2023
12.6 (wed.)

12:10 ～ 12:50

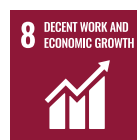|	
12:10-12:15	◆ **Introduction**
12:15-12:40	◆ **Seminar** (Presentation)
12:40-12:50	◆ **Q&A**

Online (Zoom)
Scan here for Registration ▶▶

https://temdec-med-kyushu-u-ac-jp.zoom.us/webinar/register/WN_2_DMepbzTeeAINxhn-_K5A

Supported by Kyushu University, Q-AOS & TEMDEC

Serious Game Design

Chair: **Assoc. Prof. Toshinori TANAKA** (Research Promotion Coordinator of Q-AOS)

3 GOOD HEALTH AND WELL-BEING

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Key Words

Serious Games

Gamification   **Healthcare**

Metaverse

Associate Professor **Hiroyuki MATSUGUMA**

Department of Strategic Design, Faculty of Design, Kyushu University

Graduated from Department of Visual Communication Design of Kyushu Institute of Design in 1994, and completed master's degree of Communication Science at the University in 1996. He has been working at GALA (Graphic Art Laboratory) of Toppan printing Co., Ltd from 1997 to 2003. He started working at Kyushu Institute of Design as a lecturer in the same year.
He is also a member of DiGRA JAPAN, JSSD, IPS, ADADA and one of the executive board members of DiGRA JAPAN as well as an executive director of ADAA Committee office.

His areas of expertise are "Serious Games," which aim to solve social problems, and "Gamification," in which elements of games are used in other areas. As a specific activity, he is promoting the Serious Game Project, which develops and researches games to support rehabilitation and healthcare for the elderly. He also participates in the Fukuoka Game Industry Organization, an industry-government-academia collaboration among game companies, Fukuoka City, and Kyushu University. In addition, he is also involved in an art competition called the "Asia Digital Art Award " which advocates the revitalization of the media arts field.

Digital games that focus on solving social problems are called serious games.
Since 2009, we have been promoting the Serious Game Project with the main theme of rehabilitation and healthcare, and we will talk about this activity with examples.
We will also introduce metaverse contents created in response to the social environment where the real and virtual worlds have overlapped since the coronavirus pandemic, as well as the Asia Digital Art Award Exhibition, which is mainly conducted by the Faculty of Design.