Development Process and Project Examples

Scott Stevens
Entertainment Technology Center
Two Year Professional Masters Program

Anyone who tries to make a distinction between education and entertainment doesn’t know the first thing about either” Marshall McLuhan

Games for Change, Educational Games, Serious Games, Health, Animation, Theme Parks, Museums, Augmented Reality, Science Centers, Robotics, Film, Cross-Media . . .
ETC Curriculum

- Semester One – Boot camp
  - Fundamentals
  - Visual Story
  - Improvisational Acting
  - Building Virtual Worlds – BVW

- Semesters Two – Four
  - Project (36 hr.) + One elective
    - CMU
    - Silicon Valley, Barcelona
    - Co-op
• Projects are initiated by:
  – Faculty Research
  – Student Pitch Process
  – Corporate Sponsors
• Typical project duration is fifteen weeks
• Teams of 4-8 students comprised of different skill sets assigned to develop technology
• Each project team has one or two faculty advisors
Xense

Sponsor
Army’s Telemedicine and Advance Technologies Research Center
Energym

Rayya Brown-Wright, Zhe Chen, Matthew DiMatteo, Youngwoo Lee, Juan Serrallonga, Pei Hong Tan

Advisors: Drew Davidson, Jesse Schell

www.etc.cmu.edu/projects/energyg

Sponsor
Bodymedia
Cardioactive

Sponsor
Army’s Telemedicine and Advance Technologies Research Center
Crechur Cavern

Sponsor
Bayer
Patient Experience

Creating a better recovery through technology.

Team -
Jessica Ament - Dan Ricketts - Austin Jephson -
Manoj Anand - Daniel Rodriguez

Advisors -
Mike Christel - Scott Stevens - Jessica Trybus

www.etc.cmu.edu/projects/patientexperience

Sponsor
Dr. Anthony Digioia

Carnegie Mellon University
Entertainment Technology Center
Transcendence

Sponsor
Allegheny Health Network/Highmark
Fall 2014 Projects

Cyclopes

Virtual and augmented reality systems to simulate abnormal vision. The project’s goal is to enable medical and healthcare students to experience the world from the perspective of patients with eye disorders.

Sponsor
National University Health System
National University of Singapore
The project goal is to create a virtual world that will help children and teens who are grieving the loss of a loved one. The iPad app will be a safe space through which they can explore and express themselves, complementing their therapy.

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Scott Stevens

sms@cs.cmu.edu

http://cs.cmu.edu/~sms

http://www.etc.cmu.edu