



Marcelo Simão de Vasconcellos

CURRICULUM VITAE

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PERSONAL DATA

Titles: Ph.D. | M.A.

Name: Marcelo Simão de Vasconcellos.

Address: Copacabana, Rio de Janeiro, Brazil.

Date of Birth: 14 October 1971.

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SKILLS

Accuracy
Analytical Skills
Attention to Detail
Communication
Creative Writing
Design Thinking
Game Design
Graphic Design
Lecturing
Logical Thinking
Organization
Positive Attitude
Research Methods
Speculative Design
Team Leadership
Teamwork

POSITIONS

- Professor at Postgraduate Program in Communication of Science, Technology and Health at Oswaldo Cruz Foundation
- Professor at Postgraduate Program in Teaching in Biosciences and Health at Oswaldo Cruz Foundation
- Director of Acta Ludica: International Journal of Game Studies (<https://www.actaludica.com>)
- Leader of research group "Games and Health" registered on the Brazilian National Research Council (CNPq)
- Consultant for Brazilian Ministry of Justice on digital games, violence and parental rating
- Author of the book "O Jogo como Prática de Saúde" (The Game as Health Practice) (in Portuguese)

FORMAL EDUCATION

2009 – 2013

PhD in Sciences (Health Communication and Information)

Oswaldo Cruz Foundation, FIOCRUZ, Rio De Janeiro, Brazil
(<http://www.fiocruz.br>).

Dissertation: Video Games as a means of communication in health

Supervisor: Prof. Dr. Inesita Soares de Araujo

The public Health Communication strategies in Brazil use various media, from the traditional ones (print, radio, television) to the new media such as websites, blogs and social networks. However, such initiatives have limitations due to their communication matrix, presenting a unidirectional, normative and prescriptive approach and the centralizing of production, resulting in the disregard of the diversity of the cultural contexts in the country. I investigated the potential of online games for health communication under the premise that such games could foster broader dialogue between government's health officials and population, working as a space for participatory culture, hence as an element of social transformation. The theoretical and empirical research allowed the formulation of an analytical model for understanding games as participation: the Model for Relational Analysis of Games: Contexts, Participation and Apparatus (MoRAG).

2012 (AUGUST TO DECEMBER)

Faculty of Humanities, Utrecht University, Utrecht, the Netherlands.

As part of Brazilian Doctoral Exchange Program, I stayed in the Netherlands for five months conducting research under Prof. Joost Raessens' supervision. This experience was invaluable for my improvement as a researcher.

FORMAL EDUCATION (CONTINUED)

2000 - 2002

M.A. in Visual Arts at EBA/UFRJ.

School of Visual Arts (EBA) of Rio de Janeiro Federal University (UFRJ), Brazil
(<http://www.eba.ufrj.br/ppgav>)

Thesis: Passage to cyberspace - an investigation of the project methods used in online medium for designers of Rio de Janeiro.

Supervisor: Prof. Dr. Helio Vianna

In this research, I examined the transformations in the designers' project method of creation for the Internet. From analysis of earlier stages of communication advancement, like the rising of writing and the invention of the press, it can be verified that the computers and Internet's dissemination throughout society can be seen as a new level on this process, generating intellectual and cultural changes. Through interviews with web designers we could trace a profile for the online medium project, describing its technical and conceptual issues, exposing its role in the communication processes and its use of art as a tool for the interpretation of present reality.

1992 - 1999

Degree in Industrial Design - Visual Communication.

School of Visual Arts (EBA) of Rio de Janeiro Federal University (UFRJ), Brazil
(<http://www.eba.ufrj.br/ppgav>)

Project: book covers design for "Lewisianas Book Collection", a hypothetical collection of books from British author C. S. Lewis
(<http://www.marcelodevasconcellos.com/lewisianas/>).

PROFESSIONAL EXPERIENCE

2019

Visiting Scholar at Breda University of Applied Sciences – BUas, the Netherlands (<https://www.buas.nl/>)

Activities: researching strategic and simulation games for policy-making, interviewing scholars, designers and entrepreneurs active in the field of Games for Health, designing strategic and simulation games, lecturing on Game Design, Game Studies, Speculative Design and Interactive Narratives.

2006 – TO DATE

Public servant of the Brazilian government at Oswaldo Cruz Foundation (FIOCRUZ) (<https://portal.fiocruz.br>)

Activities: graphic design for books, posters and print media; design for websites and multimedia, information architecture, intranet content planning, project management. Game design, game production, professor at the Postgraduate Program in Communication of Science, Technology and Health (COC/FIOCRUZ).

2002 – TO DATE

Professor at Estácio de Sá University (www.estacio.br).

Activities: teaching classes in undergraduate courses and specialization courses of Music Production, Systems for Internet and Digital Games.

Subjects: graphic design, web design, colour theory, visual perception, online presence, usability, game design, games and culture, screenplay.

2003 – 2005

Lecturer at Centro Universitário Carioca (<http://www.unicarioca.edu.br>)

Activities: teaching classes in specialization course of Interface Design.

Subjects: web design, colour theory, visual perception, usability, virtual realities.

RESEARCH & DEVELOPMENT PROJECTS

FIOCRAFT: BUILDING THE FIOCRUZ CAMPUS INSIDE MINECRAFT

2020 – 2021

This project comprises the construction of a model of Oswaldo Cruz Foundation's campus, located in Rio de Janeiro, inside the game Minecraft. This way, more people in Brazil and around the world will be able to virtually visit the institution, explore its historical buildings and interact with online exhibitions about science and history of health. Fiocraft aims to foster health communication and scientific dissemination interests, particularly among children and adolescents.

Members: Marcelo Simão de Vasconcellos (leader), Fábio Gouveia, Fernando Alves, Cynthia Macedo Dias, Flávia Garcia de Carvalho

FUNDING: OSWALDO CRUZ FOUNDATION (FIOCRUZ)

STRATEGIC AND SIMULATION GAMING FOR HEALTH AND POLICY-MAKING

2019 – 2020

This project is a research on the applications, efficacy and implementation methods of strategic games and simulation (in analog and digital formats) to enhance knowledge transmission and acquisition, decision-making, health and scientific dissemination both inside public and private institutions and in dealing directly with the population.

Members: Marcelo Simão de Vasconcellos (leader), Flávia Garcia de Carvalho

Funding: Oswaldo Cruz Foundation (Fiocruz)

GAMIFICATION: MEANINGS, LIMITS AND APPLICATIONS ON EDUCATION

2018 – 2019

This project investigates the concept of gamification, its limits, practices and methods, forms of application and risks. It aims codifying this knowledge in disciplinary content to be suggested for inclusion in higher education courses on Digital Games (and possibly also in the courses of Marketing, Design and Advertising) as a way to update such courses in face of the new demands of the market.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Cynthia Macedo Dias; Débora Ribeiro.

Funding: Estácio de Sá University (UNESA)

RESEARCH & DEVELOPMENT PROJECTS

PLAYING WITH HEALTH: AN EXPLORATORY SURVEY ON THE BRAZILIAN PRODUCTION OF HEALTH GAMES

2017 – 2018

Brazil already has a significant production of health games, but most of these initiatives remain undocumented, making it difficult to construct knowledge in the field of game studies, which could assist both researchers, health professionals, students and developers of digital games. This project is an exploratory survey of the production of digital games in health in Brazil, involving searches in 1) the annals of the Brazilian Games and Digital Entertainment Symposium (SBGames); 2) the main journals in the field of Communication and Health and Education and Health; and 3) websites related to health and communities related to game development. Discovered games had their information recorded and, if available, were experimented in order to have their rules and operation registered.

Members: Marcelo Simão de Vasconcellos (leader); Marcia Alves Marques Capella; Ricardo Cavalcante da Silva; Ana Carolina Vieira Lopes Inácio; Helena Gomes Freire.

Funding: Estácio de Sá University (UNESA)

SERIOUS GAMES: CONCEPT, APPLICATIONS AND DEVELOPMENT METHODS

2017 – 2018

This project aims to create a methodology for the development of serious games adapted to higher education (accessible to the student, meaningful, practical, participative and conceptually solid), which in its complete form can be taught to students of Digital Games and in a simplified form can be taught to teachers and students of other undergraduate courses.

Members: Marcelo Simão de Vasconcellos (leader); Flávia Garcia de Carvalho; Cynthia Macedo Dias.

Funding: Estácio de Sá University (UNESA)