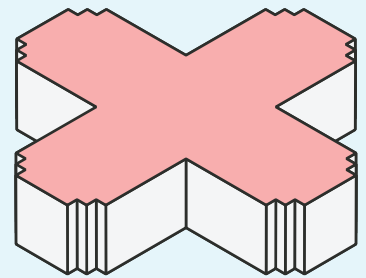






## ♦ ARTIFICIAL GAME ♦



### SCHEDULE | TUESDAY 17<sup>th</sup> December

• University of Novi Sad – The Rectorate Building - Dr Zorana Đinđića 1

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♦ **Registration** 09:30

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♦ **Welcome speech** 10:00

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**Zoran Krajišnik**  
Dean of Academy of Arts

**Manojlo Maravić**  
SVI Conference General Chair

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#### ♦ **Keynote speakers**

New Games: A Brief History of Game Technologies, From the Colosseum to AI 10:10

**Espen Aarseth**  
Chair Professor of Game Studies, City University of Hong Kong

Creating Games in 2030 10:40

**Julien Millet**  
President of the Game Only cluster, Lyon, France

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♦ **Coffee break** 11:10

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♦ **Sessions 1, 2** 11:40 – 13:20

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#### **Session 1: Gaming Industry Challenges**

• Room I-9, on 1st floor

Moderator: **Mladen Čudanov**

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1. AI-Enhanced Crowdfunding as an Alternative to the Traditional Publisher: Studio Business Model in the Video Game Industry

**Mladen Čudanov** (Serbia)

2. Collegiate Esports as an Employer Branding Tool: A Case Study in Croatia

**Vladimir Šimović** (Croatia)

3. Gaming Consumables: Creatine-Guanidinoacetic Acid Improves Esports Performance in Young Men

**Bogdan Anđelić** (Serbia)

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4. Exploring the Impact of Lookalike Avatars on Player Enjoyment, Performance and Trust: A Pilot Study

**Jelena Kerac** (Serbia)

5. Reception of Movies With a Theme From Video Games

**Aleksandar Oparnica** (Serbia)

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#### **Session 2: New Game Mechanics**

• Room II-13, on 2nd Floor

Moderator: **Gorana Rakić**

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1. Real-Time Game Development: Game Mechanics and Level Design Strategies With Unreal Editor for Fortnite

**Aleksandra Bobić** (Serbia)

2. The Evolution of Level Design: From Classical Methods to Modern Approaches in Video Games

**Milan Mišević** (Serbia)

3. Players, States, Procedures, and Actions: A (Possibly) Game-Agnostic Ontology for Tracking Player Actions

**Mladen Popović** (Serbia)

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4. The Design of Lucid Dream Induction as a Game Mechanic

**Florin 'Nikolas' Viorică** (Romania)

5. Artificial Experiences in Video Games and Their Impact on Moral Education

**Ognjen Obradović** (Serbia)

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**◆ Panel Discussion**

13:20

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**Ethical Considerations and Player Experience - AI in Video Games**Moderator: **Tatjana Ristić** (Serbian Games Association)**Julien Millet**  
G. Tech**Selena Savić**  
University of Amsterdam**Miroslav Mićević**  
Ebb Software**Ljubiša Bojić**  
Institute for Artificial Intelligence Research and Development of Serbia

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**◆ Lunch break** (participants and accredited guests only)

14:50 – 15:50

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**◆ Sessions 3, 4**

15:50 – 17:50

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**Session 3: Game Creation**

• Room I-9, on 1st floor

Moderator: **Jakub Majewski**

1. An Early Reconnaissance Into the Capabilities and Limits of AI Tools in Digital Worldbuilding

**Jakub Majewski** (Poland)

2. Fragging Dark Patterns: Towards Ethical Game Design

**Leona Stojković** (Serbia)

3. Implications of GenAI for NPCs in Video Games: An Ethical Examination

**Jana Hecktor and Theresa Krampe** (Germany)4. (Re)Creating RPG Worlds Using AI Tools: A Case Study of the Video Game *The Elder Scrolls V: Skyrim***Dalibor Savić** (Bosnia and Herzegovina)

5. Playing the Harbour: Twine as a Transdisciplinary Coastal Policy Tool

**Erika Hughes** (UK)

6. Sound Synthesizer Imagined: AI-Driven Procedural Audio Generation for Video Games

**Nenad Kuzmanović** (Serbia)

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**Session 4: New Meanings**

• Room II-13, on 2nd floor

Moderator: **Miloš Jocić**

1. Three Moments of Fascination With AI in Video Games: Indifference, Hope and Fear

**Darjan Kubik** (Serbia)2. Serpent in the Machine: Technology and Humanism in Croteam's *The Talos Principle***Miloš Jocić and Manojlo Maravić** (Serbia)3. Traces of the Machine: Différance, Authorship and Meaning in *No Man's Sky***Stefan Alidini** (Serbia)4. Werewolves in *The Beast Within: A Gabriel Knight Mystery*, *The Quarry* and *The Wolf Among Us***Natalie Underberg-Goode** (US)

5. Mutual Ground for HOPA Video Games and Cultural Heritage: Cabinet of Curiosities

**Ana Gavrilović** (Serbia)6. Link Between Manuscript and Interactivity: A Case Study of *Pentiment* and *Inkulinati***Jovana Ivetić** (Serbia)

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**SCHEDULE | Wednesday 18<sup>th</sup> December**\*The session link will be published on the SVI website - not held in the Rectorate building: [sviconference.org](https://sviconference.org)

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**◆ Online session**

10:00 - 12:00 CET

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**◆ Cultural and Technological Dynamics in Gaming**Moderator: **Zlatko Bukač**

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1. Harnessing Confusion: Collisions of Technologies in *No More Heroes III*

Alexandre Paquet (China)

2. Navigating Social Dynamics in Gaming: The Role of Virtual Identities in Online Gaming Communities

Tushya Sachan (India)

3. A Case Study on *World of Warcraft (WoW)*: A Cultural Exploration of Classic vs. Retail Debate

Ayşe Aslı Bozdağ (Turkey)

4. The Timex Sinclair, Timex Computer and EFTA: A Micro-History Case Study in the Early 1980s Portuguese Computer Game History

Ivan Lopes Barroso (Portugal)

5. Simulated Lives: Semiotics of *The Sims*

Jagoda Kościelniak (Poland)

6. Raiding the Vaults of Perception: Feminine Stereotypes and Body Representation in the *Tomb Raider* Saga

Michele Varini (Italy)

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### ◆ Book promotion - Studije video igara i obrazovne koncepcije (Serbian)

11:00

• University of Novi Sad – The Rectorate Building - Dr Zorana Đinđića 1

Moderator: Tamara Vučenović

Espen Aarseth  
Chapter Author

Manojlo Maravić  
Editor

Zoran Hamović  
Editor-in-chief of Clio

Miloš Jocić  
Reviewer

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### ◆ Coffee break

12:00

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### ◆ Plenary speakers

The Impact of Artificial Intelligence and Machine Learning on Video Game Production

12:30

Nikola Vasiljević

Head of Insights at Mad Head Games

Artificial Stupidity and Difficulty Control in Mobile Games

13:00

Marko Jevremović

Data Scientist in the Mobile Games Industry

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### ◆ Online session

14:30 - 16:30 CET

\*The session link will be published on the SVI website - not held in the Rectorate building: [sviconference.org](http://sviconference.org)

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### ◆ Game design and narrative in the age of AI

Moderator: Stefan Alidini

1. Incomplete Spaces: How Narrative Designers Use Holar-chic Storytelling to Expand Their Storyworlds—A Critical Review

David Hosseini (UK)

2. Fanmade Universes: Emergent Narratives in Video Game Streaming

Cristóbal Angulo Rivero (Spain)

Use of Machine Learning in the Design of Systems Generating Personalized RPG: A Case Study of AWSG

Krzysztof Chmielewski (Poland)

4. Enhancing Game Responsiveness Through Process Mining of Player Behavior

Landelin Delcoucq (Belgium)

5. Leveraging Generative AI for Enhanced Game Design Document Creation: A Case Study with the Brazilian Video Game *Stygma*

Vicente Martin Mastrocola (Brazil)

6. A Narratological Perspective on Application of AI in Video Games

Biljana Mitrović (Serbia)

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### ◆ Presentation of Student Games by Video Game Design Students (Academy of Arts, Novi Sad)

Ivana Mandić and Jelena Karamarković  
*Arkanum*

Aleksa Manja  
*The Tape*

Vidan Dugalić  
*Emberblade*

Vidan Tomić  
*Fragments*

Todor Stojković  
*Artemi*

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### ◆ Exhibition of Student Games

15:45 – 16:30