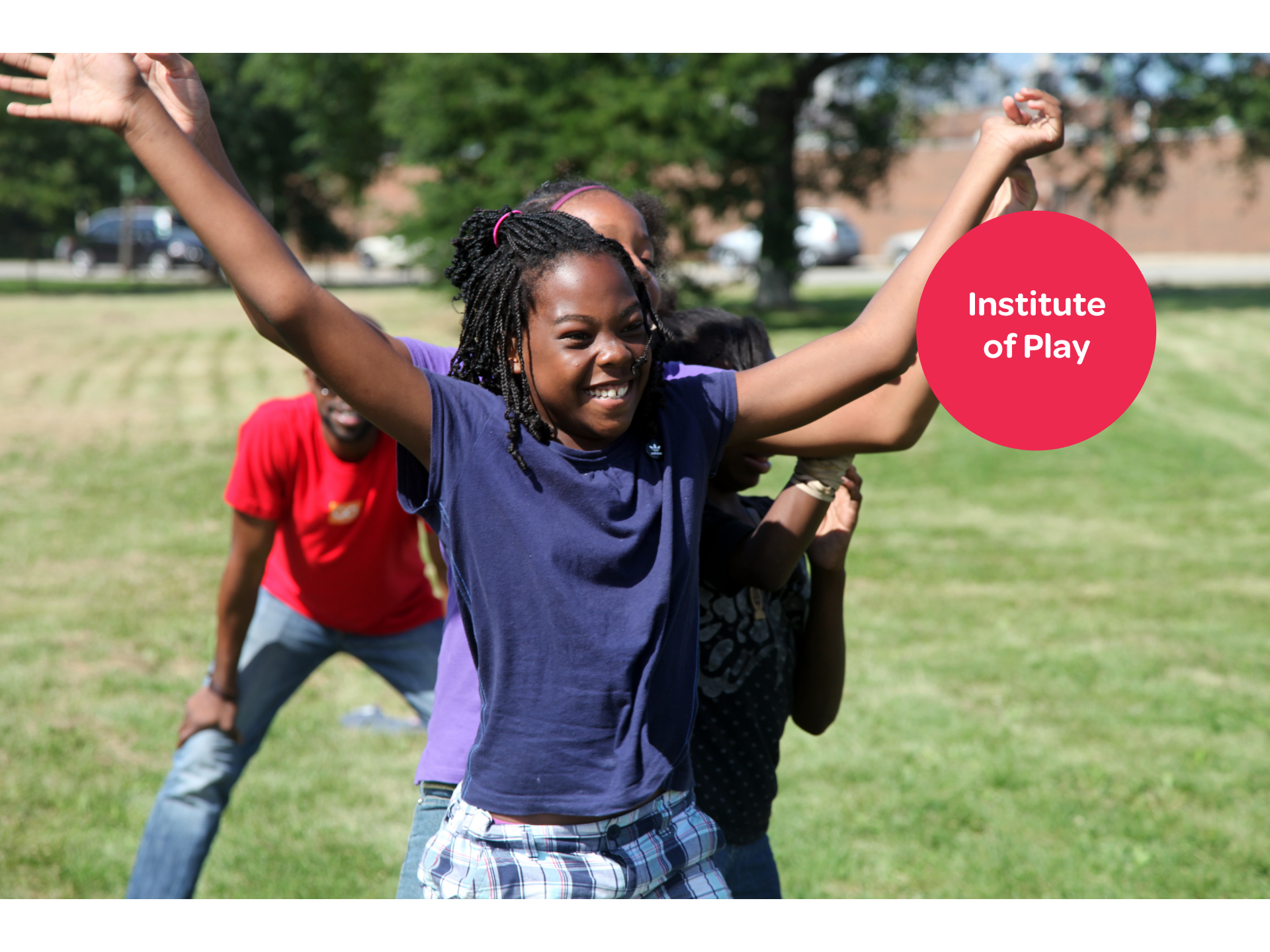




hi.  
i'm katie.



**Institute  
of Play**





engaging  
young  
people



A close-up photograph of a person's hand reaching down towards two small, hand-sculpted clay figures on a grey asphalt sidewalk. The figure on the left is green with two yellow circular eyes. The figure on the right is blue with one yellow circular eye. In the background, a stack of playing cards is visible on the left, and a person's leg and shoe are partially visible in the upper center. A red circle with white text is overlaid in the bottom left corner.

designing  
systems



A group of children wearing bright green t-shirts are gathered outdoors on a wooden deck. In the foreground, a young boy is focused on his smartphone, with sweat visible on his face. Behind him, another child in a red Under Armour cap and green shirt is also looking at a phone. A girl with blonde hair in a green shirt stands next to them. In the background, other children and an adult are visible near a wooden building. A red circular graphic with white text is overlaid on the left side of the image.

**creating  
games**

A close-up, side-profile shot of a person's head and hands. The person is looking down at an iPhone held in their left hand, with their right hand near the screen. They are wearing several colorful wristbands (blue, red, yellow) and a black beaded bracelet. The background is a warm, out-of-focus yellow. A red circular graphic is overlaid on the right side of the image, containing white text.

**making  
learning  
irresistible**



# Our theory:

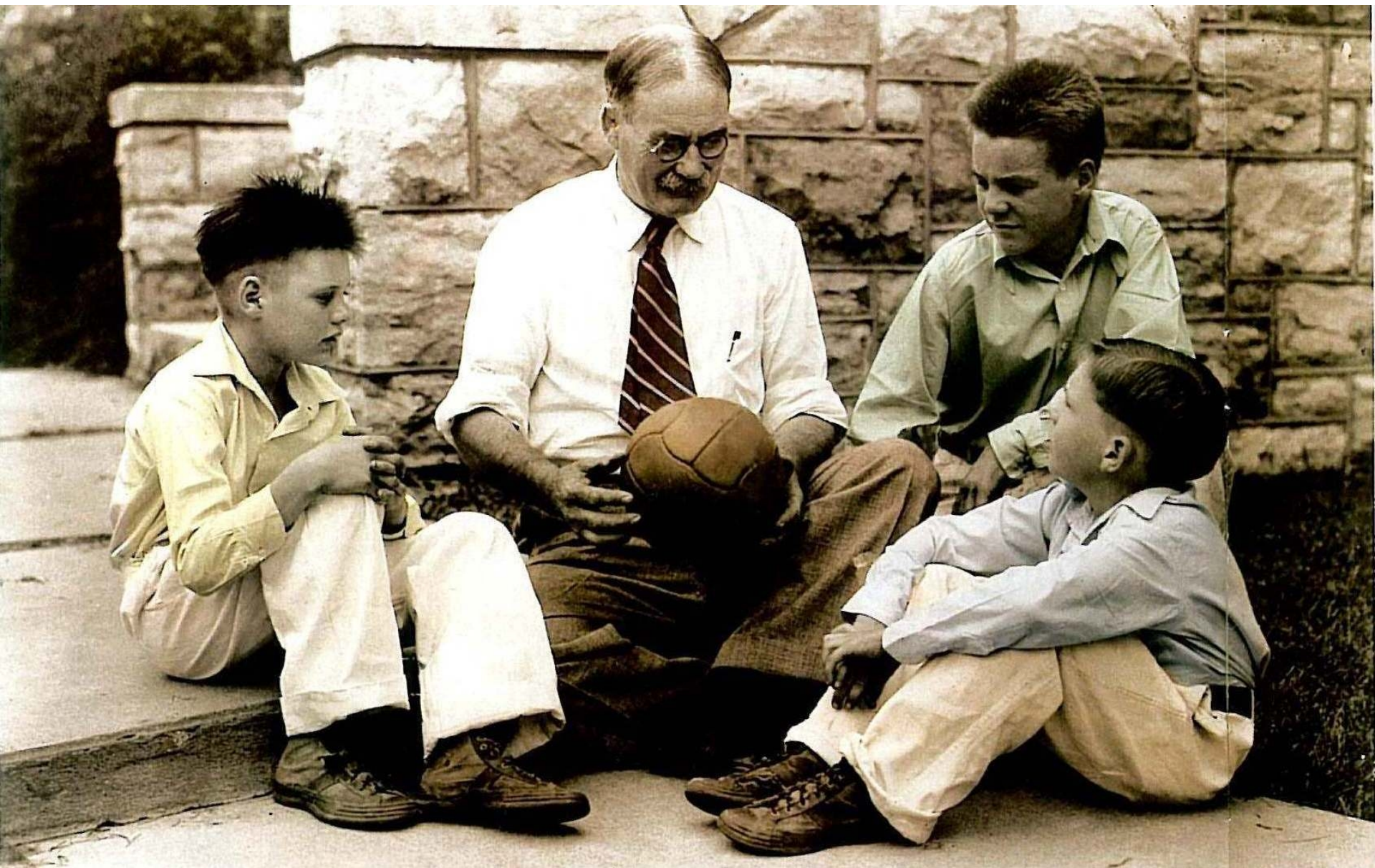


Preparing future innovators to be **breakthrough thinkers and doers.**

Producing young people who are **empathetic, global problem solvers and leaders.**

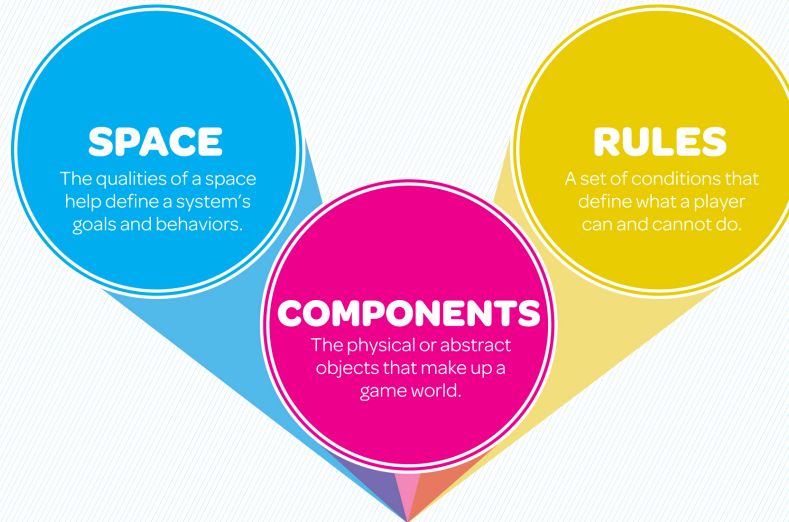
**Fostering collaboration** between students, teachers, experts and communities.

Enabling young people to **tackle challenging projects** and use prototyping and playtesting to **create powerful, sustainable solutions.**



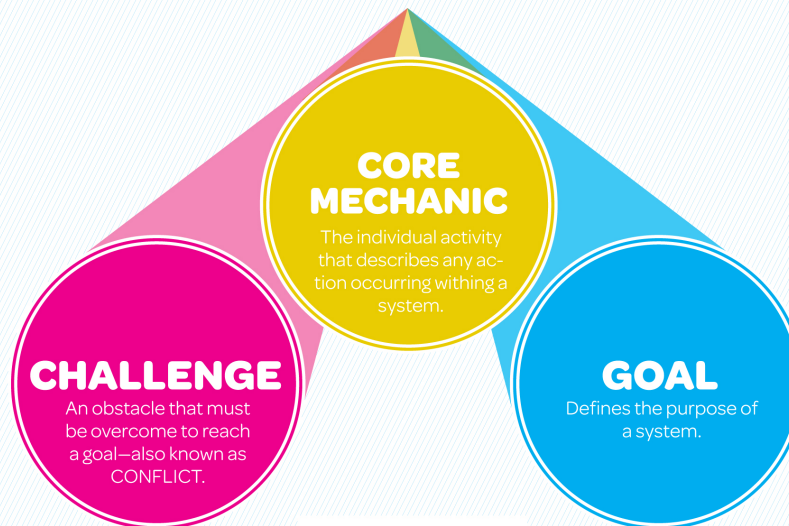


**Guiding principles of game-like learning...**



# SYSTEMS

Systems are all around us—games are playful systems.





**Everyone is a participant.**

**Challenge is constant.**

**Feedback is immediate and ongoing.**

**Learning happens by doing.**

**Everything is interconnected.**

**It kind of feels like play.**









**TWTW**  
(math + Science)





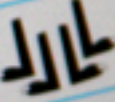



## GAMETIX CREATURE KIT

### PHENOTYPE

Phenotype is an organism's physical appearance, or its visible traits. Phenotypes are influenced by an organism's genes as well as its interaction with its environment. For example, an organism's weight will depend on its genetics as well as by how much it eats. Today you will choose your creature's phenotype!

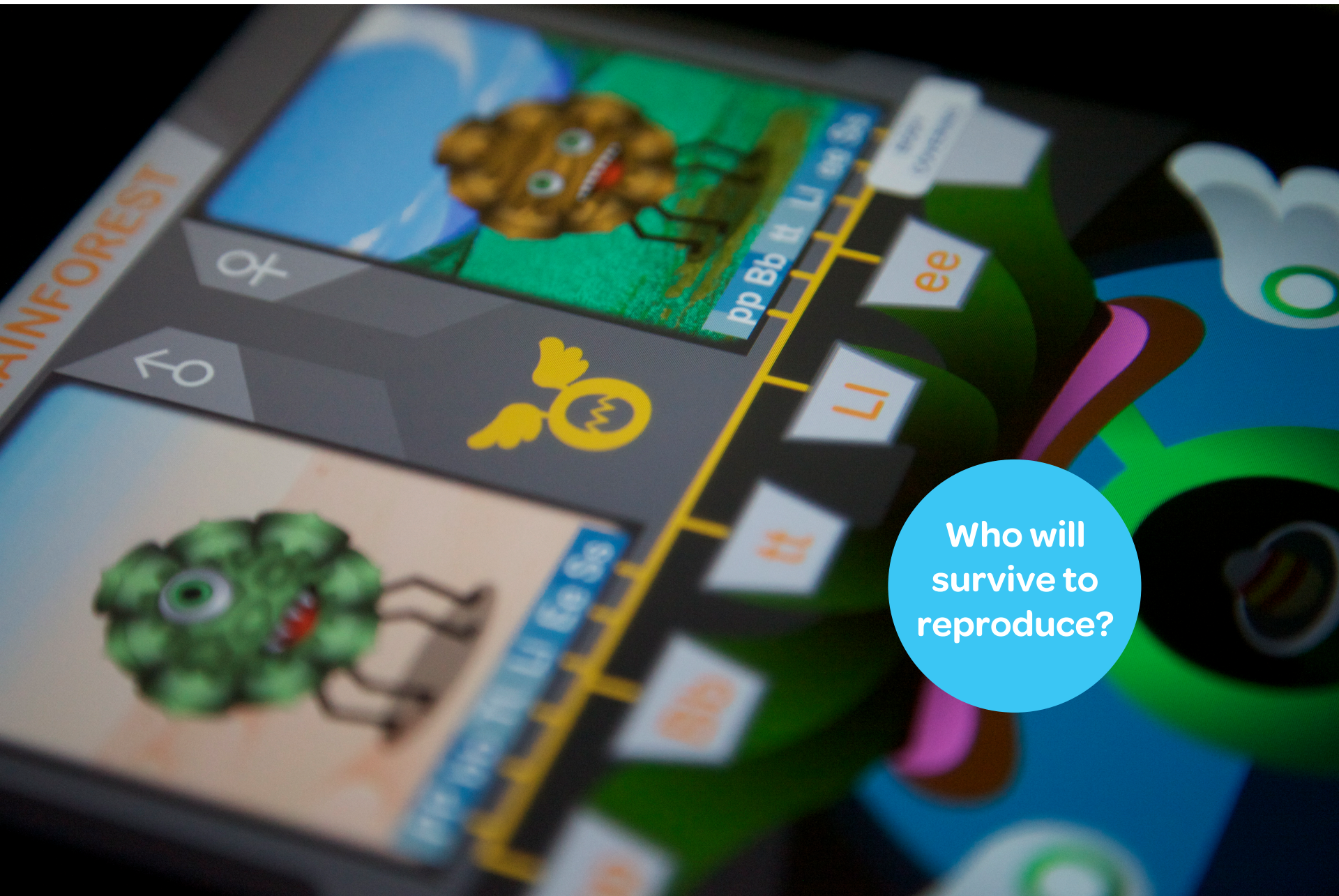
Refer to the TRAITS LIST in the previous slide to pick and apply the traits you selected for your creature. Drag and drop the visual icon for the trait on the creature, scale them as needed.



SEX		
COLOR		
TEETH		
APPENDAGES		
EYE POSITION		
BODY COVERING		

MacBook





Who will  
survive to  
reproduce?





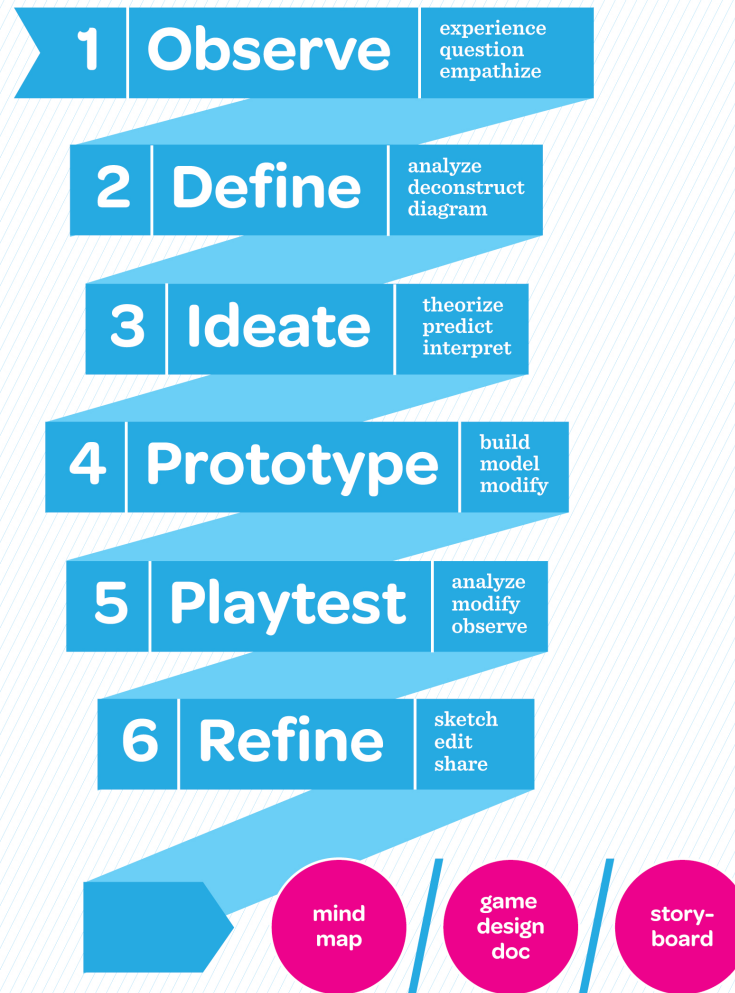




**SFTM**  
(game design +  
systems  
thinking)

# ITERATIVE DESIGN PROCESS

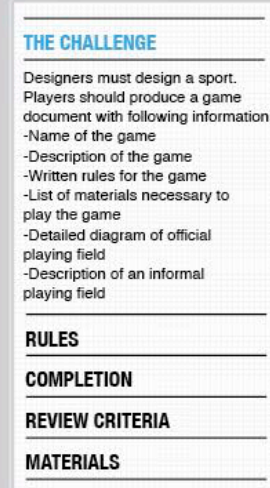
apply your skills, smarts + design tools  
to choose your own adventure







# Playtest Club





A group of diverse young people, likely students, are walking across a city street intersection. They are dressed in casual summer clothing like t-shirts, shorts, and sneakers. Some are carrying backpacks and shopping bags. The background features a tall, light-colored building on the left and a large green tree on the right. A street sign for 'Central Park West' is visible on the left. A blue circular graphic with the word 'Wellness' is overlaid in the bottom left corner.

Wellness



# zamzee

Igniting a lifetime of movement in every kid

go more, get more

SIGN OUT | HELP

Hello, LittleMonkey

YOU'VE GOT 3 NEW REWARDS

HOME | USERS | REWARDS | SPEND ZAMZ

SHOW: ALL

3 REWARDS

★ PROFILE

**LittleMonkey23**  
CUSTOMER

**140342**  
Total Lifetime Zamz

GOAL \$10 Target Gift Card

REWARDS 2 new to select

ZAMZ 30052 Zamz

NEWS

SHOW: ALL

- motor0as passed level: 6
- Viteatar Background has been added to your rewards
- ASPSA donated \$50 for passing 10000 Zamz
- Celebrity News: Who will be the new Spider-Man?
- Motor0as passed level: 7

LEVEL: 6

MY ACTIVITY

	BY DAY	BY MINUTE	MY STATS
	402	127	87
	353	104	212
	9		

MINUTES IN THE ZONE

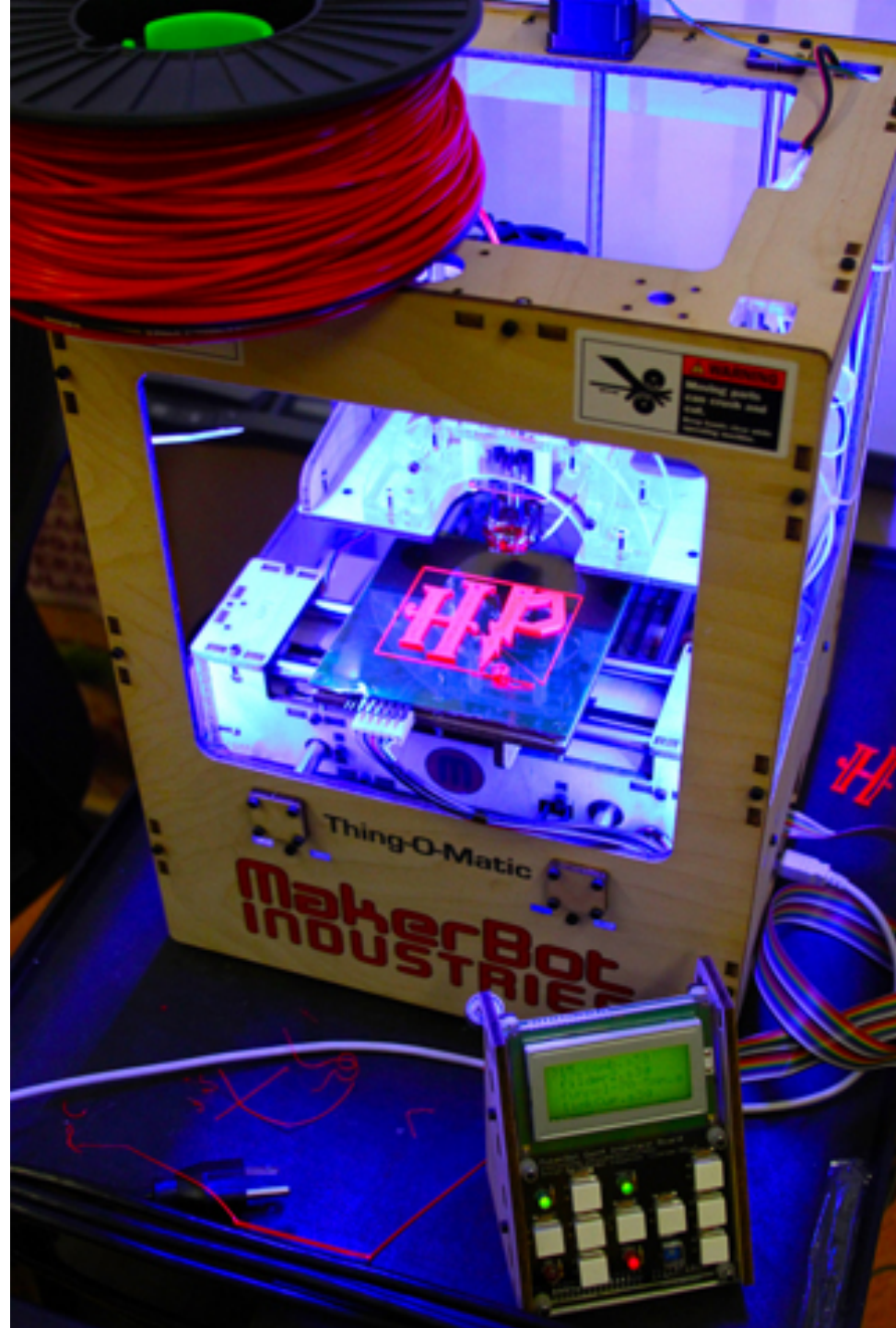
	Aug 5	Aug 7	Aug 8	Aug 9	Aug 10	Aug 11	TODAY
110							
100							
90							
80							
70							
60							
50							
40							
30							
20							
10							





**3D  
Fridays!**





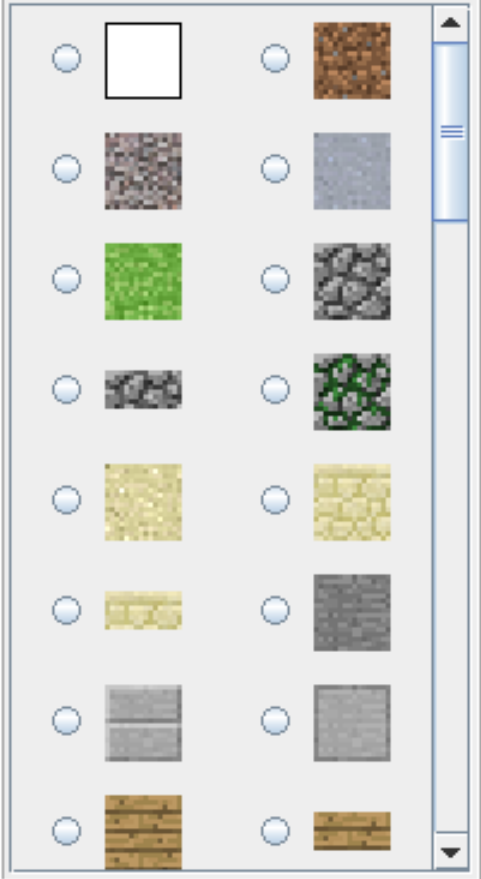


Freeform \* X

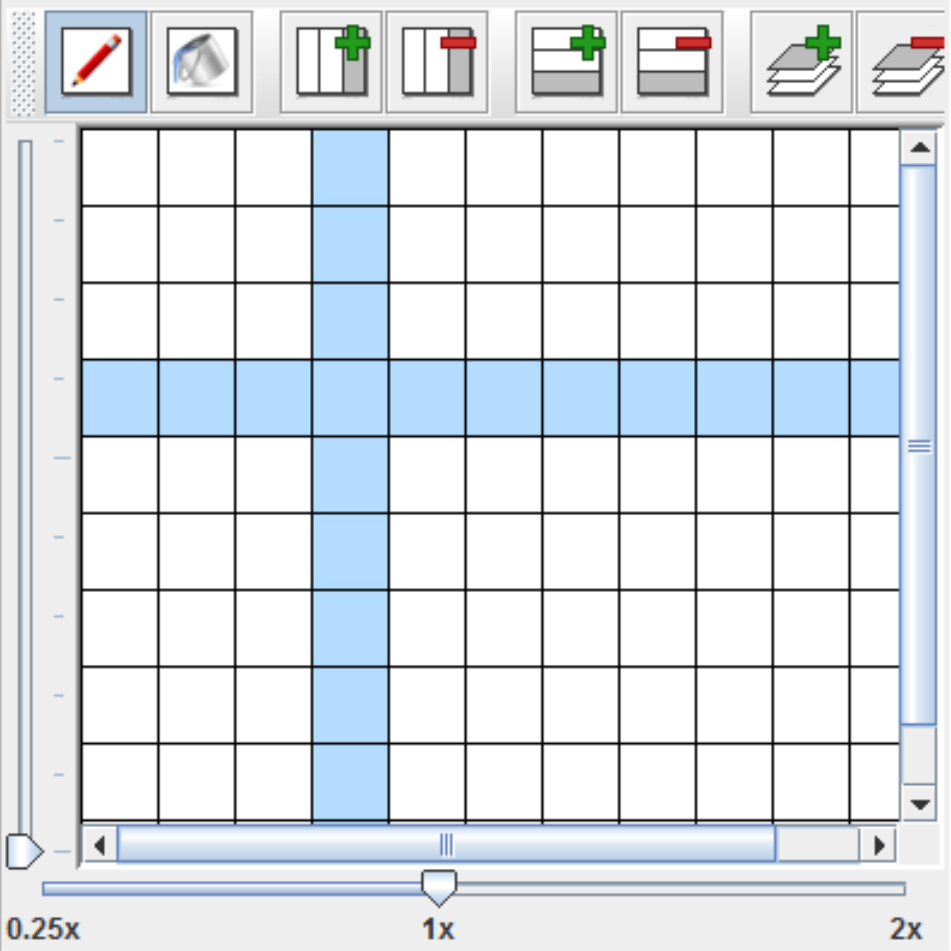
Plan View 3D Projection Height Map Notes

Texture Filter ▼

Textures



Layout - Layer 1



Configuration

Width: 10  
Depth: 8  
Max Height: 10

Generate

Material Requirements ▲



**Hello, LittleMonkey**  
YOU'VE GOT 3 NEW REWARDS

[HOME](#) | [USERS](#) | [REWARDS](#) | [SPEND ZAMZ](#)

3

## REWARDS

SHOW: ALL ▾



## ★ PROFILE



**LittleMonkey23**

[CUSTOMIZE](#)

**140342**

Total Lifetime Zamz

**GOAL** \$10 Target Gift Card

[EDIT](#)

**REWARDS** 2 new to select!

[SELECT](#)

**ZAMZ** 30052 Zamz

[SPEND](#)

LEVEL: 6

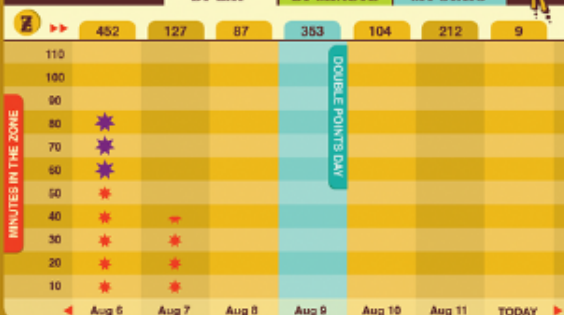


## MY ACTIVITY

BY DAY

BY MINUTE

MY STATS



## NEWS

SHOW: ALL ▾



**motocr0ss** passed level 8  
10 MIN AGO



Vitastar Background has  
been added to your rewards  
53 MIN AGO



ASPSA donated \$50 for  
passing 10000 Zamz  
YESTERDAY 5:35 PM



Celebrity News: Who will be  
the new Spider-Man?  
5:24 9:25 AM



Motocr0ss passed level 7  
06:24 9:08 AM



**Everyone is a participant.**

**Challenge is constant.**

**Feedback is immediate and ongoing.**

**Learning happens by doing.**

**Everything is interconnected.**

**It kind of feels like play.**

**Everyone is a participant.**













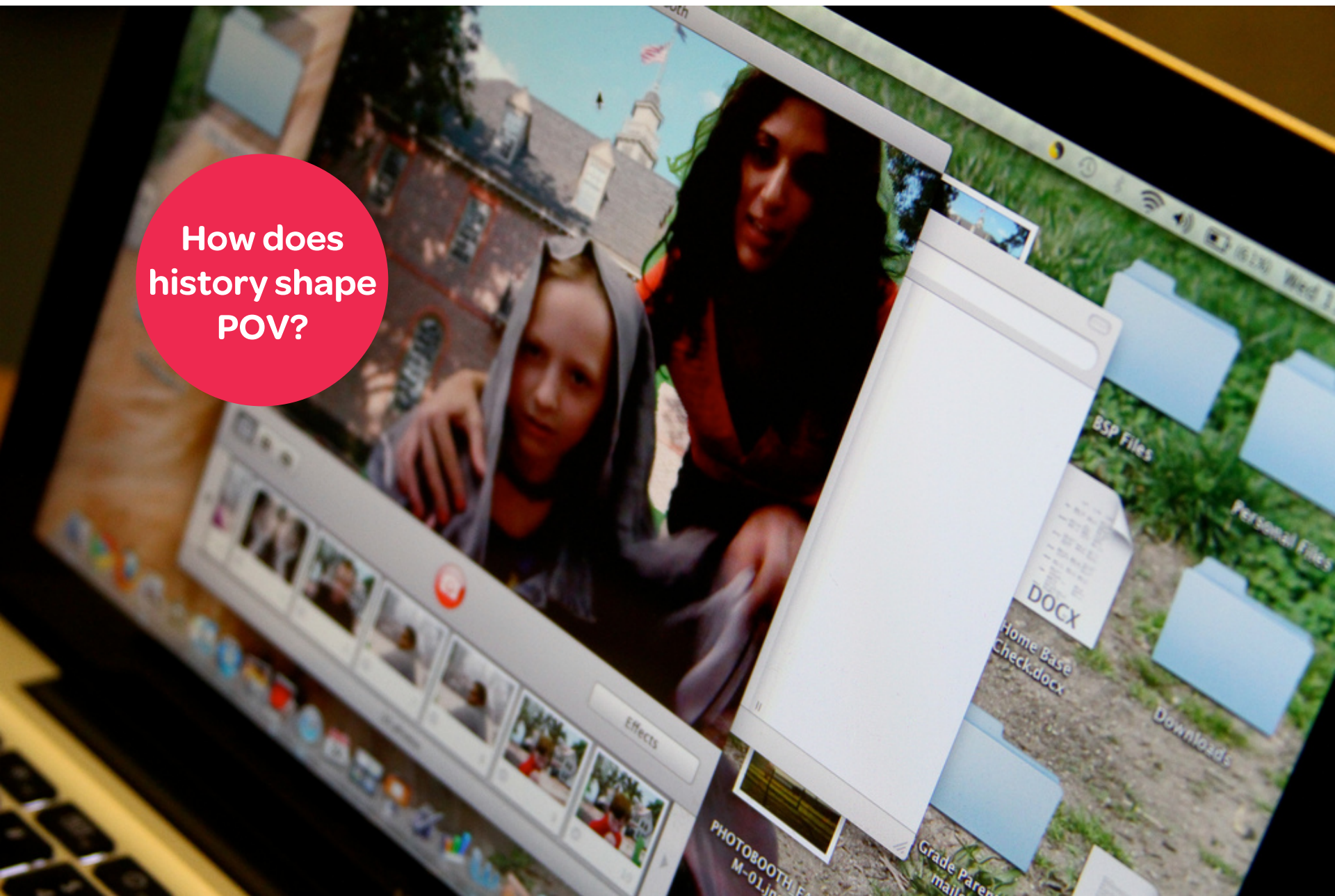
**Challenge is constant.**





**Creating a  
need to know**

How does  
history shape  
POV?



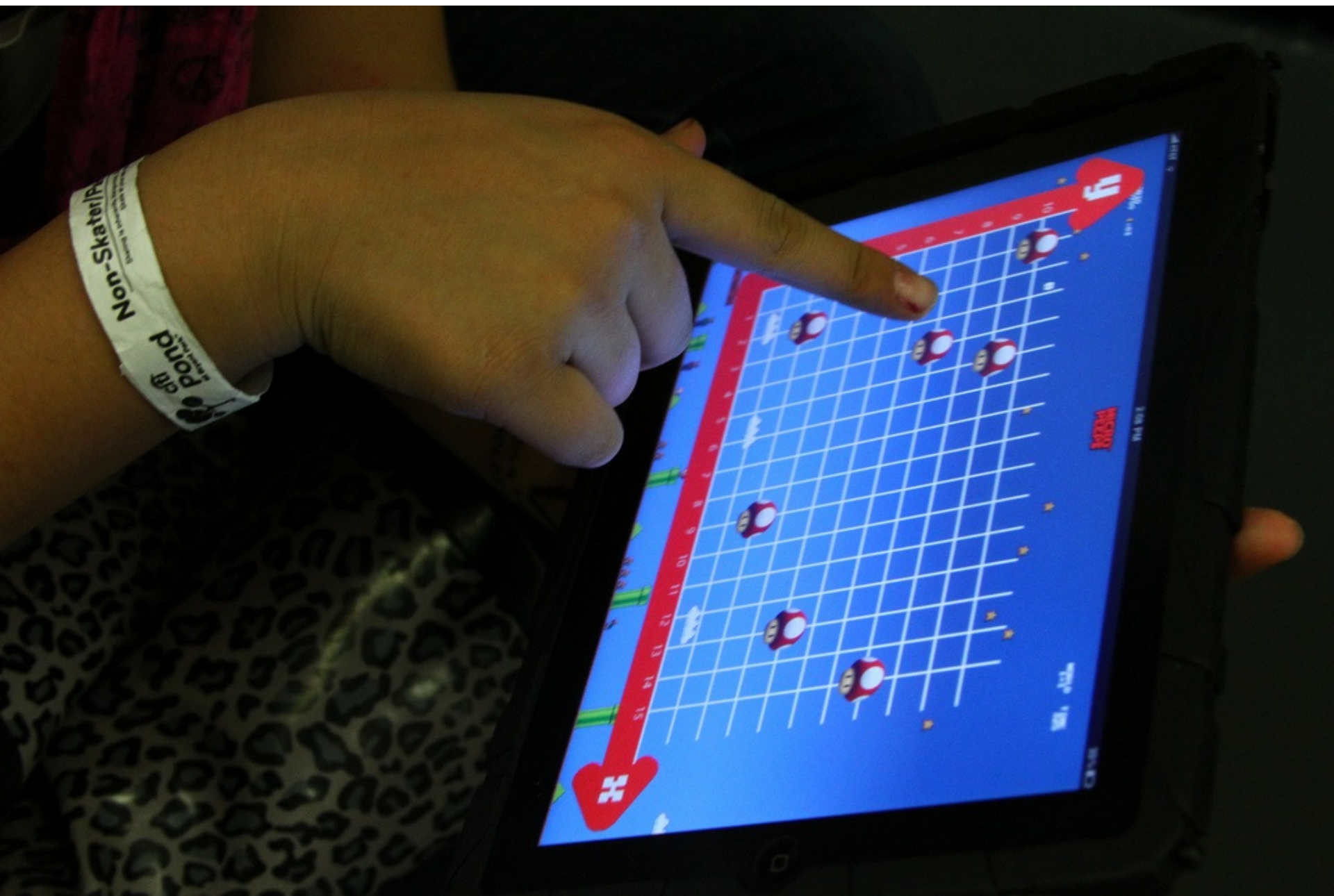




**Feedback is immediate and ongoing.**



**Learning happens by doing.**













**Everything is interconnected.**



GAMES  
ARE  
SYSTEMS

Moodtracker  
How are you feeling?

FIRE DRILL

ROOM IS USE EXIT

2 SOUNDS ON BELLS

3 SOUNDS ON BELLS

IN CASE OF FIRE

FIRST: Use Signal Signal at FIRE

SECOND: Notify The Principal's

Office of discovery and location

of the building

of the building

of the building

of the building



**8TH GRADE**  
How can we contribute  
to and transform  
dynamic systems?

**CHANGE  
AGENCY**

**UNPREDICTABILITY**

**FEEDBACK  
LOOPS**

**7TH GRADE**  
What makes a system  
dynamic?

**SUSTAINABILITY**

**PATTERNS**

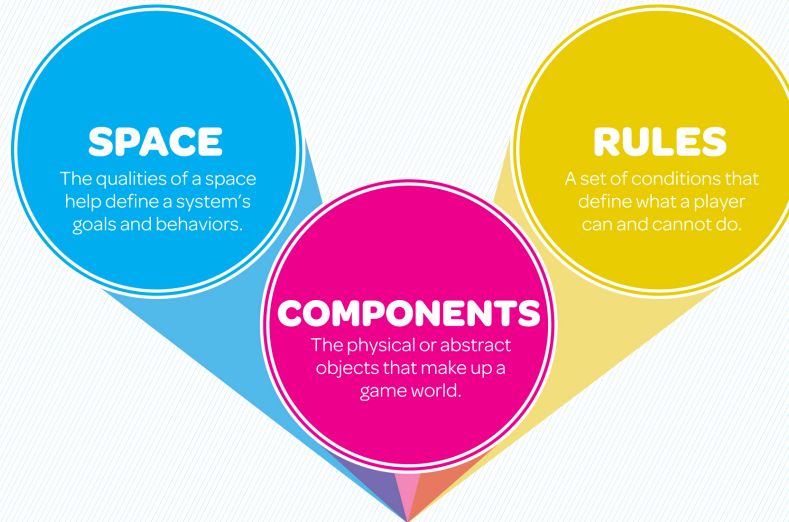
**COMPLEXITY**

**6TH GRADE**  
What is the structure  
of a system?

**BALANCE**

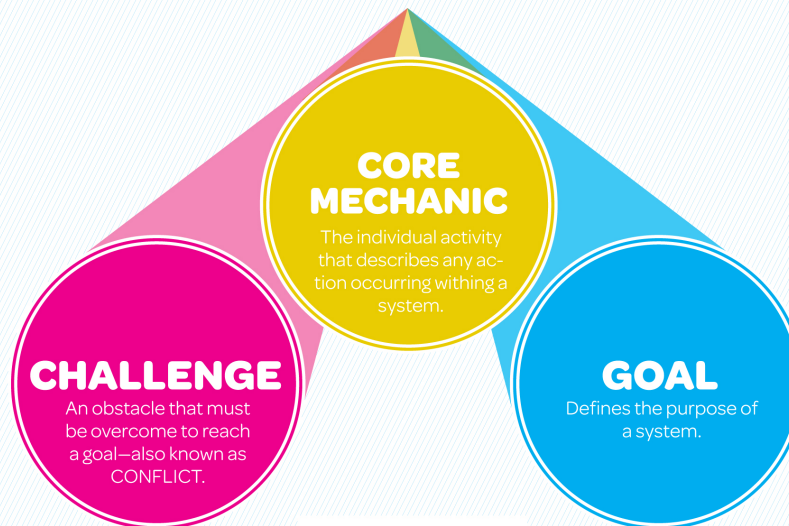
**RELATIONSHIPS**

**PARTS**



# SYSTEMS

Systems are all around us—games are playful systems.





**It kind of feels like play.**

A close-up, profile view of a young child with dark skin and short hair, looking down. The child is wearing a dark blue or black cape with a pattern of small, light-colored stars. The background is blurred, showing what appears to be a classroom or play area with green and yellow elements.

**When learning is irresistible, people thrive.**





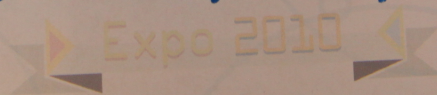
**We empower people to thrive.**



Something I would like to know is:

Will, in the future contin

Will Q2.1 continue  
to Beta test Games



Q2L Expo 2010 Photobooth





**institute  
ofplay.org**