

## Serious Games in the West Midlands

The Serious Games Institute (SGI) at Coventry University is a multi-million pound regional development investment in advanced facilities for applied research, business incubation and demonstration showcasing for the emerging serious games industry. SGI aspires to be a national and international centre of excellence and a regional hub for serious games applications.

The project originated from the West Midlands' strength in the global electronic games market through local companies like Blitz Games, Codemasters and PixelLearning and pioneering work in the application of electronic games to serious business applications - primarily e-learning and simulation.

### Project funding

The SGI is jointly funded by AWM and Coventry University Enterprises Ltd. AWM have provided the capital to acquire and equip a high-technology building at the Coventry Technology Park. SGI is working with local, regional, national and international partners from all sectors to establish the Institute as a powerful force in regional development across the whole digital media industry.

The SGI will also organise a programme of events, activities and campaigns to establish a community of practitioners and a knowledge network and will establish an international presence through conferences and global initiatives like the UKTI funded soft landing zone project.



Motivating  
Engaging  
Immersing  
Collaborating  
Innovating  
Learning

**Serious Games Institute SGI**

*Serious about Games*

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## Interested in using Serious Games?

## Could you help develop Serious Games?

# The SGI – Serious about Games

## What are Serious Games?

Serious games involve the use of electronic games technologies and methodologies for primary purposes other than entertainment. These purposes include :-

- E-learning
- Simulation
- Team building
- Collaboration
- Social networking
- Opinion shaping

## Typical Applications

Serious games and virtual worlds are used across many sectors including :-

- Medical training
- Military simulations
- Business enterprise modelling
- Primary and secondary education
- Tourism and cultural heritage
- Location independent working
- Virtual conferencing

## Who Should use Serious Games?

We live in a world of great challenges to business and society. Information Communications Technologies and the so-called Digital Revolution have transformed the way we live and work.

Games provide a safe place to experiment, compete, collaborate and develop throughout our whole lives. Electronic games, based on these same principles, are proven to be successful across the full spectrum of age groups in engaging, challenging, developing and motivating us in ever more powerful ways.

Every organisation needs these benefits for its staff, clients and other stakeholders. Serious Games provide an effective solution to today's challenges.

## Can I help develop Serious Games ?

The development of serious games requires a host of different talents across the arts and sciences and requires a blend of skills :-

- Subject matter experts
- Graphics artists
- Digital media specialists
- Creative writers
- Programmers
- Teachers

If you are interested or involved in any of these areas, SGI has something to offer you.

## What can the SGI offer?

The Serious Games Institute will provide 3 main types of resource :-

### Applied Research

The SGI aspires to be an international centre of excellence and provide a body of knowledge on :-

- The effectiveness of games methodologies and design techniques
- The global issues which can be addressed by serious games
- The technologies used in electronic games and their application to non-entertainment
- The type of serious games applications and where they are most appropriate
- The benefits of using serious games and relevant case studies

### Business Incubation and Clustering

The SGI will provide business incubation and office space for a cluster of serious games small enterprises and will actively support the development of spin-off companies.

### Demonstration and Showcasing

The SGI will be a showcase for the latest serious games technologies and applications and will run a series of events and activities to promote the use of serious games. It will also offer access to some of the latest supporting technologies such as 3D laser scanning and virtual environment hosting.



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