



“E-motional Gaming”

4th June 2008

Venue – Kaetsu Centre, New Hall Cambridge, CB3 0DF

AGENDA

13:45 **Registration and Refreshments**

14:15 **Welcome and Introduction from Jeremy Cooke of Gameware Development and Rob Precious of Geomerics**

14:25 **Piano Recital by Shirley Wang**

Chinese born Canadian Shirley X. Wang studied piano at the age of 5. She is currently following Dr Shelley Katz, on the way to becoming a concert soloist. A true global citizen, she has studied and performed in the UK, China, Canada, Belgium, USA, and continues to captivate audiences worldwide with her poetic musicality. Over the past year, she entertained regularly at Edwinn's Brasserie, Cambridge City Centre, but is now focusing on her performance and competition repertoire, preparing for the London Internationals in the upcoming year.

In addition to performing, Shirley is the founder of a music and arts program at the Jatson Chumig Orphanage in Lhasa, Tibet, and for the past two years, she has worked in the high-end loudspeaker industry, as part of her diverse career.

14:40 **"Playing with Sound: How Audio can Lead the Emotions"**

Larry Sider from the School of Sound

Larry Sider will talk about how carefully constructed sound can affect and guide an audience through a narrative, and show examples of how sound design can provoke emotional responses. Larry will also talk about the language of the soundtrack and the need to let the audience listen in order to help them see.

15:00 **Q & A**

15:10 **“The Value of Good Lighting”**

Chris Doran from Geomerics

Lighting is universally recognised as one of the key tools for controlling mood and atmosphere in film. In this talk Chris Doran will discuss how techniques from film cinematography can be applied in games. Modern games consoles allow for dynamic control of light, shadow and colour, giving designers far more freedom to engineer mood. Games artists can now employ the tricks and techniques routinely used in the film industry, and we will discuss how.

15:30 **Q & A**

15:40 **Networking over Coffee/Tea**

16:10 **“Manipulating Emotion in Film: What Games can Learn from a Hundred Years of Cinema”**

David Heinemann from the British Film Institute

Hooking an audience emotionally depends upon engaging their active imaginative participation. One of the key means of gaining audience empathy is through the skilful use of film language. A “grammatical” film demands ongoing interpretation; its meaning lies not only in the story, but in the individual relationships between the shots, between the sequences, and in the patterned use of stylistic elements, such as composition, camera movement and staging. Here we will examine some successful strategies of film language designed to hook an audience and deepen their visual and emotional experience of a film.

16:30 **Q & A**

16:40 **“The State of the Art - Creating Emotion through Actors”**

Tameem Antoniades from Ninja Theory

The emotional sensitivity of digital entertainment: there is no reason why games cannot be a dramatic medium, equal to cinema and theatre. We have the technology and we have the artistic ability to translate real human drama into real-time. So if we assume that this is a goal worth pursuing, Tameem draws on his experience as Creative Director on Heavenly Sword to describe the creative process employed from script to stage to PlayStation3.

17:00 **Q & A**

17:10 **Panel Session: Deeper Emotional Connection**

17:30 **Fill in Evaluation Form**

Event closes.

Games Eden is the regional digital creative networking organisation, chaired by Jeremy Cooke of Gameware Development Ltd. The Emotioneering event is championed by Rob Precious from Geomerics, Saint John Walker from FDMX and other industry partners. Games Eden support is delivered in partnership between: EEDA, East of England International (EEI), Screen East, Cambridge Wireless, EMMA, TIGA and FDMX.

Profiles of the Speakers

Larry Sider

Larry Sider is Director of the School of Sound symposium and was previously Head of Editing, Sound and Music at the National Film and Television School (UK). He is a film editor and sound designer who has worked for thirty years in documentary, animation and fiction. Most recently, he created soundtracks for the Quay Brothers' The Piano Tuner of Earthquakes and Dave McKean's Mirrormask. Past projects include Patrick Keiller's London and Robinson in Space, and Street of Crocodiles and Institute Benjamenta by the Quays.

He has taught at numerous schools including the Royal College of Art, IFS (Köln), European Film College (Ebeltoft), California Institute of the Arts, Surrey Institute of Art and Design, Maurits Binger Institute and Bournemouth Media School. He is co-editor of The Soundtrack Journal.

Larry has elevated the profile of sound in screen production through his yearly symposium, the School of Sound, an international four-day event exploring the use of sound in film, multimedia and digital art. Speakers at the SoS have included Oscar-winning sound designers Walter Murch and Randy Thom, composers Carter Burwell, Simon Fisher Turner and Heiner Goebbels, directors Chris Petit, Mike Figgis, and Mani Kaul, Piers Plowright of BBC Radio, artists Christina Kubisch, Imogen Stidworthy, Isaac Julien and Hans Peter Kuhn and avant garde filmmaker Peter Kubelka. From these meetings came the book, Soundscape: The School of Sound Lectures 1998-2001. The next SoS is in April 2009. www.schoolofsound.co.uk

Chris Doran

Chris Doran is Founder and COO of Geomerics. He founded Geomerics in 2005 after 15 years at Cambridge University as an Advanced Research Fellow in applied mathematics. Chris is a regular speaker at major international conferences, and is the author of a major book on geometry and of over 50 papers spanning a wide range of subjects. In 2003 he was a finalist in the Joint Research Council Business Plan competition, and was made a Royal Society of Edinburgh Enterprise Fellow in 2004. In 2008 Chris was named one of the 25 people reshaping game development by Develop Magazine.

Tameem Antoniades

Tameem has been involved in the games industry since 1995 having worked as a games programmer and designer at Millennium Interactive and Sony Cambridge.

After 5 years in the trenches, he co-founded Just Add Monsters in 2000 and headed the design of critically acclaimed Kung Fu Chaos for the Xbox, published by Microsoft Games Studios.

In 2005, Just Add Monsters became Ninja Theory and Tameem continued work on the award winning Heavenly Sword, one of the most anticipated games for the PlayStation 3, as Creative Director. He was lucky enough to be able to expand his design role into story and character development, on-set motion capture direction, cinematography and editing working closely with Andy Serkis and Weta Digital in New Zealand.

With the arrival of powerful new console hardware, Tameem believes in the potential of games as a new dramatic medium and hopes to continue to push this area of gaming beyond expectations.

David Heinemann

David Heinemann is an associate tutor for the British Film Institute. A graduate from the acclaimed MFA Film programme at Columbia University, New York, David specialises in film narrative and stylistic analysis, lecturing at the film schools of Goldsmiths College and University of Westminster. He teaches "The Art of the Image" at SOAS, The University for London, and was awarded the Grand Marnier Film Fellowship for Cinema studies in 2000.

David specialises in World Cinema, Film Noir, Auteurism, Production and Film Practice and Textual analysis, using both Structuralist and Neo- Formalist methodologies and has written extensively about French auteur Eric Rohmer's work. David is currently making a documentary about the legendary French Nouvelle Vague cinematographer Raoul Coutard, using extensive material shot in New York and Paris.