

GamFed Newsletter (May 24)

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GamFed Gyan #4 Interview with Gustavo Tondello



Thoughtful, reflective, and measured. These were the words that first sprung to mind when I spoke to Gustavo Fortes Tondello. The GamFed Research Lead

(Canada) and Ambassador (Research) who is also a Ph.D candidate at the University of Waterloo, Canada, a sessional lecturer in the same university, and co-founder of MotivatUX, a gamification consultancy. Over a 30 minute interview, Gustavo spoke about his research into personalised gameful design, the state of gamification research in general, what we can look forward to, and the role GamFed can play in furthering gamification.

[Read the interview here](#)

[Join the conversation on Slack for a community that "Slacks" together stays together](#)



Pre-Production Work for Trans-Disciplinary Methodology for Game-Based Intervention Design | Sylvester Arnab & Samantha Clarke



The application of game-based learning adds play into educational and instructional contexts. An infused and trans-disciplinary methodological framework could serve as a guideline to inform the development process of a game-based approach. This video which is a precursor to a paper by **Samantha Clarke** and **Dr. Sylvester Arnab** (GamFed member) aims to provide an example of how relevant theories and frameworks can be adopted collectively in order to inform a development process.

[Check out the video here](#)





What are alternate reality games? What are some design principles common to most alternate reality games and how can they be applied to create more engaging learning and development initiatives? These are the questions tackled in this interesting article by Growth Engineering.

[I want to find out more](#)



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Connecting players and narrative with a genre | Albert Van Der Meer



Genre is a potent tool that is often side-lined when discussing narrative and themes. Themes and genre are synonyms in a way but the former is more of a practical application when discussing game-based experiences, whereas the latter, genre, is an overall categorization of a semiotic domain where narrative can take place writes GamFed member and founder of aestranger.com, **Albert Van Der Meer**. [Read the article here](#)

Santander University of Brighton Ideas Competition 2019 | Kira Downer



On Thursday 8th May, Kira Downer attended the Santander University of Brighton Ideas Competition 2019 organized by Santander Universities and BeePurple. The competition aims to recognize the brightest entrepreneurial students and graduates from the University of Brighton. It provides a platform to explore the next stage in their careers as they start up their businesses and begin making a difference in the world. Kira attended this event as a Highly Commended entrant into the competition. Congratulations Kira!

[Click here to read her reflections from the event.](#)

GamFed Gyan - Interview series with GamFed members





Gyan is an Indian word for knowledge. GamFed has members who are not only passionate but also very knowledgeable about gamification. So in this section we interview members, find out what cool stuff they are working on, get them to share their insights, and their ideas to build a stronger gamification industry.

Every week will feature hints to the next interviewee. **This week's hint** - The GamFed ambassador (China), he is a certified LEGO serious play facilitator who works with Play-based systems, STEAM education, and gamification.

[Tell us your guess on Facebook](#)

[Create some buzz on Twitter](#)

[Or share on Slack for a community that "Slacks" together stays together](#)



Using Limitations to Drive Great Design | Andrzej Marczewski | Gamification Europe





Andrzej Marczewski shares a case study that helps us think about the realities of being a gamification professional. You don't always get what you want, that's just how the real world works. But sometimes the limitations imposed that are out of your control are an opportunity to reflect, be creative, and design truly innovative solutions. Watch the video [here](#)



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Top 3 Game Mechanics



An initiative by [Insert Coin](#) to share, every week, the favourite game mechanics of the gurus, experts and enthusiasts of gamification - featuring stars of the field

including several GamFed members such as **Toby Berestord, Sabrina Bruehwiler, Kira Downer, Dr. Sylvester Arnab, and Vasilis Gkogkidis.**

Javier Velasquez is an experienced game and #gamification designer based in Colombia with a passion for intrinsically motivating gamification design. Javier is the author of the BEM-framework. He also runs two companies - one called F2P (Free to play) which is a motivation and gamification lab and another one called Azahar which is a Game Board company with titles such as Xanadü distributed worldwide.

[His three favourite "game schemes" are...](#)



Proceedings of the 3rd International GamiFIN Conference, Levi, Finland, April 8-10, 2019 | Collection of 20+ papers presented

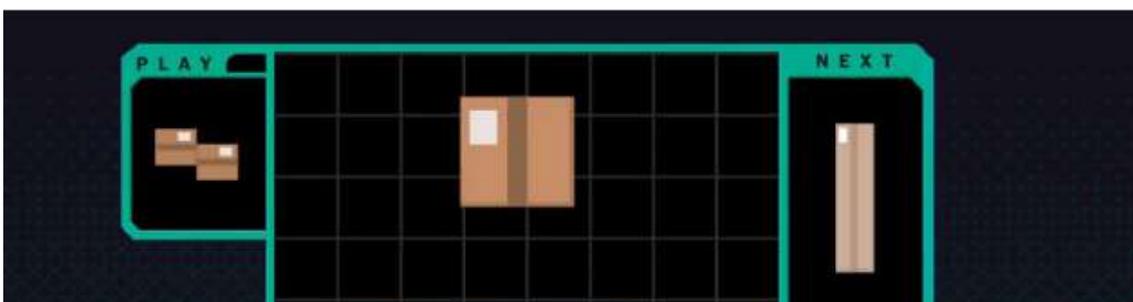


The GamiFIN 2019 proceedings are out. Edited by **Jonna Koivisto** (Gamification Group, Tampere University, Finland) and **Juho Hamari** (Gamification Group, Tampere University, and Gamification Group, University of Turku, Finland) it is a **collection of papers of over 20 papers** relating to gamification and education, conceptualizations, theory, methods and history, health gamification, gamification, economics, management, and work, players and mixed reality, and gamification of sustainability.

[Start reading now](#)



Gamification beyond GamFed | 'MissionRacer': How Amazon turned the tedium of warehouse work into a game





(Washington Post illustration/iStock)

Amazon's experiment is part of a broader industry push to gamify low-skill work, particularly as historically low unemployment has driven up wages and attrition. Amazon, Uber, Lyft, Target, and Delta Airlines among other top companies are embracing gamification. In this insightful article for the Washington Post, [Greg Bensinger](#) explains how.

[Read his article here](#)

Professor Game Podcast: Amy Jo Kim's Game Thinking Masterclass 2019



Amy Jo Kim returns for the 5th edition of the Game Thinking Masterclass starting May 20 through July 19. In this 8-week online program, you'll learn how to connect with your core customers and building a product experience they'll return to, again and again. Special shoutout to GamFed member, assistant coach and India affiliate for the masterclass, [Ambikesh Prasad](#).

[Find out more about the masterclass in this podcast](#)



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