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Panel at SXSW ScreenBurn Festival Asks “Can Learning Be Hard Fun?”

DALLAS, Texas – The rapidly growing area of “Serious Games” is the subject of a panel to be moderated by the president of Red Knight Learning Systems, John A. Purdy. The panel is taking place during the ScreenBurn Festival, part of SXSW (South-By-Southwest), a significant yearly conference for the interactive, music, film and now, gaming industries.

ScreenBurn, which focuses on gaming, is relatively new to the venerable SXSW conference, held every year in Austin, TX. However, it has already drawn gaming industry luminaries like Will Wright, creator of *The Sims* video game, who will be one of this year’s keynote speakers.

The panel, “Serious Games: Can Learning Be Hard Fun?,” will focus discussion on whether it’s possible to have an educational game that is also entertaining. And if so, how do you find the optimal balance between instructional design and game design?

“I’m excited that ScreenBurn recognizes the importance of this segment of the gaming industry and look forward to moderating the primary discussion for Serious Games at this conference,” said Purdy.

Paul Medcalf of Blockdot, Mindy Jackson of Enspire Learning, and Lauren Davis of Hidden Agenda Games will join Purdy on the panel. These individuals are focused on game design, instructional design, and games for educating kids, and all three have experience developing Serious Games.

The panel presentation is scheduled for Sunday, March 11th at 11:30am at the Austin Convention Center, where ScreenBurn and SXSW are held. More information about ScreenBurn can be found at: screenburnfest.com/2007.

About Red Knight Learning Systems:

Red Knight Learning Systems creates learning solutions. We have a motto: "Better Learning. Better Lives." Our focus is on helping people learn better. We do this through highly immersive and interactive explorations, games and simulations. Better ways to learn mean better educated employees, students, consumers and customers. The rapidly growing fields we're involved in are known as Serious Games, Immersive Learning Simulations, Interactive Learning, and Virtual Learning Worlds, to name a few.

You can learn more about RKLS at: www.redknightlearning.com or contact us at info@redknightlearning.com.