



Erasmus+



Pact4Skills: 2021-1-CY01-KA220-HED-000031113

«Tackling the challenges of the European Education Area by building resilient, inclusive and forward-looking training to upskill HED students face the transformations in digital culture with new e-skills, intercultural and entrepreneurial competences»

RESULT 02: THE Pact4Skills PEDAGOGY TO SUPPORT THE GENERATION OF DIGITAL CULTURE IN MUSEUMS AND COLLECTIONS

Contributing Partners:
ARTIFACTORY
SEALS



BRICKme Education &
Training

HERO

SOCIAL
MEDIA AVATAR

ACTUAL
HERO'S PROFILE
IS

A



BABY-BOOMERS AFTER WW2
INSTITUTIONS REPRESENT SECURITY
SECURITY=SUCCESS

Hierarchy makes sense
Have **JOB = Status = Family**
Work & Personal Life no mixed
Discipline & honour

CLEAR RULES
WORKSPACE WAS THE JUST OFFICE
INDIVIDUAL RESPONSIBILITIES
THEY KNOW WHEN TO START AND END

B



REDEFINED TIME-REWARD
SUCCESS = YOUNG & RICH

GRADE-MBA-PHDs to go ahead competitors
Be on the **right place** at the **right time**
Businesstime - extended into **Happy Hour**

THE **WINNER** GET THE BOARD OF **D** AT SHORTEST
TIME

AGE PROFILE

judgement
 negotiation
 appropriation
 play
 transmedia
 navigation
 simulation
 cooperative
 intelligence
 performance
 distributed
 cognition
 visualization
 multitasking



New learning approaches
 Sharing experiences
 Sharing processes
 Support community
 learning
 Flexible learning
 Increase engagement
 Motivation



Document
 Create moving images
 Media content
 Become a producer
 Creative presentations
 Develop own content



Hero's profile
 Story comment
 Peers feedback
 Updates
 Networking
 Status



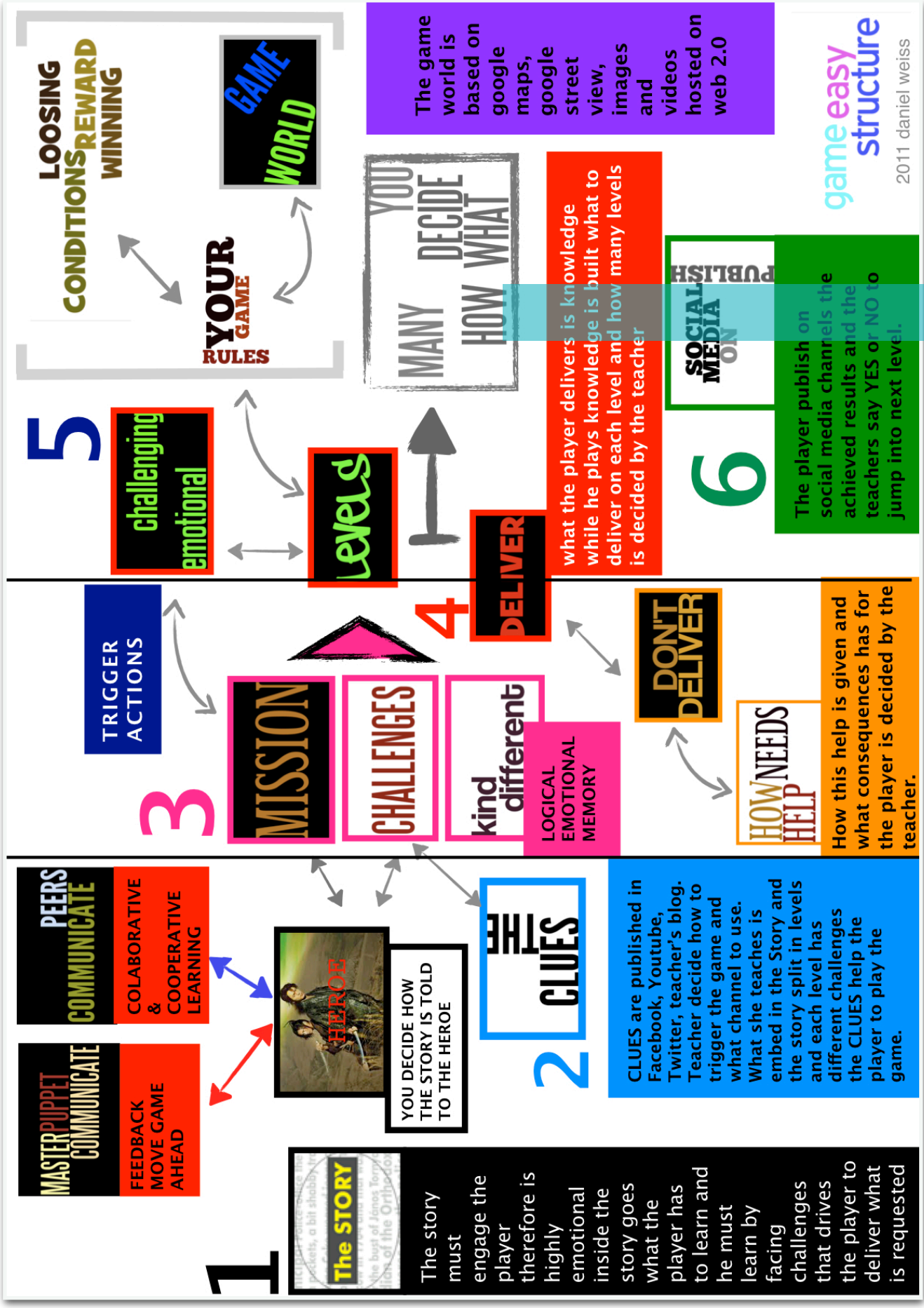
Clues
 Updates
 Tasks
 Story bites
 Challenges
 Networking



Game scenarios
 Street view
 Game clues
 Game path

New Hero's skills

GAME EASY STRUCTURE



the hero's journey

1

The Hero is uncomfortable



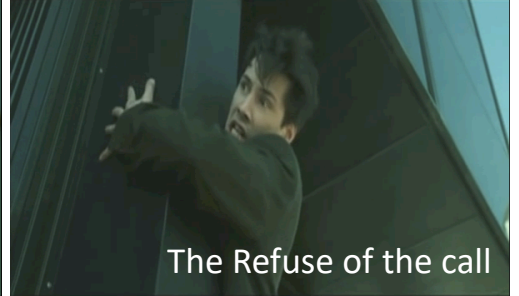
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The call for Adventure



3

The Refuse of the call



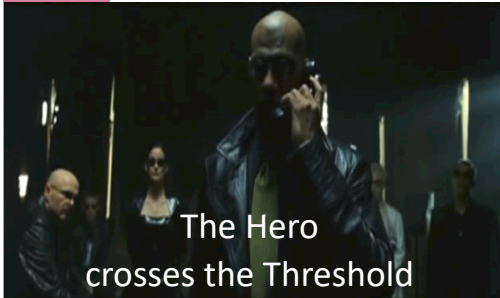
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Meet the Mentor



5

The Hero crosses the Threshold



6

The Hero enters on test phase



7

The Hero approach



8

The Hero faces fear by severe test



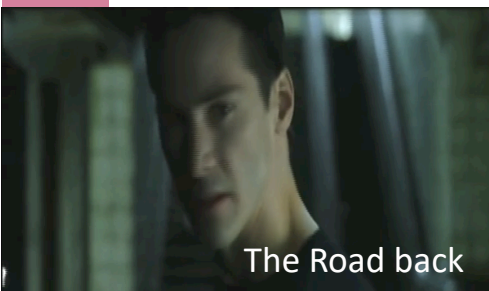
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The Hero's reward, if survives



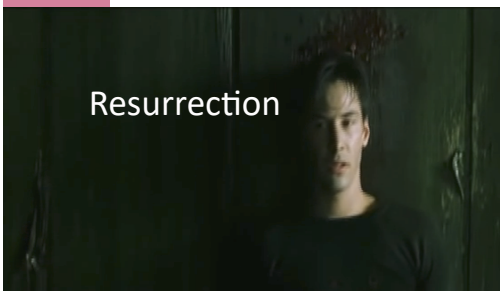
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The Road back



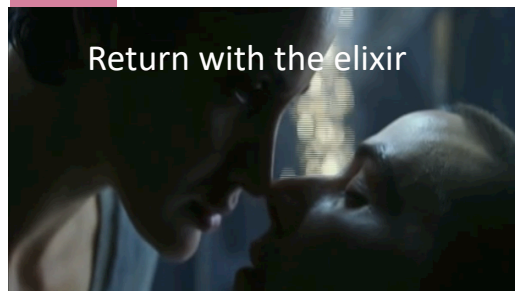
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Resurrection



12

Return with the elixir



MOTIVATION

GAME THINKING

MOTIVATION GAME RULES

Brains are wired to crave puzzle solving feedback

GAMES ARE A PROCESS NOT AN OUTCOME

To create an **engaging experience** that motivates a desired behaviour (Game Fun Theory)

- Problem Solving**
- Breakdown Big Challenges**
- Promoting Team Work**
- Personalize an Experience**

- the journey is in itself the reward -

Watch C Player

BEHAVIORISM

QUESTIONS

How your game will capitalize on SDT?
How you will drive the Flow?

EXTRINSIC

SALARY
BONUS
FIRING

INTRINSIC

INSTAGRAM
SINGING
HOBBY

Unexpected Feedback is considered as a **surprise** they can't anticipate that makes the game play **more attractive**

Don't mindlessly attach **EXTRINSIC motivators** to activities that can be motivated using **INTRINSIC regulators**

INSTAGRAM
BOLUGRAM
Case failure

COGNITIVISM

Self Determination Theory
Proactive Desire of Growth

NEEDS

Autonomy
Competence
Relatedness

MASTERING

Being Effective
Pulling Difficulties
Learning

RELATEDNESS

Social Connection
Desire to Interact
Make a Difference

AUTONOMY

To feel on Command
Doing according to

EXTRINSIC Reward Systems

work for non intrinsically engaging activities

INTRINSIC

FLOW

Metrics - Customer Satisfaction
They need to get Reinforcement
How they are doing

The **Challenge** must involve
Introspection - Identified - Integrate
Move the Ego - Connect to Social Media

COMPETENCE - Levels - points
AUTONOMY - You give choices for experiences as long they progress
SOCIAL GRAPH - They share

REWARD
BADGE

SUDOKU

Autonomy

Which **puzzle** I solve and how is up to me?
Competence I figured up

WEB 2.0

BADGES = COAT OF ARMS

GAME PLAY

DYNAMICS

Constrains
Emotions
Narrative
Progression
Relationship

Not too Difficult

Never too Easy

Watch your player profile

Figure
RUNNING

So they strive for none and they try
new approaches - crazy to find **better solutions**

MEANINGFUL CHOICES

WIN - WIN

Some **Freedom of Choice**
And as a result of the choice, noticeable **Consequences**

can't choose
no fun

Each Hero has a profile.
Let's say you have 20 Knights available.
Each one has a **differente SWOT.**

The **Mission** is become the **Great Master**
The **Reward** in the Real World is a **Mayor**

WHAT HE CAN

RULES

WHAT HE CAN'T

VERY CLEAR DEFINED

How Conflict Resolution is Fixed?

Connect this with **FUN** measure

Indirect relations being driving by **Goals** and **predefined Behaviour**

STORY NARRATIVE

How the story is told = Narrative

What is the **role of the StakeHolder Map?**

What is the **role of the AVATAR?**

Sharing **Twitter**
Co-Creating **Instagram**
Co-Creating **Viddy**
Co-Creating **Facebook**
What?

MISSION TO ACCOMPLISH

GOALS

SOCIAL GRAPH

WINNING CONDITION

STORYTELLING
MODEL
QR Codes
Social Media

GAME

HOW YOU INTEGRATE VIRTUAL REAL WORLDS

HOW DO YOU TRIGGER THE DISBELIEF?

CONNECTIVITY MAP VIA STAKEHOLDER MAP

QUESTIONS

How do I combine for engagement the Stakeholder Map to trigger the game?

What do I ask them to do?

You are creating a new world that serves your GOAL

PLAYER BEHAVIOUR

What he has to do?

VIRTUAL - REAL WORLD

+

Social Media

NO LEVELS?

No way to measure the sense of progress

LEVELING UP

Signifies **progress** and it is an accomplish and gives Feedback

LEVELS
HOW MANY?

FILLING
FORM

REWARD
CLUES

GAME
DESIGN

What part of the story goes on each level?

How you retrieve it?

Who is involved?

What tools?

What action is requested?

REWARD

GAME MECHANICS

Solve Challenges

Cooperation Team Work

Feedback permanent via Social

Media or Stakeholder Map

Rewards Clues

Winning Condition

Resources (Any Item to Collect)

Levels

Social Graph

Virtual Goods

WHAT TOOLS?