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
 - Crowdsource 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...



Expanding Into Other Areas

Jennifer Ann's Group PIOS MEC 9M6D



Helen of Troy











School of CSE games.spsu.edu Hosted by



ТЕПЛИЦА СОЦИАЛЬНЫХ ТЕХНОЛОГИЙ

June 20-22, 2014

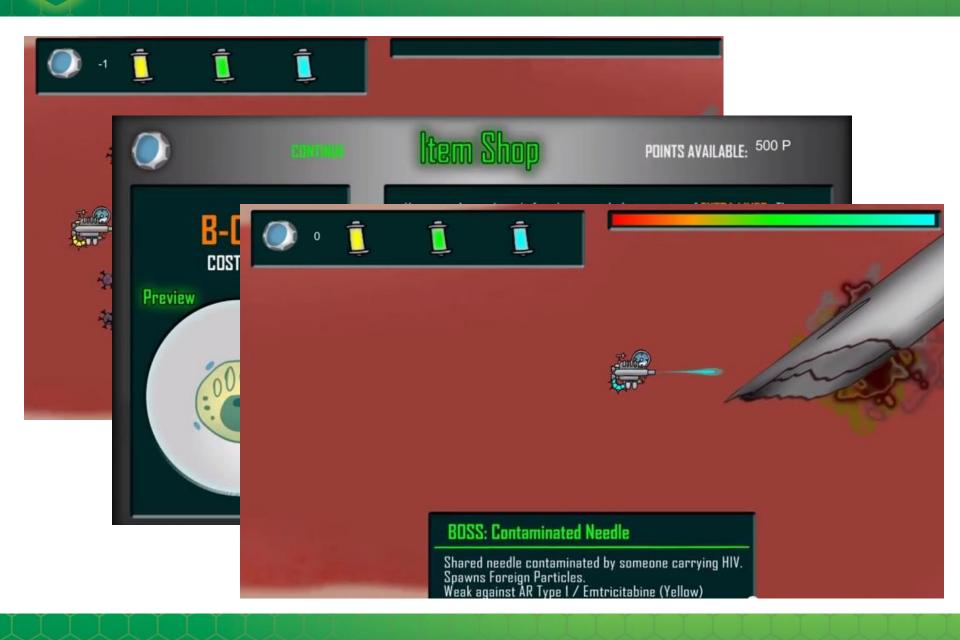
Latest Work

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



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Roadmap to Success

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



Lessons Learned

- FOXES GAMERS CREATE GAME WITH A "MESSAGE" FOR KIDS
- Focus on single topic
- Involve SMEs and require milestones
- Select more teams to "win"
- Some participants reject serious constraint
 - In contrast with GGJ intentional constriants
- Amazing results are possible

spsugames.blogspot.com

We're Hiring

2 Assistant Professors

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