Improving Advertising Design Education and Learning by Using Digital Game Based Learning

Dr. Wesam M. Ayada

Assistant Professor, Advertising Dept., Faculty of applied Arts, Damietta University, Egypt.

Abstract:

Using digital games based learning is a way of learning from experience, the key of using digital games is students who became active participants rather than passive Observers. Using education through digital games allow students to be embedded in the game in an entertaining way, having the ability to go backward in some steps and rehearsing, under the supervision of professors specialists provide advice required.

Video games can be used at home so learning time is not limited to timing for the student in the lecture, but it can allow him for continuous training and hence improvement.

The research aims to examine the possibility of employing the video games technology to be used in education and learning in the field of advertising design and highlight its potential functional in education and learning aspects in different fields of education.

The researcher assumes that by employing this technology, we can use game based learning as a new way of teaching and learning in the advertising design field to improve our ways of teaching especially for theoretical courses. The researcher contribution will be by presenting a scenario through a story board for experimental steps of converting a curriculum into video game based learning in a simple way to be more attractive for students in learning, giving the overall visuals a game need, but actually we need a team of programmers and developers in addition to game designer to have a real video game.