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**SERIOUS  
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## The Initial Call for the Comprehensive Event of the Serious Games Prize 1400 (SeGaP2021)

### 1 Preface

Serious Games (Targeted Games), are a key part of Digital Games Industry that are considered as effective tools for Education, Advertising, Healthcare and other serious purposes. In addition to the technical knowledge of Game-Development, making serious games also requires specialized scientific knowledge of the field in question and academic Research & Development.

By holding three events; the Serious Games Festival 2021, Serious Games Hackathon 2021 and the International Serious Games Symposium 2021, the 5<sup>th</sup> Comprehensive Serious Games Prize Event, attempts to provide scientific and industrial infrastructure for the development of more serious games in Iran and to expand development circles from academic research to commercialization of existing products in the industry. Serious Games Prize 2021, as in previous terms, with millions of cash prizes and a large network of sponsors and partners, is an opportunity to contribute to the growth of serious games in Iran.

In addition to digital games, this event will support other serious entertainment such as board games, scape rooms or simulators. Accordingly, the SeGaP2021 Secretariat invites all game researchers and game developers interested in producing and studying in the field of serious entertainment to join this large community and as a member of this network collaborate in the production of articles, games and sharing experiences.

### 2 What are serious games?

By a general definition, serious games can be considered as a branch of digital games produced not mainly based on entertainment, but also with educational, cultural or therapeutic purposes. Relying on different areas, these goals can be considered as games in the fields of Theoretical Education, Skills Training, Social Reforms and Promoting Prosocial Behaviours, Healthcare, therapy and Rehabilitation, Advertising and Persuasion (Persuasive Advertising). These games are categorized variously; but in general, they can be divided according to Table 1.

Table 1- Serious Games Categories

Serious Games Categories	Definition	Examples
Theoretical Education	Using games to teach scientific and educational concepts	Teaching mathematics, physics, foreign languages and other theoretical concepts

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Serious Games Categories	Definition	Examples
<b>Skill Training</b>	Using games to acquire various skills	A wide range from managerial, military, crisis management and occupational skills to teaching prayer to children and etc.
<b>Persuasive Advertisement</b>	Developing games with the goal of advertising and promoting a concept	Promoting a tourist attraction, a political party, religious advertising, advertising products, brands and etc.
<b>Social Reforms and Promoting Prosocial Behaviours</b>	Modeling to improve or change social status and promote moral and social instructions through play	Environmental protection, conservation of cultural heritage, promotion of tourism culture, public health, social responsibility, shift in social behaviors and ...
<b>Healthcare</b>	Preventing disease and staying healthy with the help of games	Avoiding issues such as diabetes, obesity or addiction and encourage healthy eating and exercise
<b>Therapy and Rehabilitation</b>	Using games as a therapeutic tool to facilitate the treatment of various diseases and rehabilitation	Help treat diseases such as ADHD, autism or phobia, and rehabilitate victims of stroke, mental disorders, etc.

## 3 The Goals of SeGaP2021

- Special focus on developing games about Talent identification and empowerment with cognitive approach.
- Continuing to support the production and commercialization of educational games based on state-of-the-art technology, healthcare and treatment
- Connecting academia and industry and reinforcing the relationship between the two in the field of serious games
- Help develop business opportunities and entrepreneurship
- Identifying and supporting serious game developers to help expand the game industry
- Creating transformation in educational, advertising, medical and social systems, etc.
- Introducing and supporting active serious game developers to create proper role models for the new generation
- Promoting an efficient perception on the game category among policymakers, consumers and other industry audiences

## 4 Benefits of Attending the Event

- Communicating with stakeholders and investors in the field of serious and targeted games

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- Receiving considerable cash and non-cash prizes for selected teams, articles, and games
- Connecting to a large network of game scholars and developers of the country
- Cooperation in producing science in the field of serious games
- Establishment of selected games in growth and acceleration centers to accelerate the commercial development of games
- Using the extensive advertising space of the competition to introduce the game to the audience and investors
- Taking the opportunity to experience serious game development in the Serious Games Hackathon.

## 5 Different Sections of SeGaP2021

The 5<sup>th</sup> Serious Games Prize event, same as last year, also supports writing articles in this field in addition to developing serious games and reviewing the works produced. In this course, three separate events will be held including:

- International Serious Games Symposium 2021
- Serious Games Festival in 2021
- Serious Games Hackathon 2021

### 5.1 Serious Games Symposium 2021

#### 5.1.1 Introduction

Serious games are a key part of the digital games industry and are considered as an effective tool for education, advertising, healthcare, and so on. Although designing a serious game requires some important aspects of technical knowledge, it also needs specific scientific knowledge about the serious aim of the game and because of that, it is important to consider both sides of the academia and industry for developing it.

#### 5.1.2 Conference Background

DIREC as the secretariat of SeGaP has the experience of holding Digital Games Research Conference (DGRC) for two years in a row. To focus more precisely on the SGs subject, DGRC scientific committee has decided to hold the 3rd conference in the especial field of SGs, with the new title: "International Serious Games Symposium". Also This year ISGS2021 is holding internationally with the same title as last year to promote scientific papers of serious game studies. Tables 2, 3, 4 and 5 listed articles in the area of serious games which has been presented during 4 years in these events.



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**Table 2. List of papers presented in Serious Game Symposium 2020**  
**These Parers got indexed in IEEE Xplore Digital Library. ([Click here](#))**

Title	Authors
Comparison of the effectiveness of cognitive rehabilitation programs of brain training and Cagni-Plus on cognitive skills of students with attention deficit/hyperactivity disorder	Farideh Hajiheidary, Mahnaz Estaki, Mansore Shahriari Ahmadi & Hassan Ashayeri
Effects of Computerized Cognitive Rehabilitation on the Working Memory of Opioid-dependent Patients	Milad Taksibi, Leila Kashani Vahid, Samira Vakili & Hadi Moradi
Lean Gamification Canvas: A New Tool for Innovative Gamification Design Process	Bahram Hooshyar Yousefi & Hana Mirkhezri
Level up SeGaP: An Action Research Approach for Developing an Innovation Prize	Hamed Nasiri, Fariba Alizadeh & Soroush Ghazinoori
Mind Wandering Detection and Application of a Computer Game (Focus) as an Intervention to Return Attention During Readings	Samira Poudratchi, Kazem Pouralvar, Samad Roohi & Yooness sekhavat
Screening Autism by Evaluating Turn Taking Skills using an Agent-Based Video Game	Sheyda Shabani, Pegah Soleiman, Hadi Moradi & Leila Kashani Vahid
The Effectiveness of "Maghzineh" Cognitive Games on Response Inhibition of Children with Externalizing Emotional Behavioral Disorders	Mahshid Ojani, Leila Kashani Vahid & Hadi Moradi
Can we use serious games to enhance "emotion regulation" capacity in adolescents as a protective strategy against addiction? an overview of systematic reviews	Hadi Zarafshan & Sahar Khayam Bashi
Comparing the Effectiveness of "EmoGalaxy Video Game" with "Card games" on Emotion Regulation of Children with Autism Spectrum Disorder	Zohreh Shams, Leila Kashani Vahid & Hadi Moradi
Identifying Factors Affecting the Immersion and Concentration of Players in Serious Games	Reza Moradi Rahimabad & Mohammad Hossein Rezvani
iParallel: A SmartWatch-based Serious Game for Organizational Learning	Amir-reza Asadi
Kinect-based Virtual Rehabilitation for Upper Extremity Motor Recovery in Chronic Stroke	Sohrab Almasi, Leila Shahmoradi, Nouredin Nakhostin Ansari, Roshanak Honarpishe & hossein Ahmadi
REACTION: A Serious Game that Simulates Coronavirus Transmission	Mohammadreza Mohmmadnejad, Morteza Dorigiv & Farzin Yaghmaee
Study of the Serious Games Capacity in Promoting Financial Literacy	Shoeib Hoseiny & Abbas Niknafas
The effect of mobile games on math learning of third graders of elementary schools	Ali Shirkarami, Khadijeh Ali Abadi, Saeid Pourroostaei Ardakani & Shadi Azimi
The effectiveness of ABFT-Based Parenting Training via Cell Phone on parent-adolescent conflict a single case study	Hamide MohammadiNasab, Mohammadali Mazaheri, Morteza Rezaeizade & Mahmood Heydari

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Title	Authors
The Effectiveness of Pishan Skills Development Game-Assisted Therapy in Promoting the Theory of Mind (ToM) in Children with Autism Spectrum Disorder	Fereshteh Yaghooti, Sogand Ghasemzadeh & Zahra Ahmadi
The Effect of Using Love City Game on Improving Marital Satisfaction, Emotional Malaise, Sexual Intimacy of Couple with Visual Impairment	Shima Berme, MohammadKazem Najafi & Mustafa Najafi

**Table 3. List of papers presented in Serious Game Symposium 2019**  
**These Papers got indexed in IEEE Xplore Digital Library. ([Click here](#))**

Title	Authors
Forogh Mahmoodi, Leila Kashani-Vahid, Hadi Moradi, and Ali Yekta-Parast	A Cognitive-Sensory-Motor Gamepad for Therapy of Children with ADHD
Seyed Vahid Mostafavi, Yoonas A. Sekhavat, Samad Roohi, Hesam Sakian Mohammadi, and Kazem Pournalvar	A Game-based System to Study the Danger of Advertising Displays for Pedestrians: Are They Really Dangerous?
Shiva Khatoony	An Innovative Teaching with Serious Games through Virtual Reality Assisted Language Learning
Zahra Farsi, Mahdieh Yazdani, and Maryam Nezamzadeh	Comparative evaluation of simulation versus serious game on the smartphone platform for training nursing students in cardiopulmonary resuscitation: A randomized controlled trial
Leila Kashani-Vahid, Sahar Kazemi Taskooh, and Hadi Moradi	Effectiveness of "Maghzineh" Cognitive Video Games on Reading Performance of Students with Learning Disabilities in Reading
Alireza Pir, Leila Keshavarz Afshar, and Saynaz Maveddat	The effectiveness of a set of Neuroland Digital mini-games, on enhancing visual memory and reducing spelling errors in students with writing problems: a pilot study
Hamideh Mohammadi Nasab, Mohammad Ali Mazaheri, Sadeq Fallah Tafti, and Samaneh Behzadpoor	The Effectiveness of the "Man-Man" Mobile Game on Children's Self-Concept and Self-Esteem
Kazem Pournalvar, Yoonas A. Sekhavat, and Samad Roohi	The interplay between metacognitive strategies and learning styles in learning via serious games
Mohammad Abooyee Ardakan and Zahra Vahed	A conceptual framework for cognitive game design analysis(CGDA)
Milad Jafari Sisi	A Framework for GPS-Based Tourism Games to Improve Spatiotemporal Management of the Regional Movements of Visitors
Reza Darooei, Alireza Vardm and Hossein Rabbani	Barbam: A New Acrophobia Virtual Reality Game
Arghavan Saeidan, Zohreh Rafezi, and Hossein Eskandari	Designing a Serious Game "Events" and Investigating the Effectiveness in Modifying Confirmation Bias: A Single Subject Study

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Title	Authors
Khadijeh Salehi Aghdam and Masoud Hasani Alavi	Designing MIND PRO Working Memory Game and evaluating its effectiveness on working memory in ADHD children
Shayesteh shokoufefdard, Mohamad Ali Mazaheri, Mahmoud Heidari, Mojtaba vahidi, and Parisa Seyed Mousavi	Development and Evaluation of Maternal Sensitivity Assessment Game
Elham Hakimirad, Leila Kashani-Vahid, Marzieh Sadat Hosseini, Atefeh Irani, and Hadi Moradi	Effectiveness of EmoGalaxy Video Game on Social Skills of Children with ADHD
Nahid Hamidzadeh, Leila Kashani-Vahid, Hadi Moradi, Samira Vakili, and Atefeh Irani	Effectiveness of EmoGalaxy Video Game on Social Skills of Children with Oppositional Defiant Disorder
Farkhondeh Fazel Bakhsheshi	Escape Rooms: A New phenomenon in Tourism
Farkhondeh Fazel Bakhsheshi	Serious Games and Serious Gaming in Escape Rooms
Zeinab Sadat Jahromi	Study on effectiveness of Hana game application on cognitive problem solving skill, attention and academic achievement linguistics and mathematics on first grade student
Hanie dehghani and Atefeh Ahmadi	The effectiveness of a mobile application "Kalcal" on the learning of mathematics in students with dyscalculia
. Mohsen Eini and Parisa Saghafi	The perspective of Certain Realizable Crimes in Second Life
Farkhondeh Fazel Bakhsheshi and Ghazal Ghaziani	Tourism Based Games: A Study of Challenges and Profits
Bahram Hooshyar Yousefi and Hana Mirkhezri	Toward A Game-based Learning Platform : A COMPARATIVE CONCEPTUAL FRAMEWORK FOR SERIOUS GAMES

**Table 4. List of papers in the area of Serious Game presented in DGRC2018**  
**These Parers got indexed in IEEE Xplore Digital Library. ([Click here](#))**

Authors	Title
Pedram Amini, Abbas Zahiri and Mohammad Nejad Pour	A Large-Scale Infrastructure for Serious Games Services
Keyvan Borna and Hesam Maghamirad	Serious Games in Computer Science Learning Goals
Amir Reza Asadi and Reza Hamadi	Augmented Reality Game Creator for on-site Job Training
Leila Kashani Vahid, Marzieh Mohajeri, Hadi Moradi and Atefeh Irani	Effectiveness of Computer games of Emotion Regulation on Social skills of Children with Intellectual Disability
Zahra Amiri, Younes Sakhvat and Sakineh Goljarian	A Framework for Rehabilitation Games to Improve Balance in People with Multiple Sclerosis (MS)

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Authors	Title
Atefeh Irani, Hadi Moradi and Leila Kashani Vahid	Autism Screening Using a Video Game Based on Emotions
Azadeh Bashiri, Leila Shahmoradi, Behrouz Alizadeh, Hamid Beigi, Marjan Ghazi Saeedi, Sharareh Rostam Niakan Kalhori, Masoud Nosratabadi and Mahnaz Esteki	Designing a Clinical Decision Support System for Recommending Computerized Cognitive Programs in the Rehabilitation of Attention Deficit Hyperactivity Disorder
Amir Reza Asadi and Reza Hamadi	Understanding Currencies in Video Games: A Review
Hesam Sakian Mohammadi, Milad Jafari Sisi, Erfan Pirbabaei and Younes Sakhvat	ExerBrain: A Comparison of Positive and Negative Reinforcement in Attention Training Using BCI based Computer Games
Pedram Amini, Abbas Zahiri, Mohammad Nejadpour	A Large-Scale Infrastructure for Serious Games Services
Zahra Amiri and Younes Sakhvat	A framework for rehabilitation games to improve balance in MS patients (In Persian)
Tahereh Kahidi Basiri and Atefeh Ahmadi	Probot: A Serious Game to Teach Programming Concepts to Children and adolescents (In Persian)
Reyhaneh Hooshmand and Afshin Azizi	Feasibility of administrative and legal dimensions of governmental protection for serious games(In Persian)
Ahmad Reza Matinfar and Yousef Khodabandehloo	Computerized Cognitive Training for Mental Disorders (In Persian)
Azar Tabaei, Leila Majidi and Mahnaz Esteki	The impact of Video Games on Sensory Integrity, Eye Contact, Auditory Sensitivity and Social Interactions in Autistic Children (In Persian)
Fereshteh Amouzadeh, Peyman Honarmand, Mehdi Rahimzadeh, Hassan Gharayagh Zandi and Reza Rostami	Comparation the Impact of Fifa on the ADHD Symptoms in Athlete Students with ADHD (In Persian)
Leila Kashani Vahid, Samira Shafiei Khameneh, Atefeh Irani, Hadi Moradi and Mohammad Parsa Azizi	The Effects of Computer Games on Social Skills of Children with Autism (In Persian)
Shima Zabihifar and Elham Kargar Tazraq	The effectiveness of Food Balance on food habits of children 7 years old in Davarzan (In Persian)
Mohsen Roshanian Ramin and Bahar Izadi Jazi	Mechanics and Instructional Goals in Serious Games (In Persian)
Morteza DorriGiv and Shabnam Saffariyeh	Design and Development of Simple Games to Support Skills for Children with Cognitive Learning Disorders (In Persian)
Hamed Aliyari, Masoomeh Kazemi, Hedayat Sahraei, Behrouz Minaei Bidgoli, Mohammad Reza Daliri, Seyed Mohammad Ali Seyed	The Effect of Scary Computer Games on Players Cognitive Nerve Changes: Hormonal and Brain Signals (In Persian)



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Authors	Title
Hossein, Mohammad Sahraei, Zahra Dehghanimohammadabadi	

**Table 5. List of papers in the area of Serious Game presented in DGRC2017**  
**These Papers got indexed in ISC.**

Authors	Title
Hooman Habibnia, Tara Rezapour and Hadi Moradi	Maghzineh: A Game Based Approach for Brain Empowerment
Atefeh Irani, Hadi Moradi, Leila Kashani Vahid	A Serious Game To Learn And Enhance Emotional Skills For Children: A Pilot Study
Yousef Khodabandehloo, Reza Rostami, Mahsa Farahmandpour and Sara Yadollahi	An attempt to increase intelligence with intensive computerized cognitive training and speech therapy: a single-case study
Hossein Zarei and Shaghayegh Kolli	Designing and Implementing a Smartphone Game for Blind People (In Persian)
Laleh Esmali and Mansoureh Bahramipour	The effectiveness of cognitive Brtvanmndy cognitive computer games, creativity and self-regulating student behavior years old (In Persian)
Hossein Dehghanzadeh, Behrooz Minaei and Hojjat Dehghanzadeh	A framework for identifying the appropriate mechanics of computer games for teaching cognitive subjects (In Persian)
Hamed Ali Yari, Masoumeh Kazemi, Hedayat Sahraei, Behrooz Minaei, Mohammad Reza Daliri, Seyed Mohammad Ali Seyed Hosseini, Zahra Dehghani and Marjan Erfani	Cognitive study of Puzzles Game Effects on Problem Solving and Attention at players (In Persian)
Mina Esmali, Hassan Ashayeri and Mahnaz Esteki	The effect of computer games on improving student's Problem Solving and life skills (In Persian)
Faezeh Aghazadeh Par, Parasto Alikhani and Mojtaba Vahidi Asl	Identifying the Challenges in the Implementation of Gamification in Instruction: An Exploration into the Experiences of Activists in the Field (In Persian)
Ehsan Gol Ahmadi and Atefeh Ahmadi	A Serious game for mobile phones to help Diebetic children 8 and up to manage their disease (In Persian)
Alireza Mahanian and Gholam Ali Montazer	Clarifying the Concept of Gamification and Proposing a Model to Use it in Educational Context (In Persian)
Yazdan Movahedi, Hamidreza Amarloo, Leila Mozehkesh and Morteza Pourmohammadi	The effect of Computer-Aided Rehabilitation on creativity and emotional intelligence of industrial design students (In Persian)
Milad Jafari Sisi, Hesam Sakian Mohammadi, Erfan Pirbabaei and Behnam Alizadeh Ashrafi	A Study on the Capability of Augmented Reality Technology to the Empowerment and Gamification of Textbooks Through Interactive Content Simulation (In Persian)
Saeed Pourrostaei Ardakani, Salah Ismaili Gujar, Laila Khedri	Investigating the relationship between the use of multiplayer computer games and interpersonal skills (In

# 5<sup>th</sup> Serious Games Prize



Authors	Title
Lilous and Hojjatollah Moradi	Persian)
Ehsan Bahrami and Mojtaba Vahidi Asl	Leaderboard And User Engagment In The Gamified Learning Management System (In Persian)
Zahra Batoli, Fatemeh Fahimnia, Nader Naghshineh and Fakhralesadat Mir Hosseini	Design based on the theory of the game framework of information literacy training (In Persian)
Mehdi Khorram and Mahnam Monfared	Design library service for kids by use of game models (In Persian)
Arian Taheri and Seyed Bashir Hosseini	A Study of Binary logic Application Moods in Serious Computer Games (In Persian)

## 5.1.3 ISGS2021 Tracks:

Papers should cover the topics which are related to the field of serious games. The tracks of ISGS2021 are inspired by international related events and the potential topics including:

### A. Technology track:

- ✓ Architectures and Algorithms for SGs
- ✓ Artificial intelligence and machine learning for SGs
- ✓ Balancing and Dynamic Difficulty
- ✓ Big data for SGs
- ✓ Computer Graphics & Visual Effects
- ✓ Emotions and Affective Interaction
- ✓ Human-Computer Interaction for SGs
- ✓ Interactive narrative and digital storytelling
- ✓ Interoperability and standards
- ✓ Modeling and simulation
- ✓ Privacy
- ✓ Procedural Content Generation (PCG)
- ✓ Quality assessment for SGs
- ✓ Security & privacy
- ✓ Social computing
- ✓ Technological support for collaborative games
- ✓ User Experience and User Interface (UX, UI)
- ✓ Virtual, Augmented and Mixed Reality (VR, AR, MR)
- ✓ Wearable Technologies

### B. Cognitive Science track:

- ✓ Cognitive processing in SGs
- ✓ SG for Cognitive disorders
- ✓ Cognitive Architecture in SG design and development
- ✓ Neuroscience in SG



## C. Pedagogical foundations track:

- ✓ Pedagogical theories in the field of SGs
- ✓ Support for educators and trainers
- ✓ Support higher-order thinking through serious games

## D. SGs mechanics and design track:

- ✓ Mapping pedagogical goals & principles into SGs mechanics
- ✓ Design of score, rewards, achievements, and related interfaces
- ✓ Ubiquitous/pervasive gaming
- ✓ Support for educators and trainers
- ✓ Balancing realism, engagement, learning, and entertainment
- ✓ Collaboration, cooperation, & participatory design of SGs

## E. Application track:

- ✓ Case studies on developing/deploying serious games in application domains such as tourism, advertising (advergaming), education, skill learning, healthcare, well-being, prosocial behaviors, and ETC.
- ✓ User studies applying serious games in the above domains, studying effectiveness for learning/training
- ✓ Understanding how, when, with whom, for what to use serious games
- ✓ Verification of learning transfer
- ✓ Study of the long-term impact
- ✓ Assessing personal abilities through serious games

## F. Policy-making, Management, & Business track:

- ✓ Policy instruments and measures to empower the SG developers
- ✓ Policies for education & training in kindergartens, schools, and universities in the field of SGs
- ✓ Models for especial serious game accelerators & incubators
- ✓ Serious games market studies
- ✓ Business models for SGs

### 5.1.4 Submission Guideline:

- The deadline for full paper submission is October 15, 2021
- November 25, 2021: International Serious Games Symposium 2021
- All the documents will be accepted just in English
- The submitted papers must be written up to a maximum of 12 pages.
- Papers which contain plagiarism will omit from the review process, and the authors will not be able to submit an article again.
- Lack of transparency will omit participants from the process of submission in the event.

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- Accepted papers will be scheduled for either oral presentation or poster presentation.
- The papers must be written up in IEEE template ([Click here](#) to download the paper template)

Click here or refer to [www.segap.ir](http://www.segap.ir), to submit your papers to the Serious Game Symposium 2021

## 5.1.5 Presentation, indexing and awards

- Due to the spread of COVID-19 there is a possibility that ISGS2021 will be held online. The secretariat of SeGaP will announce it subsequently.
- After three stage of reviewing, the accepted papers will announced for oral and poster presentation.
- The accepted papers will be index in IEEE Xplore Digital Library

## 5.1.6 How to apply, register, and contact us:

- [Click here to download the paper template](#)
- For submitting papers in ISGS2021: [www.segap.ir/en](http://www.segap.ir/en)

## 5.2 Serious Games Festival 2021

Like the previous events, the festival section of SeGaP continues to host the developed games on various topics of serious games. Participants with games in different fields of serious games including education, training, advergaming, prosocial behaviors promotion, well-being, healthcare, and etc. can submit their entries to the Prize Secretariat. The submitted works will be judged in three stages of production, commercialization and science, then the teams selected for the final will present their achievements and finally the serious game of the year will be introduced. Cash prizes are dedicated to selected games in the following areas:

- The serious game of the year will win the Foundation's Grand Prize of 200 million Rials.
- The finalists of the festival will receive a total prize of up to 200 million Rials.
- The games that have participated in previous courses of the event, could participate in the **best update** section to try again their chance of winning a prize of 30 million Rials.
- In particular, DIREC as the event secretariat has prepared prizes of a total of up to 100 million Rials for serious games in the field of Political Literacy. Accordingly, the games developed based on teaching appropriate political choice, understanding political structures or electoral culture are to be judged exclusively.

Click here or refer to [www.segap.ir](http://www.segap.ir), to send your game to the Serious Game Festival 2021

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It is noteworthy that, as in previous years, the festival section benefits from the support of various agencies on various topics. Collaborative institutions with specific awards dedicated to selected games in their refereeing panel, provide the opportunity for game developers to take advantage of these prizes by submitting games conforming to the priorities set by each institution. All the approved supports up to the date of publication of the initial call is as described in Table 6.

**Although the main approach of the festival is devoted to digital serious games, participants can also submit their other entertainment-related productions such as board games or simulators.**

**Table 6- Cash prizes of the Serious Games Festival 2021**

Prize Type	Achievement Conditions	Awarding Institution	Total Awards Ceiling
Serious Games Prize of the Year	The highest points in the main jury	Serious Games Prize Secretariat	200 million Rials
Festival Finalists	Minimum points required for attending as a finalist of the festival		200 million Rials
Winner of the Best Update	The highest score for the new version of a serious game that has already participated in the event.		30 million Rials
Selected Political Game	Teaching political literacy, political systems and the right choice in political elections		100 million Rials
Selected Game of the Healthcare Department	The highest score in the jury of the health sector	National Institute for Medical Research Development (NIMAD) on behalf of the Ministry of Health, and Medical Education	200 million Rials
Selected Game of the Technology Department	The highest point in the jury of the use of state-of-the-art technologies	Automation and Digital Technologies Development Headquarter	500 million Rials
Selected Game of Cognitive Department	The highest score in the jury of the Cognitive Sciences section	Cognitive Sciences and Technologies Development Headquarter	200 million Rials in cash + 400 million Rials facilities for three selected games
Selected	The highest score in the jury	Iran Public Libraries	200 million Rials



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Prize Type	Achievement Conditions	Awarding Institution	Total Awards Ceiling
Game of the Book Reading Department	of the book promotion section	Institution	

### 5.3 Serious Games Hackathon 2021

Serious Games Hackathon is a three-day gaming event as a unique opportunity for ideation and developing a serious game. In this section, after announcing the call and registration, the participants will compete from November 3 to 5, 2021. Besides the technical mentors in the field of game development and design, expert mentors are also present according to the issue and concerns of the sponsors. The games are ultimately developed up to the demo version, the experience and, the initial idea of making a serious game on the subject.

Being well received by the audience and supporters, Serious Games Hackathon over the past two years have focused on autism therapy and interaction with autistic patients, promoting a culture of rational drug use, English language teaching (for children, young adults, and deaf people), and life skills: a conscious choice. Considering the subject, sponsors, and the number of provinces hosting this event, there is good hope to have a wide range of audiences at the third SGH.

The 5<sup>th</sup> round of Serious Games Hackathon will be held simultaneously in **Tehran, Tabriz, and Isfahan**. This year, considering the subject of **Talent Identification And Empowerment With Cognitive Approach**, the Cognitive Sciences and Technologies Development Headquarter sponsors and organizes the Serious Games Hackathon 2021 in three provinces and will award the **best board game or digital games** of this section. therefore, interested participants can register individually or as a team **until Friday, October 15, 2021** to take advantage of this opportunity.

The cash prizes of this section are included in Table 7, and in addition to the cash prizes awarded by the sponsors, the selected games of each institution will be considered for follow-up investment and commercialization.

**Table 7- Cash and Non-Cash Prizes of Hackathon Section of Serious Games 2021**

Prize Type	Awarding Institution	Total Awards Ceiling
Selected Games of Tehran Hackathon	Cognitive Sciences and Technologies Development	900 million Rials + facilities for selected games

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Prize Type	Awarding Institution	Total Awards Ceiling
Selected Games of Tabriz Hackathon	Headquarter	
Selected Games of Isfahan Hackathon		
Hackathon Featured Games in Three Provinces Based on Extended Reality	Automation and Digital Technologies Development Headquarter	100 million Rials cash prize + 2 billion Rials facilities for selected games
Selected Games in Hackathon of Three Provinces	Iran's National Elites Foundation	Granting Elite activities Score to selected games

Click here or visit [www.sggp.ir](http://www.sggp.ir), to register as a team or individual in the Serious Games Hackathon 2021.

### 6 Participants of this Event

Considering the fact that serious games are problem-oriented, one of the most important ways for the production and promotion of these games in Iran is to identify organizations with concerns in their field of activity in line with the relevant priorities, that by developing and using serious games can solve them and improve their situation. Therefore, attracting the institutions to use this platform and introducing games as an effective tool for them, is considered as one of the important goals of this event.

Accordingly, during the three periods of holding comprehensive Serious Games Events, institutions from many different fields have associated this event. As in previous periods, this year's event will also be held with the participation of several institutions.

#### 6.1 Iran Computer Games Foundation and Digital Games Research Center (DIREC)

Iran Computer Games Foundation, under the supervision of the Ministry of Culture and Islamic Guidance, has been operating since 2006 as the sole custodian of the game industry in the country. Given the importance of serious (targeted games) as a branch of digital games, the Foundation strives to identify the potential of these games in various fields by holding a Serious Game Prize event and creating a large network of private and public activists, and contribute to the serious games development in the country. Therefore, one of the main missions of the Foundation is to support the research,



production and promotion of serious games in the country, that is done annually by organizing the Serious Games Prize event.

Digital Games Research Center (DIREC), the Vice-Chancellor research office of Iran Computer Games Foundation, was established in 2015 with the primary goal of increasing the share of research in the digital games industry. In this regard, DIREC has established interactive communication with industry activists, including game development companies, publishers, media, universities, and policymakers, and then by conducting periodic surveys on consumer behavior studies across the country, gained access to a significant amount of data and information. Moreover, one of the most important DIREC's missions is to focus on serious games and identify academic and industrial activists in the field. This goal is achieved each year by taking the responsibility of monitoring and organizing the SeGaP event as its secretariat.

### **6.2 School of Electrical and Computer Engineering , University of Tehran**

School of Electrical and Computer Engineering (ECE), initiated in 1934, now offers undergraduate, master's, and Ph.D. degrees in Electrical Engineering, Computer Engineering, and Information Technology. It is the pioneer of all higher education centers in the field of electrical and computer engineering nationwide. With more than 2000 students, 84 faculty members, 80 research Laboratories, and three Centers of Excellence, the ECE is the largest school at the University of Tehran. Nowadays, This school is one of the most active scientific centers in serious games, especially in technical aspects. Therefore the ECE, on behalf of the University of Tehran, was considered as the scientific host of the 5th Serious Games Prize and will supervise the performance of the 2021 International Serious Games Symposium.

### **6.3 Cognitive Sciences and Technologies Development Headquarter**

Cognitive Sciences and Technologies, as one of the modern sciences and technologies of the present age, tries to discover the secrets of the human mind and cognitive functions. Hence, the establishment of the Cognitive Sciences and Technologies Development Headquarter in the Vice-Presidency for Science and Technology in 2014 has provided the necessary governmental and administrative foundations for the development of this knowledge in Iran. This headquarter's activities rely on its goals that include focusing on research priorities, infrastructure development, education, and promotion of cognitive technologies. Due to the nature of serious games and its application in the fields of cognitive sciences, Iran Computer Games Foundation cooperates with this headquarter to reinforce the development of serious games in this field. In the fourth Serious Games Prize, the Headquarter was one of the sponsors in the partner's network of this event and awarded more than 390 million Rials cash prizes and acceleration facilities to selected games in the

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subjects of improving the cognitive functions of children and adults and cognitive rehabilitation in the field of mental disorders.

This year, Cognitive Sciences and Technologies Development Headquarter will participate in the Hackathon as a problem designer and financial sponsor. The headquarters will also support its selected games and articles in the festival and symposium section. Therefore, the axes of the headquarters to support the selected works in all three sections are as follows:

The articles submitted to the International Serious Games Symposium will be in line with the research priorities mentioned on the headquarter's [website](#).

1. In the Serious Games Hackathon, the games focus on Talent identification and empowerment with a cognitive approach.
2. In the Serious Games Festival, improving cognitive functions of **children and adults, cognitive rehabilitation in areas of mental disorder including; Alzheimer, autism, attention deficit, and hyperactivity disorder through serious games.**

Cognitive Sciences and Technologies Development Headquarter supports its selected teams with cash and non-cash prizes:

- **Up to 900 million Rials cash prizes** and **400 million Rials non-cash prizes** (acceleration support within one year Since the announcement of the results, funds of 80% of the sale price for the first team, 60% of the sale price for the second team and 40% of the sale price for the third team) at Serious Games Hackathon.
- **Up to 20 million Rials cash prizes** for the International Serious Games Symposium.
- **Up to 200 million Rials cash prizes** and **400 million Rials non-cash prizes** (acceleration support within one year Since the announcement of the results, funds of 80% of the sale price for the first team, 60% of the sale price for the second team and 40% of the sale price for the third team) at Serious Games Festival.

### 6.4 Iran's National Elites Foundation

Iran's National Elites Foundation (INEF) is an Iranian governmental organization founded on May 31, 2005, by approval of the Supreme Cultural Revolution Council of Iran. The main purpose of the foundation is to recognize, organize and support Iran's elite national talents. The INEF supports its members in scientific, financial/material ,and pastoral ways, such as granting low-interest or gratuitous loans, supply of any rare sources or laboratory facilities, involving the members with in-demand/priority national projects (in case of young male members, instead of the compulsory military service obligations, and exiting the county, as necessary, without assurance for those who have not

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completed their military service), assisting the members in commercializing their innovations or moving it to policy level, as well as other similar support services and networking opportunities

.The INEF supports 5<sup>th</sup> serious games prizes as follows:

- Granting elite activity points to the selected participants in each province (Tehtan, Isfahan and Tabriz)
- Financial support of the event

### 6.5 Iran National Innovation Fund

At the end of 2012, according to Article 5 of the Law on Supporting Companies and Institutions of Knowledge-Based and Commercializing Innovations and Inventions, the Innovation and Prosperity Fund as a financial institution was established to realize a knowledge-based and technology-based economy and complete the chain of ideas to market. The Fund supports knowledge-based companies to commercialize innovations and inventions, apply research knowledge and achievements, and complement the idea / product / market chain, and provides financial and credit services, including assistance, facilities, and partnerships.

This fund has been cooperating with the Serious Games Prize event since 2019 by hosting and providing the venue as well as the required infrastructure such as internet and other necessary equipment in Serious Games Hackathon. During this event, it will host Serious Games Hackathon in Tehran (In case of offline holding).

### 6.6 Faculty of Multimedia, Tabriz Islamic Art University

Faculty of Multimedia, Tabriz Islamic Art University is a specialized faculty in the field of digital content production, which has been operating since 2007. Combining the faculty of computer and art specialists by creating a space for the production of multimedia products in the form of digital games, animation, mobile and web applications, the mission of this faculty is to create a bridge between art and computer science to train experts in the field of Digital arts.

This faculty also produces digital content by providing advanced and up-to-date equipment and devices, such as motion capture, virtual reality, sound studio, eye tracker, encephalograph, and many other modern tools.

This department has been cooperating with the Serious Games Prize event since 2019 by hosting and providing the venue as well as the required infrastructure such as internet and other necessary equipment for the Serious Games Hackathon in Tabriz. During this round, it will host Serious Games Hackathon in Tabriz.





### 6.7 University of Isfahan

The University of Isfahan, as a comprehensive and leading university, operates in the new and interdisciplinary field of games by launching the Center of Entertainment Industry and, a Serious Entertainment Laboratory. According to the history of this university in the field of serious games and having research and operational capacity in the serious games department, the Center of Entertainment Industry on behalf of the University of Isfahan collaborates with the Serious Games Prize event **by hosting and providing the hall, technical and specialized mentors as well as the necessary infrastructure such as Internet and other necessary equipment** for Serious Games Hackathon in Isfahan.

### 6.8 Hamgara Supportive Structure

Hamgara supportive program was established in 2017 to converge the support of the National Game Foundation in various fields of the game industry. In concert with a long experience, Hamgara brings the game developers into the path of success and tries to meet their need. Hamgara membership requires specific preconditions that announce annually.

Hamgara enrollment occurs once a year in the spring. After an assessment period, the rating will be in seven different categories, and supporting begin from spring. Hamgara will provide research and mentoring grant, development, and publishing services to selected games up to 5 billion Rials in the SeGaP2021..

### 6.9 Iran Game Development Institute

Iran Game Development Institute was established in 2011 by the Iran Computer and Video Games Foundation to strengthen the foundations of game development training and provide skilled experts for the Iran game industry. This institute has three departments: technical, artistic, and game design, and in all three areas, it holds courses and workshops continually. In this period of the serious game festival, the institute holds specialized courses and workshops in cognitive and empowerment.

### 6.10 Institute for Cognitive Sciences Studies

Institute for Cognitive Sciences Studies (ICSS) was Established in 1998 as a non-governmental institution and offers M.S. and Ph.D. programs in different sub-fields of cognitive science and technologies and enjoys having various animal and human labs equipped with the instruments and facilities needed to conduct state of the art research. Cooperation with other leading universities in Iran and abroad is one of the key strategies of ICSS in promoting cognitive science. In this regard, many prominent Iranian and foreign professors participate in ICSS educational and research activities. The International Conference of Cognitive Science organized by ICSS has also become an attractive event for bringing the world's prominent scientists together. The ICSS



will introduce scientific mentors to provide specialized training to the participants in workshops and mentor the teams on the hackathon.

## 6.11 Automation and Digital Technologies Development Headquarters of the Science and Technology Vice Presidency

Automation and Digital Technologies Development Headquarters has been established in the Science and Technology Vice Presidency to formulate policies and prioritize the development of digital economy technologies, with the goal of developing technological businesses. It considers priorities such as the development of the digital economy ecosystem, technology-oriented and future-oriented priorities, need-based and problem-oriented priorities, and adopts a national and trans-institutional approach to enhancing activities related to developing and improving the business environment, developing start-ups ecosystems and engagement. The private and public sectors operate in the field of digital economy.

Iran Computer Games Foundation is working with the headquarters to create a platform for game developers to take advantage of this opportunity to strengthen and develop serious games. Subsequently, the Automation and Digital Technologies Development Headquarters has been in the network of partners and sponsors of SeGaP since last year, supporting serious games developed on new platforms -Augmented Reality (AR), Virtual Reality (VR) and Mixed Reality (MR)- by dedicating 150 million Rials of cash prizes to these technologies.

Subsequent to this collaboration, the support of the Headquarters in the SeGaP2021 in the field of games based on augmented reality (AR), and virtual reality (VR) technologies, block chain and artificial intelligence are as follows:

- Up to 500 million Rials cash prizes for selected games of the Headquarter in the Serious Game Festival
- Up to 100 million Rials cash prizes for selected games of the Headquarters in Serious Games Hackathon 2021
- Up to 100 million Rials cash prizes for selected articles of the Headquarters in the International Serious Games Symposium 2021
- Up to 2 billion Rials in facilities (such as free loans, providing required infrastructure and removing obstacles) for the three selected games of the Headquarters in Serious Games Hackathon

## 6.12 National Institute for Medical Research Development (NIMAD) on behalf of the Ministry of Health, and Medical Education

National Institute for Medical Research Development in Iran (NIMAD) is a government agency affiliated with the Ministry of Health and Medical Education, which was established in 2017 with the purpose of creating a high-

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level scientific institution to lead, manage, support and develop medical research in the country including; Education, development, innovation and technology in the medical sciences.

NIMAD Institute, as one of the key sponsors of the Serious Games Prize, started its participation and cooperation from the second edition. The first role of the institute in this event was to propose the subject of and financially support the Serious Games Hackathon in 2018, by awarding 150 million Rials cash prizes to selected games in the field of autism therapy and promoting the culture of rational drug use and allocating commercialization credits to these games. Also, in the section of the Serious Game Festival in 2018, NIMAD supported its selected game in the field of healthcare with cash prizes worth 50 million Rials. Furthermore, NIMAD, as one of the companions and supporters of the 3<sup>rd</sup> Serious Game Festival, praised the selected games in the field of health with cash prizes up to 200 million Rials.

In continuation of these collaborations, this year NIMAD also supports the event **in the field of health games and with a view to facing the epidemic of diseases**, including the following supports:

- Up to **200 million Rials** cash prizes for selected games in the field of health in the Serious Game Festival of the year, **conditional on research and effectiveness studies**

### 6.13 Iran Public Libraries Institution

According to the Act of Establishment and Management of Public Libraries passed in 2003; Iran Public Libraries Institution is a non-governmental public institution that is the legal custodian of the country's public libraries. It is responsible for building, equipping, expanding, renovating, providing resources, providing library services, developing and promoting reading, managing, supervising of other public libraries throughout the country.

Today, books and reading is a concern of many people in various reader communities, and the decline in per capita of reading book in the country has become a cultural alarm and one of the issues that doubles the need for decisions and policies in this area. Introducing books and libraries and their related rules using interesting and digital tools are among the basic measures to encourage and promote the culture of reading, which will be accompanied by an increase in people's desire to read. In this regard, serious or purposeful games are tools that can Take a key step in solving this problem by providing this context.

For this purpose, for the first time, the Public Libraries of the country, as one of the sponsors of the Serious Games Prize event, with the goal of familiarizing with



books and promoting the culture of reading among the youth, supports the SeGaP2021.

Supports and priorities of the institution in the event and in the topics 1. **Introducing and promoting the position of public libraries, the professional importance of librarians and increasing their visits,** 2. **Promoting book reading and** 3. **Bibliography and introducing glorious resources up to 100 million Rials cash prizes** to the games selected by the institution from the festival section of SeGaP.

## **6.14 Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency**

Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency, has been created due to the necessity and considering the strategic and economic importance of industries, cultural products and soft technologies, and as a result of including "Soft and Cultural Technologies" as one of the priorities of technology development in the comprehensive scientific plan. In order to support creative companies in the country's innovation ecosystem and achieve the goals of the headquarters, a special service called "Creative Ecosystem Development Program" has been planned under the supervision of the Soft & Identity-making Technologies Development Headquarters of the Science and Technology Vice Presidency. According to the relevant regulations, expert organizations, after being qualified as the principles for introducing creative companies, are responsible for specialized review and approval of creative companies.

This event has been considered as the headquarters' principles since 2019 and if the works and games submitted to the Secretariat of the SeGaP are produced in the form of a legal business, they will be introduced to the Creative Ecosystem Development Program after initial evaluation by the Secretariat and after being registered as Creative companies, and can benefit from the following services:

- Business space facilitation services
- Market development services
- Support, financing and fundraising services

## **6.15 Avagames Professional Center of Investing and Publishing Iranian Games**

Avagames is a specialized investment and acceleration center in the field of digital games, which has been operating since 2016. Avagames differs from other accelerators in providing services such as a shared workplace, a network of experienced foreign and local coaches who consistently provide expert

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advice to teams in the areas of production, market recognition, growth, company registration and entry into global markets.

Avagames has been collaborating with Serious Game Awards since the first Serious Games Prize by providing services to selected teams of the event, so that the selected teams can use these services to develop their game.

In addition to providing acceleration services, Avagames, as a commercial jury, is responsible for reviewing the economic dimensions and helping to commercialize the event games, and will also be collaborating with the event.

## 6.16 Aparat Games

Aparat is an Iranian video sharing service like YouTube, which began tentatively in February 2011. Aparat Games is one of the parts of Aparat, and in case of holding SegaP online, this platform will support the streaming of the event.

## Important Dates

- **October 15, 2021:** Deadline for full paper submission in International Serious Games Symposium 2021, sending the developed games for Serious Games Festival 2021, and individual or team registration in Serious Games Hackathon 2021.
- **November 3, 4 and 5, 2021:** Serious Games Hackathon 2021
- **November 25, 2021:** International Serious Games Symposium 2021
- **November 26, 2021:** The final of the festival and the closing of the Serious Games Prize 2021

## 7 Registration Terms and Conditions

1. All participants in the festival or hackathon are required to introduce a natural person as the team representative on the registration form. Obviously, all communication with the development team will be done through that person; therefore, it is necessary that the representative is always available and accountable from the time the form is sent until the end of the event.

2. If the submitted game is a demo version, after developing to the finals stage, it would be possible to submit it in one of the next rounds of the festivals. But, finalized games can be submitted once in a Serious Games Prize.

- Note: Solely the games that have already been submitted for the prize, can enter the Best Upgrade section as well.

3. There is no limit for the number of serious games submitted to the festival, but each festival registration form is reserved for only one game.

4. Serious games submitted must not be a copy or localized version of other games and must be developed solely by the owners of the work.



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5. The game submitted to the festival must be quick and easy to install, and in case any special steps are required for it to run, these prerequisites should be sent along with the game as an installation guide. If the jury is unable to play the game for any reason, the game will be eliminated from the competition.
6. The serious game development team with a submitted game must be committed to sending all the required files and documents to the SeGaP Secretariat, however; we use these documents solely for judging and emphasizes on protecting the intellectual property rights of the works.
7. The participants at the hackathon are responsible for providing equipment (such as laptops, motion sensors, headsets, etc.) to develop the games.
8. At Serious Games Hackathon, each person can only be a member of one team in a province.
9. Individuals or teams participating in Serious Games Hackathon are responsible for their accommodation overnight.
10. Regarding the symposium section, all papers must have research originality. In case of any plagiarism, the authors will be banned from submitting any articles.
11. If any investor or client wishes to cooperate with one of the participants, the pricing expert chosen by the Secretariat of the Serious Games Prize will be in charge of determining the value of the project in question, and the parties will base their negotiations on the announced expert opinion.
12. Providing any dishonest information will result in the complete elimination of all parts of the event.



## 8 How to send works, register and contact the secretariat

To participate in the festival or Hackathon, two separate forms have been designed, and according to your desire to participate in each you can fill one or both. Regarding the submission of papers to the symposium, it is necessary to upload your papers for the secretariat through the submission system.

**Use the following link to send works to the Serious Game Festival 2021:**

<https://survey.porsline.ir/s/JEgVmUQ/>

**Use the following link to register as an individual or group in the Serious Games Hackathon 2021:**

<https://survey.porsline.ir/s/jee1Pwl>

**To submit an article to the International Serious Games Symposium 2021, log in via the following site:**

<https://segap.ir/users/signup.php?lang=en>

The Digital Games Research Center (DIREC) as the Secretariat of the Serious Games Prize is located at the National Computer Games Foundation, and is ready to answer questions from respected audiences on weekdays. For any further information use one of the followings:

Website: [www.ircg.ir](http://www.ircg.ir) , [www.direc.ir](http://www.direc.ir) And [www.segap.ir](http://www.segap.ir)

E-mail: [serious.games.prize@gmail.com](mailto:serious.games.prize@gmail.com)

Address: The 4<sup>th</sup> Floor, No. 32, National Computer Games Foundation, Zirkazadeh Intersection, Golzar St. North Mofteh St. Tehran, Iran

Tel: +98(21) 88310222 (415)