

BA (Hons) Video Games Design

Department	Creative Technologies
Course Code	V001
Awarding Body	UEA
Additional Accreditations	N/A
Full-time Duration	3 Years
Part-time Duration	N/A
Full-time Annual Fee	£8,500
Part-time Annual Fee	N/A
Entry Requirements	UCAS Tariff: 96 points A Level: CCC BTEC L3 Extended Diploma: MMM GCSE Maths and English at Grade C/4 or above English language requirements: IELTS (Academic) Grade 6 IELTS 6.0 overall (minimum 5.5 in all components) where English is not the student's first language. Other Information: <i>Non-standard applicants who do not meet the published entry requirements maybe considered on an individual basis and we encourage such applicants to contact Universitystudiesadmissions@easterneducationgroup.ac.uk for further guidance.</i> <i>The university does not accept International Applications for this course.</i>
Study Location	University and Professional Development Centre, 73 Western Way, Bury St Edmunds UK
Subject to Validation	No
Additional Potential Costs	Tuition fees will provide access to all the usual teaching and learning equipment; however, there may be additional costs such as materials and equipment that are associated with your course. Books (approx. £100 - £200 per year) Printing – all students will be credited with the equivalent of £10 printing/copying at the start of the academic year. After that, students will

	need to pay for their own printing/copying. Most work is submitted electronically. Student ID cards – The first issue of your ID card is free. Replacement cards will be charged at £10 to replace lost or stolen cards. Outside of course fees, there are some additional costs associated with the completion of the programme at your discretion. You will have access to specialist resources but may wish to invest in your own computing, hardware and software to enable you to work independently at home. You will be advised about additional purchases by the course team, noting the development of technology and changing value of equipment.
Course	The BA (Hons) Video Games Design prepares those who aspire to a career utilising cutting-edge digital, interactive, artistic technology in the design and development of experiences, simulations and solutions. These skills will not be touched upon in distinct modules. Instead, you will work through the whole development cycle of a project every semester, commencing with the acquisition of an understanding of fundamental principles from which to develop knowledge and skills. This provides you with the opportunity to consider your own professional development, encouraging independent judgement and critical self-awareness to build upon strengths and work on weaknesses in the next production project. There is an emphasis on innovation and interaction within the course, and you will be encouraged to be creative in your approach to ideation and problem solving. These skills are key to the development of digital experiences, understanding genre, audience and how to subvert what has already come before through understanding the medium further. This again brings iteration to the forefront. The course does not focus solely on new technologies, as with most subjects, there are historical concepts and methods which will not readily be advanced, these classically developed techniques are the bedrock of what we build upon with our innovative medium.
Key Course Features	The course is delivered on campus and requires students to attend a two days per week. Delivery of the course is through a range of methods including lectures, seminars, case-study, discussions, and workshops. The course is structured to encourage the acquisition of independent judgement and critical self-awareness through staged development progressing to increasingly independent learning. This iterative process will enable you to progress through multiple development cycles, experiencing different roles while developing for varied platforms and target audiences. Upon completion you will have: • A portfolio of practice. • Experience of undertaking different roles within the development of a product. • Considered your own professional development needs.

Career Prospects

Typical graduate roles:

Graduates may choose to progress into further study with postgraduate degrees. Or explore the huge array of roles and different sized companies that the games industry has to offer. Some of the specialisms within the industry include, but are not limited to:

Art/Animation.

- Concept Artist, 3D Character Artist, 3D Environment Artist, UI Artist, Technical Artist, VFX Artist, Gameplay Animator, Cinematic Animator, Motion Capture Technician.

Design.

- Gameplay Designer, Systems Designer, Level Designer, Combat Designer, AI Designer, Narrative Designer, Quest designer, Technical Designer, UX Designer.

Audio.

- Sound Designer, Dialogue Engineer, Music Designer, Composer, Audio Director.

Programming.

- Gameplay Programmer, Audio Programmer, Tools Programmer, Graphics Programmer, Engine Programmer.

Production.

- Development Manager, Producer/Team Manager, Scrum Master, Senior/Executive Producer, Live Ops, Development Director.

Quality Assurance.

- QA Technician, QA Lead/Manager, Automation Engineer, Head of QA, Localisation Tester.

Marketing.

- Brand Manager, Product Manager, Community Manager, Social Media Manager, Marketing Artist, Marketing Co-ordinator, PR Manager.

Outside of the Games Industry there are also a vast number of careers that utilise the skills you would develop while studying for a degree in Video Game Design. Some of these are:

- Architectural visualisation, Training simulators, TV production, VFX, Animation (2D/3D), Motion graphics, Advertising and marketing content creation, Immersive attraction design for Galleries and Museums, Graphic design, Web and App development, VR/AR/MR development, UI/UX design, Product/CAD design, Automotive design visualisation, Set and environment design, Serious games for education and health, E-learning content development, Human-computer interaction research, STEM and technical education roles, Project management, Technical consultancy, Sound design & Foley, Music composition for media, and many more!

Sample Module Summary

Level 4 (Year 1)

2D Games and Animation

This module introduces the core principles and techniques of 2D animation for games. Students learn to create multi-layered, real-time animations by applying fundamentals such as colour, shape and silhouette, while exploring key historical and contemporary animation methods. These skills are then applied to produce a set of animated assets, suitable for integration into a game.

3D Concept and Modelling

In this module, students will learn the real-time 3D creation process, developing skills in the creation of real-time 3D assets such as characters, architecture, vehicles and props ranging from photorealistic to more stylised creations.

Creation Engines and Scripting

This module will explore the features and tools within creation engines, with an emphasis on the use of visual scripting to ensure attainment of requisite creation-engine specific coding skills based on the underlying principles of programming and good practice.

Game Design Concepts

This module will introduce students to the key concepts and principles of games design. Students will be given the opportunity to develop a range of skills and techniques in games design and be encouraged to explore ideas and apply various elements and aspects of games design within design and prototyping activities.

Interaction and User Experience Design

In this module, students will use a variety of techniques, including paper based and electronic prototyping, and through usability testing, gain practical skills in the design of experiences alongside a deeper understanding of the principles of interaction design, experience design and closely related disciplines.

Projects, Testing and Performance

This module introduces team-based development and production of solutions and experiences using an Agile project management approach.

Level 5 (Year 2)

3D Animation

This module develops the skills needed to create 3D animated content for interactive and immersive experiences. Students build on their 3D modelling knowledge to rig and animate characters and assets, gaining hands-on experience with the full animation pipeline. The module also introduces scripting techniques for customising and automating animation tasks, extending the available toolset for production.

Games User Research and Analytics

This module examines how player behaviour and game performance data can be tracked and analysed to improve gameplay. Students explore the facilities within game engines to watch real-time data at run-time; frameworks to extend these for data, specific to a particular game during

design and development, and after release; and the integration of additional technology to augment tracking capabilities.

Multiusuer Experiences

This module explores the elements required to develop, host and support an experience, its data, and its players or users in a connected environment. The module also provides the opportunity for a significant team-based project, where students will be able to undertake various creative or technical roles, within an Agile environment.

Research Skills and Industry Engagement

This module aims to develop essential research skills and an awareness of industry and individual aspirations. Students will review appropriate academic literature on a chosen topic within computing, interactive and immersive technology, games technology, and related areas.

Visual Design for Games

This module introduces the principles and practices of visual design for video games. Students examine a range of visual styles before developing and testing their own in engine. Using industry-standard digital tools, they create particle effects, post-processing effects and other visual elements, culminating in a cohesive real-time showcase. By the end of the module, students will be able to identify, apply and integrate diverse visual design approaches within game projects.

World Design and Playability

In this module, students will explore the theory behind map creation, balanced gameplay and the use of layout and structure to develop engaging single and multi-user interactive environments. The module will utilise a creation engine for the construction of an interactive world.

Level 6 (Year 3)

Advanced Visual Design for Games

This module explores visual context, pre-production and production techniques involved in defining a visual style for a target audience. Drawing on game theory and case studies, students analyse contemporary visual practices and critique their own workflows. Through independent research, they develop a specialised visual brief and produce a final piece within a game engine, showcasing their work online for comparison and reflection.

Final Project

The module offers considerable autonomy and the opportunity to take responsibility for individual research of particular interest to the student, building on the knowledge and skills acquired over the course of their study.

Game Design Portfolio

A game design portfolio is essential when seeking to enter the games industry. This module provides space to develop key elements and an overall portfolio, to collaborate and critique work with others, develop a targeted CV and build social media presence. The module also explores the creative and technical tests set by game development companies during interview and selection

	Reality, Immersion and Innovation This module explores various forms of immersive, digital and games technology. This module places an emphasis on exploring emerging technology in the creation of interactive, real-time experiences in varied situations, e.g. in healthcare, science, engineering and education (gamification), and entertainment. Games Design Theories, Storytelling and Narrative This module considers game design theories and frameworks, storytelling and narrative. Topics include advanced game mechanics, design lenses, patterns, economies, play, culture and gamification, plus storytelling and character development, player choice, quests, history, and emotion. The role of the game designer and narrative designer within game production will be explored.		
Staff Team	Ollie Brock (Course Leader) Daniel Robertson (Module Leader) Steven Coltart (Module Leader) Lecturing staff have qualifications in computer science, games art and design, computer games technology, at undergraduate and post graduate level. The team have a wealth of experience in industry, research and higher education.		
Assessment Methods	Portfolio (3D Models & Animations), Written Reports, Technical Prototype and Usability Tests, Literature Review, Reflective Tasks, Final Project.		
Typical Module Diet All modules are 20 credits unless stated	Year 1 (L4) Creation Engines and Scripting Interaction and User Experience Design Game Design Concepts Projects, Testing and Performance 3D Concept and Modelling 2D Games and Animation	Year 2 (L5) Multiuser Experiences Research Skills and Industry Engagement World Design and Playability Games User Research and Analytics 3D Animation Visual design for Games	Year 3 (L6) Final Project Reality, Immersion and Innovation Game Design Portfolio Games Design Theories, Storytelling and Narrative Advanced Visual Design for Games
Study Hours	Study Hours per 20 credit Module: 200 hours Lectures and Seminars: 36 – 48 hours Assessments: 30 hours Preparation and Independent study: 122 – 134 hours		

*Typically, three 20 credit modules will be studied per Semester. There are two Semesters a year.

This programme is regulated by the Office for Students under the Quality Assurance Agency framework for UK Higher Education. Where studying may incur additional incidental or optional costs these are listed on the relevant course page on our website. Our Terms and Conditions, Admissions Policy (including baseline English language requirements) can be accessed via the University Studies website at

<https://www.universitystudies.wsc.ac.uk/policies>