DEGREE PROGRAM IN TECNOLOGIE E LINGUAGGI DELLA COMUNICAZIONE - TECHNOLOGIES AND LANGUAGES OF COMMUNICATIONS (LM-59) CURRICULUM IN GAME DEVELOPMENT, MARKETING AND COMMUNICATION

A.Y. 2023/2024

Course Strategie di marketing delle opere interattive
SDS SECS-P/06
ETCS 6
Course modules (if any) None
Year I
Semester
Professor(s) Gianluigi Fedeli
e-mail g.fedeli@unilink.it
Office hour Friday, 5 pm

LEARNING OUTCOMES

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

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** With reference to knowledge and understanding, this course aims to illustrate the various past and current marketing techniques for the dissemination of interactive art, through the history of the various forms of interactive art up to the videogame that has evolved from simple entertainment to a real form of art.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** With reference to the applied knowledge and understanding, the student will therefore be able to acquire the correct way to plan a campaign aimed at promoting the videogame.
3. **AUTONOMY JUDGMENT:** Students will be able to develop their skills autonomous judgement in relation to the topics of the course, through teaching activities (delivery and interactive).
4. **COMMUNICATION SKILLS:** Teaching, through delivery and It will develop students' communication skills in presenting their ideas and proposals, as well as possible solutions to the different problems to be faced.
5. **LEARNING ABILITY:** In the oral exam, the final grade will be awarded through an assessment of the student's understanding and ability to apply the concepts explained during the course, as well as assessing the student's ability and ability to expose.

DETAILED PROGRAM

The following topics will be specifically addressed:
- Interactive art from Parrhasio's tromp-l'oeil to Jeffrey Shaw's The Golden Calf, a journey through the major art movements up to the interactive works of Myron Krueger, Jeffrey Shaw, Lynn Hershman, Studio Azzurro.
- The "Cyberspace of Consumption" – From Leonardo Torres Que's "chess player" to the latest generation of video games, marketing is changing to adapt to the new media
- New forms of expression in the aftermath of the appearance of the "VIII art": video games.
- VR and Metaver so, new developments for digital marketing
- The interactive entertainment business – general structure of the intermedial market, geocultural errors in video game marketing, video games as an advertising vehicle
- Psychology of the gamer – how video games can influence the mind and behavior of their users
- Storytelling – communicate a precise message to a precise audience and organize the

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marketing of the product
- The Trailer – type, structure and creation of the trailer for the presentation of the videogame product.
- Gamification and PEGI – the game applied in a marketing context that is not necessarily videogame. Use of the Pan European Game Information to better disseminate the product
- Marketing campaign organization

RECOMMENDED PRE-REQUISITES (IF ANY)
None

TEACHING METHODOLOGIES
The educational activities will be carried out through...

FINAL EXAMINATION METHODOLOGIES
The exam will take place only through an oral test at the end of the course

EVALUATION CRITERIA

At the end of the course, the following skills of the student will be evaluated:
1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** With reference to knowledge and understanding, the final exam will evaluate the student's acquisition of the fundamental notions related to the topics listed in the course program.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS**: being able to apply…
3. **AUTONOMY JUDGMENT:** having acquired a capacity of…
4. **COMMUNICATION SKILLS:** being able to…
5. **LEARNING ABILITY:** being able to use the conceptual and methodological tools acquired…

FINAL GRADING INFORMATION AND CRITERIA

In the oral exam, the final grade will be awarded through an assessment of the student's understanding and ability to apply the concepts explained during the course, as well as assessing the student's ability and ability to expose.

The final score is expressed in thirtieth grade, with the possibility of honors. The final score reflects the student's preparation as follows:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.

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24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

Students are required to complete the preparation for the exam using the teaching materials discussed during the lectures and optionally to deepen the topic through the following texts:

- Interactive Art - Theory and Artists by Fausto Tomei, Pendragon 2006
- The Videogame - Market, games and players by Marco A. Rickards and F. Vannucchi, Mondadori University 2021
- Metaverse – What It Means, Who Will Control It, and Why It's Revolutionizing Our Lives- by Matthew Ball. Garzanti 2023
- Psychology of videogames - Stefano Triberti, Luca Argenton. Apogeo Education Maggioli Editore, 2019
- Cinema and Videogames - Nicolas Blichi. Unicopli 2019

OTHER ADVICES

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.