

# SERIOUS GAMES AND VEILS® METHODOLOGY



As used in WILL's *Simulate a Better World Challenge Call for Entries*, the term "serious games" means games that are designed for a primary purpose other than pure entertainment. Higher end serious games are designed to inherently engage their target audience through the use of interactive gaming attributes, which, in turn, ultimately educates them on how to solve a specific problem, task or objective. The power of using games and gaming attributes in education is not new. The ability to utilize an individual's internal desire to win blended with engaging content makes a powerful combination that has shown to be an extremely effective educational instrument.

WILL has created over 70 serious games. Many of these have addressed critical social issues. Topics addressed include: suicide prevention and intervention, financial responsibility, sexual harassment, infection prevention, hate, bias, school violence, anti-terrorism, equal opportunity, psychological health, racial profiling, and many others.

If you are unfamiliar with VEILS® methodology, it is recommended that you experience one first hand before making a decision to submit. VEILS® are high-end immersive simulation applications that incorporate interactive video into the user-driven educational experience. Users actively participate in the simulation by making difficult choices for the characters in an interactive movie and experience the consequences of their decisions in a real-world environment. They have been shown to be particularly effective in positively influencing the attitudes and behaviors of their target audiences.

Demo segments of VEILS® are available at [www.willinteractive.com/products/demos](http://www.willinteractive.com/products/demos). For further review, two VEILS® are available for viewing by interested proposers. The following usernames and passwords will be active until after the proposal submission date.

- The first is titled *Ways Home*, which was created in cooperation with Fannie Mae to education struggling homeowners nationwide on the topics of financial responsibility and foreclosure prevention

To experience *Ways Home*, visit: [www.willinteractive.com/play/ways-home](http://www.willinteractive.com/play/ways-home)

- The second program for review is *Hate Comes Home*, which was designed in cooperation with the Anti-Defamation League to educate secondary school students about the destructive consequences of hate and bias.

To experience *Hate Comes Home*, visit: [www.willinteractive.com/play/hate-comes-home](http://www.willinteractive.com/play/hate-comes-home)

For access to both programs:

Username: wdg

Password: wdg121111