

# GAMIFICATION & LEARNIFICATION

THE ART OF  
STRUCTURING GAMES  
TO EMBED LEARNING

A MACRO APPROACH



*“Let’s not all pretend that we’re the best behavioral scientists in the world or the best game designers. Little experiments first, which is the hallmark of design, I think is really important.”*

— Daniel Decow

*“The truth is, simply incorporating game mechanics and game elements does not make a game fun.”*

— Yu-kai Chou

This workshop is designed to integrate gamification and learnification into your learning design. Gamification continues to grow in popularity. This course will ensure you prepare and plan properly. Don’t just add games – instead “Design Structured Games to Embed Learning”.

Too many organisations have spent large resources on gamification packages that are still unwrapped. This course will help you apply the ADDIE model to your learning objectives. Discover some simple tools and games to gently ease your learning into the gamification learning environment.

## At the conclusion of this course participants will be able to:

- Discuss the trend of gamification in learning
- Analyse the mistakes that companies make with gamification
- Critique current gamification using an Andragogy framework
- Discover tools to include gamification into your blended learning
- Analyse gamification principles for learning
- Discuss how to use the ADDIE model to design gamification
- Design badge based learning using a gamification structure
- Use scaffolding and self-determination to gamify learning
- Build a gamification exercise to use in your internal workshops
- Point out the assumptions that are impacting the effectiveness of gamification

## NUTS & BOLTS

### Would you like to attend this program?

For maximum effectiveness, this program is best conducted as an in-house program.

**Venue:** For your convenience, you can choose to conduct this program at your workplace. Alternatively, we can provide a training venue at a small additional cost.

**Options:** This course is designed as a one-day workshop.

**Cost:** Price on request.

**If you would like more information on this training program, please contact:**

Preferred Training Networks on 1300 323 752

**Email:** Deborah at [ddear@preftrain.com.au](mailto:ddear@preftrain.com.au) or visit our website today: [www.preftrain.com](http://www.preftrain.com)

PREFERRED TRAINING NETWORKS

Ph: 1300 323 752 email: [mail@preftrain.com.au](mailto:mail@preftrain.com.au) Web: [www.preftrain.com.au](http://www.preftrain.com.au)



PREFERRED TRAINING  
NETWORKS