GAMES & BEHAVIOR
Bachelor of Arts in Games and Behavior

Shape the future of games and their role in society.

Explore game design principles and human behavior in gaming with the University of Arizona Bachelor of Arts in Games and Behavior (BA GB). Not just about gaming, the BA GB delves into the profound impact of gamification on society. Immerse yourself in the fundamentals of multimedia, storytelling and sound technologies, unlocking new realms of creativity. The interdisciplinary curriculum includes courses that dissect individual dynamics like the psychology of simulations and play, as well as those that scrutinize broader societal patterns, including inequality in gaming and development environments. In the BA GB, you'll study the vast landscape of game design and its social implications, without the need for extensive knowledge in computer programming.

As the UArizona School of Information, you'll gain the hands-on computational, mathematical and technological foundation you need to analyze and extend the digital world, opening the door to a wide variety of careers at the intersection of information, people and technology.

WHAT YOU'LL LEARN

- Game design for an array of purposes and industries
- Game development skills utilizing effective, industry-proven approaches, tools, systems, platforms and devices
- User needs and rights, including game target user groups, tools and platforms for promoting games, tools for analytics and metrics, play testing and evaluation, monetization, models, quality assurance, monitoring and social media utilization
- Research methods and presentation skills for data and information science
- Recognition and analysis of ethical and policy concerns raised by new technologies
- Effective communication across cultures and with diverse peoples and groups
- How to craft effective, ethical solutions for gamification and game design and development challenges

CAREER POSSIBILITIES

BA GB graduates are ready to excel in a wide variety of in-demand positions, including:

- Concept artist
- Consumer insights manager
- Game designer / manager
- Game tester
- Gaming market research manager
- Graphic designer
- Marketing specialist
- Software quality assurance analyst / tester
- User experience designer / manager
- Video game designer
- Web designer

#24
Public Game Design School in the U.S.
Animation Career Review

$65K
Average salary for games and behavior bachelor's graduates**

* Average salary for information science bachelor's degree graduates according to PayScale, January 2024.

> *Games are more than just play—they're a window into human behavior. At the iSchool, we're not just teaching game design, we're decoding the psychology of gaming and its profound impact on society.*
>
> – Andrew Kemp-Wilcox
>   Assistant Professor of Practice

Ready to shape the future of games and their role in society?
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THE UNIVERSITY OF ARIZONA
School of Information

BACHELOR OF ARTS IN GAMES AND BEHAVIOR

SAMPLE FOUR-YEAR PLAN

120 units are required for graduation. A minor with a minimum of 18 units, or a double major, is required.

In addition to the required foundation, general education and minor or double major courses, BA GB students must meet the following requirements to complete the degree: 24 units of Core Courses and 12 units of Games and Behavior Electives.

YEAR 1

FALL			SPRING		
ENGL 101: First-Year Composition	3 units		ENGL 102: First-Year Composition	3 units	
MATH (based on placement)	3 units		Major Core Course	3 units	
UNIV 101: Introduction to the General Education Experience	1 unit		General Education: Exploring Perspectives	3 units	
General Education: Exploring Perspectives	3 units		General Education: Building Connections	3 units	
First-Semester Language	4 units		Second-Semester Language	4 units	
TOTAL	**14 units**		**TOTAL**	**16 units**	

YEAR 2

FALL			SPRING		
Major Core Course	3 units		Major Core Course	3 units	
Major Core Course	3 units		Major Core Course	3 units	
General Education: Exploring Perspectives	3 units		General Education: Building Connections	3 units	
General Education: Exploring Perspectives	3 units		Minor Course	3 units	
Third-Semester Language	4 units		Fourth-Semester Language	4 units	
TOTAL	**16 units**		**TOTAL**	**16 units**	

YEAR 3

FALL			SPRING		
UNIV 301: General Education Portfolio	1 unit		Major Core Course	3 units	
General Education: Building Connections	3 units		Upper-Division Elective	3 units	
Major Core Course	3 units		Major Elective Course	3 units	
Additional Elective	3 units		Major Elective Course	3 units	
Minor Course	3 units		Minor Course	3 units	
Minor Course	3 units		**TOTAL**	**15 units**	
TOTAL	**16 units**				

YEAR 4

FALL			SPRING		
Major Elective Course	3 units		ESOC 480: Digital Engagement	3 units	
Minor Course	3 units		Major Elective Course	3 units	
Minor Course	3 units		Additional Elective Course	3 units	
Upper-Division Elective	3 units		Additional Elective Course	3 units	
Upper-Division Elective	3 units		**TOTAL**	**12 units**	
TOTAL	**15 units**				

TOTAL DEGREE CREDITS: 120 UNITS

This is a sample plan and is subject to change based on catalog year, placement tests, AP/CLEP credit, transfer work, minor requirements, summer school, etc. The official degree requirements may be found in the University General Catalog and all University of Arizona students should refer to the Academic Advising Report for specific graduation requirements.