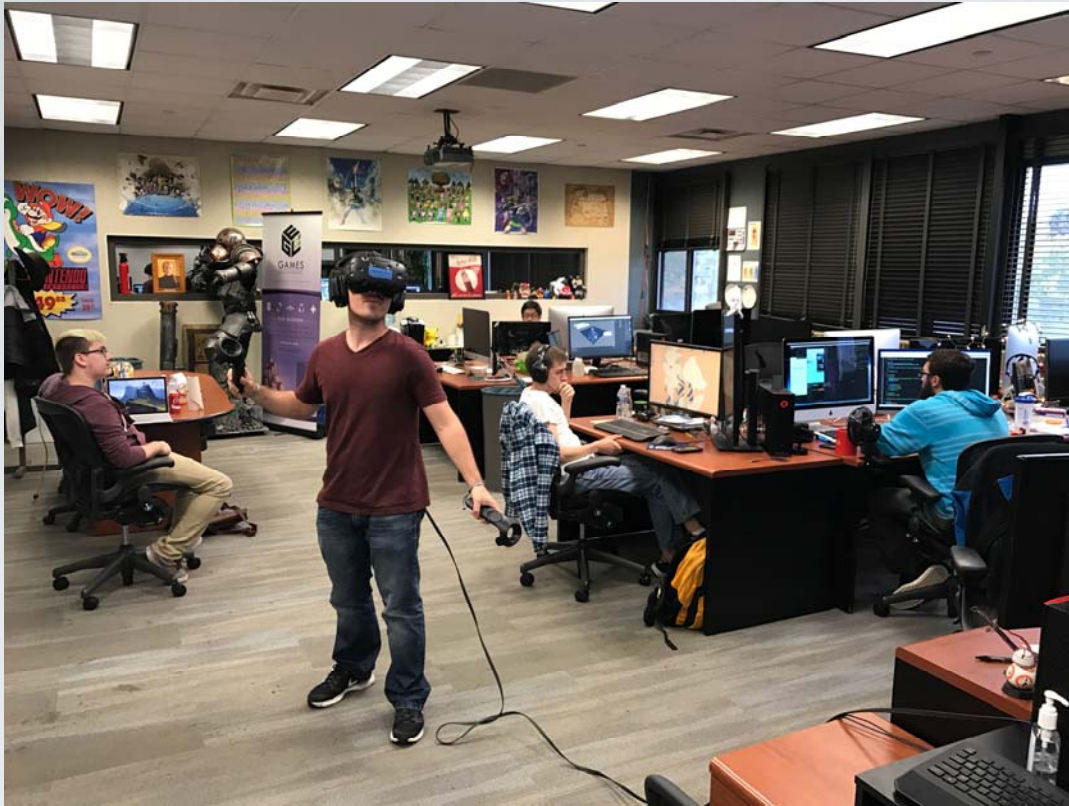


THE PROCESS AND CHALLENGES IN DEVELOPING MEANINGFUL PLAY

Brian M. Winn

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Director, Games for Entertainment and Learning Lab
Michigan State University



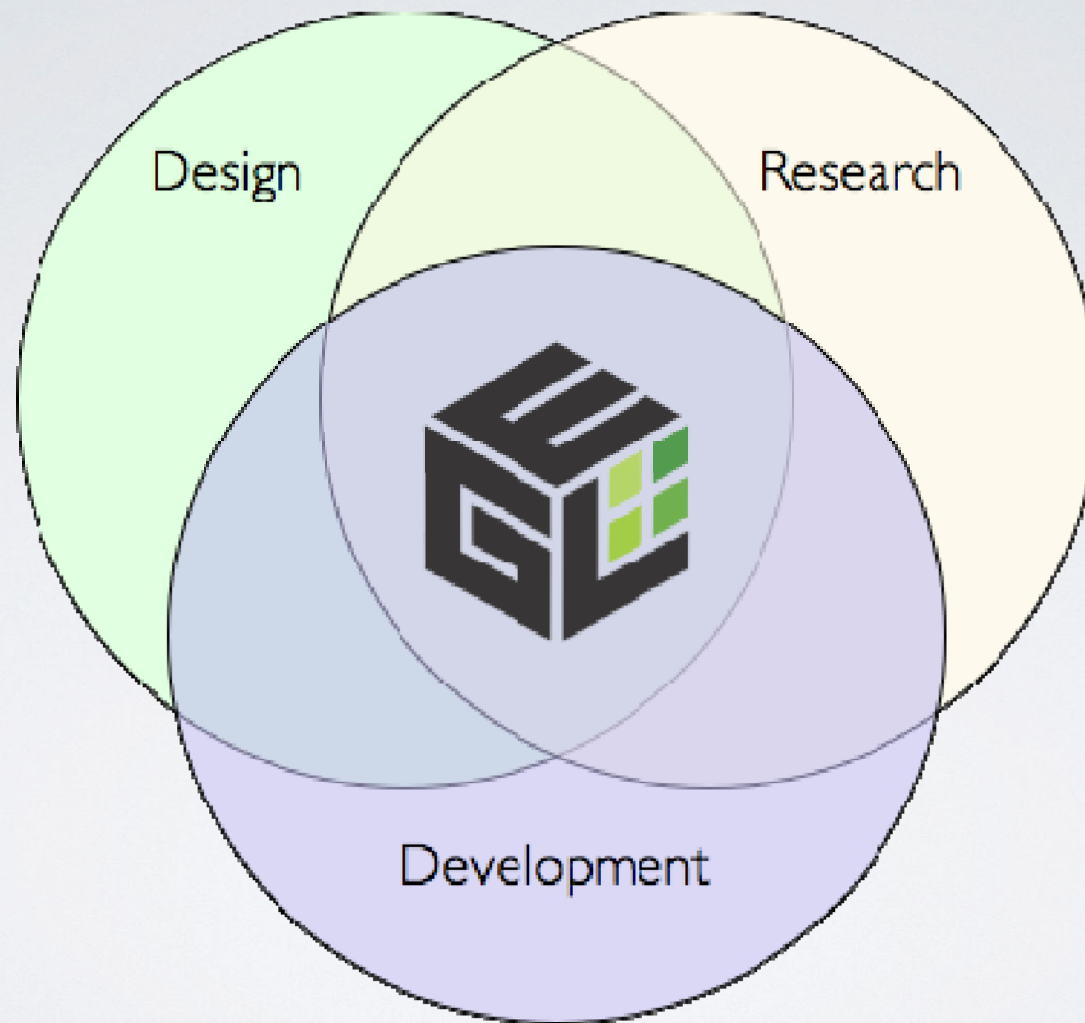
- R&D lab
- Founded in 2005
- To advance the art and science of designing games for meaningful play
- Funded primarily by external grants



GAMES FOR ENTERTAINMENT
AND LEARNING LAB
AT MICHIGAN STATE UNIVERSITY

GELies

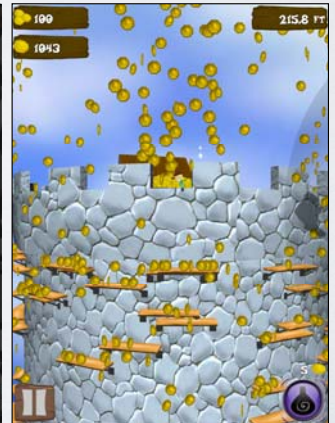




HEALTH



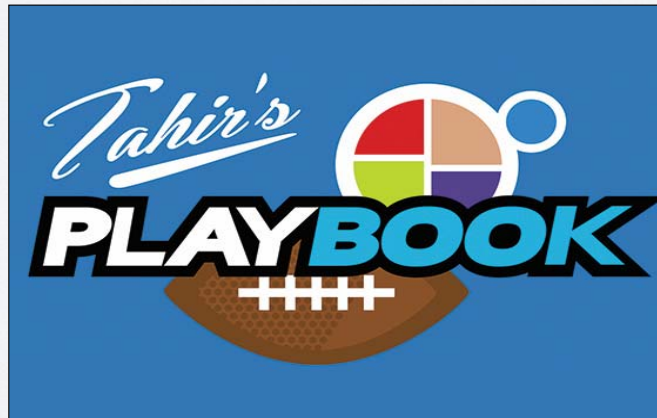
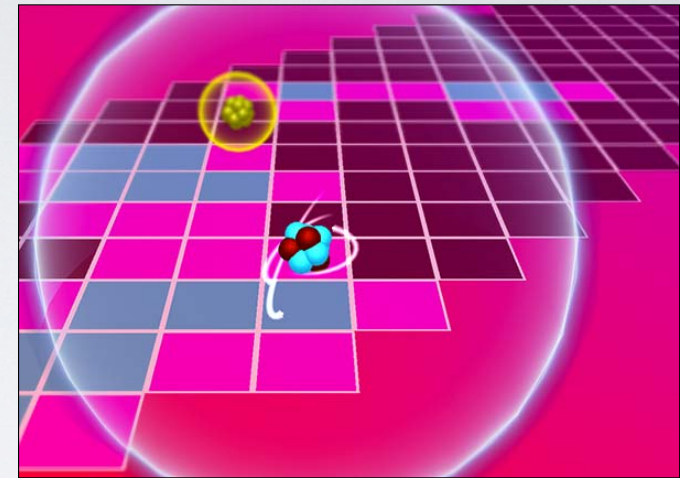
FINANCIAL LITERACY



RELIGION



LEARNING/STEAM'D



The location of the creature dot on the tree of life shows you when in time that creature existed on Earth.

Life Preservers

Dinosaur Aeon Mammals Aeon

65,500,000 years ago
145,500,000
199,600,000
251,000,000 years ago

Reptiles Mammals

Trilobites Invertebrates Dinosaurs Mammals

Timeline: Trilobites, Invertebrates, Dinosaurs, Mammals

Leatherback Turtle (Dermochelys coriacea)
Lived 100,000,000 years ago to TODAY

Description

- 1) Leatherback turtles still survive today but we are in danger of extinction.
- 2) I spend most of my life in water.
- 3) I dive deep to catch jellyfish in my tank.
- 4) I have large flippers I use like paddles.

My Environment

live in open ocean, females climb onto beaches to lay eggs

What do I eat?

mostly deep sea jellyfish

What eats me?

humans eat turtles and turtle eggs

Adaptations

Adaptation Challenge 1
Adaptation Challenge 2
Adaptation Challenge 3

8 ft long shell

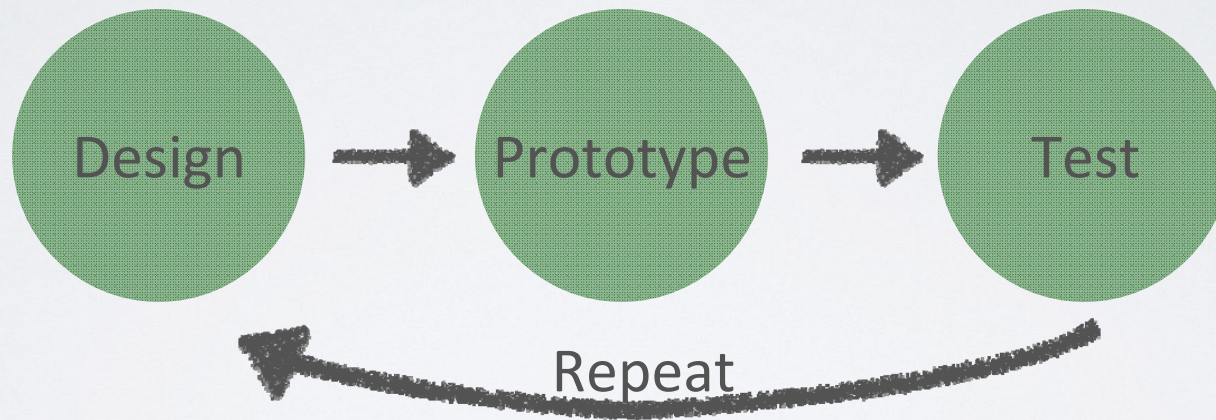
CHALLENGES IN MEANINGFUL PLAY DESIGN?

CHALLENGE #1:

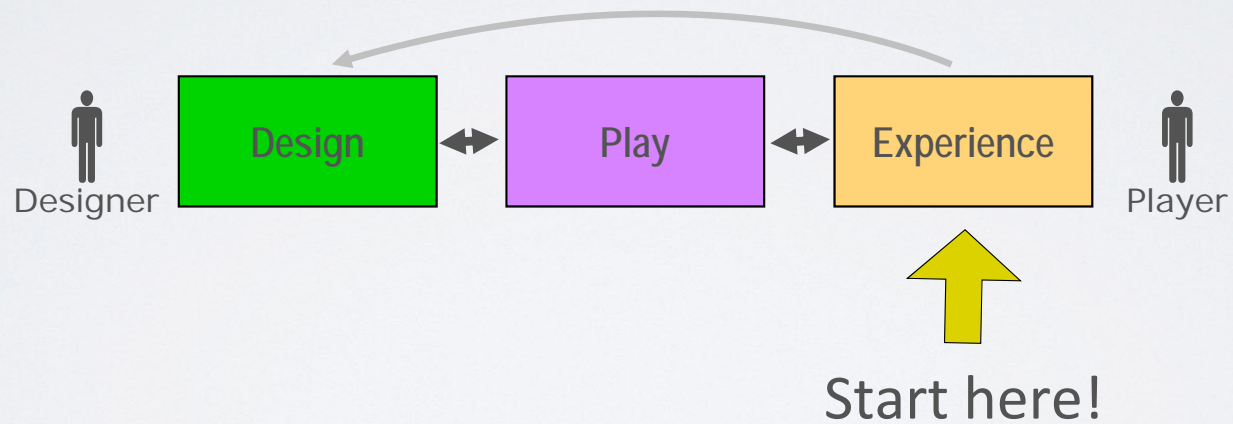
Making “good” **games** is hard.
Making “good” **serious games** is
even harder!

There is no
“unified theory”
of game design.

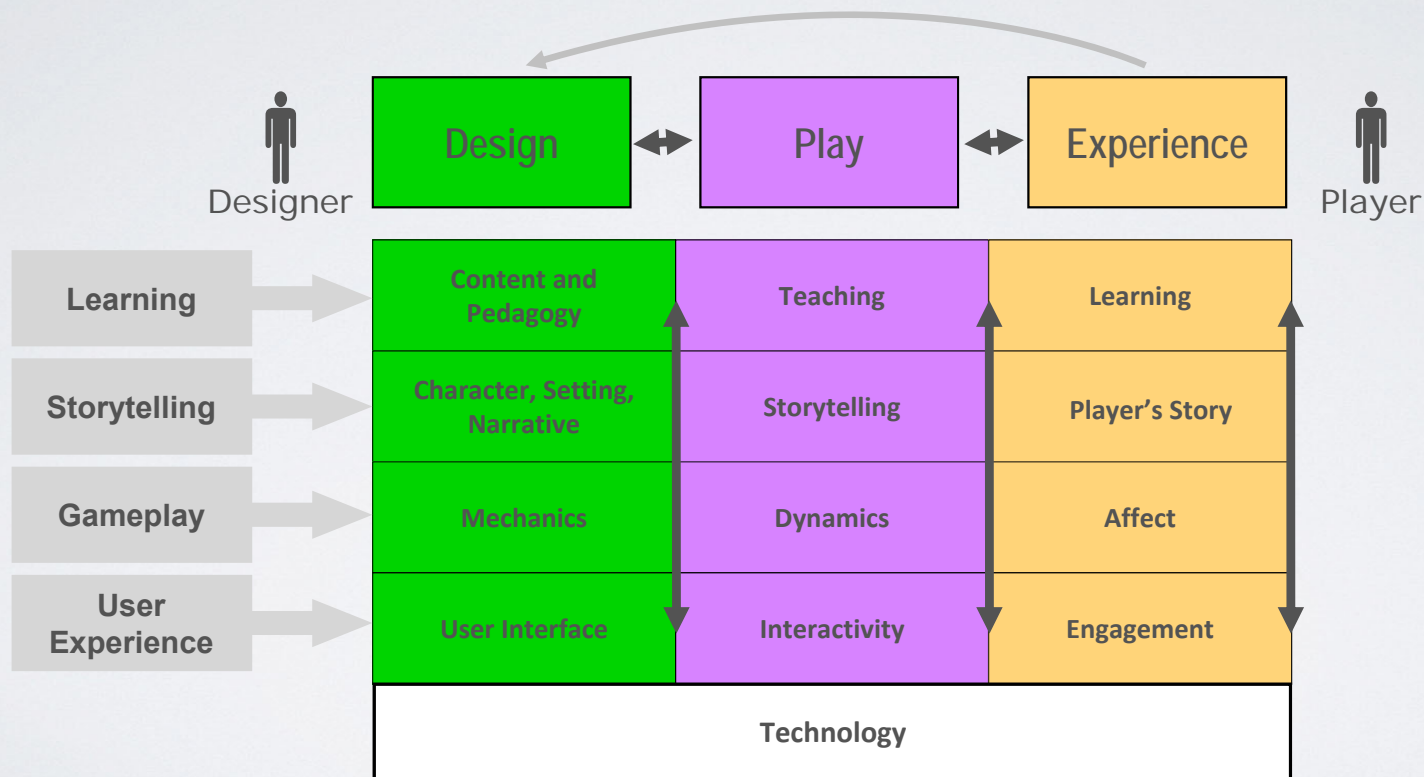
Iterative Design



DESIGN, PLAY, EXPERIENCE FRAMEWORK



DESIGN, PLAY, EXPERIENCE FRAMEWORK



CHALLENGE #2:

Make the game **fun** (or engaging)
while achieving the **serious**
outcomes!

Stealth Learning

HEART OF SERIOUS GAME DESIGN



SERIOUS GAMES MUST BALANCE THESE (SOMETIMES CONFLICT) PERSPECTIVES

CHALLENGE #3:

Assessing learning is difficult.

ASSESSMENT

- Have clear goals
- Traditional forms of assessment
- Integrated assessments

“Games parallel progressive educational pedagogy, such as **active learning**, **constructivist learning**, **problem-based learning**, and **authentic professionalism**.”

James Paul Gee. What Video Games Have to Teach Us About Learning and Literacy.

THANK YOU!

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meaningfulplay.msu.edu