Course Syllabus

Code - Course Title	**OGP221 - Gamification**
Course Type	III. SEMESTER
Laboratory + Practice	2+1
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Area Elective Courses
Course Instructor(s)	DR. ÖĞR. ÜYESİ YAPRAK ALAGÖZ HAMZAJ

Mode of Delivery	This course is delivered through face-to-face instruction. Theoretical lectures, case studies and laboratory sessions are integrated throughout the semester. The referenced frameworks and tools (Octalysis, prototyping tools) are examples; the instructor may prefer equivalents.
Prerequisites	There are no prerequisites or co-requisites for this course.
Courses Recomended	It is recommended to have completed OGP102 Game Design Principles and XXX7953 Game Psychology and Player Experience before taking this course. Knowledge of game design and player motivation helps apply gamification concepts.
Recommended Resources	Chou, Y. Actionable Gamification / Octalysis: https://yukaichou.com/octalysis-gamification/Kapp, K. (2012). The Gamification of Learning and Instruction. Pfeiffer — selected chapters.
Work Placement	This course has no internship or placement requirement.

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to gamification; basic concepts, game vs gamification vs serious games.	
Week - 2		Use cases: education, health, apps, game meta-systems.	
Week - 3		Motivation theories: intrinsic and extrinsic motivation; interpretation in games.	
Week - 4		Hierarchy of needs and Self-Determination Theory (SDT): autonomy, competence, relatedness.	
Week - 5		Gamification frameworks: Octalysis eight core drives.	
Week - 6		Behavioral design; habit loop, trigger-action-reward.	
Week - 7		Game components: points, badges, leaderboards, levels.	
Week - 8		Dynamics and mechanics: reward systems, feedback loops, sense of progression.	
Week - 9		Competition and cooperation; social gamification, team goals.	
Week - 10		User types: Achiever, Explorer, Socializer, Killer (Bartle); persona mapping.	
Week - 11		Design process: goal setting, user journey mapping.	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 12		Prototyping gamification layer for game or app; A/B testing concept.	
Week - 13		Ethics and malpractices: coercive design, dark patterns, addiction risk.	
Week - 14		End-of-term gamification design document and presentation; ethical evaluation.	

Learning Outcomes

#	Learning Outcome
1	Distinguishes game, gamification and serious game concepts and explains use cases.
2	Applies intrinsic/extrinsic motivation and SDT concepts in gamification design.
3	Analyzes Octalysis and behavioral design frameworks.
4	Designs points, badges, leaderboard and level systems appropriate to goals.
5	Designs mechanics creating feedback loops and sense of progression.
6	Maps gamification elements according to Bartle user types.
7	Prepares a gamification design document based on goals and user journey map.
8	Presents a gamification prototype/layer observing ethical principles and evaluates dark pattern risks.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.