Serious Game Development: Case Study of the 2013 CDC Games for Health Game Jam

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Why Jam?

- Communitarian
- Support Creativity and Learning
- Allow All to Contribute
- Prototype Ideas
  - Crowdsourcer Based Upon Theme
  - Best/Innovative Ideas Rise to Top
2013 Fall Game Jam

- Pre-event (1 week prior)
  - Introduce concepts via SMEs
- 300+ participants
- 32 games created
- 5 finalists moved on to Round 2
- Post-event (2 weeks later)
  - One team selected
    - Mentored by CDC SMEs
    - $9k prize
SME Involvement

Lightning Talks…

11:00  Foodborne disease – Winnable Battles
11:20  Strategic National Stockpile – Vaccines
11:40  Teen Pregnancy – Winnable Battles
12:00  Diabetes translation
12:20  Tobacco Control/Winnable Battles
12:40  Asthma
1:30   HIV/STDs – Winnable Battles
1:50   HIV Prophylaxis – Winnable Battles
2:10   Travelers health - Global migration & quarantine
“Winning” Game
Commercialization…

Super antibodies deal massive damage!
Expanding Into Other Areas

Jennifer Ann’s Group
Game Jam 2014

Helen of Troy

Hosted by

School of CSE
games.spsu.edu

June 20-22, 2014
Latest Work

September 2014
300+ participants

• Focused on HIV Awareness and Prevention
• 15+ SMEs from HHS (DC) and CDC (Atlanta)
• 41 Games created
• 16 Selected for Round 2
• 5 Selected for Round 3
BOSS: Contaminated Needle

Shared needle contaminated by someone carrying HIV. Spawns Foreign Particles. Weak against AR Type I / Emtricitabine (Yellow)
Roadmap to Success

• Publish subject content early (pre-event)
• Clear judging criteria (especially if $)
• Multi-phase screening
• Risk-management
• Remain flexible
Lessons Learned

- Focus on single topic
- Involve SMEs and require milestones
- Select more teams to “win”
- Some participants reject serious constraint
  - In contrast with GGJ intentional constraints
- Amazing results are possible
We’re Hiring
2 Assistant Professors

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