CASA2012 WORKSHOP CALL FOR PAPERS
THE ASIAN-EUROPEAN WORKSHOP ON SERIOUS GAME AND SIMULATION

Place: NEC, Nanyang Technological University, Singapore
Date: May 9, 2012

The Institute for Media Innovation (IMI), Nanyang Technological University (NTU) and the Computer Graphics Society (CGS) are pleased to announce Serious Game and Simulation workshop, alongside the 25th Annual Conference on Computer Animation and Social Agents (CASA 2012), is to be held on May 9, 2012 at the Nanyang Executive Centre (NEC) on the NTU campus in Singapore.

Background
Serious Game is one of the fast growing fields driven by industrial applications. Current research on Serious Game, however, is still in its infant stage. To advance the research and development of Serious Game, it is important to have a platform for researchers, designers, developers, and end users of Serious Game to exchange views and experience, and share latest development in the field.

Jointly organised by Institute for Media Innovation of Nanyang Technological University (Singapore), Twente University and Windesheim University of Applied Science (The Netherlands), the Asian-European Workshop on Serious Games and Simulation will be a cross-continental platform for academic researchers and industrial players to join force addressing various issues and discussing new challenges in the exciting research field of Serious Game and Simulation.

Call for Proposals
The Asian-European Workshop on Serious Game and Simulation welcomes contributions from academic researchers, industrial developers and government policy makers in Asia and Europe in the field of Serious Game and Simulation. The workshop will focus on the enabling technology and methodology for Serious Game design and development. Efforts will also be made to study the Life Cycle of Serious Game from initial conceptualization to prototyping, from deployment to testing and evaluation. The workshop will look into different types of Serious Game applications to gain insight for better design as well as better uses of Serious Game in various areas such as education, business simulation, safety training and so on. The scope of the workshop includes but is not limited to:

◆ Enabling Technology for Design and Development of Serious Game and Simulation such as Game Engines, Interactive Graphics, VR, AI, Natural User Interface, Simulation Technology, Online Game, Mobile Game, Social Media, etc.
◆ Methodology for Design and Development of Serious Game such as Serious Game Story Line and Story Board, Serious Game Level Design, Serious Game Testing and Evaluation, Scoring System and Assessment, etc.
◆ Applications of Serious Game and Simulation in Education, Sciences, Medicine, Business Simulation, Engineering, Industrial Safety Training, etc.
Selected papers from the workshop will be published by SPRINGER as chapters in a Book.

Workshop Committee
Dr Yiyu CAI, Nanyang Technological University (Singapore)
Dr Noel CHIA, National Institute of Education (Singapore)
Dr Chien-Hsu CHEN, National Cheng-Kung University (Taiwan, Republic of China)
Dr CHEN Wenyu, A*STAR Infocomm Research Institute (Singapore)
Dr CHUI Chee Kong, National University of Singapore (Singapore)
Dr GOEI Sui Lin, VU University Amsterdam (The Netherlands)
Dr Henry DUH, National University of Singapore (Singapore)
Dr Harry Frantzen, Windesheim University of Applied Science (The Netherlands)
Dr HE Gaoqi, Eastern China University of Science and Technology (China)
Dr Mitsuyuki INABA, Ritsumeikan University (Japan)
Dr INDHUMATHI Chandrasekran, Nanyang Technological University (Singapore)
Dr IP Horace, City University of Hong Kong (Hong Kong, China)
Dr KIM Hyung Seok, Konkuk University (Korea)
Dr Esther OPRINS, The Netherlands Organization for Applied Scientific Research (The Netherlands)
Dr Jules PIETERS, Twente University (The Netherlands)
Dr Eero ROPO, Tampere University (Finland)
Dr SOURINA Olga, Nanyang Technological University (Singapore)
Dr TAN Kim, University of Nottingham (UK)
Dr TIAN Feng, Bournemouth University (UK)
Dr Wim TROOSTER, Windesheim University of Applied Science (The Netherlands)
Dr WU Zhongke, Beijing Normal University (China)
Dr YU Rongdong, Zhejiang Energy Technology Group (China)
Dr ZHANG Baohui, Nanjing University (China)
Dr ZHENG Jianmin, Nanyang Technological University (Singapore)

Submission
For workshop paper submissions, please download the instructions and template. The length of the submissions is limited to 15-20 pages. Selected papers from the workshop will be published by SPRINGER as chapters in a Book. Workshop proposals shall be submitted in Words or PDF format via the EASYCHAIR online submission system at

https://www.easychair.org/account/signin.cgi?conf=casa2012

Deadline
◆ Submission Deadline: March 30, 2012
◆ Notification of Acceptance: April 20, 2012
◆ Final Submission: April 27, 2012
◆ Workshop date: May 9, 2012

For more info, please contact
A/Professor CAI Yiyu
Institute for Media Innovation, Nanyang Technological University, Singapore
T: 65-67905777 E: myycai@ntu.edu.sg W: http://www.ntu.edu.sg/imi