



THE UNIVERSITY OF ARIZONA
College of
Information Science

GAME DESIGN

Bachelor of Arts in Game Design

#21

Public Game Design
School in the U.S.

\$65-91K

average salary for game design
bachelor's graduates*

SHAPE THE FUTURE OF GAMES AND THEIR ROLE IN SOCIETY.

Offered on the University of Arizona's main campus, the BA in Game Design provides a hands-on understanding of important artistic and design principles and human behavior in games for entertainment, education, public relations and other industries.

Not just about gaming, the BA GD 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 without the need for an extensive knowledge in computer programming. Our interdisciplinary curriculum includes courses that dissect individual dynamics like the psychology of simulations and play, as well as those that scrutinize broader societal patterns, setting you up for success in a wide variety of in-demand positions.

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

* Average salary for game design bachelor's graduates according to PayScale and Zippia, January 2026.

GAME DESIGN COURSES

The BA in Game Design offers courses that give you a comprehensive understanding of game design and its social implications without the need for extensive knowledge in computer programming.

CORE COURSES INCLUDE:

- Collaborating in Online Communities
- Ethics in a Digital World
- Introduction to Game Design
- Digital Engagement

MAJOR AND ELECTIVE COURSES MAY INCLUDE:

- Digital Games and Society
- Diversity and Bias in Games
- Disruptive Technologies
- eSports Casting and Development
- eSports Industries
- eSports Team Development
- Gamification in Society
- Introduction to Human-Computer Interaction
- Legal Aspects of Game Industries
- Monetizing Independent Games
- Narrative Practices in Digital Games
- Simulation Design and Development for Complex Problem Solving
- Tabletop Games: Play, Culture and Design of Board and Role-Playing Games
- The Video Game Industry: An Introduction to the Business of Making Money with Play
- Video Game Sights, Sounds and Stories

This is not a complete list of required or available courses, and course offerings may vary, so be sure to meet with your academic advisor to plan the path that works best for you.

INTERNSHIPS

Internships are optional in your InfoSci degree, but strongly encouraged. With support from our Career Center, students gain hands-on experience with organizations like Amazon, CyVerse, Intel, Mayo Clinic, Deloitte, Raytheon, Tucson Electric Power and Pima County Public Library, turning classroom learning into career-ready skills.

LAUNCH YOUR CAREER IN GAME DESIGN

Game designer **job growth is projected to increase 13%** over the next five years according to research by Lightcast.

According to PayScale and Zippia, the **average salary for a Bachelor's in Game Design graduate is \$65,000 per year ranging to an average of \$91,000 per year** (the latter for user experience designers), with top annual average salaries ranging up to \$171,000 or more.

BA GD graduates are ready to excel in high-demand positions across industries, including:

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

Ready to shape the future of games and their role in society?

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