



GAMIFICATION DESIGN

THE SENTENTIA CERTIFICATION

STEP-BY-STEP LIFE CYCLE



WHAT IS GAMIFICATION DESIGN?

Gamification is motivational design, the use of game elements and game mechanics in a non-game context to increase user engagement and enjoyment. Whether you're making eLearning or instructor-led training for online or in a classroom, you can apply a proven framework to drive learner engagement and achieve both your learning and business objectives.

Leverage the same techniques perfected by the gaming industry to captivate audiences by setting clear goals through game-like thinking, engaging stories, effective triggers, and continual feedback, recognition, and reward structures. These techniques boost user motivation and engagement.

No coding or software required. No special tools needed!

LEVEL ONE GAMIFICATION SURVEYOR

Pirate Tales: A Learning and Design Adventure - The Fundamentals of Gamification for Learning

This hands-on playshop takes you through the step-by-step process of gamifying your corporate learning, compliance training, or adult education program. You will learn how to deftly deploy game mechanics such as points, levels, challenges, rewards, chance, collaboration, scarcity, unlocks, boosters, and more. Design to directly link them to the human desires of achievement, status, self-expression, competition, and altruism. Use OKRs to define objectives, create a basic learner persona, frame and wrap your quest in a spellbinding story, draft effective learning objectives, select from our 190+ game mechanics to motivate your players, and create an overall design for an ideal adult learning environment. No coding required.

Upon completion of the Gamification Surveyor Certification, you will demonstrate a fundamental application of the cursory components used to deploy gamification in adult learning programs by creating a proposal for a Gamified Corporate Employee Wellness Program.



LEVEL TWO GAMIFICATION JOURNEYMAN

World Explorer - An Epic Adventure into the Realm of Gamification

The goal of this in-depth playshop is for you to apply the key concepts found in game design and behavioral psychology to a real-life adult learning program you want to gamify. You will identify your business objectives, develop detailed learner personas, take the Reiss Profile Assessment and experience motivational interviews, research and apply the psychology of fun, investigate game design, map a player journey, focus on actionable techniques for intuitive and friendly UX/UI design, create a low-resolution prototype, perform usability testing and identify improvements. This **blended virtual program** allows you access to your quests anywhere, at any time.

Upon completion of the Gamification Journeyman Certification, you will demonstrate how to integrate gamification methodologies for the improvement of learning and development by building a unique low-resolution prototype of a real-life gamification of adult learning program.



LEVEL THREE GAMIFICATION MASTER CRAFTSMAN

The Adventure Continues - In Search of the Pirate Treasure

Synthesize all the elements of Gamification Surveyor and Journeyman programs into a cohesive plan as you take an adult education, employee learning, or engagement challenge, and design a thoughtful, well-structured, and research-based solution. You will identify the objectives of the organization and evaluate challenges in achieving the objectives, itemize the virtual economy, badging, tiers, levels, and progression to a degree of detail that can be executed by a development team, design a complete and detailed gamification strategy project plan with an ROI framework for analysis, accurately measure the 'required behaviors' vs. 'actual behaviors achieved' to quantitatively show proof of concept, and clearly define a communications strategy and roll-out plan in a detailed implementation road map.

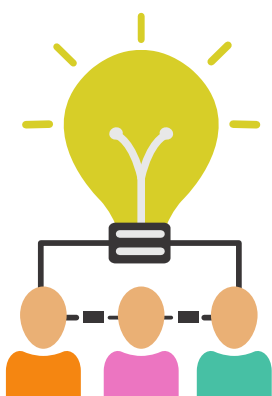
Upon completion of the Gamification Master Craftsman Certification, you will have mastered the core principles of gamification, and designed a thoughtful, cohesive, and integrated gamification for adult learning or employee engagement solution, that is tested and deployed.



LEARNER ENGAGEMENT AND GAMIFICATION LIFE-CYCLE

Equip yourself with the current best-practices in training and talent development to enhance your career. The framework taught to you in this certification works with any tool you use to build your courses, from sticky notes, manipulatives such as cards, counters, and spinners, or PowerPoint for instructor-led courses to eLearning programs made with Storyline, Captivate or other authoring tools. Soon, you'll be creating and delivering programs that not only engage learners, but also show clear and measurable results.

Gamification Master Craftsman credential holders must demonstrate continued competence in the field by providing evidence of professional development activities every two years. To maintain your Master Craftsman status, you must accumulate 60 recertification points during each two-year cycle. The goal of recertification is to ensure that those certified through Sententia, Inc. remain current with trends and research in the field of gamification for adult learning and employee engagement.



WHY SENTENTIA GAMIFICATION CERTIFICATIONS?

The Sententia Gamification Certification is the premier gamification credential for trainers, educators, training managers, eLearning developers, instructional designers and HR Professionals. Holding a Certified Gamification Professional credential demonstrates achievement, competence, credibility, and mastery to your employers, clients, and professional peers. Our certifications are not part of a credential mill where you watch videos, participate in a discussion board, answer multiple-choice questions, and get a certificate. Instead, our certifications are guaranteed to help you learn the proven framework for successful gamification of learning and show proof of your newly acquired knowledge and skills by producing in-depth work samples. The Sententia Certification serves as a demonstration of your mastery of core gamification principles and skills, is verified by BadgeCert, and is the **ONLY** Gamification Certification that earns you recertification credits with HRCI, SHRM, and ATD.

