Module Definition Form (MDF)

Module code: MOD011428	**Version:** 1 **Date Amended:** 28/Sep/2026

1. Module Title
Data-Informed Game Design

2a. Module Leader
Thom Barrett

2b. School
Cambridge School of the Creative Industries

2c. Faculty
Faculty of Arts, Humanities, Education and Social Sciences

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
15

4b. Study Hours
150

5. Restrictions

Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

In this module you will develop your skills in testing by applying them to data-informed design. You will experiment with testing early in the design process, forming game concepts through engagement with players. You will examine the practice of various studios and practitioners, deepening your understanding with an exploration of techniques such as Rational Games Design.

6b. Outline Content

- Explore professional and academic sources to understand the practice of data-informed design
- Analyse the application of data-informed design to balancing and difficulty
- Experiment with Rational Games Design through the creation of a simple game artefact
- Use primary research methods to gather player feedback
- Analyse data to inform game design choices

6c. Key Texts/Literature

The reading list to support this module is available at: https://readinglists.aru.ac.uk/

6d. Specialist Learning Resources

Students will have access to specialist game development labs, with the latest industry standard game development tools such as game engines, diagramming packages and other suitable software. The students will have access where appropriate to a variety of specialised game development hardware such as joysticks, virtual reality equipment, graphics tablets and mobile devices. Face-to-face learning activities will be held in appropriate rooms, including gaming labs and active learning rooms when designated. This is in addition to access to the internet and Anglia Ruskin University LMS.

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Develop knowledge of data informed design techniques and practices in games design.
2	Intellectual, practical, affective and transferrable skills	Experiment with data-informed design methods in the creation of a game artefact.

8a. Module Occurrence to which this MDF Refers

Year	Occurrence	Period	Location	Mode of Delivery
2026/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	**Hours**	**Learning Outcomes**	**Details of Duration, frequency and other comments**
Lectures	12	1-2	1-hour lecture per week
Other teacher managed learning	24	1-2	2-hour practical session per week
Student managed learning	114	1-2	Directed learning and development
TOTAL:	150		

9. Assessment for the above Module Occurrence

The assessment for some modules includes a presentation (see below for details on how this particular module is assessed). We recognise that presenting, especially to a large group, can cause significant anxiety or distress for some students. If this may affect you, please contact your Module Leader or the Disability and Neurodiversity Service as early as possible. We will work with you to consider appropriate reasonable adjustments. Depending on your individual needs, these might include, for example, presenting to a smaller group or presenting only to a member of academic staff.

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Practical	1-2	100 (%)	Fine Grade	30 (%)
50 hour (3000 word-equivalent) project using data-informed design in a game artefact					

In order to pass this module, students are required to achieve an overall mark of 40% (for modules at levels 3, 4, 5 and 6) or 50% (for modules at level 7*).

In addition, students are required to:
(a) achieve the qualifying mark for each element of fine graded assessment as specified above
(b) pass any pass/fail elements

[* the pass mark of 50% applies for all module occurrences from the academic year 2024/25 – see Section 3a of this MDF to check the level of the module and Section 8a of this MDF to check the academic year]