

SERIOUS ABOUT GAMES

“Games to reimagine how communities work”

- Presenting South Africa’s biggest serious games competition

We’re challenging current or aspiring game developers and digital creatives to collaborate with urbanists and civil society, and design a game that gathers data from people in the Western Cape’s poor communities about how they would improve their economic reality.

Educators, businesses and governments from around the world are turning to serious games to engage a large and diverse audience. Games are a valuable channel to achieve learning and training objectives, raise awareness, and gather useful data in a fun and non-intrusive way.

Serious About Games’ first competition supports the growth of the Western Cape’s digital content community, while gathering data and sourcing new solutions to socio-economic challenges experienced by Western Cape communities. It is brought to you by the Cape Innovation and Technology Initiative (CiTi), in collaboration with Interactive Entertainment South Africa (IESA), 67Games, the Cape Craft and Design Institute (CCDI), and supported by the Western Cape Government’s Department of Economic Development and Tourism

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THE CHALLENGE

Apartheid urban planning has led to a highly divided society and huge socio-economic challenges across the Western Cape – one which we want to change through community-sourced solutions and innovations. The best people to identify these challenges and potential solutions are of course the people who experience them...

How do we create an engaging platform that allows people from the Western Cape’s poor communities to think innovatively, reimagining their spaces for greater social cohesion and economic prosperity?

We challenge YOU to gather a top team to design a game that addresses the above challenge using a user-centred design process. Three or four teams will be chosen in January to prototype and test their ideas with R50 000 over six weeks. One team will then be awarded R1 million to develop and distribute the game within one year. Are you up for the challenge?

The DEADLINE for submission of ideas is 23 January 2017.

How should you approach the challenge?

This game should be designed with an understanding of the target audience. Serious About Games will run sessions that include content on using a design thinking approach, and will deliver relevant information from government and civil society organisations, allowing you to better understand the challenges faced by the target audience. There will also be regular pop-up gaming events in communities, where you can engage with the target audience first-hand. View the workshop schedule here. Learn more about the human-centred design process here.

Who is the game for?

The game needs to be designed for a Western Cape audience, and specifically be aimed at youth (18-35) in poor communities.

**You will need to give evidence that you have engaged with the target market on idea submission!*

THE FINER DETAILS

Team requirements

- Competition is open to entry for South African businesses, teams and individuals located in the Western Cape.
- It is advised that all team members attend related competition events and workshops: these will provide you with key information to shape your idea and strengthen your submission.
- View the schedule here.
- The team should be diverse in skills and backgrounds, where possible.

Tech requirements

- The game must be viable with regards to the timeframe and resources allocated for development and dissemination. i.e. 1 year, R1 million.
- The format of the game must be accessible to the target market. (Refer to resources on device adoption and broadband access)
- Your game must contain all files needed for it to run and should not require other bulky systems to be downloaded or installed (exceptions are browser plugins like Flash [if appropriate] and self-contained DLLs distributed with the game).
- Use of 3rd Party Asset libraries for initial submission is fine, but you'll need your own artistry for the prototype and final game.

Game design considerations

- The game needs to gather data from users on decisions and/or attitudes on socio-economic issues and deliver analytics on this data.
- There must be consideration of how the game will scale beyond pilot locations (if applicable).

Winning package and Sustainability

- The winning team (announced by the end of March 2017) will be awarded R1 000 000, as well as business, legal, licensing and marketing support over a period of one year.
- Consideration for the future sustainability of the game (i.e. consideration of potential corporate or NGO partnerships or sponsorships) beyond the development and distribution year must be considered in the initial submission.

Submission process

All game submissions will be peer reviewed by a panel of industry and/or academic judges. The top three ideas will be announced on 6 February, when prototyping will begin. The final winner will be announced on 29 March.

1. Idea Submission (deadline: 23 January)*

In January, you will be able to submit your game via an online submission form. While a proof of concept prototype will be preferred, it is not required. You will need to give information on the following:

- Game overview/ design outline, including data inputs/outputs, aesthetic approach and game feel
- Overview of team and roles
- Game-audience suitability
- Distribution and sustainability plan
- Project plan

Your idea submission will be assessed on the following:

- A sound understanding of the target audience and game suitability.
- Innovations in game design and/or technology
- Alignment of data gathered and objectives of the competition

2. Prototyping

The top three or four ideas will be given R50 000 and six weeks to build a prototype to demonstrate the mechanics and stylistic approach.

Copyright/IP

- You retain all copyright to your work.
- The use of copyrighted material will not be tolerated. All risk or liability in case of copyright infringement or other legal issue resides with the entrant.
- It is expected that the data collected (including user information and ideas/solutions generated) through the game will be utilised by CiTi and other third parties.