

Games for Health

www.gamesforhealth.org

Better Community, Practices &
Acceptance



Our Start...

- Serious Games Initiative (2002) funded by Lounsbery Foundation
- October 2003, Games for Health List Created
 - 100+ members
- Spring 2004, Games for Health Conference Announced
- Fall 2004, Games for Health Conference Successful
 - 100+ attendees
 - Major media coverage
- December 2004, Games for Health is Funded by
DARPA

Our Agenda (2005-2006)

- Community & Grassroots Organizing
- Marketing, Web Site, PR Campaign
- Whitepapers & Resource Guides
- Conferences & Events
- Research Agenda & Support
- Developer + Project Meetings
- Health Messaging in Games
- Health Game Seal of Approval
- Game Development Award

What We Will Do For You

- Lift up all projects
- Create open accessible free to use tools
- Provide a trusted conduit to the industry and government
- Help game industry find the right SMEs and partners for projects they are spec'ing or commissioned to produce.
- One-stop shop for outside interests to get involved with you
- Open up press coverage and push them to key surrogates and locally based efforts

Our Structure

- Digitalmill, Inc. (Portland, ME)
 - Day-to-Day management & evangelism
- Woodrow Wilson Center (Washington, D.C.)
 - Government relations & advocacy
- Steering Committee
 - Industry outreach and project advisement
- Key expected partners
 - AMTI, VRMC, IML/Dartmouth

Immediate Timeline

- December 20, 2004 – National PR Announcement
- ??? 2005, Steering Committee Announced
- February 2005, Updated Web site
- March 2005, Games for Health 2005 Announced (Baltimore/DC Area)
- May 2005, E3Expo (Health Messaging Meetings)
- September 2005 Games for Health 2005

How you can help!

- Join our mail list and participate
- Join us to help recruit professionals into the community
- Provide us contacts and advice
- Attend and Promote GFH Conference
- Contribute to our Wiki Knowledgebase
- Develop and experiment as much as possible

Contact Information

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Critical Tips

■ Play Games (A Lot)

- PC Games
- Console Games
- Mobile Games
- Online Games
- Old Games

Some Games Worth Playing Now:

Half Life 2, Civilization III, Viewtiful Joe, Katmari Damacy, Pikmin I&II, DDR, EyeToy, Pokemon, Knights of the Old Republic, City of Heroes, Zuma, Age of Empires, Grand Theft Auto III, The Sims, WarioWare, Feel the Magic, Korsun Pocket, Gran Turismo, Halo 2

Sony PS2

\$129

Xbox \$129

GameCube \$99

NintendoDS \$149

PSP \$199

Game PC

\$1500

2 Games Each \$480

DDR GamePAD \$99

EyeToy \$50

Xtra GamePads \$120

Xbox Live \$50

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~\$3000

Go to the Industry

- Visit a Studio
 - Publisher owned
 - Independent
- Attend GDC (SF, March 2005)
 - (Not just the Serious Games Summit)
- Attend E3 (LA, May 2005)
 - Do a debrief as a group – we can host this
- Attend DiGRA (Vancouver 2005)

Read Game Magazines

- Computer Gaming World
- Electronic Gaming Monthly
- Edge (UK)
- Game Developer Magazine
- Develop (UK)
- PC Gamer
- Official Xbox Magazine/PS2 Magazine
- GamePro

Visit Game Web Sites

- www.gametab.com
- www.gamespot.com
- www.bluesnews.com
- www.avault.com
- games.slashdot.org
- www.evilavatar.com
- www.gamegirladvance.com
- Growing number of designer blogs...

Read Key Books & Journals

- What videogames have to teach us about learning and literacy (Gee)
- A Theory of Fun (Koster)*
- Game Code Complete 2E (McShaffry)*
- Rules of Play (Salen & Zimmerman)
- Digital Game Based Learning (Prensky)
- Journal of Game Development (Charles River Media)
- Computers in Entertainment (ACM)

Final Tips

- All Games Are Serious!
- Learn to articulate your advocacy
- Serious games aren't just about games
- Implementation can be harder than development
- Games are a mass audience that you can leverage
- This field is about talent not form