



SERIOUS GAMES

SHOWCASE & CHALLENGE

Fostering Serious Games for Training

Kent Gritton



SGS&C

Why Initiated?

- Have you ever seen the energy surrounding the Independent Games Festival (IGF) at GDC?
- Three issues coalescing into SGS&C
 - Government unsure of gaming as instructional media
 - Industry unsure of Serious Gaming as niche market
 - Students unaware of Serious Gaming as employment avenue
- Given that:
 - there was no platform for the promotion and exhibition of game-based training opportunities ala IGF; and
 - I/ITSEC is logical location to showcase Serious Games and their associated technologies
- Serious Games Showcase & Challenge at I/ITSEC under NTSA sponsorship is born

2006



SERIOUS games
SHOWCASE & CHALLENGE

PRESENTED AT I/ITSEC 2006 

ENTER YOUR SERIOUS GAMES TODAY

ARE YOU AN ASPIRING SERIOUS GAMES DEVELOPER?
DO YOU HAVE A GAME BASED SOLUTION
TO A MILITARY TRAINING NEED?

Be one of the 12 students and very small business development teams selected to present at the challenge

This is your chance to showcase your work in front of thousands of people on the I/ITSEC show floor

**ENTER YOUR MOD
OR ORIGINAL GAME BY JULY 31ST**

**WIN YOUR SHARE
OF OVER  IN CASH
AND PRIZES**

WWW.IITSEC.ORG
WWW.SGSCHALLENGE.COM

Contact Barbara McDaniel at bmcdaniel@ndia.org
or Debbie Dyson at ddyson@ndia.org for more information

TRAINING THE 21ST CENTURY JOINT FORCE. . . .
MISSION FOCUSED TO ACHIEVE WARFIGHTING EXCELLENCE

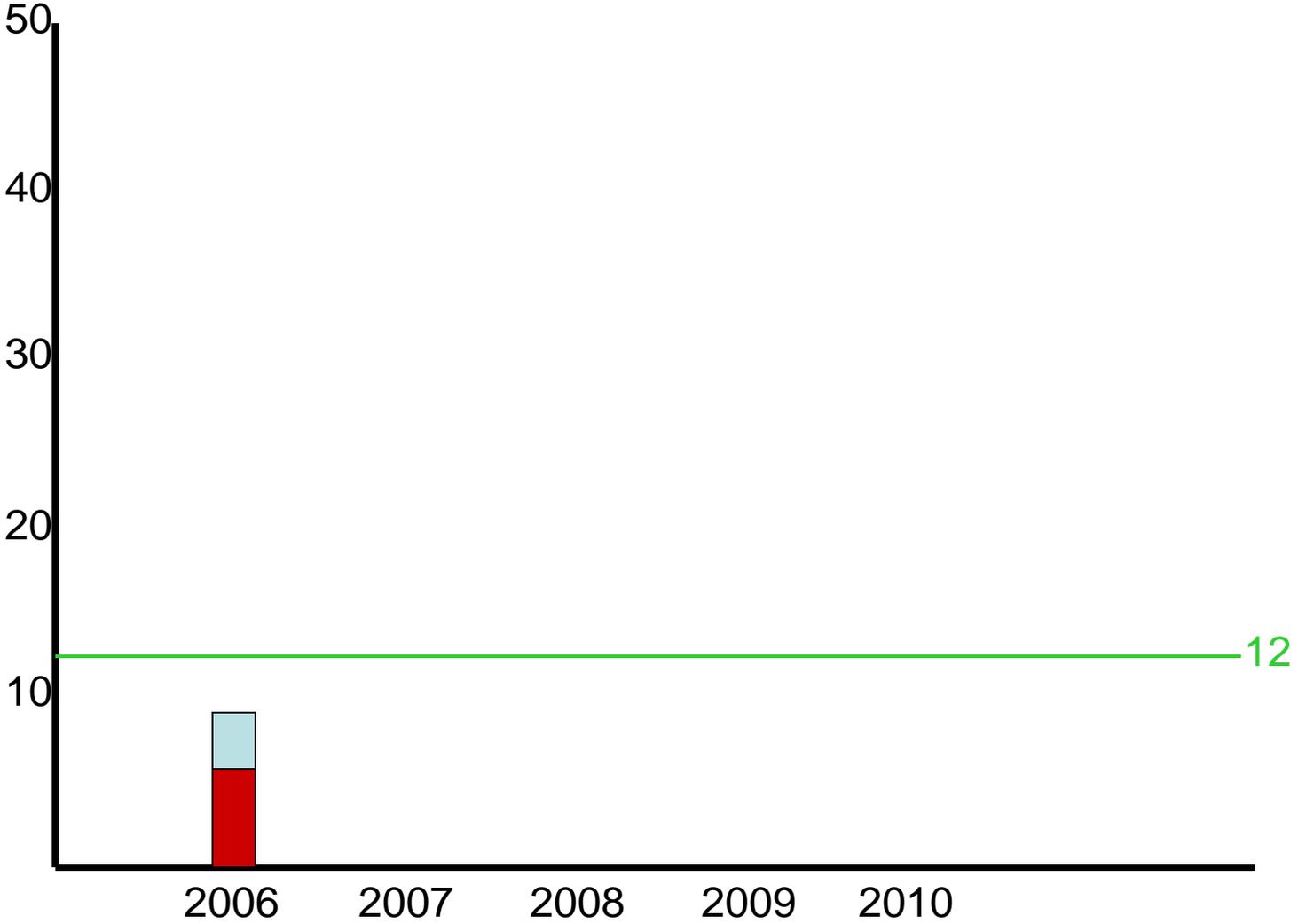


2006 – The Year for Learning

2006 was all about restrictions

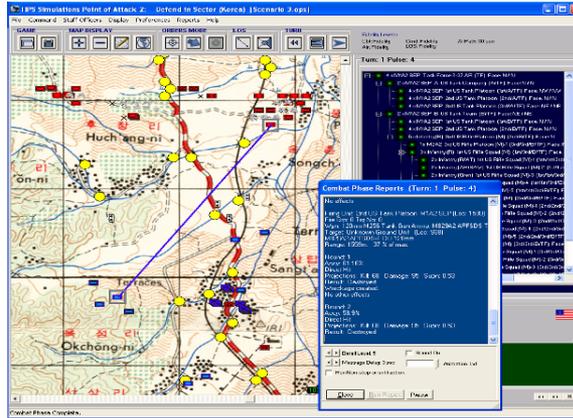
- Based on the mythical “garage programmer”
 - Company size restrictions
 - Company financial restrictions
 - No government funding
- And incentives
 - Cash prizes for various categories
- Learned a lot
 - Many serious games have government (of one sort or another) funding ties
 - Cash awards are not the primary incentive for entering the Challenge
 - There is a difference between a Serious Game and a Simulation using gaming technology

SGS&C Entries 2006





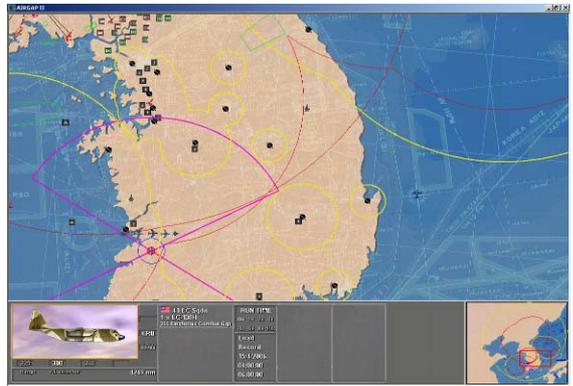
Entry Highlights 2006



Steel Beasts Professional
2006 People's Choice Co-Winner

Point of Attack-2

Harpoon-3 Professional



Gator Six, Battery Command Virtual Experience
2006 Best Serious Game

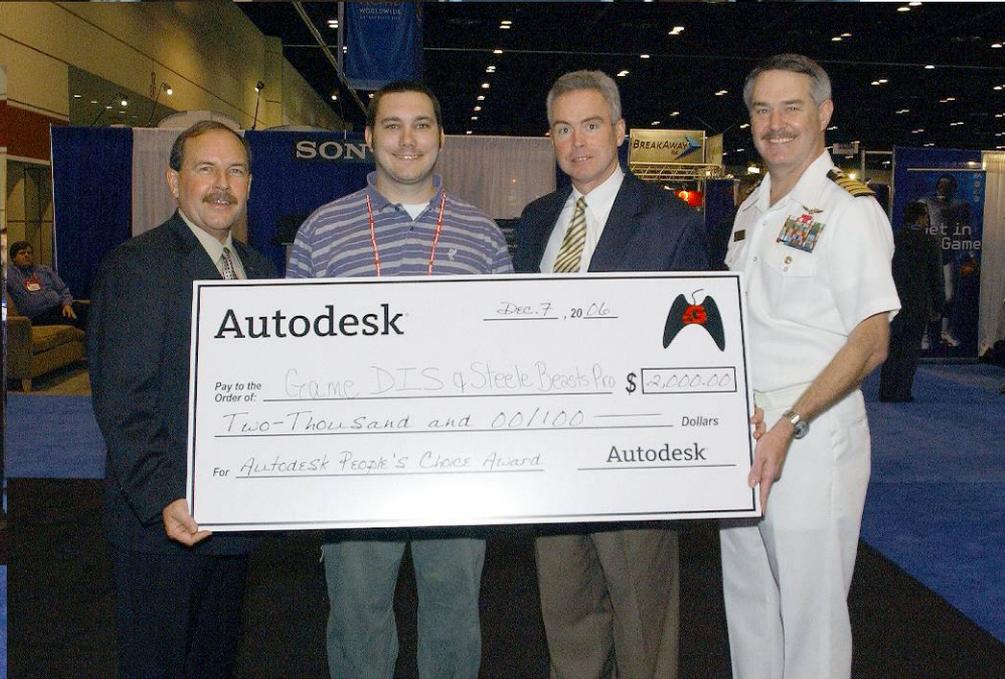
Modern Air Power

Game DIS (GDIS)
2006 People's Choice Co-Winner



SGS&C

Description / Background





2006 Comment

- The Challenge was a real success for us. Besides winning the (Best Serious Game) award, the traffic volume and potential future business opportunities generated from the Challenge pavilion were much greater than from our showroom booth. *Gator Six PM*

2007



EXPANDED ELIGIBILITY FOR '07

SERIOUS GAMES

SHOWCASE AND CHALLENGE

ENTER YOUR **GAME BASED TRAINING**
AND **EDUCATION** APPLICATION

3 DISTINCT CATEGORIES

STUDENT
INDIVIDUAL / SMALL BUSINESS
LARGE BUSINESS

SHOWCASE YOUR WORK
IN FRONT OF TOP GAMING,
SOFTWARE AND SYSTEM
INTEGRATOR COMPANIES

challenge
games
2007

ENTER YOUR GAME
BY **AUGUST 31ST**

UP TO **12 AWARDEES**
AT I/ITSEC '07

WWW.IITSEC.ORG
Visit WWW.SGSCALLENGE.COM
for detailed information
Questions: info@sgschallenge.com

*Interservice/Industry Training,
Simulation & Education Conference*
Maintaining the Edge... Transforming the Force



2007 – The Breakout Year

2007 was all about removing restrictions

- Wide open competition
 - No company size restrictions
 - No financial restrictions period
 - Military applications not emphasized
- Different categories to ensure level playing field
 - Students / Small Business / Large Business
- Emphasized entrant's benefit
 - No cash prize – incentive is exposure
 - Location, location, location
- Emphasized Serious Games over Sims
 - 3 Honorable Mentions

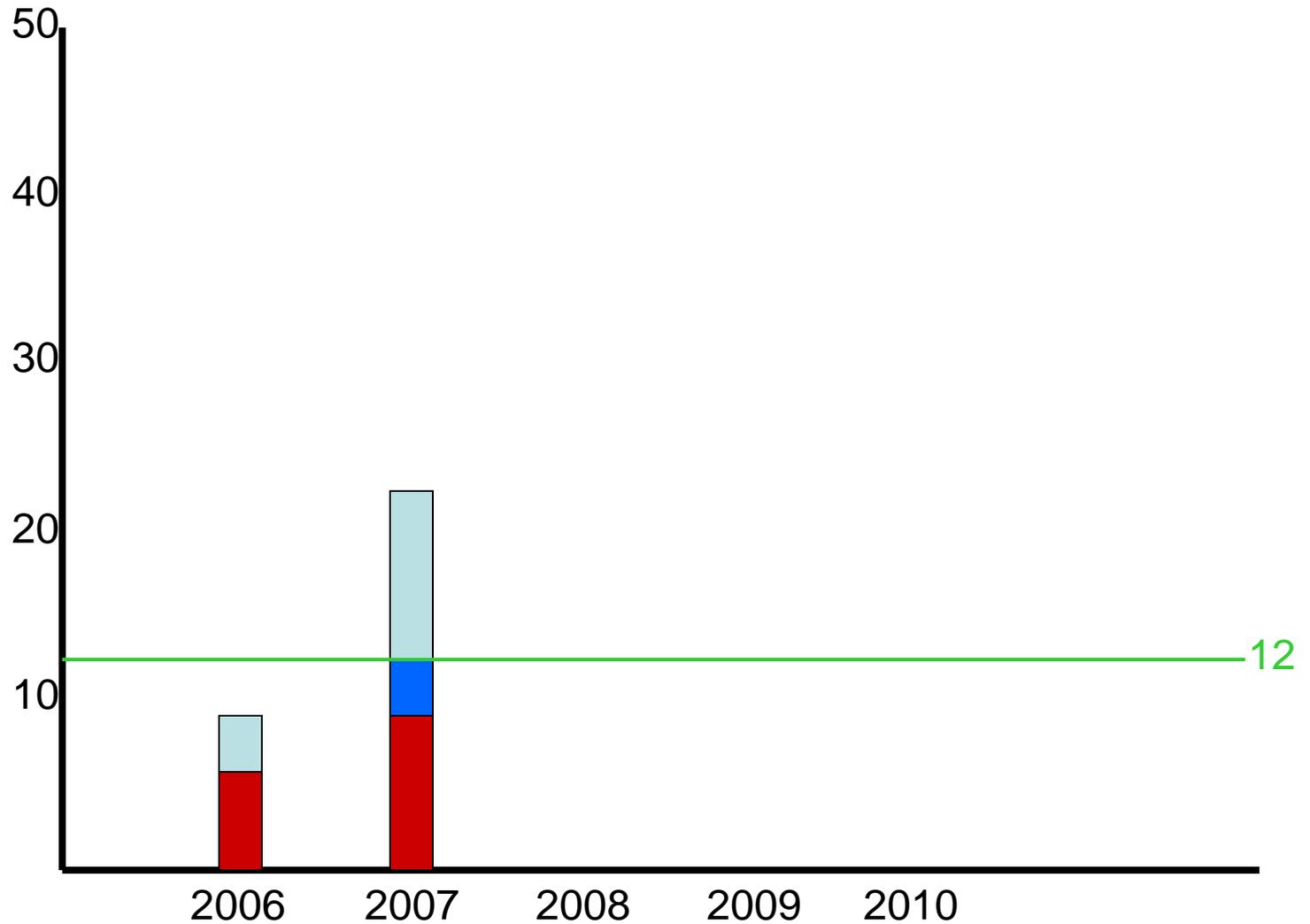


Games vs Sims

- Highly debatable topic
 - SGS&C is squarely on the Games only side of discussion
- In order for a game to qualify for SGS&C, the following attributes are important (and evaluated against):
 - Uncertain game outcome; player required to tangibly affect outcome
 - Overriding goal/challenge (sub-goals/challenges) with positive and/or negative reward system
 - Strategy development required to win or succeed; need not be apparent at the outset
 - Multiple decision paths to achieve the desired outcome
 - Digital, engaging and inspires repeated play
 - Clearly defined learning / training objective; meets that objective in a measurable way



SGS&C Entries 2007





SGS&C 2007





Entry Highlights 2007



Tactical Iraqi
2007 Best Serious Game

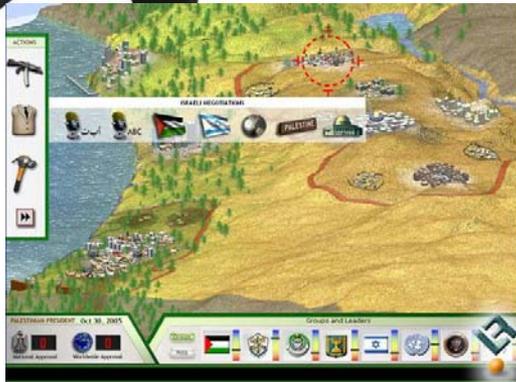
Vigilance
2007 People's Choice Winner





Entry Highlights 2007

PeaceMaker



Ready to Work



Response Ready



Critical Thinking Training



Saving Adryanee



HuntIR

Every Soldier a Sensor



Tactical Combat Casualty Care





2007 Comments

- The SGS&C is an excellent idea that must continue. Everyone wins regardless of who gets the prizes. The education about SG's in general and the showcasing of the participant's instances of SG's are priceless for all publishers and consumers of SG's.
CEO Tactical Language and Culture Training System
- The use of the space outside the hall was infinitely superior to last year's booth at the back of the hall. A much needed improvement which paid off for everyone.
CEO Tactical Language and Culture Training System
- Camber managers from the CEO on down were thrilled with the additional exposure and contacts made as a result of the contest. *HuntIR PM*



2008

SERIOUS GAMES
SHOWCASE AND CHALLENGE

ENTER YOUR GAME BASED TRAINING
AND EDUCATION APPLICATION

SHOWCASE YOUR WORK
IN FRONT OF TOP GAMING,
SOFTWARE AND SYSTEM
INTEGRATION COMPANIES

ENTER YOUR GAME
BY AUGUST 31ST

ARMY
NAVY
AIR FORCE
INDUSTRY
'08

3 DISTINCT CATEGORIES
STUDENT
INDIVIDUAL / SMALL BUSINESS
LARGE BUSINESS
UP TO 12 AWARDEES

INTERSERVICE/INDUSTRY TRAINING,
SIMULATION & EDUCATION CONFERENCE
MAINTAINING THE EDGE...TRANSFORMING THE FORCE

Visit WWW.SGSCALLENGE.COM
for detailed information
Questions: info@sgschallenge.com

WWW.IITSEC.ORG



2008 – Year for Growth & Stability

2008 = Challenge and management refinements

- Category expansions
 - Added Government category
- Emphasized getting the word out
 - Students / schools
 - Still haven't received a student entry
 - Conferences
 - Nor any large business entries
 - Web outlets
- Organizational and management improvements
 - IPT growth
 - Many hands make light work
 - Sub-divided IPT
 - Concentration on process documentation
 - Don't re-invent every year



Timeline

- 01 Mar-15 Aug: Intent to submit forms
- 15 Aug-15 Sep: Game submissions accepted
- 15 Sep-15 Oct: Game evaluation/down-select
- 15 Oct: Finalists notified
- 01-04 Dec: SGS&C at I/ITSEC
 - 01-03 Dec: People's Choice Award Voting
 - 04 Dec: Awards Announcement and Presentation



Evaluators

- Serious Games experts (~20 each)
 - Academia
 - Government
 - Industry
- Conus/Oconus (European, Australian)
- Depending on number of entries, each evaluator rates ~4 games
- Anchored criteria guard against evaluation flux
- Top averaged rating is winner



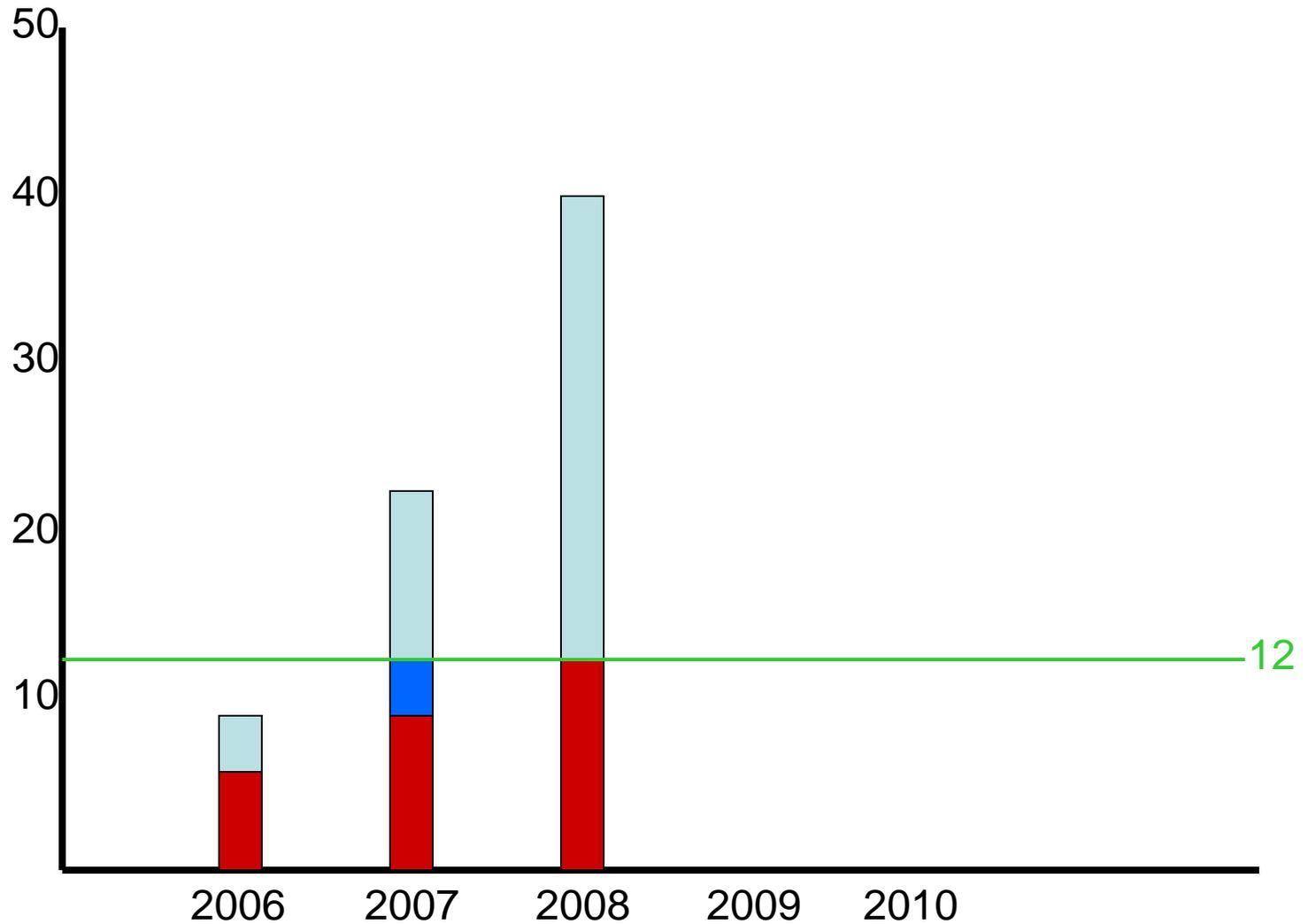
Evaluation

- Anchored Criteria
- Problem Statement
 - Defines the “serious” in the game
 - Focuses evaluation
 - Tracking and positive/negative reward system
- Technical Quality
 - Production quality
 - Conflicts
- Usability / Playability
 - Engagement
 - Ease of learning / playing
 - GUI / feedback
- Innovativeness
 - Bonus in each category
- Evaluator comments

Problem Statement and S Total Points 40												
10	Problem Statement	Creativity and Documentation of Problem and Solution Intended								Sub Category Points		
0	Either problem statement or intended solution not provided	Poorly articulated problem statement or intended solution	Well articulated problem statement but poorly articulated intended solution	Intended solution as defined meets most problem statement goals	Intended solution as defined meets all problem statement goals							
15	Problem Response	Ability to address and solve stated problem								Sub Category Points		
0	Intended solution not demonstrated in game play	Few activities supporting intended solution demonstrated effectively	Some activities supporting intended solution demonstrated effectively	Most activities supporting intended solution demonstrated effectively	All activities supporting intended solution demonstrated effectively							
15	Tracking and Measurement	Automated ability to track, measure, reward success, highlight and remediate failure (items)								Sub Category Points	Category Sub Total	
0	Complete lack of scoring mechanism within game	Rudimentary scoring system providing only a raw score as feedback	Player scored and provided feedback supporting the score	Player progress tracked and measured to provide feedback to the player	Player progress tracked and intelligently measured providing realtime information to player						9	
*5	Innovation Bonus									Innovation Points		
0	No innovative concepts employed	Marginally effective innovative features employed	Somewhat effective innovative feature employed	Mostly effective innovative feature employed	Highly effective innovative feature employed							
Technical Quality						Total Points 30						
5	Installation	Ease of installation								Sub Category Points		
0	Install procedure has errors	Non-automated install procedure	Automated multi-part installation procedure	Singlepart automated installation procedure	Fully customizable automated installation procedure							
15	Production Quality	Technical design of direction, graphics, AI, sound, speed, etc								Sub Category Points		
0	Game exhibits crashes	Game exhibits low quality production values in most aspects	Game exhibits average production values in most aspects	Game exhibits high quality production values in most aspects	Game exhibits professional level production quality in all aspects							
10	Conflicts	Degree of sensory conflicts, negative feedback, poor information flow								Sub Category Points	Category Sub Total	
0	No synchronous stimuli	Minimal synchronous stimuli	Some synchronous stimuli	Mostly synchronous stimuli	Fully synchronous stimuli						9	
*5	Innovation Bonus									Innovation Points		
0	No innovative concepts employed	Marginally effective innovative feature employed	Somewhat effective innovative feature employed	Mostly effective innovative feature employed	Highly effective innovative feature employed							
Usability & Playability						Total Points 30						
15	Engagement	Degree of fun and engagement in the application								Sub Category Points		
0	Game play is tedious and unenjoyable	Game play has numerous tedious activities, few enjoyable activities	Game play is equally balanced between enjoyable and tedious activities	Game play is mostly enjoyable, few tedious activities exist	Game play is alluring, compelling, engaging and enjoyable							
5	Game Comprehension	Ease of use in learning game and being trained								Sub Category Points		
0	Game Play and problem solving activities are overly complicated	Game play and problem solving activities require significant instruction to execute	Game play and problem solving activities require moderate levels of instruction to execute	Game play is mostly intuitive and problem solving activities are mostly easy to grasp	Game play is intuitive and problem solving activities are easy to grasp							
10	User Interface & Feedback	Simplicity, functionality and intuitiveness of GUI and feedback on problem solving success/f								Sub Category Points	Category Sub Total	
0	User interface broken or unusable	User interface is unintuitive but playable	User interface is fairly intuitive and playable	User interface is mostly intuitive and somewhat customizable	User interface is completely intuitive and fully customizable						9	
*5	Innovation Bonus									Innovation Points		
0	No innovative concepts employed	Marginally effective innovative features employed	Somewhat effective innovative feature employed	Mostly effective innovative feature employed	Highly effective innovative feature employed							
										Innovation Sub Total	Game Sub Total	Game Final Score
										9	9	9
COMMENTS:												
Signature												
Date												



Anticipated SGS&C Entries 2008



2009

The poster features a central graphic of a human head profile in silhouette, filled with a blue, digital, circuit-like pattern. Overlaid on this are silhouettes of various military aircraft: a helicopter at the top, a jet fighter in the middle, and a large transport plane at the bottom. A smaller version of the SG logo is positioned to the right of the helicopter. The background is a dark blue with glowing light trails and circular patterns.

SERIOUS GAMES
SHOWCASE & CHALLENGE

ENTER YOUR GAME BASED TRAINING AND EDUCATION APPLICATION

SHOWCASE YOUR WORK IN FRONT OF TOP GAMING, SOFTWARE AND SYSTEM INTEGRATOR COMPANIES

ENTER YOUR GAME BY SEPTEMBER 15

NAVY
USMC
AIR FORCE
INDUSTRY
09

INTERSERVICE/INDUSTRY TRAINING, SIMULATION & EDUCATION CONFERENCE

Visit www.sgschallenge.com for detailed information
Questions: info@sgschallenge.com

3 DISTINCT CATEGORIES

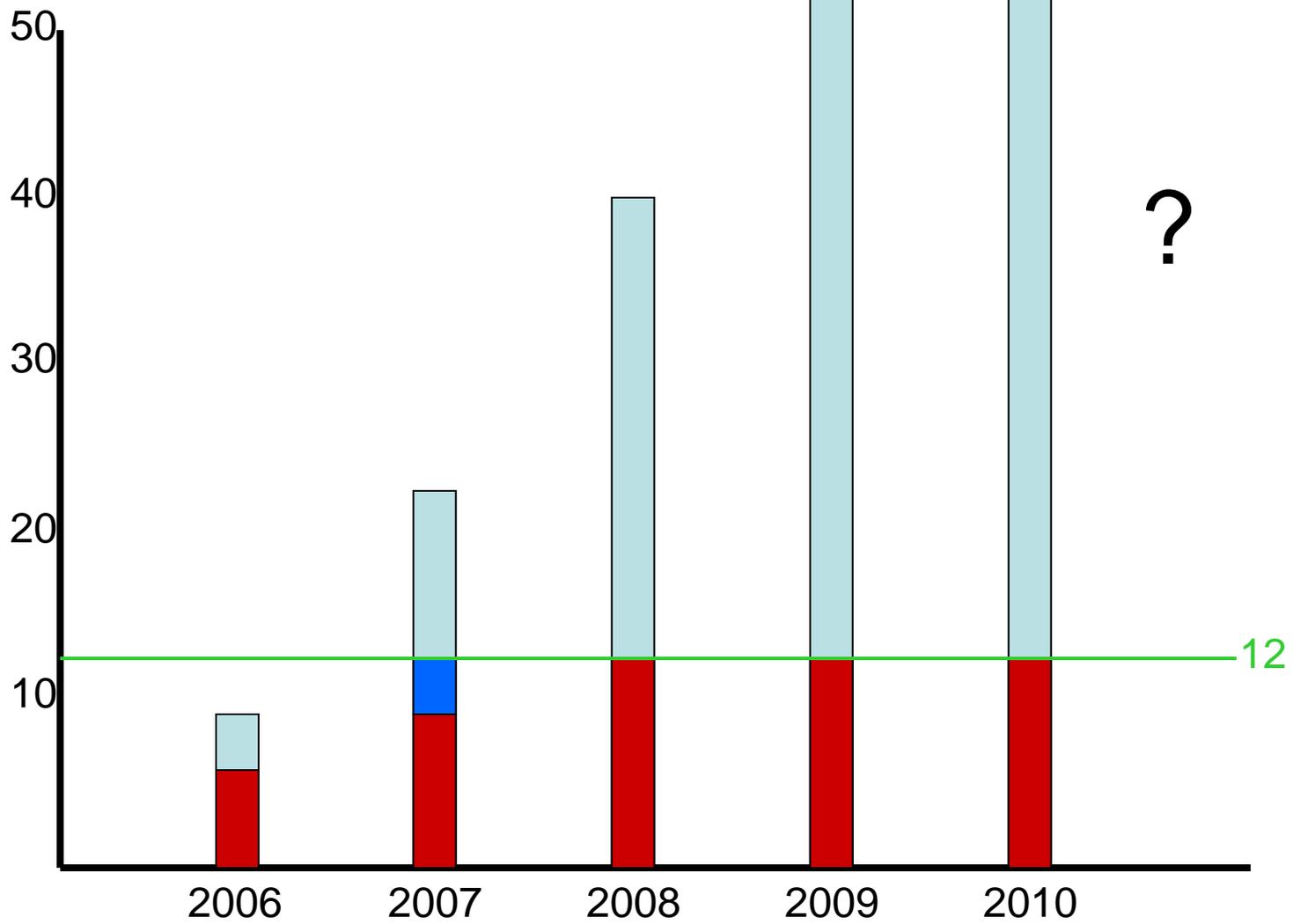
STUDENT
INDIVIDUAL / SMALL BUSINESS
LARGE BUSINESS

UP TO 12 AWARDEES AT I/ITSEC '09

[WWW.ITSEC.ORG](http://www.itsec.org)



Anticipated SGS&C Entries 2009+





ROI

Over 17,000 I/ITSEC attendees!

- For Students: Expands the showcasing of their skills to potential employers beyond the saturated pure Game market
- For Small Business: Provides unequalled visibility of their Serious Games capabilities to an interested market
- For Large Business: Provides excellent and cost-effective marketing platform for new Serious Games products and technologies
- For Government: Provides unparalleled venue to explore training requirement leveraging opportunities with other Government entities



So What?

- If you are developing a game for training or educational reasons, and at least one level will be in Beta stage or better by September 15th, enter it into the Challenge
- If your game will not be ready for this year, consider entering it for the 2009 Challenge
- Bottom Line: SGS&C is the most ROI-effective venue for showcasing your Serious Game – period!



SGS&C IPT

