



**Creation of an  
online 3D version  
of the MAGIC COLLEGE game**

*"Help young Europeans discover building  
industry trades through a fun and educational  
trans-European challenge"*

Paris, 9 June 2008

Frédéric Riva  
Paraschool  
frederic.riva@paraschool.com  
9, rue Mathurin Régnier  
75015 PARIS  
FRANCE  
+ 33.1.47.83.62.50

- 1. Context of the PARASCHOOL proposal
- 2. Changes recommended for Magic College
  - I-Enriched *game play*
  - II-A European challenge
  - III-A "Full 3D" creation
- 3. Project methodology and organisation
- 4. Calendar and budget estimate
- 5. Presentation of PARASCHOOL & main references

- For the **French Building Federation**, and in partnership with the ministry for French SMEs, Paraschool designed and created the game **MAGIC COLLEGE** which gives young users (ages 11-15) the opportunity to discover building industry trades by building the secondary school of their dreams.
- Intentionally **easy to use**, presented as a building game full of quizzes, fun extras and stories from young apprentices, the tool is aimed at **introducing the main Building trades and making them more appealing to young people**.
- It was distributed on CD-ROM to 20,000 young people during the "Coulisses du Bâtiment" (building sites open to the public), in October 2004 organised by the FBF. A version in Luxembourgish was recently developed for the IFSB (Building Sector Training Institute).



- Following this first version which got a very favourable response, comes the question of an expected development of the game:



- ... to meet the expectations of new generations of adolescents (ages 11-16) who are increasingly familiar with video game environments:

- Online games
- Network games (trans-national level)
- environments which are more and more realistic (3D)

- ... to encourage young people to join the sector, by passing on information about the trades offered on a European scale:

- The building industry, the number one sector in the recruitment of young people, represents 10.4% of the GDP of the 25 members of the E.U.
- The building industry, a sector which is resolutely directed towards new technologies
- The building sector's response to environmental issues
- The building industry, a sector which is attentive to the safety of its employees

■ In this context, Paraschool suggests the following developments for the FIEC:

**I-Enriched game play**

While maintaining the game's simplicity, introduce new parameters of advancement that take environmental aspects into consideration

**II-A European Challenge**

Use internet to offer a Youth challenge on the European level

**III-A "Full 3D" creation**

Use new development formats inspired by the world of 3D video games

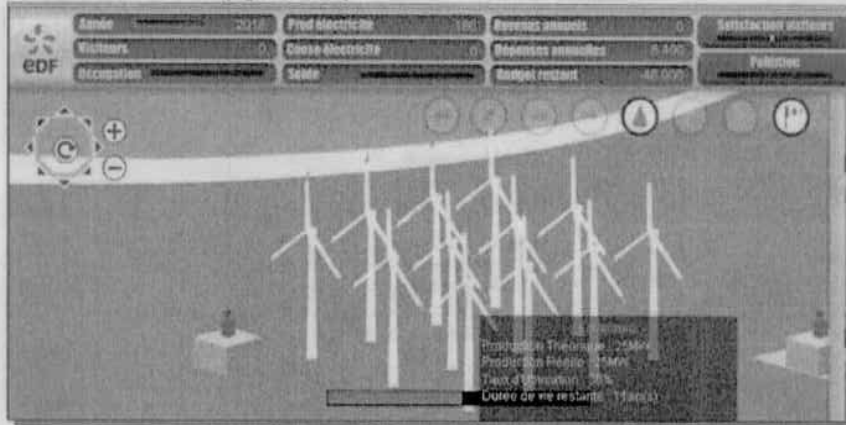
**I-Enriched game play**

Example: Management of the energy mix for Electricité de France  
"EDF Park" Game (ages 11-14)



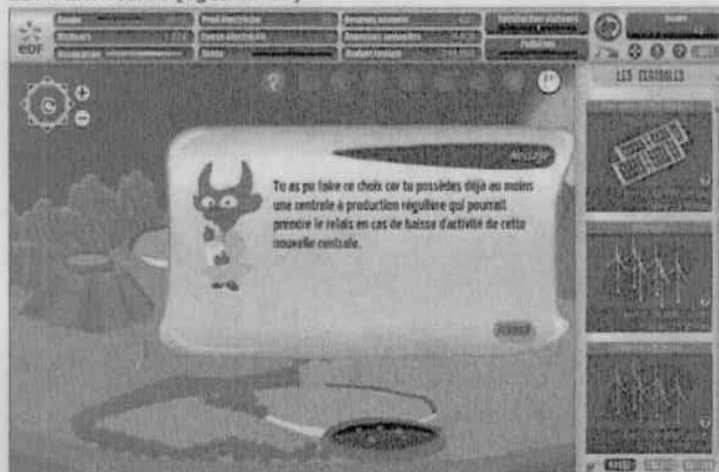
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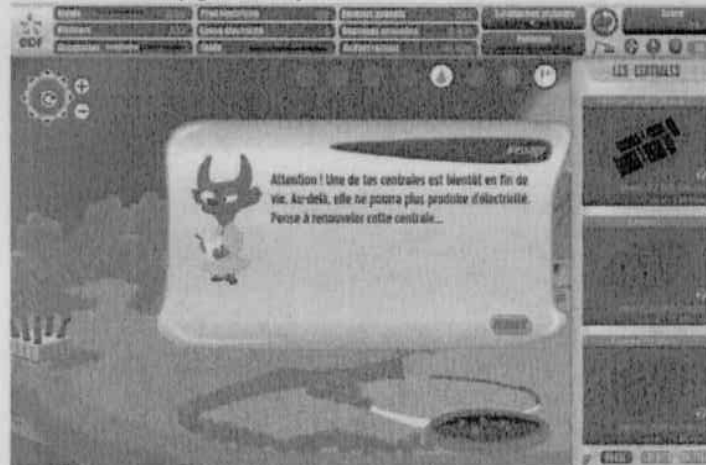
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**II-A European Challenge**



- We suggest developing a version that is available on the internet and offers the conditions of a trans-European challenge to build the school of your dreams.



- After logging onto a dedicated site (name / surname / online nickname / city / country), players can choose the country where they will build:
  - ... it can be their country of origin...
  - ... or another member state; **the players may then decide to "challenge" their fellow Europeans on their own territory**
- At the end of the mission, players may choose to be listed in the online hall of fame, a ranking of all the players which includes their nationality and the country in which they chose to play



Example of a distance training tool developed by Paraschool for the ACCOR group



Design of an interactive tool for "Breakfast" speciality training for the IBIS hotel chain used in 14 countries

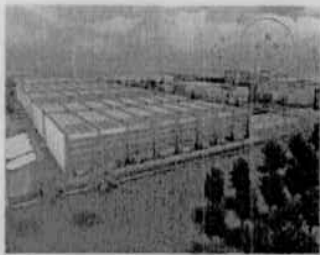




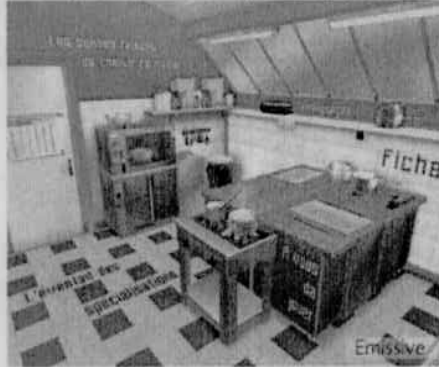


III-A "Full 3D" creation

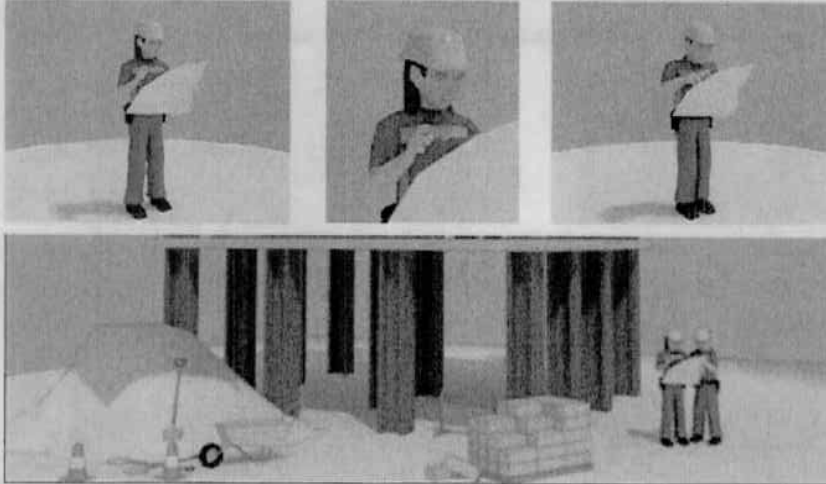
Example of tools developed in 3D (in relation with the building sector)



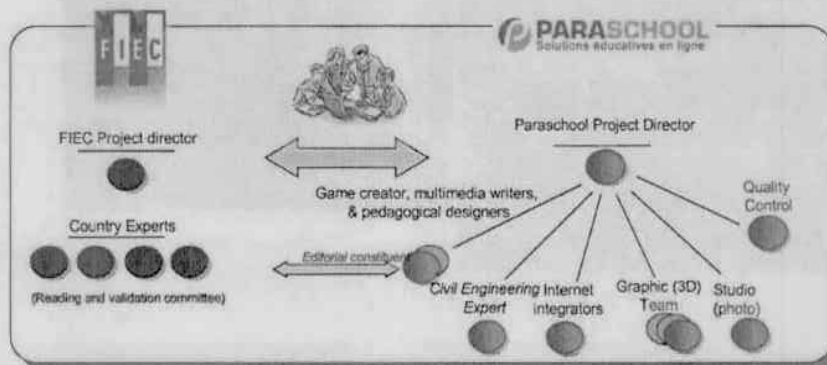
Example of tools developed in 3D (in relation with the building sector)



Example of graphic intention prior to the study for the Magic College V2 game



- A reading committee with Country Experts to select the common pillar of trades / techniques / expertise / safety rules to be put forward
- Preliminary work to collect documents (i.e. photographs) used to model environments which represent the "construction" of the countries represented





Magic College Game in 3D (C Before Tax)	for 5 countries	for 10 countries	for 15 countries
<b>I. General Design / Engineering</b>			
Framing / Content suitability / review and collection of documents	€2 371,00	€2 990,00	€2 980,00
Definition of educational objectives, common theme, synopsis, problem areas	€7 101,00	€23 450,00	€14 200,00
Definition of the graphic line and navigation methods, menus and their positions, menus, environments, main components / accessories...	€11 281,00	€18 101,00	€21 450,00
Development of the game engine	€11 420,00	€11 400,00	€11 400,00
<b>II. Detailed design</b>			
Drafting detailed story boards, editorial content, contextual help, dialogs...	€22 000,00	€19 490,00	€21 990,00
Translations and their integration	€4 700,00	€0 500,00	€13 450,00
<b>III. Development</b>			
Graphics, editorial, technical integration	€12 400,00	€16 210,00	€24 340,00
Integration, setting rules for registration, navigation, completion, scoring	€5 800,00	€7 890,00	€9 900,00
<b>IV. Project management, tests &amp; deployment</b>	€1 790,00	€8 390,00	€12 980,00
<b>V. Hosting (maximum estimated)</b>	€2 400,00	€2 400,00	€2 400,00
<b>SUB-TOTAL 3D GAME</b>	<b>€76 005,00</b>	<b>€110 710,00</b>	<b>€152 475,00</b>
<b>Optional European challenge</b>	per 5 pays	per 10 pays	per 15 pays
<b>A. Development</b>			
Graphics development (i.e. "Hall of Fame" page)	€2 100,00	€2 400,00	€3 900,00
Integration, setting score classification in the Hall of Fame	€8 700,00	€12 400,00	€12 470,00
<b>B. Project management, tests &amp; deployment</b>	€1 200,00	€2 200,00	€2 700,00
<b>C. Hosting (Maximum estimated)</b>			
Additional cost linked to achieving the candidate's results in the challenge	€5 800,00	€11 800,00	€17 700,00
<b>SUB-TOTAL European Challenge</b>	<b>€18 010,00</b>	<b>€28 990,00</b>	<b>€35 930,00</b>
<b>TOTAL Game + European Challenge</b>	<b>€94 015,00</b>	<b>€139 700,00</b>	<b>€188 405,00</b>

Magic College Game in 3D (C Before Tax)	for 5 countries	for 10 countries	for 15 countries
<b>I. General Design / Engineering</b>			
Framing / Content suitability / review and collection of documents	€4 121,00	€5 481,00	€7 440,00
Definition of educational objectives, common theme, synopsis, problem areas	€7 121,00	€13 450,00	€18 200,00
Definition of the graphic line and navigation methods, menus and their positions, menus, environments, main components / accessories...	€29 461,00	€47 981,00	€54 980,00
Development of the game engine	€29 760,00	€29 760,00	€29 760,00
<b>II. Detailed design</b>			
Drafting detailed story boards, editorial content, contextual help, dialogs...	€18 900,00	€22 280,00	€24 000,00
Translations and their integration	€5 700,00	€11 400,00	€14 200,00
<b>III. Development</b>			
Graphics, editorial, technical integration	€20 410,00	€46 290,00	€48 960,00
Integration, setting rules for registration, navigation, completion, scoring	€8 860,00	€18 760,00	€18 980,00
<b>IV. Project management, tests &amp; deployment</b>	€1 790,00	€8 390,00	€12 980,00
<b>V. Hosting (maximum estimated)</b>	€2 400,00	€2 400,00	€2 400,00
<b>SUB-TOTAL 3D GAME</b>	<b>€148 660,00</b>	<b>€206 980,00</b>	<b>€238 974,00</b>
<b>Optional European challenge</b>	for 5 countries	for 10 countries	for 15 countries
<b>A. Development</b>			
Graphics development (i.e. "Hall of Fame" page)	€3 960,00	€3 240,00	€3 960,00
Integration, setting score classification in the Hall of Fame	€12 400,00	€16 400,00	€18 960,00
<b>B. Project management, tests &amp; deployment</b>	€1 200,00	€2 200,00	€2 700,00
<b>C. Hosting (Maximum estimated)</b>			
Additional cost linked to achieving the candidate's results in the challenge	€7 900,00	€11 800,00	€17 700,00
<b>SUB-TOTAL European Challenge</b>	<b>€22 540,00</b>	<b>€33 750,00</b>	<b>€43 360,00</b>
<b>TOTAL Game + European Challenge</b>	<b>€171 200,00</b>	<b>€240 730,00</b>	<b>€282 354,00</b>

■ **Identification sheet:**

- Date of creation: 23 March 2000
- Paraschool S.A. with a capital of €143,830
- Staff as of 31/03/2008: 29 employees
- A 100% group EDITIS subsidiary, the number 2 French publishing company (2,600 contributors, 45 publishing houses: Bordas, Nathan, La Découverte, First Editions, etc.). In May 2008, EDITIS joined the Spanish group PLANETA (the leader in Spanish-language publishing and a leading group in Spanish media, 11,000 contributors, sales figure: 2.5 thousand million euros)

■ **Key figures:**

	<i>kC</i>	2006	2007	2008 ( <i>p</i> )
<b>Sales figure:</b>		1,964	2,797	3,850
<b>Operating results:</b>		410	668	895

■ **Main references:**

- Académie ACCOR
- Air France
- BNP-Paribas
- CNAV (French National Retirement Insurance Scheme)
- CNFPT
- EDF
- Eurocopter
- Fondation de la Chimie
- Gaz de France
- GMF
- IFCAM (LCL – Crédit Agricole Training Centre)
- La Poste
- Paris City Council
- Home Office
- Ministry of Finance
- Ministry of Health
- Pfizer
- Renault
- Saint-Gobain
- SNCF
- 20 regions and departments (solution Paraschool system ®)

