

APPLY NOW

(MDes) Master in Videogame Design and Virtual environments

Press Start on Designing Virtual Worlds for Gaming and Beyond with an Entrepreneurial Edge!

 September, Full-Time

 10 Months

 English

 Madrid, In-person

ie
UNIVERSITY

SCHOOL OF
ARCHITECTURE
& DESIGN



For individuals who are...

Passionate about video game design and virtual environments, with a strong desire to emerge as leaders in these evolving domains. Ideal candidates will drive transformation within gaming culture, society, and technology by blending creative intuition with strategic foresight. They seek expertise in game mechanics, Game Art and Level Design, storytelling, character development, UX design, UI design, Sound Design and composition, and emerging technologies like VR, AR, XR, MR, and Real-Time Graphics. Additionally, they are interested in the application of AI and Serious Games, as well as new technologies and interactive systems beyond traditional video games. This program is perfect for individuals from the videogame industry looking to transition into entrepreneurial or management roles, professionals from business, marketing, or management backgrounds aiming to dive deeply into video game design or virtual environments, and those who want to apply VR technologies to fields such as health, hospitality, retail, and beyond.

Looking for

An intensive, well-rounded design education that balances core design principles with specialized topics in video game design and virtual environments. Prospective students seek a program that combines theoretical lectures and practical labs with a holistic vision, anticipates new trends in game design, and focuses on video games and virtual environments. The program offers access to global networks, entrepreneurial training, business planning, project management, interdisciplinary collaboration and innovative teaching methodologies. Students desire hands-on experience and exposure to cutting-edge technology and real-world projects. The program integrates game art, virtual space design, business planning and project management from the outset. It ensures a comprehensive understanding of the industry landscape, and the artistic and technical fundamentals of the world of video games and virtual environments.

To become

Game designers, game artists and virtual environment experts who are equipped to make significant impacts in their field. Graduates will be prepared to manage game development projects, virtual reality experiences, UX design, interactive media, and digital storytelling. They will become leaders who prioritize user experience, align their projects with industry goals, and drive positive change. Graduates will pioneer future trends in video games, virtual environments, and interactive media, leveraging AI and Serious Games to create innovative design solutions. Career opportunities include Product Manager, Game Designer, Level Designer, Development Manager, Process Manager, Change Manager, Game Developer, Production Manager, Marketing Producer, and Game Producer. In design, graduates can pursue roles such as Associate Creative Director and Art Manager, among others.



ABOUT THE PROGRAM

(MDes) Master in Videogame Design and Virtual Environments

The (MDes) Master in Videogame Design and Virtual Environments at IE School of Architecture and Design is an **innovative program designed not only for enthusiasts of video games and virtual worlds but also for those interested in new technology and interactive systems.**

This 10-month, in-person program located in the lively city of Madrid is designed to provide students with the skills and knowledge needed to lead in the ever-evolving sector of game design and development and the conception and execution of virtual environments.

The program attracts students who seek to explore and innovate within a variety of interactive and immersive media environments. Our students benefit from the coursework and transversal experience of the **Design Innovation Platform, the shared stage, where you will absorb the fundamentals of design principles through courses on materials, sustainability, design for social impact, business, and communication skills.**

The program covers every aspect of the process of creating highly playable and immersive games and virtual worlds.

From storytelling, technical skills and creative thinking to art direction, sound and level design, it prepares students to work across various types of games and interactive media. From the outset, students dive into hands-on, collaborative design studio work that integrates both technical and creative aspects of video game design for a well-rounded and practical education.

The program is delivered in Madrid, where students benefit from the city's vibrant Video Game Cluster, gaining access to a network of industry professionals and opportunities. **Graduates emerge as all-round creatives, fully equipped with the strategic thinking and technical skills to drive innovation and lead transformative projects in the dynamic world of video game design and virtual environments.**

5 REASONS TO JOIN THIS PROGRAM

1 Comprehensive, cutting-edge curriculum

Engage in an advanced curriculum that blends fundamental game design principles with specialized knowledge in virtual environments. This includes courses on art and mechanics, narrative design, interactive storytelling and VR/AR technologies, AI and serious games, ensuring you gain a complete understanding of the craft.

Acquire practical experience through real-world projects, internships and collaborative ventures with industry leaders. This hands-on approach ensures you are well-prepared for the dynamic and evolving landscape of game design and virtual environments.

With a strong emphasis on craftsmanship, the program enables you to create extremely playable, immersive and high-quality games and realistic virtual experiences.

Gain hands-on experience

2

3 Benefit from interdisciplinary collaboration

Work alongside experts from various fields, including computer science, art, psychology and business. This interdisciplinary approach fosters innovation and equips you with a diverse skill set to tackle complex challenges in game development and virtual reality. A focus on sustainability encourages the creation of environmentally and socially responsible gaming experiences. You'll also explore serious games, which leverage gaming for educational, training and problem-solving purposes, preparing you to create games that make a meaningful impact beyond entertainment.

Join a global network of alumni, industry professionals and academic partnerships. This extensive network provides opportunities for mentorship, collaboration and career advancement in the international gaming and virtual environments sector. Entrepreneurship is supported through incubator programs, startup competitions and business development resources. And you'll also receive the benefits and resources exclusively available to our alumni around the world—for life.

Access global networks

4

5 Cultivate leadership and strategic thinking

Develop leadership and strategic-thinking skills that enable you to become a gaming visionary, front and center of innovation in this most dynamic field. Graduates are prepared to lead teams, manage large-scale projects and drive innovation in game design and virtual environments, ensuring they can shape the future of the industry. Emphasis on entrepreneurship prepares you to launch your own ventures, driving positive change and pioneering future trends in gaming and virtual environments.



PROGRAM DRIVERS

The essence of the (MDes) Master in Videogame Design and Virtual Environments.

1 Comprehensive curriculum with specialization

The Master in Videogame Design and Virtual Environments offers a broad foundation in core design principles and specialized gaming and virtual environments topics. Students will gain a solid grounding in creativity and design before delving deeply into gaming design specifics, such as game development, augmented and virtual reality, AI for gaming, serious games and interactive storytelling.

The program's strong emphasis on sustainable practices and socially impactful design teaches students to incorporate sustainability into every aspect of gaming. This focus aligns with the growing global demand for responsible design solutions in both physical and digital worlds, preparing students to break new ground in game and virtual experience design, to the benefit of both people and the planet.

Sustainability and Social Impact

2

3 Entrepreneurship

The curriculum integrates strong business acumen, ensuring that students not only become skilled designers but also strategic thinkers. They will learn to approach their game and virtual environment design with an entrepreneurial mindset, going into projects with a clear understanding of market trends, client needs, business models and strategic project management. You'll be as well prepared for success, whether entrepreneurial or in established organizations, as you are to produce outstanding games.

The program is forward-thinking, preparing students to be industry leaders. Students will engage with cutting-edge topics and technologies, ensuring they are well-equipped to lead and innovate. Graduates emerge not only up-to-date with the current state of the industry but also as pioneers in this fast-growing field. The curriculum encourages innovative thinking and anticipates future trends and needs in video game and virtual environment design.

Future-Focused Design

4



study plan

START-UP BOOTCAMP

- Software Basics
- Projective Geometry
- Coding Fundamentals
- 3d Modelling

TERM 1

The Study Plan of this 10-month program is divided into two distinct parts: the Design Innovation Platform and the Design Studio.

DESIGN INNOVATION PLATFORM FIRST TERM

- ◆ Methodologies for Creativity
- ◆ Graphic Communication Skills
- ◆ Materials and Methods
- ◆ Presentation Skills

DESIGN STUDIO 1: VIRTUAL AND HYBRID ENVIRONMENTS

- ◆ Creative Coding: Real-time Software
- ◆ Physical Computing
- ◆ Augmented and Virtual Reality
- ◆ Animation

TERM 2

Two main sections—the Design Innovation Platform Second Term and Design Studio 2: Game Design and Development.

DESIGN INNOVATION PLATFORM SECOND TERM

- ◆ Design for Social Impact
- ◆ The Business of Design
- ◆ Design Research Methods: Pre-thesis

DESIGN STUDIO 2: GAME DESIGN AND DEVELOPMENT

- ◆ Principles of Game Design
- ◆ Game Art and Art Direction
- ◆ Sound Design and Composition
- ◆ Level Design

TERM 3

Advanced topics and Design Thesis.

ADVANCED TOPICS

- ◆ AI for Gaming
- ◆ Serious Games
- ◆ Visual Effects

DESIGN THESIS

- ◆ Managing Teams and Processes
- ◆ Gamification and Business
- ◆ Lighting and Shading
- ◆ Texture and Material
- ◆ Motion Capture

ROLES



When you graduate from our (MDes) Master in Videogame Design and Virtual Environments you'll be ready to begin a career in roles such as:

- GAME DESIGNER
- GAME DEVELOPER
- LEAD GAME DEVELOPER
- GAME TESTER
- XR MANAGER
- SENIOR UNITY DEVELOPER
- DIGITAL ARTIST
- ART MANAGER
- SENIOR WEB GAME DEVELOPER
- 3D ARTIST/ANIMATOR
- CREATIVE DIRECTOR
- GAME AND INTERACTIVE MEDIA DESIGNER
- LEVEL DESIGNER
- CONCEPT DESIGNER
- SENIOR PRODUCT DESIGNER
- PRODUCT MANAGER
- DEVELOPMENT MANAGER
- PROCESS MANAGER
- GAME PRODUCER
- PRODUCTION MANAGER
- USER INTERFACE ARTIST
- BACK END DEVELOPER
- NARRATIVE DESIGNER
- GAME DEVELOPER
- XR DESIGNER/DEVELOPER
- MARKETING PRODUCER
- USER EXPERIENCE (UX) DESIGNER
- CHANGE MANAGER
- ENVIRONMENT ARTIST
- USER INTERFACE (UI) DESIGNER
- ASSOCIATE CREATIVE DIRECTOR
- AUGMENTED REALITY (AR) DEVELOPER
- VIRTUAL REALITY (VR) DEVELOPER
- DESIGN AND VISUAL COMMUNICATIONS MANAGER

EMPLOYING INDUSTRIES

MOBILE GAMES	COMPUTER GAMES
COMPUTER SOFTWARE	INFORMATION TECHNOLOGY & SERVICES
MARKETING & ADVERTISING	INTERNET
MANAGEMENT CONSULTING	ENTERTAINMENT
DESIGN	GRAPHIC DESIGN