

Active Play for Active Community

Designing Game to Encourage People to Play Active Roles in Improving their Local Areas

This competition is part of the Voice Your View project funded under the Digital Economy scheme.

Hello

You are invited to apply to take part in one of the most intensive game design competitions!

You will be asked to work in a multidisciplinary team comprising of students from four areas: design management, game design, graphic design and computer science. You have two days and one night to come up with a fantastic digital game idea to encourage people to actively engage with their local community and take control of their surrounding environment. If your idea is chosen, you could win serious prize money!

Awards

The prizes for the winner and runner ups are:
The winning team: £1,000
The first runner up: £500
The second runner up: £250

Would you like to hear more about this?

Why a Game?

Recently, digital games are considered one of the most powerful tools to raise awareness regarding social and environmental issues, (such as food crisis, poverty and climate change), and encourage desirable behaviours.

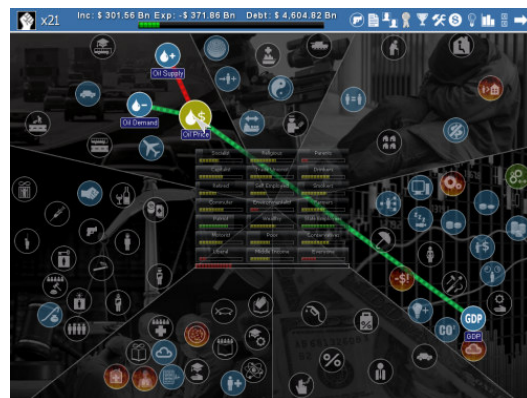
For example, Zynga, a social game leader, supported Save the Children charity in raising money for its Japan Earthquake Tsunami Children Emergency Fund by enabling in-game donations through virtual good buying in Zynga games like FrontierVille, FarmVille and CityVille. 100% of the virtual goods purchase prices were donated to Tsunami relief. It was reported that more than 1 million US dollars were donated by gamers within 36 hours!



Source: www.zynga.com

These games range from strategic planning to action ones. For example, **Democracy** is a strategic game, which simulates the dilemmas of being a president/a prime minister. Playing this game, you will face difficult decisions regarding deficits, crimes, etc. The ultimate test is whether you will be re-elected!

For more information, please visit:
www.positech.co.uk/democracy



Darfur is Dying is a survival game simulating the brutality of genocide in the Darfur region

of Sudan. Playing this game, you have to negotiate your way to forage water for your refugee camp while making sure that you will not be captured by the Janjaweed militia.

For more information, please visit:
www.darfurisdying.com



We strongly recommend that you visit **Game for Change** (www.gamesforchange.org) and gain first-hand experience on how digital games are used for encouraging active public involvement on pressing global issues.

What will we ask you to do?

The Brief

We believe that the design of public spaces can be significantly improved if high-quality feedback can be collected from the users – people who live, work and play in the areas. However, the current methods of reporting concerns and suggestions, such as public consultations and online forms, may be seen as dull and unfriendly by some user groups.

You are asked to turn an act of giving feedback and suggestions about public spaces in local areas into a **meaningful, fun and engaging digital game** that appeals to various groups of people – see Four Square (<https://foursquare.com>) for example.

It could be a mobile game, an online game or an interactive game on an information kiosk. The possibilities are endless!

The Workshop

The workshop will take place at Coventry University on 19th – 20th November 2011. Please see the detailed programme below:

Day 1: 19th November 2011

Venue: Bugatti building, Coventry University

- 09.00 – 09.30 Register
- 09.30 – 09.45 Project Introduction (Prof Jon Whittle, Lancaster University)
- 09.45 – 10.15 Game Design Introduction (Serious Game Institute: SGI)
- 10.15 – 10.45 Design Brief (Dr Busayawan Lam, Brunel University)
Q&A Session
- 10.45 – 11.00 Coffee Break
- 11.00 – 11.30 Ice Breaking & Group Forming
- 11.30 – 12.30 Problem Identification
- 12.30 – 13.30 Lunch Break
- 13.30 – 15.00 Idea Generation
- 15.00 – 15.15 Coffee Break
- 15.15 – 18.00 Mentor Consultation
- 18.00 – 19.00 Dinner
- 19.00 – 21.00 Design Development

Who are your mentors?

Four experts from various fields will help you shape up your game design ideas.

Mentors

- **Prof Jon Whittle**, the Chair of Software Engineering in the Department of Computing at Lancaster University and the principal investigator of the Voice Your View research project
- **Dr Therese Lawlor-Wright**, specialised in knowledge & performance management with experience in urban design/planning
- **Renato Kern** specialised in design strategy and character development

Day 2: 20th November 2011

Venue: The Serious Game Institute,
Coventry University Technology Park

- 09.00 – 10.45 Design Finalisation
- 10.45 – 11.00 Coffee Break
- 11.00 – 12.30 Presentation Preparation
- 12.30 – 13.30 Lunch Break
- 13.30 – 14.30 Presentations (Groups 1 – 2)
(30 minutes for each group)
- 14.45 – 14.45 Coffee Break
- 14.45 – 16.15 Presentations (Groups 3 – 5)
- 16.15 – 17.15 Judging Decision
- 17.15 – 17.30 Prize Giving Ceremony

Who are your judges?

You will have an opportunity to pitch your idea in front of four eminent judges.

Judges

- **Prof Jon Whittle**, the Chair of Software Engineering in the Department of Computing at Lancaster University and the principal investigator of the Voice Your View research project
- **Dr Therese Lawlor-Wright**, specialised in knowledge & performance management with experience in urban design/planning
- **Prof Sara de Freitas**, the Director of Research, Serious Game Institute, Coventry University
- **Richard Vahrman**, the Chief Operating Officer of LocoMatrix, a company specialising in GPS games for education (www.locomatrix.com)
- **Les Wynn**, Manager of Industrial Design and Human Factors and Product User Experience at Xerox

What will you deliver?

1. Story behind the game
2. Game rules – how to play the game

3. Key design elements – e.g. examples of characters, icons, background images
4. Strategy – how this game can motivate people to actively give feedback

How will your design be judged?

Judging Criteria	4	3	2	1
1. Engaging and promoting active user involvement				
2. Appealing to many user groups				
3. Easy to understand				
4. Visually attractive				
5. Novelty				

Note: 4 = fully met the criterion
1 = hardly met the criterion

How to apply?

If you are interested in taking part in this design competition, please submit one A4 page CV describing relevant experiences. For a guideline on how to prepare the CV, please visit: www.voiceyourview.com/CVtemplate

If you are chosen, you will be expected to pay a £20 refundable deposit and provide a letter from your course director to ensure that you take part in all activities required.

If you need a computer to support your work, please bring your own laptop or notebook computer. However, printing facilities will be supplied. Your accommodation, travelling expenses and subsistence will be paid for. Please make sure that you keep all receipts.

Terms & Conditions

- By taking part in this competition, you are granting the team all intellectual property rights in your design for academic research purposes only.
- If the Voice Your View team wishes to make use of your work submitted in the competition for other purposes, a license or transfer must be negotiated with you.

For further information about us, please visit: www.voiceyourview.com