

Course Game Publishing

SDS SPS/08

ETCS 9

Course modules (if any) None

Year I year

Semester I semester

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Office hour At the end of the lesson or by appointment agreed by e-mail.

## LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** students should be able to understand the dynamics that govern a video game publisher, from large corporations to independent publishers.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** students will be able to apply the knowledge acquired in the management of corporate storytelling and in the Relationship between the publisher and the client. They will be able to use these managerial skills at a high level in the preparation and analysis of the different alternatives when it comes to publish a video game.
3. **AUTONOMY JUDGMENT:** students will acquire a critical and analytical view of the subject, able to compare and evaluate different options for publishing a video game.
4. **COMMUNICATION SKILLS:** students will acquire mastery of language specialist skills in the subject and will develop the ability to argue and present adequately cover the topics through a technical vocabulary
5. **LEARNING ABILITY:** Students will demonstrate learning skills necessary to undertake further studies or develop a professional career in the game publishing, applying the knowledge and skills acquired in companies, bodies and organizations in the videogame sector.

## DETAILED PROGRAM

The module aims to analyze the practice of game publishing, explaining to the Student What are the dynamics that govern a video game publisher, medium or large entities, up to independent companies. The student will be accompanied in the corporate storytelling management process, in the relationship between the publisher and the client, following a preparation path that will allow them to acquire managerial skills at a high level. The course analyzes a broad and in-depth understanding of the evolution of the medium over time, encompassing devices, platforms, business models, location, territories and target groups, will allow each student to examine different alternatives when it comes to releasing a video game and critically evaluating the various possibilities, including:

- The choice of platform
- The selection of the territory
- The definition of the business model
- Identification of the target audience

- Contract analysis
- Marketing strategies

### RECOMMENDED PRE-REQUISITES (IF ANY)

None. The course provides the basis for understanding the subject, starting from scratch up to get to an advanced level.

### TEACHING METHODOLOGIES

The educational activities will be carried out through...

### FINAL EXAMINATION METHODOLOGIES

The final exam consists of an oral interview designed to assess the acquisition by of the students of the theoretical knowledge of the course.

### EVALUATION CRITERIA

In the oral exam, the student must demonstrate:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** to have acquired the fundamental notions regarding the strategies for publishing video games and their marketing on the market.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** the ability to apply these notions in practice, highlighting concrete skills acquired during the course.
3. **AUTONOMY JUDGMENT:** to have developed an ability to understand the evolutions, the main models and fields of application, developing a critical and analytical approach.
4. **COMMUNICATION SKILLS:** to have mastery of the specialized language of the subject and develop the ability to argue and adequately expose the topics covered through a technical vocabulary.
5. **LEARNING ABILITY:** being able to use conceptual and methodological methods learned during the course.

### FINAL GRADING INFORMATION AND CRITERIA

The grade is awarded in thirtieths. In the assignment of the final grade, the outcome of the oral interview. These criteria can be outlined as follows:

- (1) less than 18, in the case of fragmentary and superficial knowledge of the contents, errors in applying the concepts, deficient exposition;
- 2) between 18 and 20, in case of sufficient but general knowledge of the contents, exposure simple, uncertainties in the application of theoretical concepts;
- 3) between 21 and 23, in the case of appropriate but not in-depth knowledge of the contents, ability to apply theoretical concepts, ability to present the contents in a simple way;
- 4) between 24 and 25, in case of appropriate and extensive knowledge of the contents, a fair ability to application of knowledge, ability to present content in an articulate way;
- 5) between 26 and 27, in the case of precise and complete knowledge of the contents, good ability to apply knowledge, analytical skills, clear and correct exposition;

6) between 28 and 29, in the case of a broad, complete and in-depth knowledge of the contents, good application of contents, good ability to analyze and synthesize, safe and correct presentation;

7) 30/30 laude, in case of very broad, complete and in-depth knowledge of the contents, well-established ability to apply content, excellent ability to analyse, synthesise and interdisciplinary connections, mastery of exposure.

### **COURSE MATERIAL**

For the preparation of the exam, it is essential to integrate the content provided during the lessons with the following **mandatory texts**:

- Course Slides

Non-attending students must also study the following compulsory textbook:

- Course Slides

### **OTHER ADVICES**

The attendance in presence is suggested. Students belonging to the 'part-time/workers' category or being unable to take part in the lessons are suggested to directly contact the professor in order to analyze, together, specific training needs.