Next Generation Social Mobile Games For Marketing and Edutainment (JS1-13)

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Introduction
This project aims to develop INTERACTIVE MOBILE SOCIAL GAMES about marketing and edutainment, also propose a possible METHOD to engineer popular games.

Objectives
1. Seek a FAST and EFFECTIVE method in making games and make them popular.
2. Make Marketing and Edutainment information GAME-LIKE which more people will be susceptible to them.

Methodology

Set up

Results
Several games have been made using our methodology and they are implemented on a CYBER-PHYSICAL PLATFORM.

Examples
Game Mechanic: Reach the GOAL by reacting at the correct timing.
Gameplay:

2014 World Cup Game

HK Tennis Classic

HKUST-NIE Social Media Lab

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