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## Who You Are: Your Background

### Educational/Professional Experience

Undergraduate degrees in...

- Game design (*computer science, art, interactive media, writing, music, etc.*)
- Theory (*education, psychology, communication, etc.*)
- Content (*science, health, policy, etc.*)

Returning industry professionals are welcome.

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## Who You Are: Your Future

### Serious Game Careers

- Game Design
  - Educational Media design and production
  - Health Media design and production
  - Simulation design and production
  - Corporate or military training
  - Interactive media design and production
  - Advergaming
  - Digital media consultant
  - Academia (*PhDs in information studies, education, etc.*)
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## Contact Us

**The program will launch in Fall 2007.**

**Application deadline is April 1, 2007.**

If you are considering applying, we'd love to hear from you. We can answer questions and discuss electives and interested faculty who match your needs and interests.

Serious Game Design Program  
Directors:

**Carrie Heeter**, [heeter@msu.edu](mailto:heeter@msu.edu)  
**Brian Winn**, [winnb@msu.edu](mailto:winnb@msu.edu)

Dept. of Telecommunication,  
Information Studies, and Media  
Communication Arts and Sciences  
Michigan State University  
East Lansing, MI 48824



## Change the World with Us!

The Michigan State University Serious Game Design MA program seeks outstanding students from diverse backgrounds with a desire to create and study games which change the world.

Serious games are games with a purpose beyond entertainment. The SGD-MA aims at the heart of serious game design, that magical region where theory and content intersect with game design. Game design for entertainment already requires diverse, multidisciplinary expertise. Serious game design calls upon a vastly wider range of expertise and roles. The SGD-MA program prepares game designers, theory experts, content experts, and researchers for careers in collaborative serious game design.

The Serious Game Design graduate program blends diverse expertise in **game design, digital media, storytelling, computer science, artificial intelligence, cognition, presence, psychology, consumer behavior, education, epidemiology, museum studies, visual journalism, advergaming, augmented reality, play, social communities, persuasion, epistemic games, interactive narrative, mass communication, policy, health communication** and more.

# Serious Game Design

[seriousgames.msu.edu](http://seriousgames.msu.edu)

**MICHIGAN STATE**  
UNIVERSITY

*MSU is an affirmative-action, equal-opportunity institution.*

# Serious Game Design MA Degree

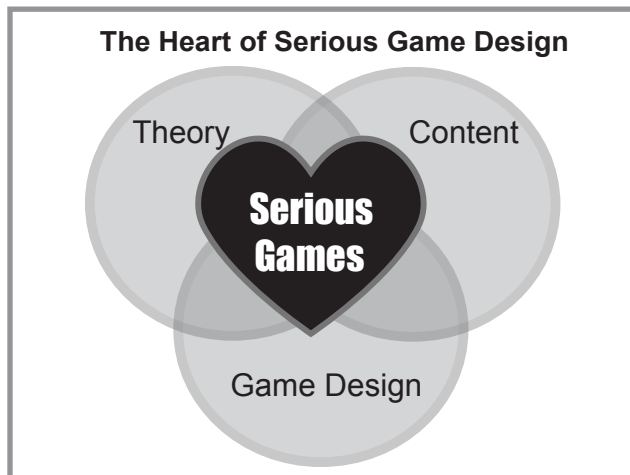
The MA program includes a 15-credit required core, a thesis or project, electives and possible internship.

## Required Core MA courses:

- Introduction to Serious Games
- Serious Game Theories
- Serious Game Development
- Design Research or Social Science Research Methods
- Design Studio
- Game Design Project or Research Thesis

Electives and optional internship are carefully selected to enhance each student's intended area of specialization. Course elective options include media studies, advertising, journalism, communication, computer science, education, epidemiology, horticulture, museum studies, education, cognitive psychology and professional writing.

*The MA program typically takes 21 months to complete.*



SGD-MA students and faculty together explore the frontier where theory, content, and game design intersect.

# Serious Game Faculty

"I want to deeply integrate content with game design, and experiment with reward structures to compliment players' gender, play styles, and learning styles." **Carrie Heeter**, *TISM\**

"I design digital game-based learning and games for health. I am developing methods for serious game design." **Brian Winn**, *TISM\**

"I believe games are the most powerful learning media that has come around since the book. I study engagement and enjoyment of games to leverage that knowledge for learning." **John Sherry**, *Communication*

"I teach consumer behavior and study new media and interactive advertising, particularly the emerging domain of advergaming." **Mira Lee**, *Advertising*

"How can interactive narrative and artificial intelligence techniques be employed to create games for learning that adapt to an individual student's needs and interests?" **Brian Magerko**, *TISM\**

"Play is important. Perhaps everything I try to do in making and teaching could be described as supporting a person's ability to learn through play and failure." **Dan Marsh**, *TISM\**

"I want to explore the powerful mechanisms of engaging and influencing people in computer games and apply games to education and health interventions." **Wei Peng**, *TISM\**

"I'm committed to developing games that accurately and ethically portray archaeology and the human past in a way that is both educational and entertaining." **Ethan Watrall**, *TISM\**

"My particular love is documentary production and I am intrigued by the possibilities for serious games to support and extend the documentary experience." **Bob Albers**, *TISM\**

"Serious games have great potential to improve individual and societal health and individual healthy behaviors." **Jim Anthony**, *Epidemiology*

"I study immersive simulations, augmented reality, and virtual environments for training and how media including serious games influence human communication and cognition." **Frank Biocca**, *MIND Labs*

"I think serious games may have the power to enact behavioral change including effective self-regulation of problematic media consumption habits." **Robert LaRose**, *TISM\**

"We employ serious gaming to help individuals with motoric and sensory impairments to practice skills needed to communicate and control their environment." **John Eulenberg**, *Artificial Language Laboratory*

"For a visual problem solver and story teller, serious games are a natural next step beyond interactive information graphics and into information experiences."

**Darcy Drew Greene**,  
*School of Journalism*

"I am interested in feminist interpretations of and interventions using serious games." **Danielle Nicole DeVoss**,  
*Professional Writing*

"I am interested exploring ways to encourage and promote curiosity and wonder in learners of all ages." **Norm Lownds**, *Science Education and Horticulture*

"I research the cognitive, aesthetic, and social aspects related to the design and use of computer based learning environments." **Punya Mishra**, *Education*

"I am fascinated with the potential and challenge of using games to transform and extend museums." **Kris Morrissey**, *Museum Studies*

"I hope to work on serious games that accomplish real work." **Bill Punch**, *Computer Science*

"My new media research focuses on the emotions and experience of virtual and augmented reality and serious games." **Ron Tamborini**, *Communication*

*\*Telecommunication, Information Studies, and Media*