

# GOOD PRACTICE

## SERIOUS GAMES: AN INTRODUCTION TO THE GAMING WORLD

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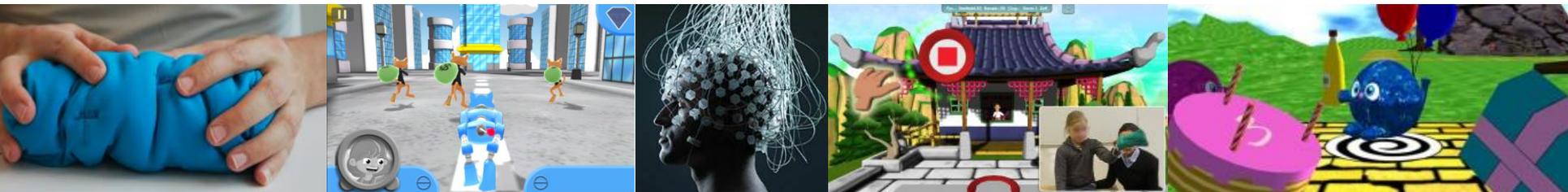


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A research lab of KU Leuven, campus Group T with a focus on

- Games for health
- External sensors
- User centered design



# POSSIBLY PIXELS

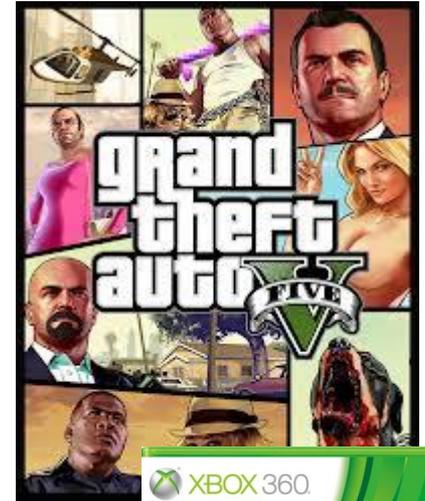
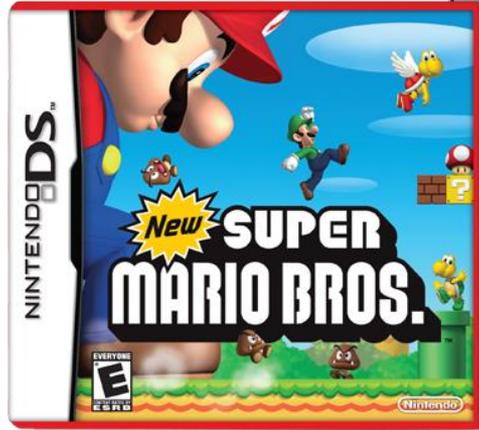
A young, dynamic company that focuses on games, interactive applications and visualisations.

- Custom made
- Multidisciplinary
- Multiplatform
- Eye candy

possibly  
pixels



# INTRODUCTION: GAMES



# SERIOUS GAMES

*A **serious game** is a (video)game with a main objective other than entertainment.*

- Training & simulation

# SERIOUS GAMES: TRAINING & SIMULATION

Watlab ship sim 360, sim 225 and LARA

A ship simulator, specifically for maneuvering ships in the Antwerp harbor



# SERIOUS GAMES: TRAINING & SIMULATIE

Watlab ship sim 360, sim 225 and LARA



# SERIOUS GAMES

*A **serious game** is a (video)game with a main objective other than entertainment.*

- Training & simulation
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# SERIOUS GAMES: GAMES FOR HEALTH

## Kung fu kitchen



A research project conducted by:



Powered by 

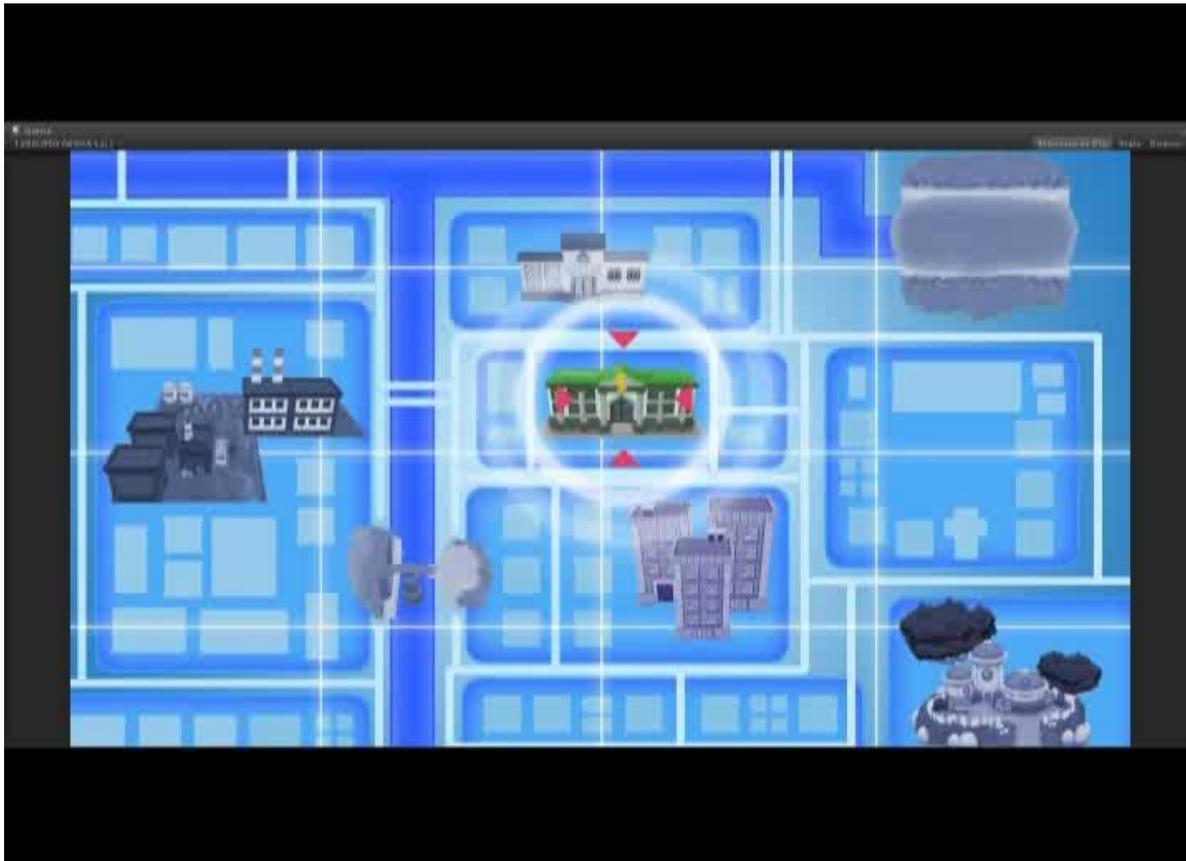
# SERIOUS GAMES: GAMES FOR HEALTH

Diesel-X: used for a diagnosis



# SERIOUS GAMES: GAMES FOR HEALTH

Diesel-X: used for a diagnosis



# SERIOUS GAMES

*A **serious game** is a (video)game with a main objective other than entertainment.*

- Training & simulation
- Games for health
- Physical exercise (“exergaming”)

# SERIOUS GAMES: PHYSICAL EXERCISE

## Cycling through your past

People can use an app on a tablet to virtually cycle through their hometown by using their hometrainer.

Motivates seniors in homes for the elderly to do their daily exercises



# SERIOUS GAMES: PHYSICAL EXERCISE

Zombies, Run!



# SERIOUS GAMES

*A **serious game** is a (video)game with a main objective other than entertainment.*

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- Physical exercise (“exergaming”)
- Advertisement (“advergame”)

# SERIOUS GAMES: MARKETING

## Omino Bianco advertisement game



# SERIOUS GAMES

*A **serious game** is a (video)game with a main objective other than entertainment.*

- Training & simulation
- Games for health
- Physical exercise (“exergaming”)
- Advertisement (“advergame”)
- Historic/Cultural games

# SERIOUS GAMES: HISTORIC/CULTURAL

The last continent



# SERIOUS GAMES

*A serious game is a (video)game with a main objective other than entertainment.*

- Training & simulation
- Games for health
- Physical exercise (“exergaming”)
- Advertisement (“advergame”)
- Historic/Cultural games
- E-learning
  - Education (“edutainment”)

# SERIOUS GAMES : E - LEARNING

(Entertainment) games are, in a sense, an educational activity, you train:

- Memory
- Hand-eye coordination
- Strategy
- Language
- Information processing
- Budget management
- Numerical skills
- ...

# SERIOUS GAMES: E-LEARNING



# SERIOUS GAMES: E-LEARNING

## Monkey Tales

<http://www.monkeytalesgames.com/index.php>



## Monkey Tales

The game is used in combination with traditional education

- Children are being taught in school
- They play the game at home as a form of homework

## Monkey Tales

Research confirms positive effects on students' skills

- Better motivation to practice
- Constant feedback
- Level of difficulty can be adapted to the level of the player
- Extra cognitive skills are trained while playing

# SERIOUS GAMES

*A serious game is a (video)game with a main objective other than entertainment.*

- Training & simulation
- Games for health
- Physical exercise (“exergaming”)
- Advertisement (“advergame”)
- Historic/Cultural games
- E-learning
  - Traditional Education (“edutainment”)
  - Non-traditional Education

# SERIOUS GAMES: E-LEARNING

## *Non-traditional educational games*

“Tell me and I’ll forget,  
Show me and I’ll remember.  
Involve me and I’ll understand”

***Confucius***

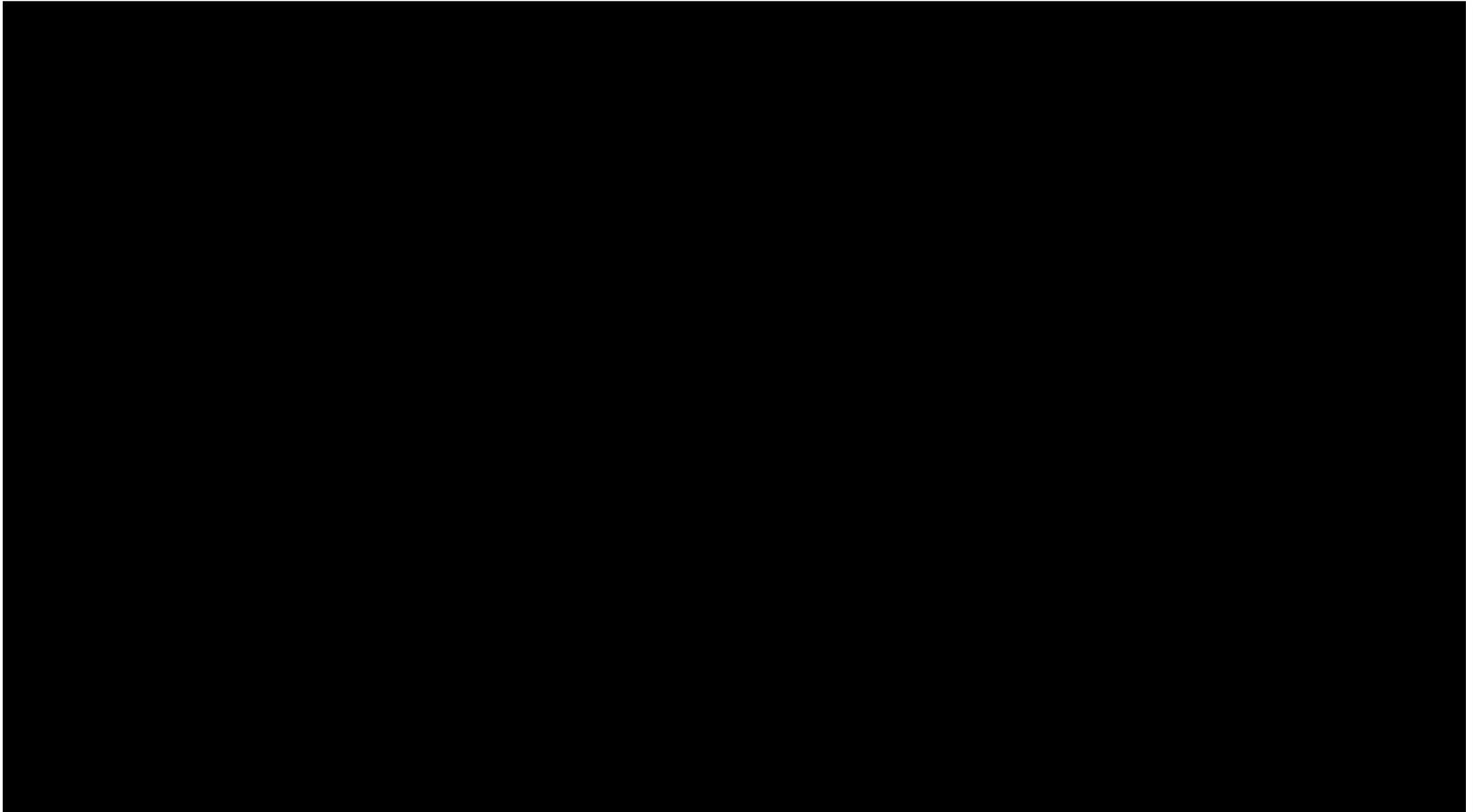
# SERIOUS GAMES: E-LEARNING

## *Non-traditional educational games*

Games are excellent mediums for letting players experience instead of being told/shown

# SERIOUS GAMES: E-LEARNING

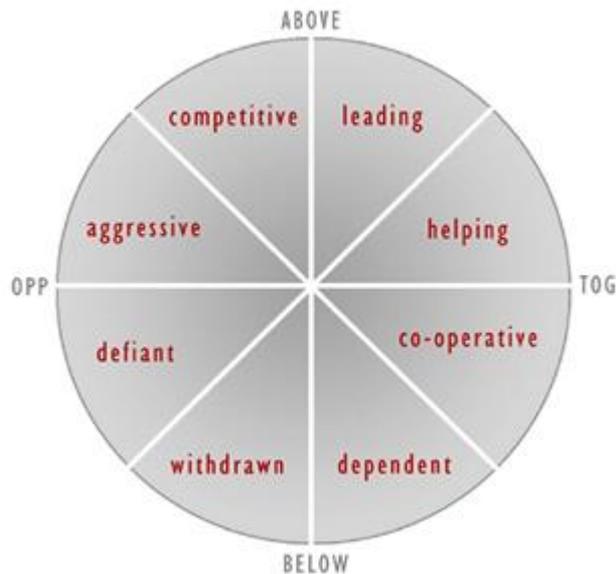
## *Non-traditional educational games*



# SERIOUS GAMES: E-LEARNING

## *Non-traditional educational games*

Interpersonal communication training through role-playing: Delearyous



# SERIOUS GAMES vs GAMIFICATION

*A **serious game** is a (video)game with a main objective other than entertainment.*

**VS**

***Gamification** is the use of game mechanics and game techniques to tackle certain problems.*

**Jesse Schell over gamification:**

[http://www.ted.com/talks/jesse\\_schell\\_when\\_games\\_invalidate\\_real\\_life.html](http://www.ted.com/talks/jesse_schell_when_games_invalidate_real_life.html)

# SERIOUS GAMES: 3 GOLDEN RULES

*3 rules for a good e-learning game*

# 1. SERIOUS != BORING

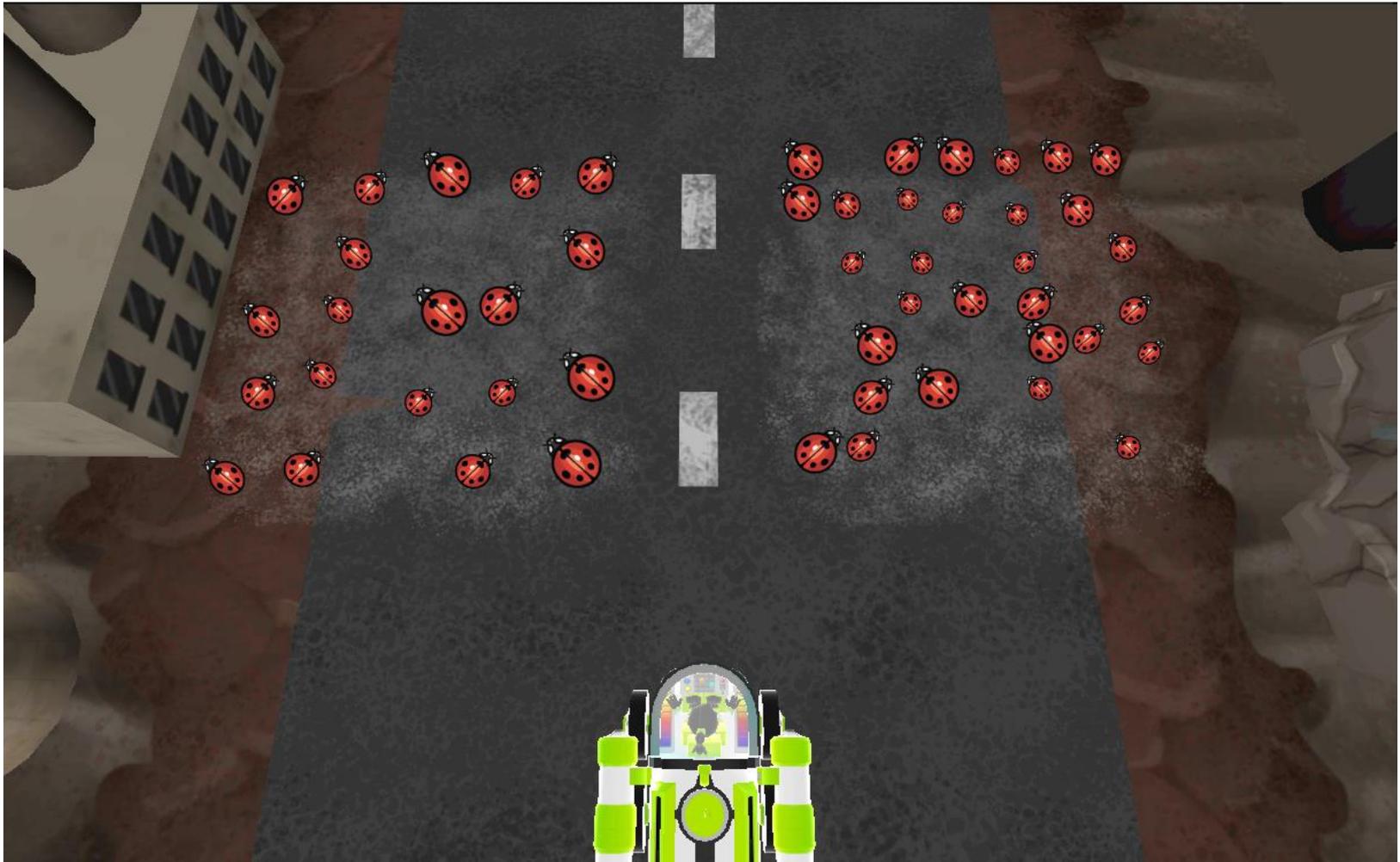
Serious – Game: both words have the same weight

There is a delicate balance between being fun and serious:

- If the game is no fun, no one will want to play
- If the game is not serious enough, it will not reach its goal

# 1. SERIOUS != BORING

Dudeman & Sidegirl



## 2. USE THE MEDIUM BEST SUITED

A serious game is best used in combination with more traditional means of teaching/learning. Important is to choose the right medium for the right task. A game can be used for:

- Extra motivation
- Letting them do repetitive exercises in a more fun way
- Showing them in different perspectives
- Involving them, letting them experience what they were reading

On the other hand a game is less suited for actual teaching

## 2. KNOW YOUR AUDIENCE

A game works best if tailored for its audience, the theme, looks and feel of a game are very different depending on their target audience:

- Kids/Young adults/Adults?
- Male/Female?
- Gamers/Non-gamers?
- Etc...

# QUESTIONS

