

# GAME CHANGERS



## MARKETING GUIDE

*Game Changers* is a traveling exhibition developed and produced by the Canada Science and Technology Museum and managed by Science North in partnership with the Social Sciences and Humanities Research Council and Electronic Arts.



# CONTENTS

|                                           |          |
|-------------------------------------------|----------|
| <b>About The Exhibition</b> .....         | <b>2</b> |
| Exhibition Overview .....                 | 2        |
| Target Audiences .....                    | 2        |
| Educational Themes.....                   | 2        |
| <b>Creative + Messaging</b> .....         | <b>3</b> |
| Creative and Approvals .....              | 3        |
| Messaging: 25, 50, 100 and 250 words..... | 3        |
| Web Copy.....                             | 4        |
| Social Post Copy .....                    | 5        |
| Speakers .....                            | 6        |

# ABOUT THE EXHIBITION



Science North is pleased to present the highly interactive traveling exhibition *Game Changers*, developed by the Canadian Science and Technology Museum—tour managed by Science North.

This exhibition is 3,000 square feet.

## ABOUT GAME CHANGERS

This highly-interactive exhibition is a sensory experience that engages visitors in multiple ways. Through carefully chosen video games and systems, and unique interactive platforms, visitors get to “live” the video game evolution.

With technological advancements, such as motion sensing and audio developments, our video gaming

experience has evolved significantly from the first PONG to the photo-realistic, immersive games of today. *Game Changers* looks at what shapes the player’s experience and explores how innovations have transformed the way we interact with computer technology.

This exhibition highlights over 140 iconic games, 16 of which are playable, that have had a significant impact on game design in popular culture and help demonstrate how every evolution has helped transform the overall experience – from the soundtrack to the storyline.

## AUDIENCES

- Families
- Teens and young adults
- Adults
- School visitors

## EDUCATIONAL THEMES

- Science
- Popular Culture
- History
- Technology and Innovation

# CREATIVE + MESSAGING

## CREATIVE – APPROVALS

Design templates and other creative assets are available [here](#), and you also have the option of producing your own creative. However, in all cases you must request approval via email to: [approvals@sciencenorth.ca](mailto:approvals@sciencenorth.ca)

### 25 WORDS

Discover how innovation has shaped the video game industry. Opening [date] at [venue], *Game Changers* takes you on a fascinating journey, exploring the past and uncovering the future of gaming.

### 50 WORDS

Get your game on! Discover how innovation has shaped the video game industry. Opening [date] at [venue], *Game Changers* takes you on a fascinating journey, exploring the past and uncovering the future of gaming.

Live the video game evolution, from memorable Pong to the photorealistic, immersive games of today.

### 100 WORDS

Get your game on! Discover how innovation has shaped the video game industry. Opening [date] at [venue], *Game Changers* takes you on a fascinating journey, exploring the past and uncovering the future of gaming.

Live the video game evolution, from memorable Pong to the photorealistic, immersive games of today. Step inside a game, and become a character

yourself! Try your hand at operating a supersized Nintendo controller, and test your knowledge of retro video game music.

Experiment with augmented reality, and examine upcoming video game trends while imagining what gaming will look like in the future.

### 250 WORDS

Get your game on! Discover how innovation has shaped the video game industry. Opening [date] at [venue], *Game Changers* takes you on a fascinating journey, exploring the past and uncovering the future of gaming.

*Game Changers* examines how the intersection of audio, storytelling, graphics, and gameplay creates the immersive environment of current video gaming systems.

Live the video game evolution, from memorable Pong to the photorealistic, immersive games of today. Step inside a game, and become a character yourself! Try your hand at operating a supersized Nintendo controller, play Tetris on a giant Game Boy, and test your knowledge of retro video game music.

Discover original concept art, storyboards, level designs, and scripts of some of the most influential games ever developed, and listen to experts from the industry explain how they develop the games you love.

Explore over 120 of the most influential games that have transformed the gaming scene, and test your skills with 16 games that have significantly changed the gaming experience, including Pac-Man, Super Mario Bros., Tetris, Angry Birds, Space Invaders, Flower, and Adventure.

Experiment with augmented reality, and examine upcoming video game trends while imagining what gaming will look like in the future.

# WEB COPY

*Game Changers* is a highly interactive and immersive travelling exhibition exploring how innovation has shaped gameplay in video gaming systems and transformed the way we interact with technology.

This 3,000 square foot exhibition examines how the intersection of audio, storytelling, graphics, and gameplay creates the immersive environment of current video gaming systems. Visitors get to “live” the video game evolution, from memorable Pong to the photorealistic, immersive games of today.

Some 120 of the most influential games that have transformed the gaming scene are presented. Visitors get to play 17 that have significantly changed the gaming experience, including Pac-Man, Super Mario Bros., Tetris, Angry Birds, Space Invaders, Flower, and Adventure.

Visitors also learn about the concepts behind key game developments, play with the technologies behind the games, and explore the future of gaming.

## LEARN:

- See original concept art, storyboards, level designs, and scripts of some of the most influential games ever developed.
- Listen to experts from the video game industry explain how they develop video games.
- Explore iconic video game music and sound to learn how it has changed the gaming experience.

## PLAY:

- Become a video game character — using Kinect technology, try out different costumes and accessories from your favourite characters.
- Create your own 8-bit character on a large-scale pixel wall.

- Play a game developed for people with vision loss, and discover how the gaming experience changes when the graphics are removed.
- Working with a partner, operate a supersized NES controller to play a game of Super Mario Bros.
- Play Tetris on a giant Game Boy.
- Play a sound-matching game and test your knowledge of retro video game music.

## EXPLORE:

- Explore the technologies that game creators use to develop increasingly sophisticated storylines, graphics, gameplay, and audio.
- Experiment with augmented reality and virtual reality and see how these technologies may alter the gaming experience.
- Examine future video game trends and imagine what gaming could be!

*Game Changers is a travelling exhibition developed and produced by the Canada Science and Technology*

*Museum and managed by Science North in partnership with the Social Sciences and Humanities Research Council and Electronic Arts.*

*The exhibition debuted October 2016 at Science North in Sudbury, Ontario, before being toured internationally.*



# SOCIAL POST COPY

Explore how innovation has shaped gameplay in video gaming systems and transformed the way we interact with technology.

See “Game Changers”, an exhibition developed and produced by the Canada Science and Technology Museum at (MUSEUM NAME). <http://link2yoursite>

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“Live” the video game evolution, from memorable Pong to the photorealistic, immersive games of today! Visit “Game Changers”, an exhibition developed and produced by the Canada Science and Technology Museum at (MUSEUM NAME). <http://link2yoursite>

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In the Game Changers exhibit, explore some 120 of the most influential games that have transformed the gaming scene and play over a dozen games that have significantly changed the gaming experience, including Pac-Man, Super Mario Bros., Tetris, Angry Birds, Space Invaders, Flower, and Adventure. Exhibition developed and produced by the Canada Science and Technology Museum at (MUSEUM NAME). <http://link2yoursite>



# SPEAKERS

Guest speakers, such as game developers, artists and researchers, are a great complement to Game Changers.

Please see below for bios from a *Game Changers* speaker series hosted in Ottawa.

## KELSEY CATHERINE SCHMITZ

University of Ottawa

Kelsey Catherine Schmitz is a PhD candidate in the Department of Education at the University of Ottawa, focusing on Youth Studies and Digital Culture. She researches anti-oppressive spaces in digital technologies, with a focus on digital culture, gender and race. She is also the Project Manager of Indigenous Learning and Digital Content at Learning Bird, a Canadian educational app diversifying digital education. An educator with a passion for flipping her classroom, Kelsey has spent several years consulting with local schools and universities on digital citizenship and educational technologies in the classroom.

Affiliations: University of Ottawa; Learning Bird

Contact: [kcmschmitz@gmail.com](mailto:kcmschmitz@gmail.com)

## DR. SHAWN GRAHAM

Carleton University

Dr. Shawn Graham is an associate professor in the Department of History at Carleton University in Ottawa.

Trained as an archaeologist, he has published books and articles on ancient social networks in Rome and has built agent based simulations of Roman trade, and also, of Roman civil violence. Agent simulations led to an interest in games and how to represent the past algorithmically; video games — especially Minecraft— now are a prominent feature in his pedagogy and outreach. In his research he excavates digital data and develops new methods for interrogating and representing Big Humanities Data.. He is a co-author with Ian Milligan and Scott Weingart of Exploring Big Historical Data: The Historian's Macroscopic (London: ICP, 2015), [themacroscopic.org](http://themacroscopic.org). Dr Graham is a contributing editor to [playthepast.org](http://playthepast.org) and blogs his own research at [www.electricarchaeology.ca](http://www.electricarchaeology.ca)

## DR. ROBERT WARREN

Lead Game Designer, Magmic

Robert Warren is a lead game designer at Magmic in Ottawa, Ontario. With a solid foundation in computer science, he holds a BSc from Memorial University, an MSc from the University of Victoria, and a PhD from the University of Ottawa. During his doctoral research in bioinformatics he developed a new algorithm to compare polyploid genomes. After completing graduate school, Robert fulfilled his childhood dream and became a game programmer, and in 2013 he made the move from programming to design. He has since focused on bringing world-renowned board games to life on mobile devices, including Skip-Bo, Apples to Apples, and most recently Scattergories.

If you have any questions about *Game Changers* or any of Science North's traveling exhibitions, permanent experiences or services, please contact us at:

**[sales@sciencenorth.ca](mailto:sales@sciencenorth.ca) or 249.885.2142**



**[sales.sciencenorth.ca](https://sales.sciencenorth.ca)**

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