**Brief Overview that explain event**

The Great Canadian Appathon (GCA) is a 48-hour national hackathon open to Canadian college and university students from coast-to-coast. Aspiring game developers and designers race against the clock to design the next hit mobile game.

Hackworks partners with university/colleges across Canada to set up HUBs on their campuses. Students sign up their teams to compete from these HUBs or virtual HUBs hosted on

the GCA website. The theme is announced minutes before the GCA begins and then:

ready, set, develop! 48-hours of hardcore coding!

**Event Goals**

* Give aspiring game developers the skills and experience required to design and develop a mobile game.
* Provide students with an opportunity to gain valuable insights into the mobile app development industry.
* Give students direct access to professionals working in the video game industry

**Results**

4 versions since its inception in 2011

over 1720 Students

40+ Canadian COlleges and Universities have participated to date

Over 235 Games Developed

Over $XXXX is cash prizes given away

**Participant Experience**

The Great Canadian Appathon is a competition of technical skill, design and creativity and challenges the student’s abilities to work as a team from the inception of a game idea to the finished product.

Students gain valuable teamwork lessons and strengthen their interpersonal skills from working with people from different skill backgrounds under time constraints to achieve a common goal.

Students will strengthen their time management and self motivation skills and gain a confidence boost from accomplishing what they may have initially thought beyond their capabilities.

An opportunity for students to enjoy a fun weekend networking wit game enthusiasts

and industry professionals

Students are given the opportunity to utilize rich resources, tools and references provided

by the GCA team to create a working,playable mobile game.

**Event Key highlights**

* Matchmaking tool
* Pairing art programs with computer science
* HUBs across canada

**Quotes**

”The teamwork experience these bright and talented young minds will gain will certainly

be invaluable to them in the future.” — Nelly Khouzam, Chair of the Department of

Computer Science at Bishop’s University

“You can take courses and develop your programming knowledge, but in a competition you have to think on your feet and troubleshoot quickly — those are very valuable skills.”

— Chính Hoàng, professor of Physics and

Computer Science at Laurier University

“We expect nothing less than the students to emerge from GCA3 with learning more about commercial software development than any other experience in their student careers,” says Bill Marshall, Founder of the Toronto International Film Festival, and a member of the GCA3 judging panel

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Since 2011 there has been 4 iterations of the GCA and over 1720 students in total participated to create 358 games!

4 Iterations

1720 Students

XXX Many COlleges and Universities

235 Games

Over $XXXX is cash prizes given away

# Humber Case Study Text

**The Great Canadian Appathon**

The Great Canadian Appathon (GCA) is a 48-hour national competition open to

Canadian college and university students from coast-to-coast. Aspiring game

developers and designers race against the clock to design the next hit mobile game.

XMG, one of the largest indie mobile game studios in Canada, partners with university/

colleges across Canada to set up HUBs on their campuses.

Students sign up their teams to compete from these HUBs or virtual HUBs hosted on

the GCA website. The theme is announced minutes before the GCA begins and then:

ready, set, develop! 48-hours of hardcore coding!

**GCA Goals**

Give aspiring game developers the

skills and experience required to design

and develop a mobile game.

* Provide students with an opportunity to gain valuable insights into the mobile app development industry.
* Give students direct access to professionals working in the video game industry including support from skilled XMG developers
* “We expect nothing less than the students to emerge from GCA3 with learning more about commercial software development than any other experience in their student careers,” says Bill Marshall, Founder of the Toronto International Film Festival, and a member of the GCA3 judging panel

**GCA 4 Results**

WHEN: January 17–19th, 2014

HUBS: 40 (20 physical, 20 virtual)

PROVINCES: All provinces + 1 territory

STUDENTS: 600+ students in 300+ teams

GAMES SUBMITTED: 125+

BUZZ: Targeting media coverage in

every province across Canada, and

live television of Grand Finale. As well

as coverage from every school (HUB)

newspaper. Building experiential brand

experiences at top 10 HUBs.

**Student Experience**

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creativity and challenges the student’s abilities to work as a team from the

inception of a game idea to the finished product.

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**HUMBER CASE STUDY**

**How to Increase Engagement and Participation**

**in the GREAT CANADIAN APPATHON**

• The faculty at Humber used gamification to integrate the GCA into their

curriculum by rewarding points to students for participation. This point rewards

system effectively increased engagement and participation in the GCA amongst

Humber students

• The Humber faculty also promoted the event heavily in their classes which

increased student participation.

• Humber was very supportive of the GCA, they made sure classrooms and the

proper facilities were open, parking spots were available for the weekend, and

provided security, IT, and hospitality personnel.

• Humber faculty members stayed during the weekend to keep everything

running smoothly. They made sure food arrived on time and the wireless

networks were beefed up for the weekend, which resulted in Humber having

one of the best and most engaged HUBs at the GCA3.

• By competing in the GCA, students earned curriculum points, formed new

friendships, and the game development program as a whole was buzzing for

weeks after the GCA.

**key takeaways from humber**

GCA RESULTS

• Gamify participation by incorporating the GCA into your curriculum

• Promote the GCA to your students in your classroom

• Getting your educational institution’s full support

• School champions being present at the HUB making sure everything runs smoothly

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• Getting your educational institution’s full support

• School champions being present at the HUB making sure everything runs smoothly

The GCA has taken place in 10 provinces, over 40 Canadian Universities

and Colleges participating. A total of 521 students participated and created an

amazing 124 mobile games. GCA3 had a combined media reach of 7,699,371

and was covered by Electronic Playground, CBC news, The Globe and Mail, CTV,

National Post and the Financial Post.