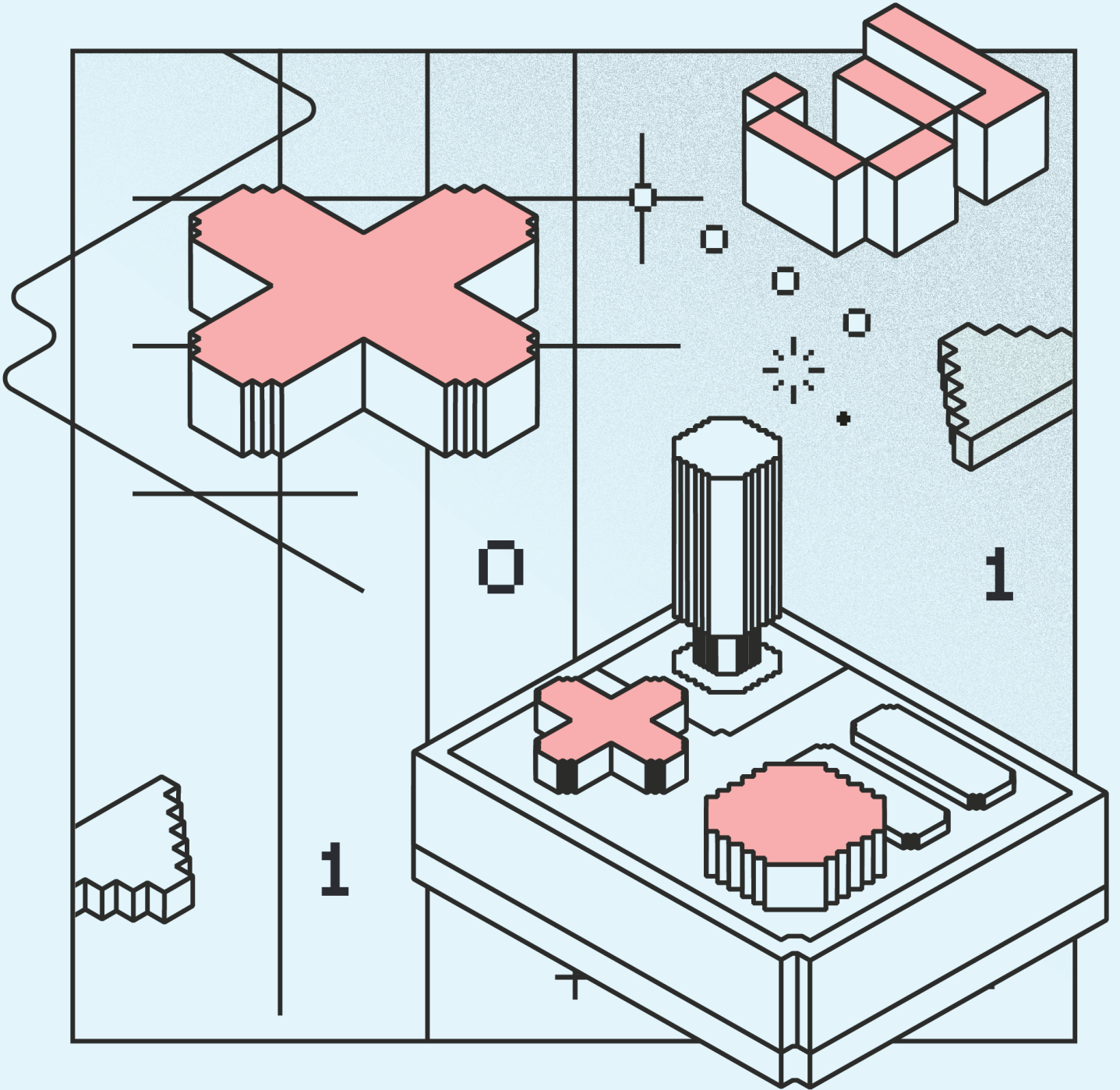




3rd INTERNATIONAL CONFERENCE OF VIDEO GAME STUDIES (SVI 2024)

♦ ARTIFICIAL GAME ♦





♦ ARTIFICIAL GAME ♦

SCHEDULE | TUESDAY 17th December

• Svilara Cultural Station - Đorđa Rajkovića Street 6b

♦ **Registration** 09:30

♦ **Welcome speech** 10:00

Zoran Krajišnik
Dean of Academy of Arts

Manojlo Maravić
SVI Conference General Chair

♦ **Keynote speakers**

Brave 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

♦ **Coffee break** 11:10

♦ **Sessions 1, 2** 11:40 – 13:20

Session 1: Gaming Industry Challenges

Moderator: **Mladen Čudanov**

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)

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)

Session 2: New Game Mechanics

Moderator: **Gorana Rakić**

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)

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)

Ethical Considerations and Player Experience - AI in Video GamesModerator: **Tatjana Ristić** (Serbian Games Association)**Julien Millet**
G. Tech**Selena Savić**
University of Amsterdam**Miroslav Mićević**
Ebb Software**Ljubiša Bojić**
University of Belgrade, Institute for Philosophy and Social Theory,
Digital Society Lab◆ **Lunch break** (participants and accredited guests only)

14:50 – 15:50

◆ **Sessions 3, 4**

15:50 – 17:50

Session 3: Game CreationModerator: **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)**Session 4: New Meanings**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)**SCHEDULE | Wednesday 18th December**◆ **Online session**

10:00 - 12:00 CET

*The session link will be published on the SVI website - not held in the Svilara Cultural Station building: sviconference.org◆ **Cultural and Technological Dynamics in Gaming**Moderator: **Zlatko Bukač**

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)

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

11:00

• Svilara Cultural Station - Đorđa Rajkovića Street 6b

Moderator: Tamara Vučenović

Espen Aarseth
Chapter Author

Manojlo Maravić
Editor

Zoran Hamović
Editor-in-chief of Clio

Miloš Jocić
Reviewer

◆ Coffee break

12:00

◆ 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

◆ Lunch break (participants and accredited guests only)

13:30 – 14:30

◆ Online session

14:30 - 16:30 CET

*The session link will be published on the SVI website - not held in the Svilara Cultural Station building: sviconference.org

◆ 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)

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

14:30

Ivana Mandić and Jelena Karamarković
Arkanum

Aleksa Manja
The Tape

Vidan Dugalić
Emberblade

Vidan Tomić
Fragments

Todor Stojković
Artemi

◆ Exhibition of Student Games

15:45 – 16:30