11. Gamification: Theory, Design, and Practice

ECTS: 1
2 (10h synchronous sessions + 10h online work + 30h independent work)

Summary:

In this course we will explore the principles of gameful design applied in higher education. It consists of lectures, workshops, and independent work. We will analyse the concepts of *paidia* and *ludus,* examine player typologies and gamification effectiveness. Gameful design frameworks (e.g., Mechanics-Dynamics-Aesthetics (MDA), Lens of Intrinsic Skill Atoms) will be used to model gamified activities. We will discuss real-world applications of gamification in educational setting, highlighting success stories and failures of the method.

For: Academic staff
Mode: Online
Places: 40

Learning outcomes:

1. Critically examine the foundational concepts and application of games and gamification.
2. To design gamified learning activities.

Contents:

1. Foundations of Gamification

Content: conceptual analysis of gamification, including concepts like serious games or playful design.

2. Psychological Drivers and Player Typologies of Gamification
   Content: psychological drivers of gamification.
   Group Assignment: Scenario for gamification (research poster).

3. Gamification Design Frameworks
   Content: the frameworks of MDA and Lens of Intrinsic Skill Atoms.
   Group Workshop: Modelling of a learning activity.

4. Aesthetics and Meaningful Gamified Experiences
   Content: designing for aesthetical experience

5. Practical Applications and Ethical Considerations of Gamification
   Content: cases of gamification in educational domain
   Individual assignment: Designing the rule system for learning-based gamified experience

Methodology:

Online learning and workshops tied to design of gamified content.

Teaching Staff:

Dr / Prof. [Marius Kalinauskas]
The Institute of Communication / Mykolas Romeris University

Dates and Schedule:

01 March – 01 April 2026

Live sessions (online):
11:00–13:00 Bulgaria, Romania, Greece | 10:00–12:00 France, Italy, Germany, Poland (CET base) | 09:00–11:00 Canary Islands.

Live session dates:
05.03.2026 | 09.03.2026 | 12.03.2026