

Minutes d.d. 15-03-2007, 15.00 – 22.00 hrs., Utrecht (draft)

Present : Pier Vellinga (team leader), Frans-Jan Parmentier, Alex Halsema (working dinner), Anne Martens, Elia Orru, Haroen Lemmers, Karlien Meulenaars, Pieter, Pauw, Anton Eliens, Hugo Huurdeman, Winoe Bhikharie, Merlijn Draisma (working dinner), Margreet van den Berg (guest), Els Hunfeld (minutes)

Unavailable : Frans Berkhout, Peter van Bodegom, Charlotte Spliethoff, Marek van de Watering

The activities during the day were split into two separate parts:

A. Meeting organised by Tessie Vile for NRC

Agenda

15.00 – 15.30 hrs.	Start, coffee/tea
15.30 – 16.00 hrs.	Plenary part
16.00 – 17.00 hrs.	Workshop in small groups
17.00 – 17.30 hrs.	Feedback on presentations
17.30 – 18.00 hrs.	Drinks

B. Working dinner

Agenda:

1. Welcome and opening
2. Personnel Affairs
3. Ongoing activities
4. Division of work to per team member coming 6 weeks
5. Next meetings
6. Closure

A. Meeting organised by Tessie Vile for NRC

Location: Auditorium Vondelparc II, Utrecht

15.00 – 15.30 hrs.: Start

The members of the 7 chosen teams from the various universities gathered for coffee and tea, preceding the actual meeting.

15.30 – 16.00 hrs.: Plenary part

Tessie Vilé welcomes the participants and introduces Joris Dahlhuizen (redactionele marketing), Wouter Schilpzand (team leader of last years winning team from Wageningen about bugs), Lidwien Gevers (NOS), Bart Prinsen (NOS). They are experts in their own field and will provide guiding principles to be used throughout the process, thus making the presentations successful.

For this meeting the teams are asked to prepare a 2-minute item on their project to be broadcasted by 'Jeugdjournaal'. Preparation time is 1 hour, the following points of attention are given (also to be used in final (presentation) plan):

Joris Dahlhuizen:

- seek publicity (PR) for a broad audience (examples: educational programs, programs at schools, media, authorities, photo's);
- be aware of the way in which to communicate, for instance physique, image, sound (promote website, promote through media/journalists but keep integrity);

Wouter Schilpzand:

- The jury (consisting of about 6 persons) will probably ask questions about the

[illegible]

research itself, not only about the presented plan;

- Keep the jury awake by any means you can think of.

Lidwien Gevers / Bart Prinsen:

- Don't use specific technical, professional vocabulary (jargon);
- Preferably, do not use figures;
- Short sentences and spoken language;
- Fetching opening line;
- Hot detail, provide the essence;
- Use examples;
- Check: who, what, where, when and why;
- Vary text, graphics etc.
- Decide on sequence: who is going to speak, when insert pictures etc..

16.00 – 17.00 hrs. Workshop in small groups

17.00 – 17.30 hrs. Feedback on presentations

Short display of presented items for Jeugdjournaal, feedback is given on:

1. Maastricht = Memory
2. Leiden (Mous) = Languages that become extinct
3. Leiden (Vank?) = Lizards, poisonous
4. VU (1) = Climate changes
5. VU (2) – Polar bears, trees in desert, etc.
6. EUR = x and y chromosomes
7. UU = Arctic ice disappears – duck weed found in deep layers – proof that weather has changed in areas
8. TUD – Tower in Katwijk – Roman remains, sea level rise

17.30 – 18.30 hr. Drinks and travel to Restaurant

B. 18.30 – 22.00 hrs. working dinner (Oudaen, Utrecht

Agenda:

1. Welcome and opening
2. Personnel Affairs
3. Ongoing activities
4. Division of work per team member the coming 6 weeks
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1. Opening

Pier Vellinga welcomes the team members, especially our guest Margreet van den Bergh (OVC, ICT and education).

2. Personnel Affairs

It is decided that Anton will look for students to construct the website (welcome on board Rob Schuddeboom and Thijs Louisse) for 1 day a week for a period of 2 months. Financial arrangements and contract will be sorted out.

3. Ongoing activities

The draft game proposal will be written by Haroen and Hugo. Important items to address:

- make clear why the game is interesting (identity of the VU + game);
- insert multiple angles;

Anton Merlijn/ Els		Team + 2 students
Haroen/ Hugo		

- interaction aspect;
- visual design, focus on popularize;
- insert climate, economics and political aspects (acquire resources).

Haroen presents outline (enclosed), team subjoins remarks.

- trailer (with interactive aspect) must be ready for presentation on 06-06-2007
- 7 key moments
- Duration 45 minutes (1 player online)
- Mini games make the game challenging and keeps players motivated. Provides extra points. Some are obligatory, some are not. They can deepen the game, they randomly pop-up and ask for decisions to be made. Insert a time-clock? The interactive video part visualizes mini games
- Randomly generated events, provide cause-result relationship (acquire resources). Choose criteria, for instance ecology, economy, politics, securing the country against water, etc.
- Challenge and entertainment moment should be build-in.
- Public opinion has several phases, how is time presented to the player, can they actually act, are they forced/asked to do something? Choose measuring points (for instance over 5 years), for reaching goals? How do you present steps to user (explanation aspect)? Steady course is important, you may hire advisors?

Margreet van den Berg introduces herself and provides some insight from the educational point of view. There are two main reasons why she is present.

1. There are a lot of educational games, but most of them do not match with the goals (secondary) schools aim at.
2. There are funds available, but they (commercial partner) do not have the connection with people who can make the game. Margreet will provide the tel.nr. for Pier to get in touch.

Additional remarks Margreet (additional remarks team members):

The age groups in education (schools) have different possibilities (interests), say age 14 – 18 years and 18 – 24 years.

Start with an educational goal (broader version might be explored at a later stage).

Enthusiastic teachers might make a good start to introduce the game. Perhaps better not present the game as 'educational', might scare the students?

In the game moments should be built in to look back together with the teacher, make the most of educational moments (monitoring, rewards).

The game should have 'sex appeal'.

Keep in mind the goal of a game: you want to understand the game, that's what people triggers to play. Be aware of the difference between a quiz and a game.

Anne Martens made a list of topics that should be addressed (see under 4, during the meeting additional items came up). Furthermore, she has been in contact with Wil Dijkstra, maker of 'bordspelen'. Games should include strategy, interaction and chances.

All		
Pier		

4. Division of work to be done per team member for the coming 6 weeks

No.	Subject	Leading	Action by
1.	Commercial partners (to be contacted) <ul style="list-style-type: none"> • Contribution communication part to be submitted + networking other partners • De Waag • Media week: creative industry in Amsterdam (picknick 2007) 	Karlien	Merlijn Karlien Anton

	<ul style="list-style-type: none"> • HIER 		Pier / Karlien
2.	<p>Name of the Game (provide 3 titles, send them to Haroen and Hugo as soon as possible, preferably cc'd to team members). Already suggested: Climate Master; Weather or not; Climate Adventure; Climate Star, the Adventure (save the world is the ultimate goal) Do not forget the sound aspect and copyrights.</p>	Haroen/ Hugo	All
3.	<p>Visual design of the game</p> <ul style="list-style-type: none"> • guideline structure on how game should look like (uniform structure), technical details, game management 	Anton	Winoe
4.	<p>Way to present to jury</p> <ul style="list-style-type: none"> • Presentation • Final editing (as advisor) 		Haroen / Merlijn Merlijn
5.	<p>Select subjects/topics and visuals</p> <ul style="list-style-type: none"> • Choose country, find characters, search for literature and write about the Netherlands and one additional country (period a 100 years) (+ think about mini games) • Kuznets curve etc., climate strategies (adaptation/mitigation), renewable goods/models, figures on economics • Search for Visuals (f.i. bulbs, pictures polar bears, Climate Centre DVD, 1 Vandaag (schuivende ijsvelden etc.) • Design of visuals • Search for topics (be aware to find topics that are easier for girls to relate to and topics for boys) 	Haroen/Hugo	Pieter Alex / Elia / Pier Anne c.s. Hugo / Marek All
6.	Insert 'jokes'		All
7.	<p>Decide on (free) availability</p> <ul style="list-style-type: none"> • on line; • high school version / public version / version for the elderly ((grand)parents) • pass word protected version 		To be decided on
8.	<p>Publicity</p> <ul style="list-style-type: none"> • PR + partners • Presentations 	Karliën	Karliën / Pier / Pieter Merlijn
9.	<p>Scientific research underlying the game (in a way that it's understandable for the jury and others)</p> <ul style="list-style-type: none"> • model climate sensitivity, etc. • 		Frans-Jan
10.	<p>Brainstorm</p> <ul style="list-style-type: none"> • Can be contacted for questions to brainstorm (unavailable because of fieldwork in the period 13-04 t/m 21-04) • 		Frans-Jan
11.	<p>Overall process</p> <ul style="list-style-type: none"> • demo for the game • interactive video part • wheel of adventure (klimaatster) • Clear game skeleton • Explore interest with teachers and high school students 	Haroen/Hugo	Hugo Hugo Hugo/Marek Haroen/Hugo Haroen

	<ul style="list-style-type: none"> Structure and storyline (not available as of mid April). Trailor should be on web and motivate why we use this platform. 		Anton	
			Anton c.s.	
12.	Weblog Website	Anne Anne	Anne Rob/Thijs Winou Frans-Jan	
13.	Offerte via bedrijf (of via de Waag??), er zou iets op papier moeten staan op 26-03-2007			

5. Next meetings

Mo. 26-03-2007, 16.30 – 18.00 hrs. (C541) (subject: the trailor)

Unavailable: Berkhout, Spliethoff, Draisma

Th. 12-04-2007, 10.00 – 12.00 hrs. (F532)

Unavailable: Berkhout, Bodegom, Halsema

Fr. 20-04-2007, 15.00 – 17.00 hrs. (F532)

Unavailable: Eliens, Parmentier

Tu. 24-04-2007, 10.00 – 12.00 hrs. (F532)

Wo. 06-06-2007, final presentations (time and location will follow)

6. Closure

The design process will be followed up in smaller groups in the coming period.

The participants of the presentation on 15-03 received a present from the NRC.

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