

Title of Grant: Level Up! Student Motivation and Social-network Gaming
S2010-342P-FF

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Abstract: Currently, nearly 11 million people play a virtual farm simulator called "Farmville" using the popular social-network site Facebook. What motivates this many people to play a game requiring a high level of time commitment and constant attention? This grant seeks to first design a framework for an online, social-networking game during the Summer of 2010 which will later tie into classroom learning in order to assess how social-network gaming can affect student motivation.

Actual Outcomes: Because this project never actually arrived at the implementation stage, the only outcome achieved was the creation of the design portfolio. This has been created and is filled with ideas, concepts and designs for the final product.

Other Colleges: N/A

Discussion and Critique: The most broad reaching implication of this work is the possibility it holds for increasing the levels of student engagement and motivation in a particular course. After designing the portfolio I truly believe these designs have the potential to make a successful social-networking game tied into education. As this project continues it will be important to find people who can make the designs a reality and ensure this game actually gets created. I would not change much about the design portfolio stage of this project as I feel the creation of this portfolio has allowed for a "home base" from which the rest of the project can be created.

Evaluation: The final portfolio is the evaluation of this project. The portfolio has seven sections with each one dedicated to a certain aspect of the game design. Section one deals with visual art concepts, section two with story and mission ideas, section three with gear and items, section four with environments, section five with the leveling and experience points earning structure, section six with the reward system and section seven is reserved for further development ideas. The portfolio was a great success and it is filled with excellent ideas and concepts for the final game project.

Dissemination: At this point the dissemination of this project is limited to colleagues. I had planned to write an article for the VCCS Journal but I am no longer teaching in the VCCS due to a relocation and I cannot submit this article at this time.