

## Badges for the Michigan State University Serious Game Graduate Certificate Program



## MSU Serious Game Graduate Coursework



### **Award:**

Serious Game Graduate Certificate

### **Description:**

Badge for completing all three graduate courses in Michigan State University's Serious Game Graduate Certificate program, <http://seriousgames.msu.edu/ma-certificate/>.

### **Criteria for Earning the Award:**

Successful completion of the three graduate level university courses which comprise Michigan State University's Graduate Certificate in Serious Game Design:

1. Foundations of Serious Games (principles, processes, and pedagogies for serious game design; exploration of games for health, learning, social change, corporate games, news games).
2. Theories for Interactivity and Game Design (theories of learning and motivation, persuasion, attitude and behavior change, and theories of fun and play, and how to apply them to classroom-based and informal learning, health-related individual behavior change, and social change)
3. Understanding Users or an appropriate alternative graduate methods course in the student's major (exposure to and experience with a wide range of design research techniques and how to apply them to generate insights and recommendations for serious game design at all phases of the design process).

### **Award Issuer:**

Department of Media and Information, Michigan State University



**Award:**

Serious Game Design

**Description:**

Badge for completing TC/MI 830, Foundations of Serious Games, one of three graduate courses in Michigan State University's Serious Game Graduate Certificate program, <http://seriousgames.msu.edu/ma-certificate/>.

**Criteria for Earning the Award:**

1. Create an Epic Quest serious board or card or digital game including initial concept, prototyping, playtesting, and iteration.
2. Complete week-long gameLab projects including adapting a game for entertainment to achieve a serious goal, developing serious game concepts, developing and testing core mechanics, and gamification;
3. Reflect on mini-lectures, readings, and discussion on designing serious games, games for health, learning, corporate games, persuasive games, news games, and gamification, forms of fun, and values in games.

**Award Issuer:**

Department of Media and Information, Michigan State University



**Award:**

Serious Game Theories

**Description:**

Badge for completing TC/MI 831, Theories for Interaction and Game Design, one of three graduate courses in Michigan State University's Serious Game Graduate Certificate program, <http://seriousgames.msu.edu/ma-certificate/>.

**Criteria for Earning the Award:**

Craft several week-long and one extensive mock design document for a theory-driven serious game focusing on theory-guided design (using theories to validate the proposed game features) and evidence-based evaluation (specific evaluation plan and outcome variables).

Reflect on mini-lectures, readings, and discussion on theories of learning and motivation, persuasion, attitude and behavior change, and theories of fun and play, and how to apply them to classroom-based and informal learning, health-related individual behavior change, and social change.

**Award Issuer:**

Department of Media and Information, Michigan State University



**Name of Award:**

Understanding Users

**Description of Award:**

Badge for completing TC/MI 841, Understanding Users, one of three graduate courses in Michigan State University's Serious Game Graduate Certificate program, <http://seriousgames.msu.edu/ma-certificate/>.

**Criteria for Earning the Award:**

1. Conduct design research to generate insights and design recommendations applying method such as ethnographic observation, task analysis, persona analysis, focus group interviews, usability testing, playtesting, and competitive analysis.
2. Reflect on mini-lectures, readings, and discussion on formative research methods to support product design including secondary research, ethnographic research, individual and dyadic interviews, persona analysis, focus group interviews, sketching and storyboarding, paper prototyping, participatory design, playtesting, usability testing, remote research, heuristic analysis, heuristic markup, competitive analysis, behavioral metrics, physiological measures, experimental A/B testing, and impact research.

**Award Issuer:**

Department of Media and Information, Michigan State University