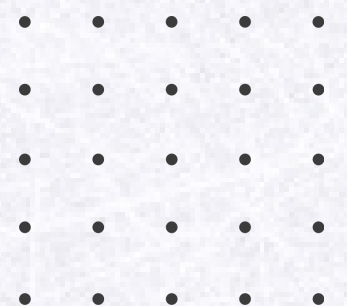


MARKETING MATERIALS

FOR THE DLG PROGRAMME

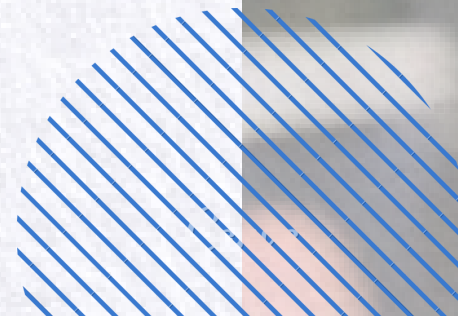
Supervisors: Julie Morgan Morin, Martin Sillaots

Participants: Jelizaveta Sapoval, Kaitlin Safka,
Lev Kovalenko, Nagisa Sakai, Yingmei Pu



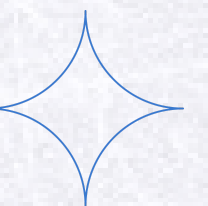
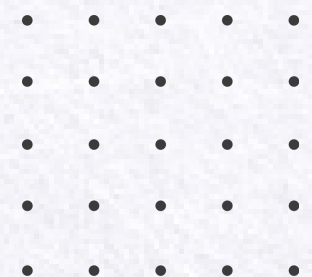
Digital Learning Games

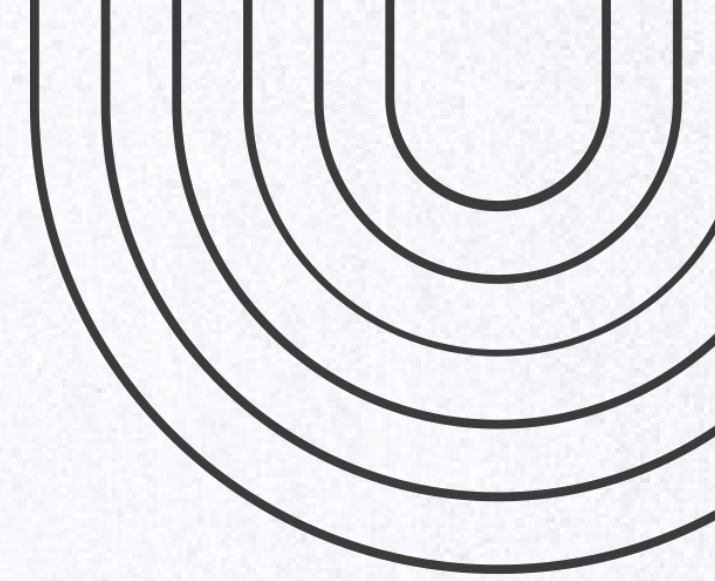
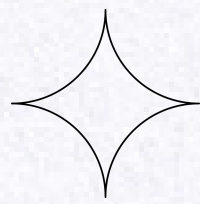
- is a Master's program at TLU
- focuses on using game-based learning to help students develop digital competencies and pedagogical skills
- is lacking in marketing outreach
- has a higher tuition fee than most programs in TLU (EU/EEA: 2000 eur, non-EU/EEA: 3000 eur per semester)



Goals of the project

- Increase DLG's visibility
- Attract more potential applicants
- Increase the program's reach in the marketing department
- Ensure that the DLG program attracts high-quality students
- Contribute additions to the Estonian game development community
- Highlight information about possibilities after graduation





Research and Preparation

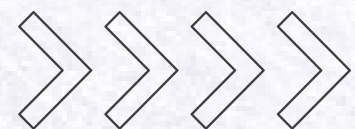
- Research on competitor programs, marketing techniques
- Survey sent to current students about their experience within the program
- Identification of the strengths of DLG



Questionnaire for DLG students

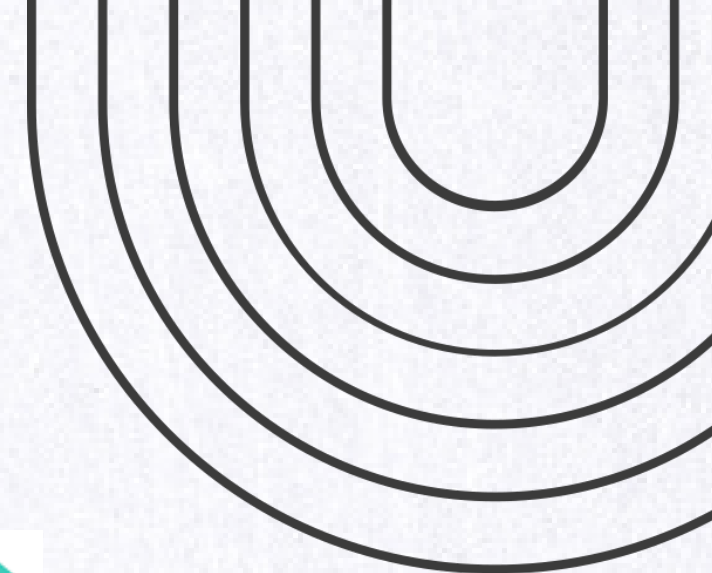
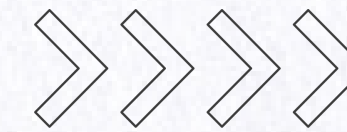
Dear DLG student,

We kindly ask you to complete the questionnaire below in order to help us improve our marketing activities and recruit a bigger number of students to study in the DLG programme. Your feedback and contribution is highly appreciated, thank you!



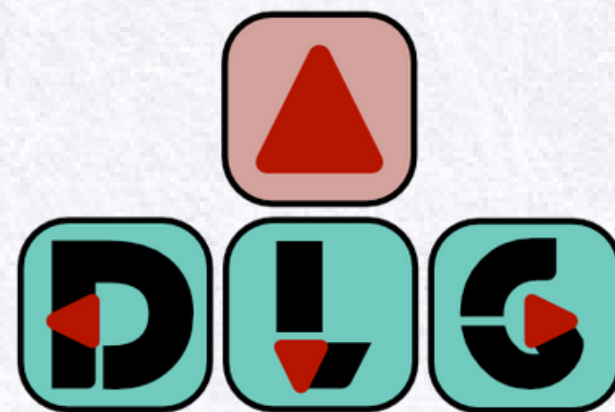
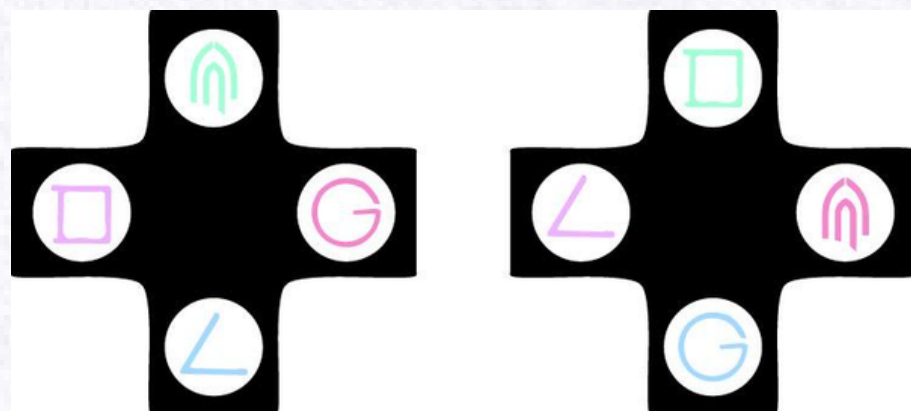
Further Steps Taken

- Renewal of promotional video
- Update of DLG logo
- Creation of flyers and social media banners for online advertising



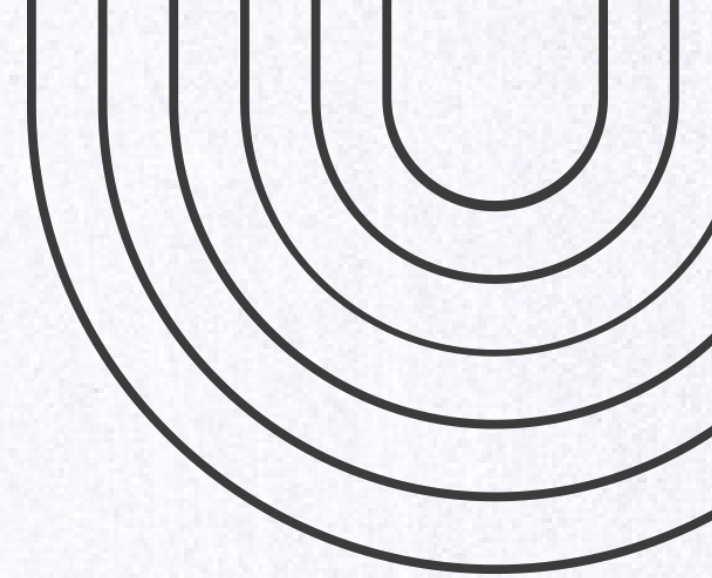
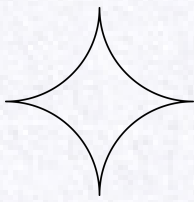
Old Logo Design

Logo Re-design



Logo ideas by DLG students

Logo ideas by team members (right: final version)



Promotional Flyer Design

TALLINN UNIVERSITY MASTER'S PROGRAMME
DIGITAL LEARNING GAMES

-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.

Duration of Studies 2years/4semesters Language English

Cost per semester 2000€ / 3000€
*cost per semester for non-eu

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

The programme offers a uniquely multifaceted approach to learning games.

TALLINN UNIVERSITY School of Digital Technologies

more info: tlu.ee/en/dlg

TALLINN UNIVERSITY MASTER'S PROGRAM
DIGITAL LEARNING GAMES

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

- 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)
- 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% c where co-living experience lifetime.

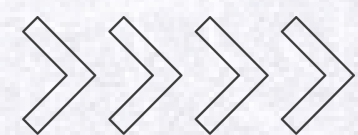
Our New Logo
EU Flag (Erasmus)
Estonian Flag Logo

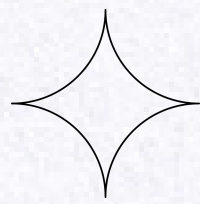
Why TLU's Digital Learning Games?

Learning Outcomes/ Future Career

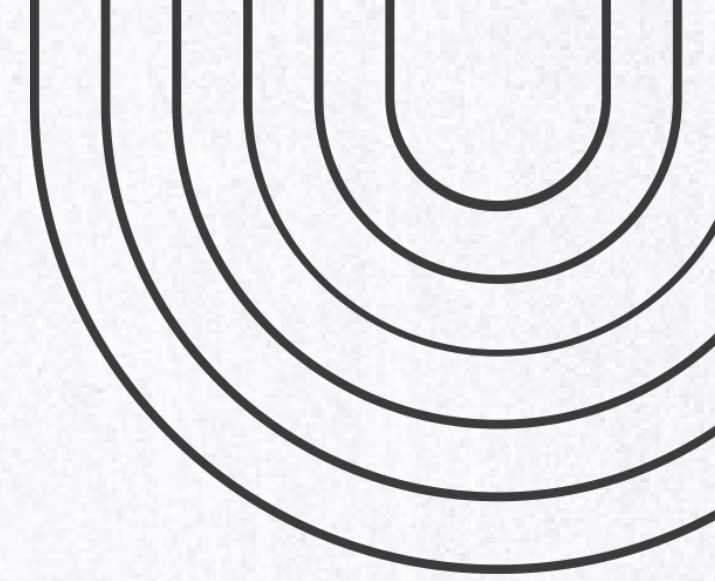
More Information

Initial Design Drafts





Promotional Flyer Design



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.

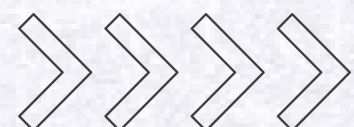
Professor Martin Sillaots

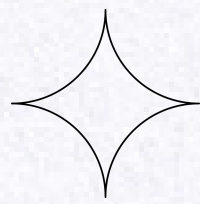






<https://www.tlu.ee/en/dlg>





Social Media Posts



gamedev_estonia 19h

TALLINN UNIVERSITY MASTER'S PROGRAM

DIGITAL LEARNING GAMES

- DIVERSE ACADEMIC BACKGROUNDS WELCOMED**
We welcome students from various fields of study
- RICH INTERNSHIP OPPORTUNITIES**
Lead to a successful future career
- INTERNATIONAL ENVIRONMENT**
90% of students from outside of Estonia

TALLINN UNIVERSITY School of Digital Technologies

Send message

Game Dev Estonia - Instagram

GAMEDEV_ESTONIA Posts Follow

gamedev_estonia Tallinn, Estonia

TALLINN UNIVERSITY ENGLISH MASTER'S PROGRAM

DIGITAL LEARNING GAMES

TALLINN UNIVERSITY School of Digital Technologies

Liked by fidanrustamli_ and others

gamedev_estonia Are you interested in the creation of educational games? Digital Learning Games is an interdisciplinary curriculum combining... more

r/ESL_Teachers

Posted by u/WandyWanderer just now

Digital Learning Games - 2 year Master's Program in Estonia

Are you interested in the creation of educational games?

Tallinn University's Digital Learning Games program is an interdisciplinary curriculum combining expertise in Design, ICT, Pedagogy and Psychology. This 2 year programme offers a uniquely multifaceted approach to learning games. Our goal is to bring together people from different backgrounds, form heterogeneous teams, and make games that tackle educational and societal issues.

We are looking for teachers, designers, developers, artists and psychologists to create educational games.

If you are interested in more information, please check out the website tlu.ee/en/dlg or leave a comment!

TALLINN UNIVERSITY MASTER'S PROGRAM

DIGITAL LEARNING GAMES

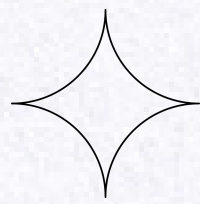
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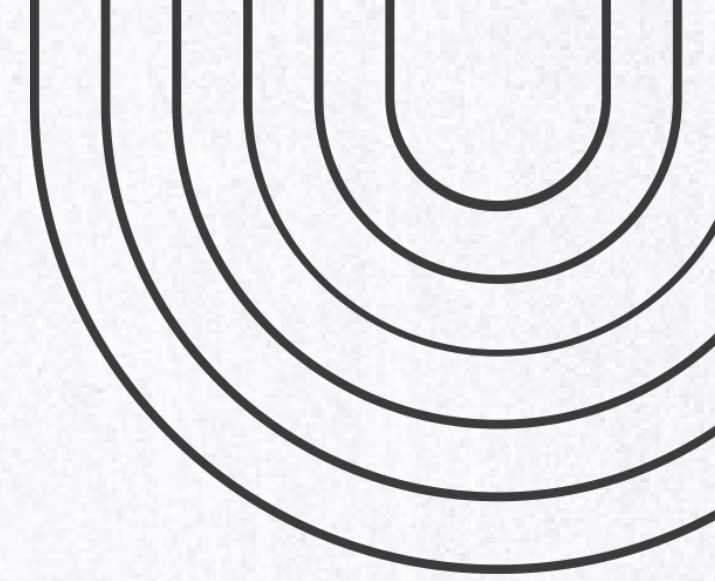
TALLINN UNIVERSITY School of Digital Technologies

0 Comments Share Save

ESL Teachers Board - Reddit



Social Media Posts



**STUDENT-MADE
SERIOUS GAMES:**
FUN AND EDUCATIONAL SERIOUS
GAMES FOR ENVIRONMENTAL
AWARENESS

TALLINN UNIVERSITY
School of Digital
Technologies

DLG
Digital Learning Games

**REVOLUTIONIZING
EDUCATIONAL
APPROACHES**
THROUGH UNIQUE ART
AND GAME MECHANICS

TALLINN UNIVERSITY
School of Digital
Technologies

DLG
Digital Learning Games

**SAVING THE OCEAN,
ONE GAME AT
A TIME**

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School of Digital
Technologies

DLG
Digital Learning Games

**PLAY FOR
THE PLANET:**
SERIOUS GAMES THAT EDUCATE
AND EMPOWER FOR
OCEAN CONSERVATION

TALLINN UNIVERSITY
School of Digital
Technologies

DLG
Digital Learning Games

**TRAJECTORY
FUN GAMES:**
ENTERTAINMENT AND STRESS RELIEF,
PROVIDING A FUN AND ENGAGING
WAY TO UNWIND AND RELAX

TALLINN UNIVERSITY
School of Digital
Technologies

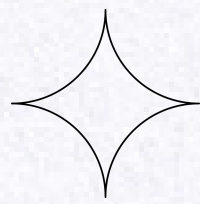
DLG
Digital Learning Games

**THE HIDDEN DEPTHS
OF THE HUMAN PSYCHE**
GET A POWERFUL EMOTIONAL AND IMMERSIVE
EXPERIENCE. BREAK DOWN STEREOTYPES
AND MISCONCEPTIONS

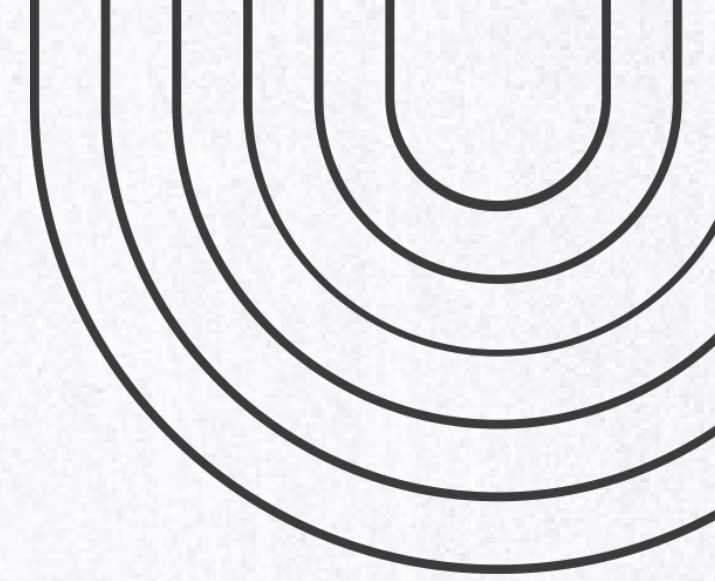
TALLINN UNIVERSITY
School of Digital
Technologies

DLG
Digital Learning Games

Facebook posts to be on DLG account after each presentation

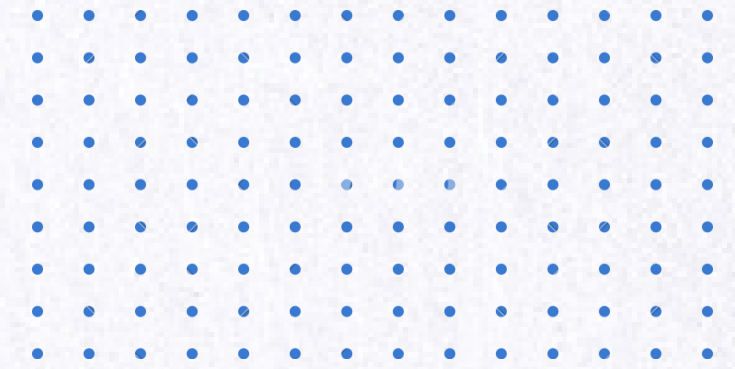


Updated Promotional Video



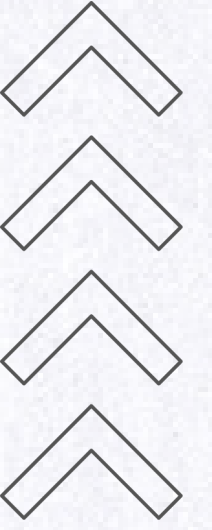
[VIDEO LINK](#)

Effects & Reflection



- As we were working on our materials for the duration of the project and most were published after the deadline for international applicants this year (March 15th and May 1st), our project's impact will be measured in the 2024 intake of students
- The time constraints relating to application deadlines led to a reflection that LIFE projects such as these (aiming to increase the potential applicants to a TLU program) are more suitable for the autumn semester





THANK YOU!

