

Life Project Portfolio:

Marketing Materials for the DLG Programme

Project Report

This LIFE project brought together a team of five students to conceptualize and produce marketing materials for Tallinn University's "Digital Learning Games" Master's programme. The DLG programme focuses on using game-based learning to help students develop digital competencies and pedagogical skills. Our goal was to increase the program's reach in the marketing department, as we found that it was not getting the attention it deserved, partly due to its higher cost compared to other programs within the university. To achieve this, we conducted research on competitors and possible marketing targets, studying what others were doing and identifying which universities and groups would be most receptive to our marketing materials. In addition, we surveyed current students about their experience within the programme, so we could identify what strengths and information to take into account when building the materials.

We developed three main focuses in promoting Tallinn University's "Digital Learning Games" Master's program. First, we produced an updated advertising video showcasing the program's features using interviews with current students, alumni, and professors. This video provided an engaging and informative overview of the program, highlighting its unique aspects and benefits. Second, we created a new logo design to revitalize the program's brand image and visual identity, which had not been updated for some time. The new logo design was fresh, modern, and better aligned with the program's values and objectives. Finally, we designed an updated flyer, a shareable visual advertisement that promotes the best features of DLG and details essential information for interested future students.

The project aims to increase DLG's visibility and attract more applicants, which will lead to a larger and more prominent position in the learning game design and development community. The project also aims to ensure that the DLG program attracts high-quality students who are interested in the program's content and motivated to learn, which will benefit the program's administrators and other stakeholders by improving the overall quality of the student body and enhancing the program's reputation. DLG students, both current and future, will benefit from increased collaboration opportunities, integration in the Estonian game development community, and clearer information about possibilities for internships and careers after graduation. Finally, the project will strengthen ties to the Estonian game development community and create more opportunities for internships, traineeships, and showcasing student games at events.

One of our focuses around sustainability was to not create any new social media channels that would not be maintained after the project. Instead, we focused on utilizing the social media channels already in place, and to allow a broader reach, partnered with other organizations to be featured on their channels. Additionally, though we did use year specific information on one version of the flier, the rest of the materials created did not feature year specific (tuition, specific course offerings) information to allow them to be used for many years.

- Summary of the results and annexes - describing the project results, completed tasks

Overall, we were thrilled to be able to produce these marketing materials, which we believe will help the program gain the attention it deserves and attract more potential students. Materials can be found below, in the annexes.

Project Action Plan

meeting 1 introduction	meeting 2 brainstorm	meeting 3 individual research I (competitors, other bachelor programmes) Created Questionnaire for current students	meeting 4 individual research II (competitors, other bachelor programmes) Analyzed and discussed results of questionnaire	meeting 5 discussion assignment distribution (flier version 1.0)	meeting 6 discussion of flier version 1.0 and video shooting arrangement	meeting 7 Discussion of current position of all group projects, creation of the midterm presentation	27.03/midterm presentation
meeting 8 Review of Feedback from the midterm presentation Continued development of material projects	meeting 9 Strategies for distribution of materials	meeting 10 Discussion of weekly focus and progress	meeting 11 Filming day for promotional video	meeting 12 Discussion of promo video filming and flyer creation projects Additional filming day for B-roll footage.	meeting 13 Creation of Social media posts to be shared	meeting 14 Analysis of the first two application deadlines and results Creation of the final presentation	16.05/final presentation

Media Coverage

- Game dev estonia
- TLU facebook

- DLG facebook
- ESL teachers reddit page
- TLU website

The media coverage for our project has been extensive, with agreements from various organizations to share our marketing materials. The Tallinn University marketing team has allowed us to publish our materials on their Facebook page, providing a wider reach to potential students. GameDev Estonia, a non-profit organization that promotes the development of the video game industry in Estonia, has also agreed to share our materials in their channels, providing visibility to the wider gaming industry. Our advertising video will also be featured on the official Tallinn University webpage, providing a higher level of exposure for the DLG program. We have also shared our materials on the DLG program's own Facebook account, and on a Reddit blog page for ESL teachers, one of our target groups. With the support of these organizations and platforms, we are confident that our materials will reach a wide audience and attract potential students to the DLG program.

Julie

I originally thought of the idea for this project because I wanted to do something that would benefit my programme, Digital Learning Games. It turned out to be also very beneficial to me, as I learned many new skills throughout this process and got to work with a team of students that were focused, creative, and hardworking. We were able to make marketing materials that we were all very excited about and proud of.

Coming into the project I had little to no experience in marketing or project management, and though I still have a lot to learn, this project proved to be invaluable to my personal and professional growth. The main areas of focus for me were; planning, delegation, project management, organization, and facilitation. I also learned how to use new tools for content editing and graphic design. While there are many things that I would do differently if I were to do this project again, I am very proud of the way the team worked together and the accomplishments that we had.

Kaitlin Safka

Participating in the project to create marketing materials for Tallinn University's "Digital Learning Games" Master's program was a valuable learning experience for me. As someone studying within a course that involves audio-visual projects and social media marketing, I was able to use my skills to collaborate with Lev in developing ideas and scriptwriting for an updated video that effectively showcased the program's features. I also helped with filming and editing, which allowed me to gain practical experience in video production. Prior to that, I conducted research on universities that could be potential targets for our marketing efforts. Through this project, I was able to apply my knowledge and expand my skill set. It was rewarding to see the final product come together and be able to contribute to promoting such an innovative program. Overall, this project allowed me to work as part of a team, learn new skills, and gain practical experience in the field of marketing and video production.

Lev

Throughout my involvement in the project, I have gained valuable experience and insights into the world of marketing and promotion. As the creator of an informational video about

the course, I was able to apply my creative skills and technical knowledge to effectively communicate the key features and benefits of the DLG program.

Together with the team we have created a script, shot and edited the video, while sharing knowledge from various fields and learning from each other. In terms of evaluating the achievement of project goals, I believe our team succeeded in creating engaging and informative marketing materials that will effectively promote the DLG course.

Overall, this project has provided me with a valuable learning experience and has given me more confidence in my marketing and creative abilities. I am grateful for the opportunity to contribute to the promotion of the DLG course and look forward to applying the knowledge and skills gained in future endeavors.

Nagisa

Through this highly practical LIFE project, Making Materials for the Digital Learning Game program, I gained marketing knowledge and opportunities to be exposed to diverse academic fields at the same time. I was able to apply my experience in graphic design to making alternative DLG fliers, logos, and social media posts. Cooperating with teammates from diverse backgrounds enables me to improve those materials more attractive to our target group. As DLG is welcoming a wide range of people, it was challenging to narrow the audience down. To solve this problem, the intermediate feedback session was quite useful because we were able to hear fresh opinions and gain new perspectives. In addition to skills, it was a great opportunity to know more about information technology subjects and industry, and Master students' motivations, which gave insight to plan my future as a Bachelor student. I am sure that the experience from this project gave me chance to attempt the first step of marketing and help me to conduct any project in the future.

Ying Mei

My work began with the independent research and investigation of potential students of the DLG programme, specifically the Bachelor of Arts graduates. With the work from other team members as well, we have done enough research and analysis in the research market to fully understand the target group, including their needs, their background and other aspects. Knowing enough about the target group helped us formulate relevant marketing materials in a more targeted manner. In addition, I was also in charge of the design of the flyer, including the frame of the flier, the highlighted text, and the quotes from Professor Martin Sillaots and alumni Manisha Khulbe and together with Nagisa we made the final version. I did the mid-term report with Nagisa and Kaitlin as well. In addition, on the day of filming the video, I went to the scene to help.

In this project, I learned two aspects. One is that a thorough analysis and research on the target group is the premise of doing the market, and the other is that in the process of the project, timely communication and cooperation can promote the completion.

Jelizaveta

As a participant in the group project and a student of Digital Learning Games Master's Programme, I learned that a strong marketing strategy starts with a clear understanding of the target audience and how to attract them.

My suggestions for improving the programme, such as better advertising and improving internship opportunities and industry connections, were insightful and valuable. By using my skills in creating social media posts, we were able to make the programme more visible on the university's social media platforms, which is an important component of marketing. Through this project, I learned that attracting the target audience is not an easy task and may require improvements to the programme. By identifying the weak sides of the programme, we can develop strategies to improve it and make it more appealing to potential students.

Overall, this experience has taught me the importance of understanding the target audience and creating effective marketing strategies that address their needs and desires. I also learned that identifying weaknesses and improving the programme can help to attract the desired audience and increase the programme's visibility and success. These skills and insights will undoubtedly be valuable in my future career.

Annexes

https://www.dropbox.com/s/9teu5l2khh01lca/DLG%20promo%20-%20master%20cut_1.mp4?dl=0

Link to the DLG promotion video

-Who are we looking for?

- Developer (programming)
- Artist(2D and 3D graphs,animation,sound)
- Teacher(instructional designers and educational technologists)
- Psychologist

-We offer expertise in

- Design(conceptual and graphical design)
- ICT(user experience design and software development)
- Pedagogy(instructional design)
- Psychology(engagement design and emotioneering)

Study Programme 120ECTS

- Core courses total 76ECTS [elective module 24ECTS+gaming module 52ECTS]
- Electives 8ECTS.university-wide courses 6ECTS.training 6ECTS
- Master's thesis 24ECTS

The main objective is to bring together people with different backgrounds, form heterogeneous teams, learn from experts and from each other, and make games.

TALLINN UNIVERSITY
School of Digital Technologies

more info: tlu.ee/en/dlg

TALLINN UNIVERSITY MASTER'S PROGRAMME

DIGITAL LEARNING GAMES

"My passion is to develop educative and innovative environments combined with storytelling and psychology of persuasion."

--Katri Sigljane, programme alumna

Duration of Studies 2years/4semesters Language English

Digital learning games is an interdisciplinary curriculum combining expertise in DESIGN ICT PEDAGOGY PSYCHOLOGY

The programme offers a uniquely multifaceted approach to learning games.

Initial Flier Idea 1



TALLINN UNIVERSITY MASTER'S PROGRAM

DIGITAL LEARNING GAMES



STUDY LEVEL
Master's Studies (MSc)



DURATION OF STUDY
2 years (4 Semesters)



LANGUAGE
English



COST PER SEMESTER
2000 (EU/EEA citizens)
3000 (non-EU/EEA citizens)



Info Graphic which focuses on 3-4 strength/features of DLG. This is just an example

TRULY INTERNATIONAL
Students from 64 countries
faculty members.



PERSONAL TOUCH
Small classes with an average ratio means quality and in



TIGHT COMMUNITY
781 total students, 53% where co-living experience lifetime.



TALLINN UNIVERSITY
School of Digital Technologies

Our New Logo
EU Flag (Erasmus)
Estonian Flag Logo



Why TLU's Digital Learning Games?

Learning Outcomes!
Future Career

More Information

Initial Flier Idea 2



TALLINN UNIVERSITY MASTER'S PROGRAM

DIGITAL LEARNING GAMES

Why TLU's Digital Learning Games?

- *Project-driven education*
- *Abundant internship opportunities*
- *Interdisciplinarity*
- *Intercultural community*
- *Hands-on teamwork*



STUDY LEVEL
Master's Studies (MSc)



DURATION OF STUDY
2 years (4 semesters)



LANGUAGE
English



COST PER SEMESTER (2023 intake)
2000 (EU/EEA citizens)
3000 (non-EU/EEA citizens)



DIVERSE ACADEMIC BACKGROUNDS WELCOMED
Game design teams require wide variety of skills



RICH INTERNSHIP OPPORTUNITIES
Lead to a successful future career



INTERNATIONAL ENVIRONMENT
90% of students from outside of Estonia

OUR SUCCESSFUL ALUMNI



I appreciate how the instructors gave us the freedom to discover and follow our own interests. My thesis, which focused on educational games and assessment, was the beginning of my investigation of the uses of educational data - something I continue to research as a Ph.D. student at Tallinn University.

Manisha Khulbe

ASSOCIATE PROFESSOR OF SERIOUS GAMES

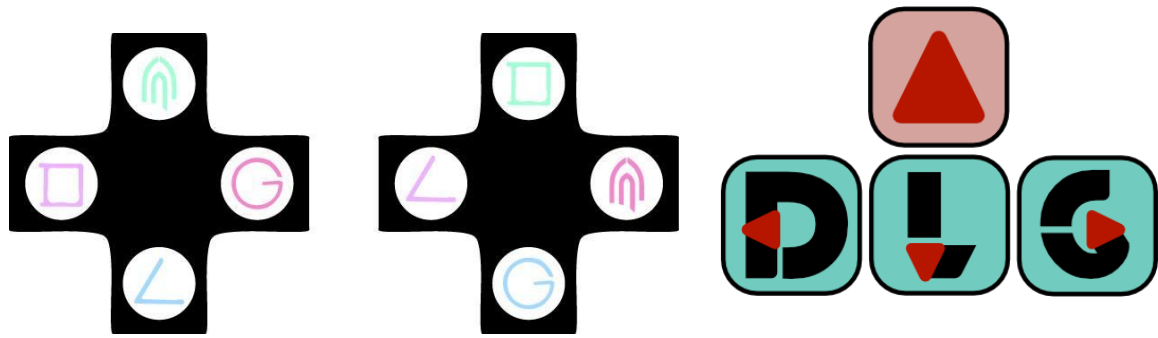


We can't stop playing, but we can use games for learning. So join us to learn how to make games and make learning fun.

Professor Martin Sillaots



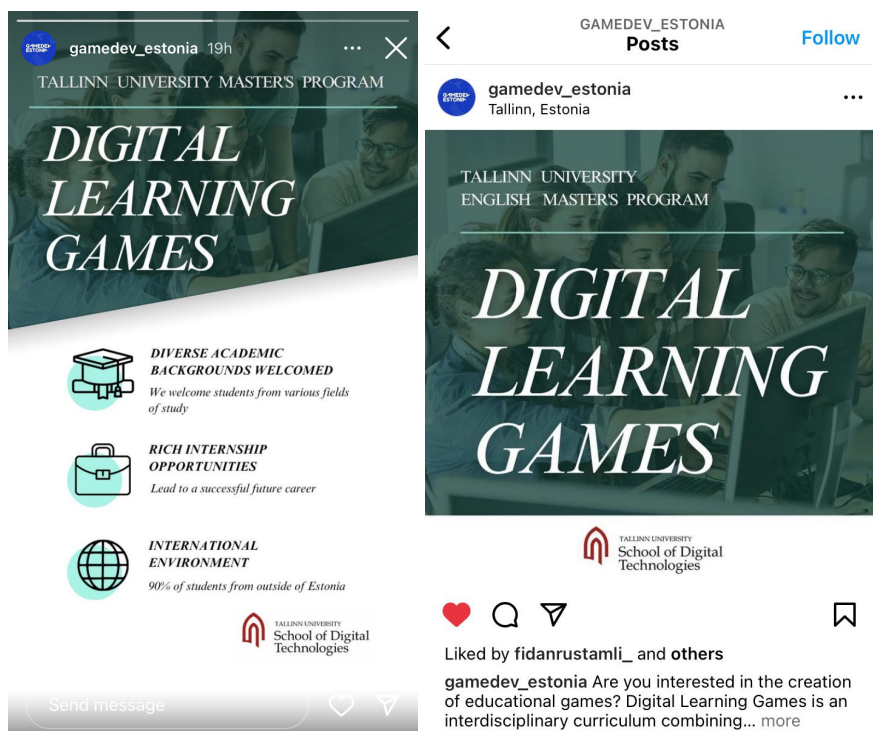
Final version of the flier



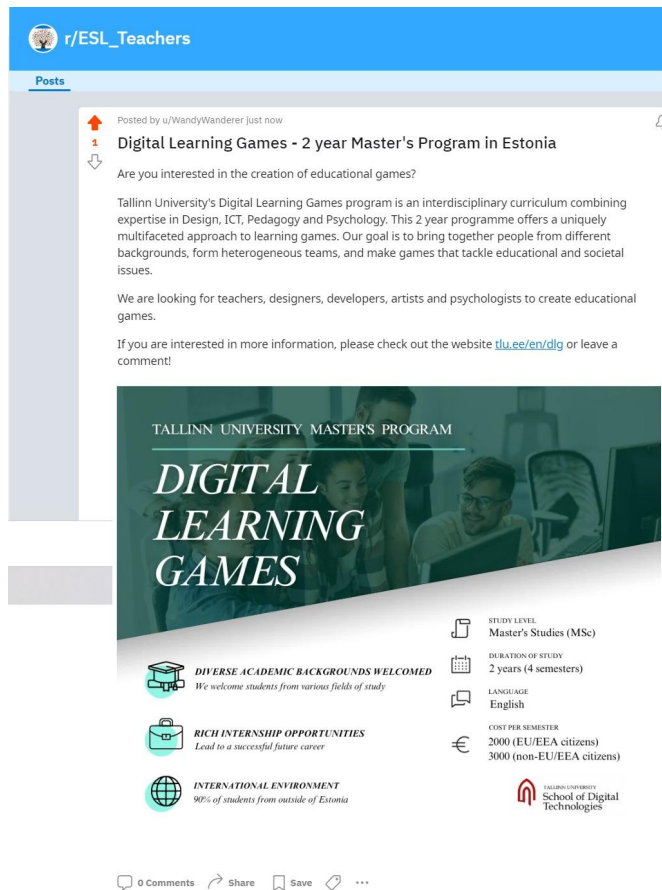
Logo ideas by DLG students



Logo ideas by team members (left: final version)



Instagram story and post on GameDevEstonia account



Post on reddit (ESL_Teachers)



Facebook post on DLG account



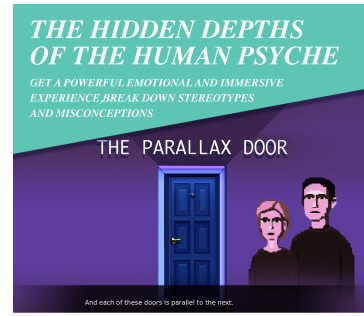
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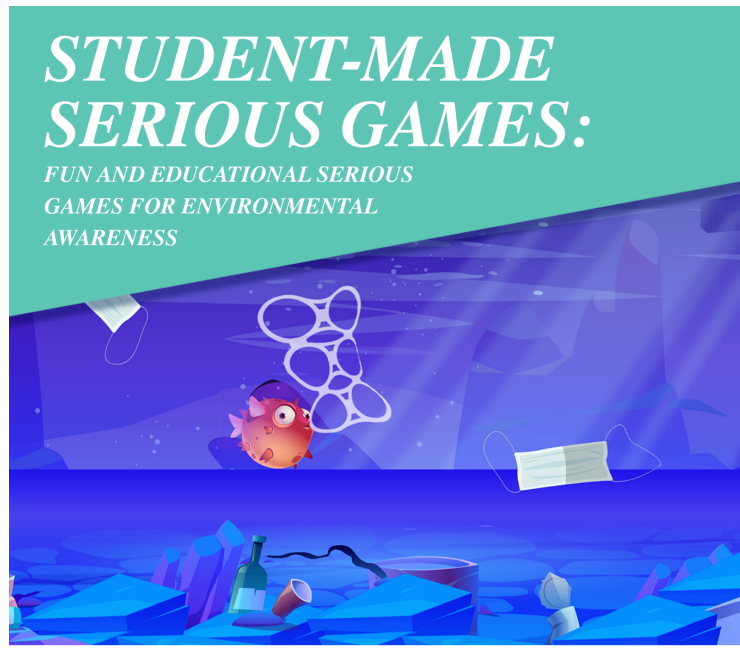
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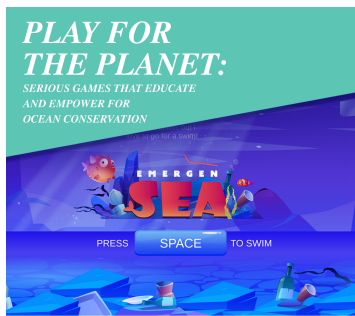
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Facebook posts to be on DLG account after each presentation