

Academic Year: 2025/26

## 200298 - Professional English

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### Teaching Guide Information

**Subject code:** 200298

**Degree program:** 10014 - Degree in Digital Creation, Animation and Video Games

**Type:** Compulsory

**Year:** 4

**Number of ECTS:** 6.0

**Period:** First term

**Languages:**

Lecture-based teaching: Group 101: English

Interactive teaching: Group 101: English

Group 102: English

Grade record: Group 1: English

**Degree coordination:** Patricia Comesaña Comesaña

**Subject coordination:** Ángela Joaquina Llanos Tojeiro

**Faculty:** Ángela Joaquina Llanos Tojeiro, Pamela Jean Howes

### 1. Overview

This course develops English communication skills tailored to the fields of **digital design, animation, and video games**. It integrates technical vocabulary, industry-standard communication formats, and real-world scenarios to help students become confident using English professionally.

### 2. Educational and learning outcomes (RD 822/2021 degree programs) or competences (RD 1393/2007 degree programs)

#### Competences (RD 1393/2007 degree programs)

- **[A05]** CE5 - Skill in selecting, communicating, and shaping messages and in planning their dissemination across various graphic, audiovisual, and multimedia platforms, following narrative and language standards.
- **[A41]** CE41 - Ability to express oneself in oral and written English in the professional and academic fields of digital creation, animation, and video games.
- **[B01]** CB1 - That students have demonstrated possession and understanding of knowledge in a field of study that

builds upon general secondary education and is typically at a level that, while supported by advanced textbooks, also includes some aspects involving knowledge from the forefront of their field of study.

- **[B02]** CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the preparation and defense of arguments and problem-solving within their field of study.
- **[B03]** CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific, or ethical issues.
- **[B04]** CB4 - That students can communicate information, ideas, problems, and solutions to both specialized and non-specialized audiences.
- **[B05]** CB5 - That students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.
- **[B09]** CG4 - Knowledge of the procedures, skills, and methodologies required to adapt the creative process to digital media and to produce artistic works using specific technologies.
- **[B11]** CG6 - Critical and self-critical thinking skills, necessary in all creative processes that aim for a commitment to the quality of the work, outcomes, and proposed solutions.
- **[B12]** CG7 - Teamwork skills. Ability to tackle projects collaboratively with other students, assuming roles and fulfilling commitments to the group.
- **[B13]** CG8 - Ability to apply knowledge in practice, integrating the different parts of the program and connecting them in the development of complex products.
- **[C01]** CT1 - Correct oral and written expression in the official languages of the autonomous community.
- **[C02]** CT2 - Mastery of oral and written comprehension and expression in a foreign language.
- **[C03]** CT3 - Use of basic tools in information and communication technologies (ICT) necessary for professional practice and lifelong learning.
- **[C04]** CT4 - Development for the exercise of citizenship that respects democratic culture, human rights, and gender perspective.
- **[C06]** CT6 - Acquisition of life skills and healthy habits, routines, and lifestyles.
- **[C07]** CT7 - Ability to work in interdisciplinary or transdisciplinary teams, offering proposals that contribute to sustainable environmental, economic, political, and social development.
- **[C08]** CT8 - Appreciation of the importance of research, innovation, and technological development in the socio-economic and cultural advancement of society.
- **[C09]** CT9 - Ability to manage time and resources: develop plans, prioritize activities, identify critical tasks, set deadlines, and meet them.

## 2.1. Learning outcomes (RD 1393/2007 degree programs)

Learning outcomes	Study programme competences / results		
Life Long Learning: tools to improve independent learning of professional English in the field of digital creation, animation and video games.	A5 A41	B1 B2 B3 B4 B5 B9 B11 B12 B13	C1 C2 C3 C4 C6 C7 C8 C9
Professional English in the field of videogames: basic aspects Introduction to the industry Business analysis and applied critical thinking Oral and written communication in the professional context The animation industry culture	A5 A41	B1 B2 B3 B4 B5 B9 B11 B12 B13	C2 C3 C4 C6 C7 C8 C9

## 3. Contents

Content unit	Description	Education and learning outcomes / competences	Teaching methodologies and training activities	Assessment systems
Lesson	1. Introduction and Industry Overview: Industry specific vocabulary.	A05, A41, B04, C02.	MAG00, MAG22, MAG39.	SEG17, SEG22.
Lesson	2. Professional Roles and Career Paths: types of companies, job responsibilities...	A05, A41, B02, B11, C02, C03.	MAG00, MAG17, MAG22, MAG30, MAG39.	SEG17, SEG22, SEG30.
Lesson	3. The Creative Process: From Concept to Product	A05, A41, B03, B04, B12, C02, C03, C04.	MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	4. Tools of the Trade: Software and Technical Terms	A41, C02, C03.	MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	5. Visual Storytelling and Narrative Design	A05, A41, B04, B12, C02.	MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	6. Game Design Documents (GDD) and Briefs	A05, A41, B02, B13, C02, C03, C07.	MAG00, MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	7. Project Pitches: Selling Ideas	A05, A41, B03, B04, B12, C02, C03.	MAG00, MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	8. Presenting Portfolios and Prototypes	A05, A41, B02, B05, B11, C02, C03, C07.	MAG00, MAG17, MAG22, MAG30, MAG31, MAG39.	SEG17, SEG22, SEG30, SEG31.
Lesson	9. Marketing and Promotion	A05, A41, B04, B11, B12, C02, C03, C04.	MAG00, MAG22, MAG30, MAG31, MAG39.	SEG22, SEG30, SEG31.
Lesson	10. Final Team Project: Preparation and Delivery	A05, A41, B04, B09, B11, B12, C02, C03, C04, C07.	MAG00, MAG22.	SEG22.

#### 4. Teaching methodologies and training activities

Modality In-person

Methodology	Description	In-person teaching hours	Virtual teaching hours	Independent study hours	Education and learning outcomes / competences
Personalized attention [MAG00]	Students will have personalized attention in order to prepare the oral presentation during the Interactive Teaching classes and in the office hours.	1,00	0,00	1,00	
Student portfolio [MAG17]	Folder or binder divided into clearly marked or labelled sections containing record or products of learning activities performed over a given period, with student's progress charted through marks achieved and comments of teacher.	10,00	0,00	10,00	
Oral presentation [MAG22]	Students will do several short presentations and also work in teams to develop a project and deliver an oral presentation in the interactive lessons.	4,00	0,00	15,00	A05, A41, B02, B03, B04, B11, B12, C02, C03, C06, C07.
Multiple-choice questions [MAG30]	Students will take two short multiple-choice tests.	3,00	0,00	12,00	A41, B01, B03.
Objective test [MAG31]	Final exam	2,00	0,00	23,00	B01, B13, C02.
Guest lecture / keynote speech [MAG39]	Attendance and participation in the DE and DI lessons are highly recommended	44,00	0,00	25,00	B01, B02, B03, B04, B05, C01, C02, C03, C04, C06, C07, C08, C09.
Sum of hours by type		64,00	0,00	86,00	
Total hours				150,00	

## 5. Assessment

Modality In-person			
Assessment system	Description	Weighting (%)	Education and learning outcomes / competences
Student portfolio [SEG17]	Folder or binder divided into clearly marked or labelled sections containing record or products of learning activities performed over a given period, with student's progress charted through marks achieved and comments of teacher.	20,00	A05, A41, B04, B11, C02, C03.
Oral presentation [SEG22]	In this presentation, teamwork and oral skills will be assessed.	20,00	A05, A41, B02, B03, B04, B11, B12, C02, C03, C06, C07, C09.
Multiple-choice questions [SEG30]	Two short multiple-choice tests.	20,00	A41, B01, B03.
Objective test [SEG31]	Final exam Minimum grade: 4	40,00	B01, B13, C02.
Total (%)		100,00	

All aspects related to academic exemption, study dedication, retention, and academic fraud will be governed in accordance with the current [academic regulations](#) of the UDC.

### 5.1. First opportunity

## EVALUATION REGULATIONS

1. Evaluation conditions: It is forbidden to access the exam room with any device that allows communication with the outside and/or storage of information.
2. Identification of the student: The student must prove his/her identity in accordance with the current regulations.

### B) TYPES OF QUALIFICATION:

1. No-show grade: Corresponds to the student, when he/she only participates in evaluation activities that have a weighting of less than 20% on the final grade, regardless of the grade achieved.
2. Students with recognition of part-time dedication and academic dispensation of exemption from attendance: except for the dates approved by the Faculty Board for the final objective test, for the remaining tests a specific calendar of dates compatible with their dedication will be agreed at the beginning of the course.

### C) EVALUATION OPPORTUNITIES:

1. **First opportunity:** the evaluation criteria previously indicated in this section will be applied.
2. **Second opportunity:** In this opportunity, the final test will be worth 70% and the portfolio 30%.
3. **Advanced call:** in the advanced call it is possible to recover the points of the oral presentation and the multiple-choice tests by means of additional questions to the final objective test.

### D) OTHER EVALUATION OBSERVATIONS:

The final grade for **Professional English** is the weighted result of the glossary and portfolio, the 2 short multiple choice tests, the final exam and the oral presentation. It is mandatory to submit all the assignments in the corresponding deadlines as well as to obtain a minimum grade of 4 in the final exam. Students who have to take the July opportunity should submit their portfolio and glossaries in again on the date of the exam.

#### IMPORTANT:

Any issues related to academic dispensation, study dedication, permanence and academic fraud will be regulated by the current academic regulations at the UDC.

In accordance with the various regulations governing university teaching, it is necessary to incorporate a gender perspective into this subject. This includes, among other measures, the use of non-sexist language, bibliographies that are inclusive from a gender perspective, and encouraging participation from all students in class, regardless of their gender.

We will pay particular attention to identifying and addressing sexist prejudices and attitudes. We will actively work towards the modification of this environment and the promotion of values of respect and equality.

Our efforts will focus on detecting cases of gender discrimination and implementing appropriate actions to rectify such cases.

## 5.4. Academic exemption

Those students with Academic Exemption would have to record the oral presentations on Teams on the same dates as the rest of the students.

They can do the two multiple choice tests on the same date of the final exam.

## 6. Recommended bibliography

### Basic bibliography

- Bacher, Hans, P. (2007). Dream Worlds: Production Design in Animation. Routledge. Book.
- Harris, Duncan, Wiltshire, Alex (2022). Making Videogames: The Art of Creating Digital Worlds. Thames and Hudson Ltd. Book.
- Hill-Whittal, Richard The Indie Game Developer Handbook. Focal Press. Book chapter.
- Rogers, Scott. (2018). Level up! : guía para ser un gran diseñador de videojuegos. Parramon, Ed. act.. Book. [\[URL\]](#)