



UNIVERSIDADE DA CORUÑA



CAMPUSINDUSTRIAL

MASTER

DEGREE IN DESIGN, DEVELOPMENT AND MARKETING

VIDEO GAME

mastervideoxogos.udc.gal



THE VIDEO GAME INDUSTRY

#Design #Development #Marketing #AI #Apps
#Video games #Online #Art #Animation #3D
#Virtual Reality #Augmented Reality #UX/UI



MASTER'S DEGREE IN DESIGN, DEVELOPMENT AND MARKETING OF VIDEO GAMES

The Master's Degree in Design, Development and Marketing of Video Games provides you with the necessary tools to grow professionally within the video game industry, thanks to a learning experience oriented to the reality of the sector: specialised classroom training, practical methodology, development of your own projects with experts, seminars and workshops with working professionals, internships in companies... Develop your potential and enter one of the most attractive and dynamic sectors of today.

Who is it aimed at?

This master's degree is aimed at graduates in Audiovisual Communication, Computer Engineering, Industrial Design, Fine Arts, Economics... with an interest in the video game industry, international concerns and a desire to enter a sector with broad prospects for growth and development in the field of work.



What is it?

An official university degree that addresses the topics necessary for you to develop a complete professional profile and to be able to provide creative solutions in an increasingly dynamic industry in need of talent. The master's degree revolves around the design, development and marketing of video games, with a flexible approach that allows you to adapt the itinerary according to your profile, your preferences and the current needs of this sector: Art and Technology for Video Games or Programming and Advanced Applications.

What makes it different?



FUTURE PROJECTION

Be part of one of today's most attractive and dynamic industries



360° TRAINING

Learn everything about conceptualising, developing, and marketing of video games



VERSATILITY

Key skills and competencies to become a complete professional

MAIN CAREER OPPORTUNITIES

PROGRAMMING

- Graphics programmer
- AI programmer
- Interface programmer
- Physics programmer

DESIGN AND ANIMATION

- Conceptual artist
- Technical artist
- Modeller
- Animator

MARKETING AND COMMUNICATION

- UX and monetisation designer
- Business intelligence and data analyst
- Marketing
- Community manager

STUDY PLANNING

TEACHING IN FERROL

FIRST YEAR 60 ECTS

1º Semester

COMPULSORY SUBJECTS

Strategic marketing of video games
Development of video game products and brands
Narrative design
Fundamentals of computer graphics
Video game design workshop I

ELECTIVE SUBJECTS

3D modelling and animation I
Concept Art I - Characters
Programming for video games
2D video games

2º Semester

COMPULSORY SUBJECTS

Character design
Playability design
Environment design
Level design
Interface design
Video game design workshop II

ELECTIVE SUBJECTS

3D modelling and animation II
Concept art II - Environments
Performance and optimisation of video games
Advanced programming for video games
Capture of movement
Development for mobile devices

SECOND YEAR 60 ECTS

1º Semester

COMPULSORY SUBJECTS

Marketing operativo de videojuegos
Desarrollo de niveles y programación visual
Desarrollo de personajes I - Apariencia

Desarrollo de personajes II - Comportamiento
Desarrollo de interfaz y exp. de usuario
Taller de desarrollo de videojuegos

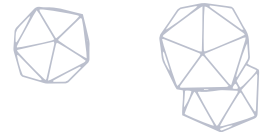
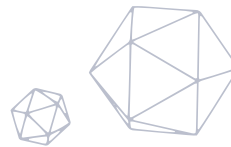
2º Semester

COMPULSORY SUBJECTS

Business and entrepreneurship
Legal aspects of video game development
Final master's degree project

ELECTIVE SUBJECTS

Internship in company
Simulation
Artificial intelligence
Serious games
Character modelling I - Geometry
Character modelling II - Materials
Animation of characters



UNIVERSITY LIFE ON THE FERROL CAMPUS

Culture
Nature
Sport
Quality of life



LOCATE

ESPAÑA (SPAIN)

Galicia

A Coruña

Ferrol



CONTACT

Universidade da Coruña
Escola Politécnica de Enxeñaría de Ferrol

mastervideoxogos.udc.gal

coordinacion.master.videoxogos@udc.gal

+34 881 013 621



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