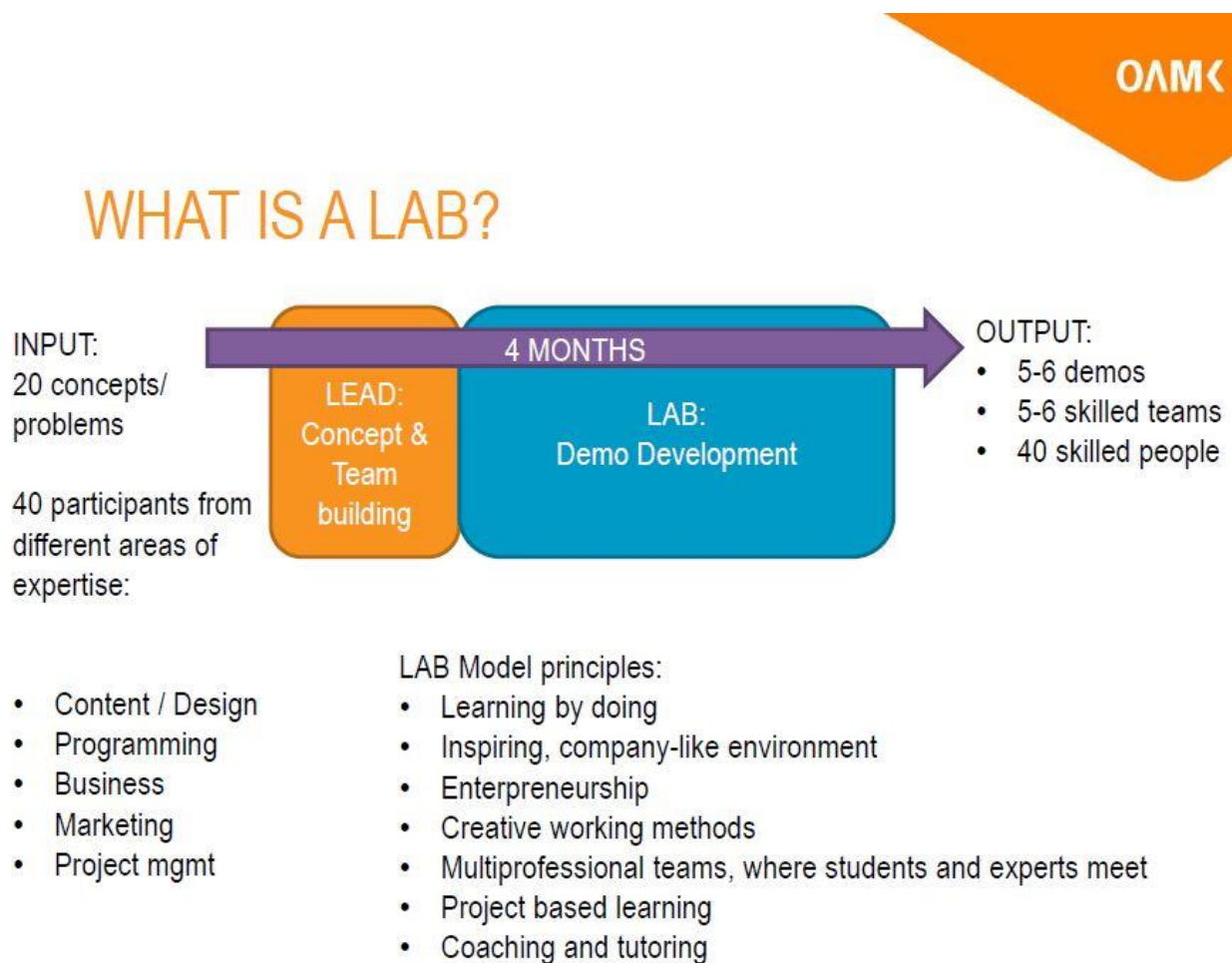


Oulu Game LAB – Curriculum 2016-2017

See also <http://u.oamk.fi/exchangeoamklabs>

Illustration (see more detailed information on the following pages):



Overview:

Oulu Game LAB (Demo Path) is a 30 ECTS cr non-degree programme offered by Oulu UAS in the autumn and/or spring term. It may be followed up by Game LAB (Game Path), 30 ECTS cr, see more information on the following pages.

Game LAB is facilitating business-driven project works in multidisciplinary teams by which students develop their own game industry products (demos) and/or services. The student teams are guided by academic/professional staff.

Students who have a background in game development, programming, graphic design, animation, entrepreneurship and business may apply to the programme as exchange students.

Each study path of Oulu Game LAB has to be pursued in its entirety due to pedagogical reasons, starting with Demo Path (can be studied on its own!) and then possibly followed up by Game Path (requires normally Demo Path studies). The study paths consist of the following courses, see links and also following pages.

Demo Path (30 ECTS cr)

[YY00BL59](#) Oulu Game Lab Lead, 3 ECTS

[YY00BL60](#) Game Industry Core Skills, 9 ECTS

[YY00BL61](#) Marketing in Game Industry, 8 ECTS

[YY00BL62](#) Game Industry Basics, 10 ECTS

Game/Product Path (30 ECTS cr)

[YY00BL63](#) Game Path, 30 ECTS cr

Feel free to obtain more information about the [pedagogical approach and methods](#).

Contact (academic matters):

Mr Aki Latvamäki, +358 40 652 8304, aki.latvamaki@oamk.fi

Contact (application matters):

Ms [Piritta Nätyнки](#) (for students of Business)

Mr [Bastian Fähnrīch](#) (for students of ICT, Media and Performing Arts)

Demo Path (30 ECTS cr)

YY00BL59 Oulu Game Lab Lead, 3 ECTS

The Lead Phase consists of concept design and presentation of the concept. The students will acquire knowledge of creating game concept, high concept documentation and presentation skills.

- Basics of Game Concepts
- Concept design
- Development of High Concept Documents
- Concept presentation

YY00BL60 Game Industry Core Skills, 9 ECTS

Basic skills required for understanding the administration and production of a game project. The course includes coaching in:

- Communication & Team skills
- Project Management Skills
- Project Management Tools
- Basics of Localisation
- Basic Game Development Tools
- Version Control
- Pitching and presentation
- Definition and distribution of roles in Game Development
- Development of Game Design Documentation

YY00BL61 Marketing in Game Industry, 8 ECTS

Marketing in game business is a primordial tool for future success, so this course intends to cover the basic information the students require to have a general understanding of dealing with the business.

The course includes coaching in:

- Basics of Game Marketing
- Market Research
- Development of Basic Business Plan
- Development of Marketing Plan
- Game Analytics
- User Acquisition
- Low budget marketing
- Press Packages
- Social Media Marketing
- Pitching to Publishers and Investors

YY00BL62 Game Industry Basics, 10 ECTS

This course covers the understanding of game production and development, including coaching in:

- Development of Game Industry
- Nuances of the game business
- Study of game releasing opportunities
- Basics to Free to play
- Working with Publishers
- Basics of game platforms
- Monetization models
- UI Design Basics

Game Path (30 ECTS cr)

During the game path, the students are expected to develop further the demos developed during the Demo Path, concluding into a game ready for publication.

They are also expected to develop further their business and marketing skills and be ready to enter the game market as entrepreneurs and/or game professionals.

YY00BL63 Game Path, 30 ECTS cr

The Game Path includes training in:

- Game Analysis and Workarounds
- UI Design
- Localisation
- Server based games
- Advanced Business Planning
- Testing and Quality assurance
- Extensive testing project
- User experience
- Pre-release Marketing
- How to release games
- Financing
- Establishing a start-up company

Additional Summer Project Work (15 ECTS cr)

After the game path, the students may further develop their games and prepare or establish these for the world-wide game market as entrepreneurs and/or game professionals.

Project work is pursued in teams and under limited supervision of OGL staff, depending on the outcome of the game path and staff availability during summer time (June – August).

M2005VS Project Workshop, 12 ECTS cr

- Students master the creation of ideas for a media production and its development and implementation as members of a group with other students.

M7087VS International Project, 3 ECTS cr

- Students are capable of working in international cooperation and projects.