THOMSON
DELMAR LEARNING

DEVELOPING SERIOUS GAMES

- Find out what's involved in developing serious games, from crafting a design document to identifying sources of capital and affordable development tools
- Explore the evolution of serious games, relevant standards, and best practices
- Delve into the social, technical, and philosophical constraints associated with serious games and discover how to transform them into business opportunities

CHARLES RIVER MEDIA
Game Development Series

BRYAN BERGERON

CONTENTS

INTRODUCTION xv

CHAPTER 1 HISTORICAL PERSPECTIVE 1

Introduction 2
The Industrial-Military Complex 2
Evolution of Serious Games in Medicine 5
Computer-Aided Instruction 5
Enabling Hardware 5
Development Examples 6
Significance 7
Commercial Games and Computing Platforms 9
Arcade Games 11
Consoles 12
Networked Desktop and Console Games 16
Handheld Games 16
Cell Phone Games 19
Summary 21
References 21

CHAPTER 2 WORKING CONTEXT 23

Introduction 24
Contemporary Serious Games 25
Games with an Agenda 27
Activism Games 27
Advergames 29
Business Games 32
Exergaming 35

Health and Medicine Games 38
News Games 47
Political Games 48
Realistic Games 50
Core Competency Games 57
Repurposed Commercial Off-the-Shelf (COTS) Games 59
Modified Games (Mods) 61
The Value Proposition 64
Economics 64
Educational Effectiveness 68
Case-Based Curricula 68
Emergent Behavior 70
Efficacy 71
Social Impact Games 73
Summary 74
References 74

CHAPTER 3 TECHNOLOGY TRENDS 79

Introduction 80
Hardware Platforms 83
Computer Hardware 83
Video Hardware 89
Asset Acquisition Hardware 89
Middleware 90
Game Engines 92
Connectivity 101
Utilities 102
Managing Complexity 103
Business Strategies 103
Business Technologies 109
Development Technologies 114
Summary 121
References 123

CHAPTER 4 STANDARDS 125

Introduction 126
Platform Standards 127
Console Standards 129
PC Standards 131
Handheld Standards 144

Cell Phone Standards 146
Game Standards 146
Game Genres 146
Game Rating Standards 147
Game Design Notation Standards 148
Data Flow Diagrams 149
Unified Modeling Language (UML) 151
Asset Standards 155
Graphic Formats 155
Form 156
Fonts 157
Audio 158
Communications Standards 159
Wired Standards 160
Wireless Standards 160
Interoperability 162
Advanced Distributed Learning (ADL) Initiative 163
Aviation Industry CBT Committee (AICC) 165
Coalition for Networked Information (CNI) 166
Institute of Electrical and Electronics Engineers (IEEE) 167
Instructional Management System (IMS) Global Learning Consortium 167
International Organization for Standardization (ISO) 167
Multimedia Educational Resource for Learning and Online Teaching (MERLOT) 168
Schools Interoperability Framework (SIF) 168
Summary 168
References 169

CHAPTER 5 BEST PRACTICES 173

Introduction 174
User Interface 174
Physical Interface 177
Graphical Interface 179
Logical Interface 182
Emotional Interface 183
Intelligent Interface 183
Emotionally Intelligent Interface 184
Interface Dialogues 184
Programming 185
Languages 186
Data Structures and Algorithms 187

Program Flow Diagrams 189
Code Review 191
Working with Assets 192
Asset Types 192
Master Asset List 193
Actor Descriptions 196
Player Character 196
Non-Player Character 197
Vehicles 199
Effectors 202
Effector Matrices 204
Level Design 208
Level Maps 209
Level Logic 211
Archiving 214
Assessment 216
Nomenclature 216
Protocols 217
Reporting 220
Summary 223
References 224

CHAPTER 6 TOOLS 227
Introduction 228
Design Software 231
Hardware 233
Development Hardware 234
Data Acquisition Hardware 235
Embedded Hardware 242
Prototyping Software 252
Serious Content 252
Gameplay 254
Game Engines and Development Environments 257
Code Creation and Management 261
Editors 262
Compilers and Scripting Languages 263
Utilities 263
Middleware 264
Asset Creation and Manipulation Software 266
2D Image Tools 267

3D Image Tools 267
Video Software Tools 273
Audio Tools 273
Management Software 276
Project Management 276
Asset Management 277
Testing Management 277
Deployment Software 278
Packaging 278
Installation 279
Documentation and Help 279
Distribution Software 280
Development Suites 281
Achilles 3D Anatomy Trainer 281
Augmented Reality Medical Simulator 284
Summary 286
References 286

CHAPTER 7 SERIOUS BUSINESS 289

Introduction 290
Entertainment Games Industry 292
The Numbers 293
Trends 295
Serious Games Market 299
Business Models 299
Markets 299
Stakeholders 306
Customer Base 307
Technology Adoption 307
Rising Expectations 308
Human Resources 310
Legal Issues 314
Intellectual Property 314
Government Contracts 318
Medical Devices 319
Risk Management 320
Timing 321
Strategy 322
Knowledge Management 325
Public Relations 326

Summary 328
References 329

CHAPTER 8 SERIOUS GAME DESIGN 335

Introduction 336
Serious Game Design Document 336
Overview 339
Requirements Specification 339
Purpose of Game 339
Scope 339
Goals 339
Background 340
Player Profiles 340
Needs of the Supporting Organization 340
Usability Requirements 341
Use Environment 341
Source of Entertainment Content 342
Source of Serious Content 342
KSA Requirements 342
Business Requirements 343
Technical Requirements 343
Conceptual Requirements 343
Game Features and Differentiation 343
Feasibility 344
Open Issues and Assumptions 345
Technical Architecture 346
Major Development Tasks 346
Technical Analysis 346
Platform Requirements 347
Coding Style 347
Compatibility Standards 347
External Interfaces 348
Distribution Media 348
Multiplayer and Networking 348
Saving and Persistence 348
Data Security Plan 349
Game Design 349
Concept 349
Game Features 349
Setting 350

Story and Backstory 350
Characters 350
Effectors 351
Game Flow 351
Screens and Menus 351
Controls 351
Options 352
Sound and Music 352
Level (*n*) Overview 352
Level (*n*) Environment 352
Level (*n*) Map 352
Level (*n*) Fun Elements 353
Level (*n*) Logic 353
Level (*n*) HUD 353
Level (*n*) NPCs 353
Level (*n*) Effectors 354
Level (*n*) Equipment 354
Level (*n*) Vehicles 354
Level (*n*) Cameras 354
Level (*n*) Objectives 354
Level (*n*) Introductory Material 354
Level (*n*) Gameplay 355
Level (*n*) Closing Material 355
Level (*n*) Scoring 355
Level (*n*) Cheat Codes 356
Level (*n*) Assets 356
Cutscenes 356
Score Tracking 356
Help 356
Localization 357
Programming 357
Development Hardware 357
Development Software 357
Game Mechanics 357
Asset Acquisition and Development 357
Art Bible 357
Master Asset List 358
Software 358
Testing and Debugging 358
Code Review Procedure 359
Testing Procedure 359

Tools 359
Deployment 360
Packaging 360
Documentation 360
Setup 360
Distribution 361
Assessment 361
Maintenance and Troubleshooting 361
Touch Points 361
Support Software 361
Project Management 361
Development Plan 362
Human Resources 362
Cost and Revenue Projections 362
Legal 362
Intellectual Property 362
Risk Analysis 362
References 363
Appendices 363
Summary 363
References 364

CHAPTER 9 OUTLOOK 365

Introduction 366
Serious Games Technology 367
Augmented Reality (AR) Games 367
Personal Games 369
Social Games 369
Emergent Games 370
Pervasive Games 372
Significance 373
Career Opportunities 374
Job Market 375
The Numbers 376
Quality of Life 377
Global Competition 378
Summary 382
References 382

APPENDIX A GLOSSARY 385

APPENDIX B ACRONYMS 403

APPENDIX C FILE FORMATS 407

APPENDIX D SERIOUS GAMES DESIGN DOCUMENT OUTLINE 413

APPENDIX E A BRIEF BUSINESS PLAN PRIMER 417

Executive Summary 422
Vision and Mission 422
Business Structure 422
Product Strategy 423
Market Analysis 423
Marketing Plan 425
Financial Plan 426
Supporting Documents 426
Reference 426

APPENDIX F RESOURCES 423

Academia 427
Business Development 428
Conferences 428
Game Design 430
Game Engines 430
Online Information Sources 432
Intellectual Property 434
Medical Organizations 434
Military Organizations 435
Multimedia Sources 436
Must Play 437

Must Reads 438
Books 438
Magazines 439
Niche Reads 439
Books and Monographs 439
Magazines 441
Standards Organizations 442
Training and Development Organizations 443
Vendors 443

INDEX **441**