

Using Data Science to Broaden Game Audiences

Presenter: Jennie Lees

Summary: This presentation was about why certain people like certain games. The presenter talked about different Myers-Briggs personality types and their attraction to different styles of games. She also talked about the role of hormones and brain chemistry for different gamer types. She recommended Dr. Hellen Fisher's Why We Love which may be useful for research and determining what the "gameplay" challenge of this game should be based on our target audience.

iGiselle - Ballet Video Game

Presenter: Emilie St. Hilaire

Summary: This presentation was about an interdisciplinary project between an English department, a PE project, and a CS department to make a Kinect game to "rewrite classic ballets". One interesting thing about this project is the PACE SYSTEM which gives players different scenarios based on their "mood" (which they modeled) and whether or not they're on track.

The Sims

Presenter: Lyndsay Pearson

Summary: This was actually the BEST PRESENTATION YET. It was a brief overview of the process and rationale while designing the Sims.

Waterfall sprints

Happy little accidents

- Death caring for a baby

- Elder death trap

Bonnie Ross

Summary: Bonnie Ross is in charge of everything related to Halo. Her presentation focused on the importance of connecting with the characters, telling a story, and expanding a story.