

# Game Based Learning – Are you interested?



# Questions?

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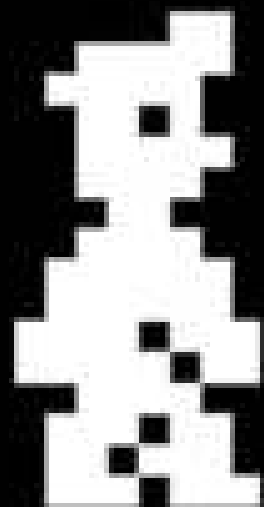
## Rail Track Video



```
10 > FOR I = 1 TO 100  
20 PRINT "HELLO"  
30 NEXT I
```

[illegible]

MANIC



MINER

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## EDGE difference between the 2





# What's happened to Game Development

The 30 last years has seen huge investment in game development

Big titles now cost \$40-50m+ and involve hundreds of people

This could be a barrier to entry, but... the high end content barrier is pushing developers outwards.

Casual Web Mobile  
Educational  
'AAA'  
ARG  
Serious



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# Watch this!

## Discovery Video







# Alternate Reality Games

- ARGs take place at the intersection of real life and technology
- They are cross media interactive experiences
- Draw on real world locations and different media types to spin out a narrative across weeks/months/years.
- They are multiplayer, social and community driven
- They've been used for:
  - PR (Halo 2, Audi A3, Lost, Fringe)
  - Communicate ideas (Superstruct, World Without Oil)
  - Create large dedicated communities (PerplexCity)
  - Corporate team building





# PACMANHATTAN



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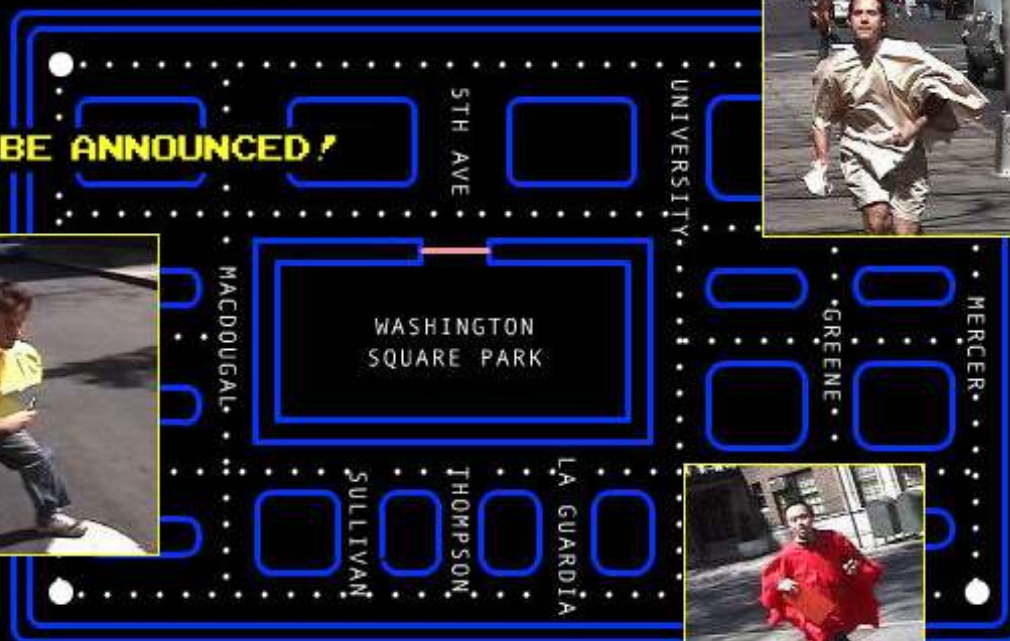
PRESS

HIGH SCORES

CONTACT

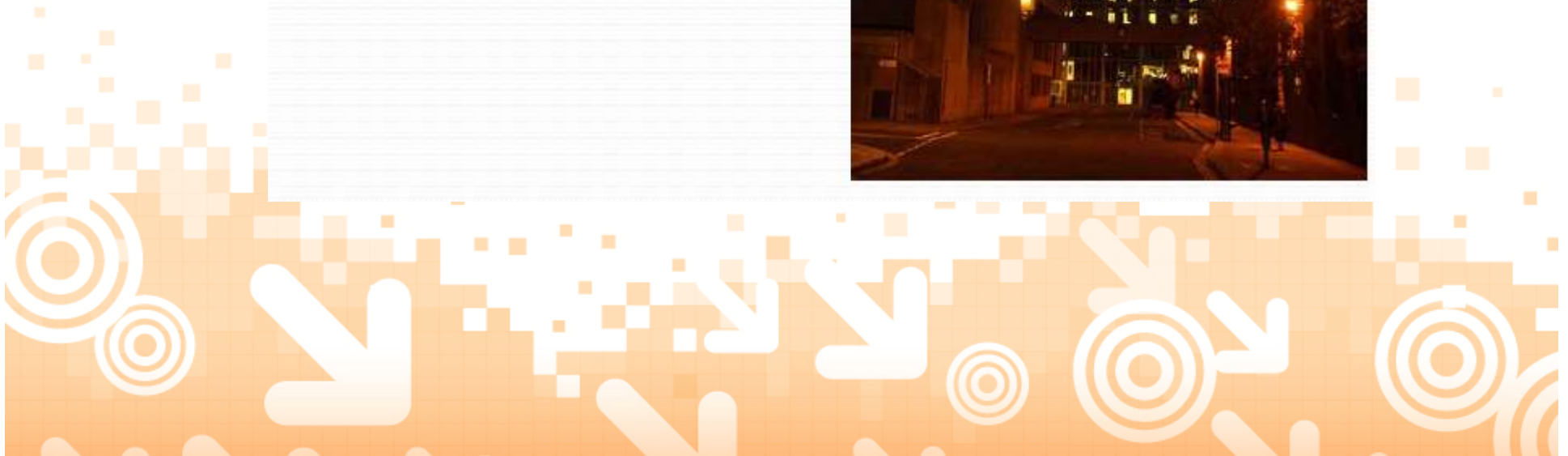
1UP 31060 HIGH SCORE 31060

next game: **TO BE ANNOUNCED!**









# QR Codes

- QR Code – developed in Japan. 1994
- They are 2D ‘barcodes’ that hold weblinks
- Used extensively in Japan for people to quick link from their phone to a website
- Used in billboard ads, on public transport and in magazines that want to push users directly through to content



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## Jonny Lee – wii remote hacks



Dental Students Cut Their Teeth On The Wii (from The Herald ) - Mozilla Firefox

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# The Herald

Web Issue 3509 July 10 2009

HEALTH - IN THIS SECTION INDEX

## The Herald

SCOTLAND'S LEADING QUALITY DAILY NEWSPAPER

### Dental students cut their teeth on the Wii

Spending hours on the Wii might be considered a waste of time by some people - but dental students could soon be calling it work.

Three dental students in Glasgow have harnessed the technology of the gaming device to hone their clinical skills. Their proposal is the winning entry to the Dental Innovation Technology Ideas Award.

The students, who are due to graduate from Glasgow University dental school this summer, suggested adapting the Wii console so it could be used to simulate operating techniques. The wireless controllers are used to replicate the use of instruments on a "virtual patient" on the screen.

advertisement

Dr David Watson, a lecturer at the dental school, said:  
"Simulation of clinical procedures is normally carried out in the operative techniques

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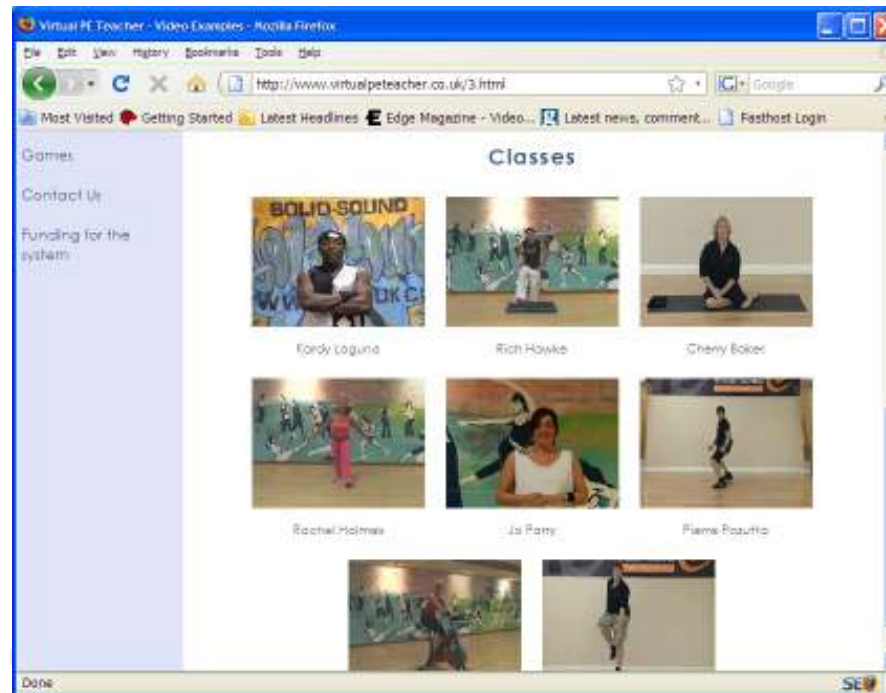
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## Virtual PE Teacher





## New Start To School Day - The Nintendo

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10:41am UK, Friday March 14, 2008

Primary school children in Scotland are to start their day playing games on a Nintendo in an effort to boost their learning ability.



The Nintendo DS

More than 900 pupils in 16 schools will play brain training games on the DS console as part of a trial.

A pilot study at St Columba's Primary school in Dundee found that a daily session on Nintendo's More Brain Training from Dr Kawashima helped improve maths skills, as well as concentration and behaviour levels.

The nine- and ten-year-olds played the game, which include reading tests, problem solving exercises and memory puzzles, for 20 minutes.

They were given a maths test at the beginning and end of the pilot and showed a 10% average improvement by the end of the 10-week experiment.

The time taken to finish the test dropped from 17 minutes to 13 minutes and 19 seconds.

Derek Robertson, Development Officer for games-based learning for Learning and Teaching Scotland, said: "Game-based learning can provide dynamic and culturally

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- Digital downloads spell end for videogame stores?
- EA chief's 2009 compensation valued at \$11.1M
- Alison Sweeney Discusses EA Sports Active's 30 Day Challenge
- 6 TV-Based Games

## TODAY'S FEATURES

- Classic Coin-Op To Get Movie Treatment
- Wacky Ideas That Worked
- Is This The Last Console Generation?
- Top 10 Games Of Summer 2009
- PlayStation 3 Struggles -- Price Cut Imminent?

## TOP TEN VIDEO GAMES

1. Transformers: Revenge of the Fallen
2. Counter-Strike Condition Zero
3. Need for Speed: Underground 2
4. The Sims 2
5. New Super Mario Bros.
6. Grand Theft Auto:

## NASA Unveils New Online Game

Agency aims to reinvigorate youth interest in space exploration.

By [John Gaudiosi](#)

RESEARCH TRIANGLE PARK, North Carolina – For most Americans, getting excited about NASA space exploration is a thing of the past. When an aging space shuttle takes off on a mission to the International Space Station, there seems to be little interest even by the mainstream media.

NASA hopes to change that with a new subscription-based massively multiplayer online (MMO) videogame, "Astronaut: Moon, Mars & Beyond". NASA Learning Technologies and the Innovative Partnership Program Office have selected game developers Virtual Heroes, Project Whitecard and Information in Place to create a realistic virtual world that will allow gamers to explore the next 30 years of manned space exploration from the comfort of the couch.

"We want to create a fun, compelling gaming experience that will give players the chance to learn about science and engineering careers while they play the game," said Daniel Laughlin, Ph.D., project manager, NASA Learning Technologies and research scientist with the Goddard Earth Science and Technology Center at the University of Maryland. "NASA is committed to attracting more students to science, technology, engineering and mathematics fields of study and careers. We hope this game will inspire players to consider those careers."



# Darfur is Dying



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## Games to increase learning's appeal

Harnessing the techniques, approaches and formats of computer games to make e-learning more appealing is the idea behind serious gaming. The idea is increasing in popularity in a number of disciplines and is even now being used for teaching certain IT skills, as Gary Flood explains.



A September 2008 US survey found 99 per cent of boys and 94 per cent of girls across the socio-economic spectrum play some kind of computer or video game. And if you think they are only playing games like 'Guitar Hero' or 'Halo 3,' you'd be wrong; a hugely popular online game is 'Darfur is Dying,' where youngsters have to grapple with real life issues around war and poverty.


Games are allegedly 'bigger than Hollywood' - and it's not hard to see why when you sample today's offerings: the Wii platform's 'Endless Ocean,' the online PlayStation 3 game 'Little Big Planet'; or alien blasting with the Nintendo DS. It's a long way from 'Space Invaders.'

Fast forward a few years to when these kids are in your

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## Tiga and NESTA launch the Play Together Initiatives

15/06/2009

*"What is clear is that innovation in all aspects of the business process is essential if Britain's creative industries are going to remain competitive in the global market".*

Tiga, the trade association representing UK game developers, and NESTA, the National Endowment for Science, Technology and the Arts, today launched a set of targeted initiatives aimed at helping the videogames industry maintain its position as one of the UK's most successful and vibrant creative sectors.

The initiatives, named 'Play Together<sup>[1]</sup>', focus on fostering innovation, collaboration and communication between UK video game companies and with other creative industries such as music and film. The key Play Together initiatives are:

- **Industry Sharing:** an innovative new service that enables UK developers to share employees. Available staff can be shared with other UK developers on a flexible basis, allow developers to quickly upsize or downscale their teams, a common industry difficulty, using local area or UK wide talent.
- **Creative Industry Switch:** a forum designed to enable videogame developers to collaborate with creative people from other industries, such as TV, film, music and animation, as media technologies continue to converge.

Tiga-NESTA devised the Play Together initiatives following feedback from the videogame industry, which pointed to the need for a more inventive approach to the skill shortages UK developers face. Tiga-NESTA hope the Play Together initiatives will promote innovation within the games industry, help videogame developers maximise efficiency, potentially avoid redundancies or costly outsourcing, and compete more effectively in the global market.

Additional Play Together initiatives include:

- **Industry Services:** a service for UK developers and suppliers to promote their capabilities or locate a supplier.



## HANDHELDS NEWS

# Nintendo sneaks out new school edition DS

## DS Classroom will be teacher's favourite little helper

By J Mark Lytle, Tokyo

June 13th | Tell us what you think [ 0 comments ]

You probably haven't heard about it yet, but Nintendo quietly announced a new version of the DS handheld gamer this week specifically designed to be used in classrooms.

The [Nintendo DS Classroom](#) features no new hardware, but instead consists of a package of several handhelds, a PC and newly developed educational software for the DS.

### Free DS for the kids

Nintendo, which developed the package with Sharp, says it hopes to persuade schools to take the bundle and issue a DS to each student.

Once students and teachers are connected through the DS Wi-Fi link they should be able to share study materials instantly, with students also filing



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## Project Natal



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