
Continuous Learning	Show initiative and self-motivation in relation to the discovery of knowledge regarding the games & multimedia industries	Medium
Self Reliance	Take responsibility for self-management using skills that contribute to personal and career satisfaction and development	Medium
Engaged Citizenship	Responsibility discuss and promote social and ethical issues connected to the games and multimedia industries	Medium
Social Responsibility	Analyse and examine issues social and ethical issues within the games and multimedia industries and apply them to design	Medium

Content:

This course is designed to give the student a solid understanding of the modern games industry and player culture. Students will explore up-to-date gaming platforms and titles. Students will also be exposed to games industry culture, expectations, development processes, and legal and ethical issues.

Topics may include:

- Game genres & player cultures;
- Games mechanics;
- IP and copyright issues relevant to the computer games and digital media industries;
- Gaming ethical issues;
- Common development models;
- Skills required by the games and digital media industries;
- Multi-platform publishing procedures;
- Modern marketing models.

Assessment:

Students are required to present professionally about specified games industry issues.

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Students are also required to competently research alone and in a group current games industry related issues. A final exam will evaluate the student`s knowledge across all key areas of study.

Learning Outcomes Assessed	Assessment Task	Assessment Type	Weighting
K1, K2, K3, K4, K5, K6, K7, S2, S3, S4, S5, A1, A2, A3	Presentations,research reports and blog participation.	Assignments	50%-60%
K1, K2, K4, K5, K6, K7, S1, S3, S4, S5, A1, A2	Examination questions covering key aspects taught in class	Examination	40%-50%

Adopted Reference Style:

APA

Presentation of Academic Work:

https://federation.edu.au/students/assistance-support-and-services/academic-support/general-guide-for-the-presentation-of-academic-work