



Embedding a Video Game Museum in a University Curriculum

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GDC EDUCATION
SUMMIT

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

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1999

2005

2009

2011





Do young generations know gaming past?



Every semester, in the first class I surprise my students with a test...



<i>The first commercial video game was</i>	<i>%</i>
<i>Pong</i>	<i>64.4</i>
<i>Computer Space</i>	<i>5.1</i>
<i>Space Invaders</i>	<i>25.4</i>
<i>Asteroids</i>	<i>5.1</i>



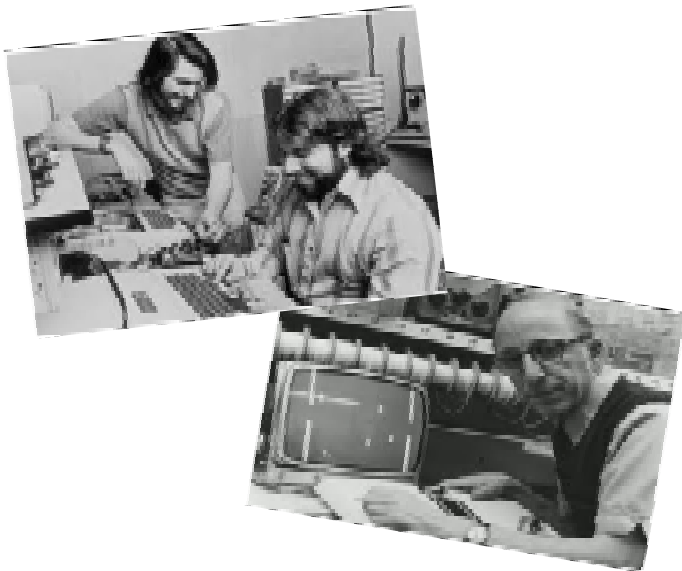


<i>Which game had the first "Easter Egg"?</i>	<i>%</i>
<i>Super Mario Bros.</i>	<i>32.2</i>
<i>Chuckie Egg</i>	<i>21.3</i>
<i>Adventure</i>	<i>30.1</i>
<i>Pyjamarama</i>	<i>16.4</i>



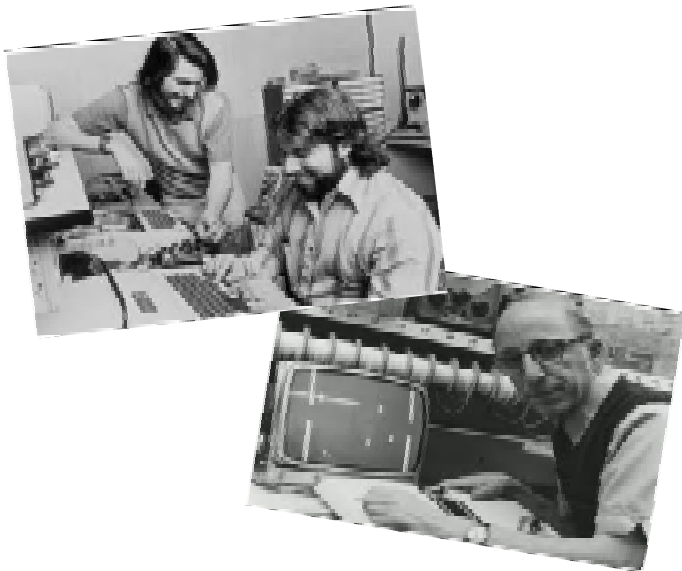


<i>Who founded Atari?</i>	<i>%</i>
<i>Steve Jobs and Steve Wozniak</i>	
<i>Dean Martin and Jerry Lewis</i>	
<i>Ralph Baer</i>	
<i>Nolan Bushnell and Ted Dabney</i>	





<i>Who founded Atari?</i>	<i>%</i>
<i>Steve Jobs and Steve Wozniak</i>	<i>11.9</i>
<i>Dean Martin and Jerry Lewis</i>	<i>35.6 !!!</i>
<i>Ralph Baer</i>	<i>13.6</i>
<i>Nolan Bushnell and Ted Dabney</i>	<i>38.9</i>





Need to take action...

- Giving our students a chance to learn about, research and experience gaming past.
 - **Starting a Museum!**
- Curriculum integration and benefits
- Mission and Organization
- Visitors profile and their expectations
- Future Directions



JCU Museum
VIDEO AND COMPUTER GAMES

- **Officially started in April 2013**

- 1st permanent exhibit on videogames in South East Asia
- Located in an independent area accessible via the University Library



- **Small budget but enough to source items from collectors and auction sites around the world**

- **~200 items**

- 14 consoles and computers
 - Odyssey, VCS, Intellivision, Vectrex, NES, Genesis etc.
 - VIC-20, C64, Amiga
- ~150 Games
- Magazines and catalogues





Curriculum Integration

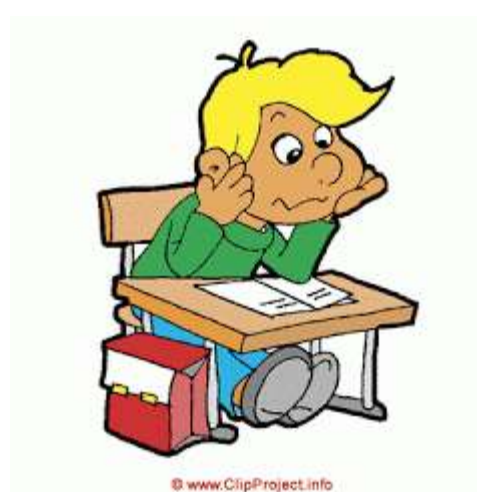
- JCU Singapore offers degrees in IT, Psychology, Business and Education
 - ~3000 students overall
 - ~200 IT students
 - ~50 majoring in Game Design and Development





Curriculum Integration

- The Museum offers opportunities across several areas:
 - IT (Game Dev) students use it for assignments in Game Design and for research on their own projects
 - 1500 words essay on the evolution of a specific game genre





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Missile Command, Atari 1980



Defend the Rabbits (HTML5)
(Hong Yu, Jananie Illango)



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Buck Rogers Planet of Zoom, SEGA 1982

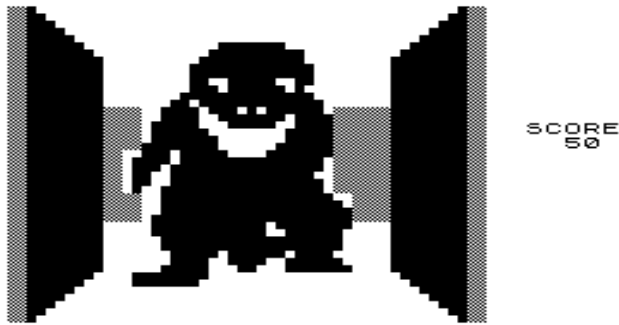


Star Racing (Unreal)
(Huang Yanze, Vu Minh Dung)

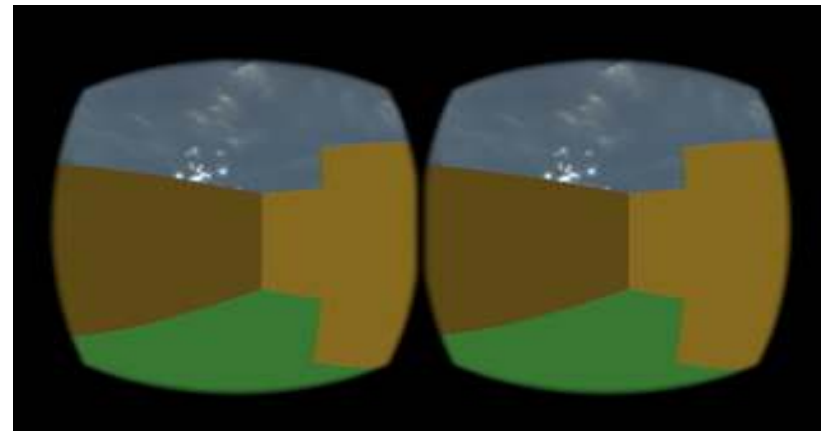


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3D Monster Maze, Greye Software 1982



Maze Escape (Unity/Oculus Rift)
(Giyang Wiharja, Theoergon N. Natalio)



Curriculum Integration

- The Museum offers opportunities across several areas:
 - MBA students used it as a case study to understand its visitors and their needs.
 - Many past game companies offer interesting material for case studies in business management as well...





Research Space

- IT and Psychology joint research on games and emotions
 - Ongoing research showing how emotions experienced in some games can closely resemble those evoked by art masterpieces



Garden at Sainte-Adresse
(Claude Monet, 1840-1926)



Flower
(Thatgamecompany, 2009)





Mission

- A **museum is meant** to contribute knowledge and showcase historical evidence
- Need to inspire people
- Can't be reserved for our students but we need to reach out for the community.

"The commitment to education [...] must be clearly expressed in every museum's mission and pivotal to every museum's activities"

American Alliance of Museums

- *Not an easy feat for a small university!*



How did we organize ourselves?

● Security

- Items can't be borrowed/moved from the premises
 - Library staff helps in monitoring the museum

● Welcoming external visitors

- Booking visits in advance (always possible)
- Opening during specific days/times
 - Thanks to student volunteers





Open days

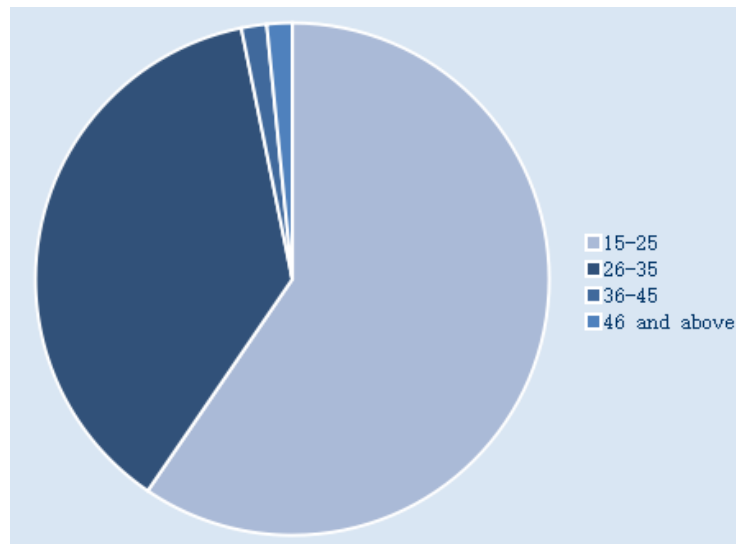
- Always a good choice to welcome and engage the local community.
- Organizing simple retro gaming competitions





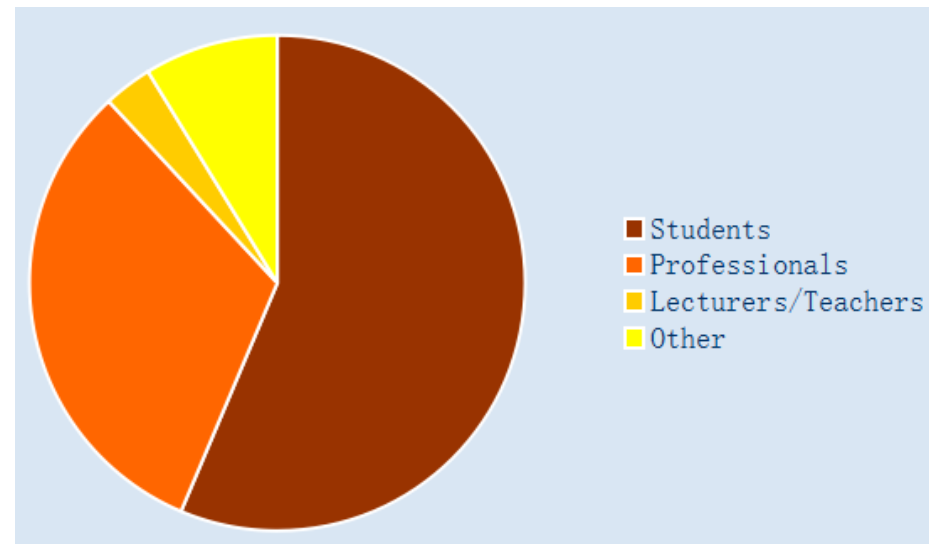
Visitors profile

Age Group



60% in the 15-25 y.o. group, 70% were male

Occupation



56% were students

Data gathered from interviews with visitors carried out by students for research project in subject BX5218 (Puranik, Li, Kulkarni, Xu. Supervisor: Dr. H.Gamage)

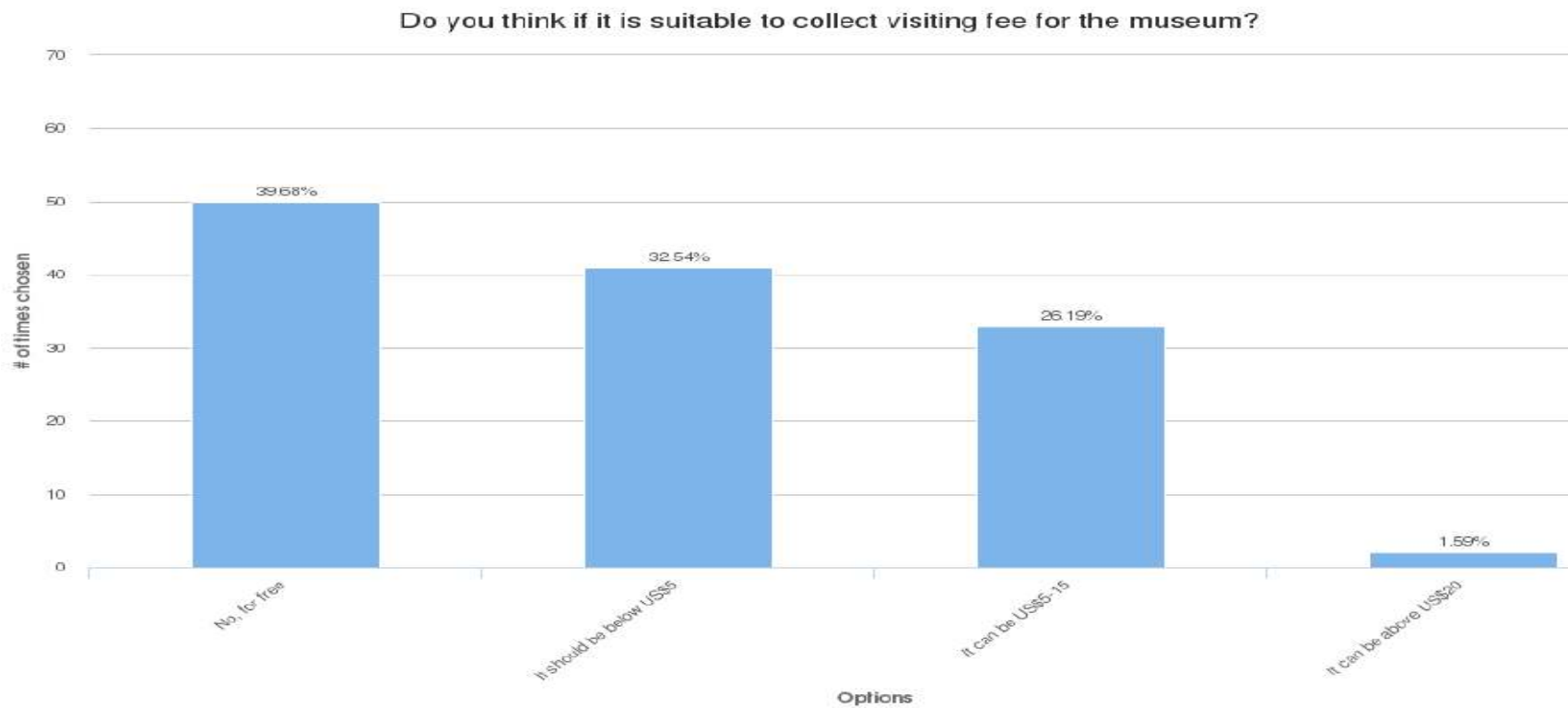


Visitors expectations





Visitors expectations





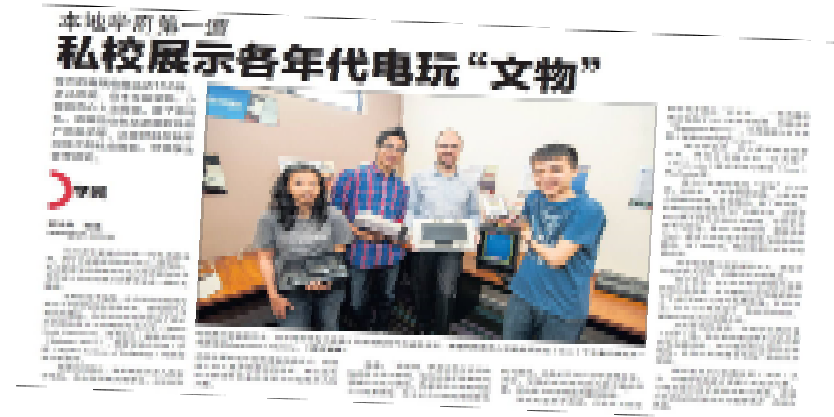
Future Directions

- Expand outreach activities via **seminars and retro-inspired game dev competitions** for tertiary education students
- Possibly arranging **entry level game development workshops** for introducing secondary and high school students to game making
 - simple projects like platformers and shoot'em ups could be contextualized within the 8 bit days when such genres were most popular.



Conclusions

- Still not expensive to start
 - Many historically important games are considered “common” by collectors
- Games are an interdisciplinary subject and many different academic fields can benefit from a Game Museum
- Can help in public outreach and university branding as well





Thanks for your kind attention!

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