

Japanese Game Seminar and Workshop with Pros

Learn about Anime-planning know-hows
With Industry professionals from Japan !

Prof. Hideaki ENDO & Prof. Sion SAWA
DATE : 23-27 February 2015

(10:00 - 11:30, 13:00 - 14:30, 15:00 - 16:30)

Abstract

Nowadays, smartphones have become entrenched in the world as mobile phones. Can you describe what exactly smartphones are? Developing games without understanding the fundamentals may cause unfortunate consequences in gaming business.

The latter part of the lectures which focus on "Online Games" will tell you how the online gaming market has developed, so with the hardware and the infrastructures. In the history, it is said the business model of "Freemium" was firstly entrenched in the gaming business. Which kinds of gaming designs and monetising designs are adapted will be expounded and analysed. Gaining the knowledge may reveal the existence of "Online Communities".

In the workshops, the main goal is to learn how to plan and design the online communities in real games. Flexible thinking may produce a satisfactory game for players and ideas of a new business model may lead the development of the industry.

Hope all attendees have become world-class gaming creators or business people in the near future by gaining the know-hows of Japanese gaming market which is fiercely competitive, has a huge margin between success and failure.

Objective:

To deepen understandings of Japanese games and to develop further interests in Japanese culture by giving lectures to participants in National University of Singapore in terms of Japanese original gaming culture.

Ultimate target:

To learn Japanese original gaming culture and history by knowing Japanese dominant game consoles and video game titles which has got historical significances.

To widen interests in Japanese gaming culture and to enhance the knowledge and the sensibility as game players or future creators by learning how Japanese popular games, which are still loved in all over the world, were born and those backgrounds. (Information in this document is subject to change without notice.)

About the Speaker



Hideaki ENDO

He has worked for Enterbrain (currently in KADOKAWA Corporation) and an other publisher as an editor. Enterbrain is the publisher which publishes "Famitsu(ファミ通)" - the Japanese biggest game magazine. He used to be in charge of a monthly magazine "Famitsu Dreamcast", a printed book "SEGA Consumer History" and so on. He turned freelance in 2007 and has written and created in multi-media, such as the official website of XBOX - Microsoft Japan Co., Ltd., the official brochures of Sound Horizon/Linked Horizon, a Japanese musical group whose songs were used for "Attach of Titan".

Sion SAWA

In 2006, he established High Five Entertainment Inc. and promoted a large-scale development business cooperating with Korea and China. He also developed a rewarding ad system and distributed "Kaibutsu Life" on mixi, a Japanese domestic SNS platform.

In 2010, he established Amaz Inc. and has been promoting the developments and the operations which are specialised in smartphone games and online community contents. Amaz Inc. has developed "geotriion" (2010), "Kaizoku Kingdom" (2011). In 2012 Amaz started to develop some dating simulation games for girls such as "Bakumatsu Renai Roku" (2012) and "Shoukan Kareshi - SUMMONERxLOVERS" (2013).



Japanese Gaming Lectures Syllabus

【Objective】

To deepen understandings of Japanese games and to develop further interests in Japanese culture by giving lectures to students in National University of Singapore in terms of Japanese original gaming culture.

To contribute the human resources cultivation of creative industries in Singapore by teaching Japanese game-planning know-hows since Japan has become the world biggest market of smartphones' gaming application market.

※Lectures are divided into game consoles and online games which can be played in multi-device so as to clarify each difference, history and trend.

	Lecture 1	Lecture 2	Lecture 3
Day 1	Introduction to Japanese Games <ul style="list-style-type: none"> • Japanese original gaming industry • Various gaming genres i.e.) arcade games, PC games and game consoles. 	Japanese Games' Evolution ① <ul style="list-style-type: none"> • the golden age of Nintendo 	Workshop <ul style="list-style-type: none"> • discussion ➤ The very first game ever played ➤ Favourite games
Day 2	Japanese Games' Evolution ② <ul style="list-style-type: none"> • Shift of Mainstreams From Nintendo to SONY 	Japanese Games' Evolution ③ <ul style="list-style-type: none"> • Game Consoles' Evolution since 2000 i.e.) PlayStation, PlayStation3, Nintendo DS, Nintendo 3DS, wii, wiiU, etc., 	Workshop <ul style="list-style-type: none"> • Comparative study ➤ Japanese game and Western Games
Day 3	History and Current Status of Online Games <ul style="list-style-type: none"> • Online Games sprang up in 2000. • the Market Trend in Japan 	Trend Analysis and the Latest Successful Titles <ul style="list-style-type: none"> • Explaining the reasons why some titles are so successful • the Latest Trend 	Workshop <ul style="list-style-type: none"> • How to Plan and Develop Games
Day 4	Workshop <ul style="list-style-type: none"> • Orientation: ➤ Game Planning Directionality ➤ Presentation style • Making "Game Development Teams" (Group of Three) 	Workshop <ul style="list-style-type: none"> • Planning and Developing Games in Groups 	Workshop <ul style="list-style-type: none"> • Making Presentations of Progress • Advised by Instructor
Day5	Workshop <ul style="list-style-type: none"> • Presentations • Feedback 	Workshop <ul style="list-style-type: none"> • Presentations • Feedback 	Workshop <ul style="list-style-type: none"> • Feedback • Final Lecture: "Most Important Creating Know-hows"