

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.

At the UArizona College of Information Science, 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

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

infosci.arizona.edu/ba-gb

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#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 College of Information Science, 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



THE UNIVERSITY OF ARIZONA

College of
Information Science

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.