AUTODESK UNIVERSITY

AS124606

[The BIM Challenge](#)

A gamified framework for learning

Chiara C. Rizzarda
Antonio Citterio Patricia Viel

Claudio Vittori Antisari
Antonio Citterio Patricia Viel

Gabriele Gallo
Event Horizon

What's this?

This is technically a gamebook. A make-your-own-adventure excerpt from the handout of our class.

If you do not know what a gamebook is, stop and search google for **Lone Wolf**: it's free thanks to its author's wisdom and you can hate us later for all the blood and impotent rage you're going to waste. In case you are a boring person and you don't want to google, here's how a gamebook works:

1. you start reading a line, labeled "1". At the end of said line you are required to go read the line labeled "2",

2. eat a biscuit, it's jummy! As we approach the end of line 2, you are required to jump to line 4,

3. Sir, this is line 3: here you are called a cheater and a liar and asked to jump to line 4 for real,

4. at line 4 you are told you're a good boy and can either bravely walk on to line 5 or search another route and sneak your way into line 42,

5. at line 5 you die. Just being honest here.

Why are we telling you this? Well, you'll learn all about it in our class. Meanwhile, here's a kind reminder: our class is on Thursday 8:00 a.m., meaning it's going to be the first class in the morning after the Block Party.

Yeah.

We know.

So, here's another challenge on top of everything: will you be able (or even interested) to wake up on Thursday morning and come to our class? Let's find out. With a game, of course.

7. Appendix: Play a Game

Will you be able to surf through Autodesk Block Party (or not) the evening before, and fulfill your destiny? Amongst the following objectives, pick the one that suits you the most. Your goal while surfing through the game will be known to you and only you.

Soul of the Party	*Have a beer with at least five different experts.*
Knowledge Seeker	*Gather secret knowledge without having a single drink.*
Meat and Three Vegs	*Gather your notes, have a beer with at least three people then attend the class.*
I know that guy	*Have a beer with all three speakers, then attend their class in the morning.*

Go West	*Ride into the horizon with a true futurist.*
Dried out	*Gather your notes then drink yourself into oblivion.*
Stripped	*Leave the conference and have fun in Vegas.*

1

Autodesk University is like riding a bike on a rope between two whales, while sailing the ocean in the middle of the storm. Always... interesting.

It's Wednesday and it's 7 pm. You just went back to your room after a full day of classes and the AUGI Annual Meeting. You have a whole load of notes, handouts, slides, pictures and business cards to sort out, but the Block Party is about to start.

Priorities, priorities, those priorities will kill you.

What do you do?

- Stay in your room for a while: [[34]]
- Go straight to the party: [[7]]

2

Stay there and drink the future

You stay there and have few drinks. At a certain point, you even manage to climb on the horse and help the guy delivering drinks. It's almost morning. You have a terrible headache and you must have said it out loud, because the guy in the blue suit answers: "Don't you tell me, dude: I've got the keynote in three hours".

- Give him your aspirin, because he'll need it more than you do: [[35]]
- Leave him be and go to bed: [[10]]

3

Keep walking

Those boots were made for walking, so you walk and walk and walk. It's late when you reach the party and everybody seems to be having a lot of fun. Mechanical designers and architects are mingling with digital designers and those weird Dynamo guys. You walk through an open-air casino and see a group of guys with beers at the end of the road: they have a familiar face and are shouting a lot. You hear the words 'IFC' and 'COBie'.

- Stop at the bar: [[14]]
- Reach the UK guys: [[19]]

4

The other guy

The guy is talking with an American who's going around with a selfie stick, taking pictures. In particular, they are talking about nodes and lacing: after an embarrassing moment you realise they are referring to Dynamo. They ask you if you use rhythm, whatever that means, and offer you a beer.

- [Enough drinks for one night, go back to your room: [[26]]](#)
- [There's a guy curled up in a corner: see if he's alright [[15]]](#)
- [Run for your life (and go somewhere else): [[5]]](#)

5

Keep Following the noise

At the very center of all the glitter and noises, a huge solar-powered metal horse stands in all his might. At the saddle there is this guy in a light-blue suite and he looks a lot like Autodesk's new CEO. People are climbing on the horse to reach him and he's 3d-printing mojitos to his adoring crowd, while presenting the invention as 'the future of making drinks'.

- [Stay there and drink the future: [[2]]](#)
- [Enough drinks for one night: [[26]]](#)

6

Too late to bother: stay in bed

You decide to stay in bed. Your headache is too big, you are way too tired and you feel like a monkey is screaming in your ears. Too bad for those Italian guys: you'll see their class on-line.

- [Reach [[30]]](#)

7

Go straight to the party

Shimmering! Shiny! The party is all you expect a party in Vegas to be. It has dancers, singers, people laughing and drinking, and a guy who's trying to juggle a couple of ReCap models without dropping them.

You don't know where to turn your head.

Right in front of you, a group of three very noisy people are chatting in a strange language. On the other side, a casino is inviting you in.

- [Reach the Italians: [[16]]](#)
- [Enter the Casino: [[18]]](#)

Class is only two hours away: keep drinking till the morning comes

It seemed like a nice idea, but maybe you were too tired. You must have fallen asleep on the counter, because somebody moved you towards a corner and placed you on a bench. They stole your cellphone, your Autodesk University pass, the picture of your dog from your wallet. You have a massive hangover. At least they didn't take your aspirin. You ask for a glass of water, swallow it and then stumble towards your room. All you need is a shower and sleep throughout the morning. Too bad for those Italian guys: you'll see their class on-line.

- Reach paragraph [[30]]

Fantastic !

At this point you're ready to face the challenge of BIM: its adoption as your main production method. You'll face choices, difficult ones, and you'll have to make tough decisions in order to reach success for your Firm and for yourself.

Each choice will have consequences: they can be positive or negative, they might affect your reputation, your technological infrastructure or the human resources you have at hand.

- Go to [[11]]

Try to get some sleep

You have an aspirin, but your mother always told you not to take pills when you're drunk. On the other hand, you have very little chances to rise early enough to attend the first class. What was that again? Those Italian guys and their weird teaching techniques...

In the morning, Your alarm clock keeps ringing and ringing and ringing. When you manage to face it, it's 8 am. Your first class has already started and you have a massive hangover. You even ran out of aspirin. What do you do?

Try and reach class anyway: you'll be late and everyone will stare at you.

- Go to the class anyway: [[25]]
- Too late to bother, stay in bed: [[6]]

O'Reilly?

Did it really look fantastic? You're jumping randomly around, but that paragraph wasn't connected to anything. You're dead. Probably killed during the party because you entered a dark room that said "Do not enter".

- Go to [[1]] and start again.

12

Fantastic!

Achievements are collectable badges. They exist to tease you: how many weird situations you can get yourself into? How many horrible ways you have to ruin your lifetime work and your reputation as a respectable professional? How many ways to success?

- Go to [[11]]

13

You decide to get dressed and go down

While you reach the lobby, the usual expanse of slot machines and gambling tables shimmers under the spotlights and a girl approaches you with a cocktail.

While you're there, deciding if you really want to go to the party or if you'd rather stay, a guy crosses you, quite in a hurry. He's holding two beers with one hand, wears a sleeveless black-and-white fur and is covered in tattoos. You know the guy: he's awesome!

- Follow Jay and have a beer with him: [[39]]
- Oh well, it's Vegas after all: stay and place a bet. [[18]]

14

Stop at the bar

The casino has a nice separate bar with nice girls and guys, and nice drinks, and nice screens with a nice replay of a football match. All of a sudden the party seems too noisy, too full of people, too far away to bother. You order a drink. And then another. And then another. All of a sudden it's 4 o'clock in the morning.

- Keep drinking till the morning comes: [[8]]
- Try and get some sleep: [[10]]

That guy with the headache

There's this one guy, standing in a corner and keeping an eye on the defensible space around him. He is complaining about a fierce headache and that there are too many people around. You tend to agree.

- Give him your aspirin: [[23]]
- You've had enough and it's time to go back to your room: [[26]]

Reach the Italians

You realize they must be those weird Italians: you subscribed to their class. You might decide to stay and harass them: they look like it could please them.

- Stop and have a beer with them: [[28]]
- Enough drinks for one night: to back to your room. [[26]]

Follow the girl

She meets with a guy who seems to be the leader of a vintage rock band. By googling him, you realize he is. They chat a bit and you are able to intrude: the girl asks you if you can find her associate and pass him a note.

- Accept and look for the other guy: [[4]]
- You don't feel like being an errand boy: go back to your room: [[26]]

Oh well, it's Vegas after all: stay and place a bet

You place a bet at one of the tables, and then another, and then another. The dealer is a really nice girl and she seems to get slighly sad every time you mention you should leave, so you stay. At one point, you even win something and the girl with the drink from the bar keeps circling around you.

- Stop at the bar: [[14]]
- Stay there and keep gambling: [[33]]
- Go to sleep: [[40]]

Reach the UK guys

There they are! The #ukBIMcrew guys are sitting on a throne of empty beers and have improvised a BIM open mic. A blonde girl is now talking about COBie in a rather passionate manner and you manage to say hello to one of the guys. They offer you a beer and ask you if you want to participate.

- Keep exploring: [[31]]
- Accept and cheers! [[42]]

Go down, eventually

Those guys. They can be pretty persistent.

You decide to get dressed and go down, eventually. A good chat never hurt anybody.

While you're in the elevator, you drop them a line but nobody seems to be answering, right now. While you reach the lobby, the usual expanse of slot machines and gambling tables shimmers under the spotlights and a girl approaches you with a cocktail.

- Oh well, it's Vegas after all: stay and place a bet. [[18]]
- Try and reach the party: [[36]]

It's better to rest: prepare to go to sleep

While you are brushing and flossing your teeth like the good kid you are, your cellphone starts chirping. You forgot to turn off notifications and the #ukBIMcrew guys are being rather vocal about how fun the party is. Some of them are even wondering where you are, and are looking for you.

- Go down, eventually: [[20]]
- Resist temptations and go to sleep: [[29]]

Fantastic !

Whilst the science of teaching to children is called Pedagogy, another term was coined during the 70s to refer to techniques and methods used with adults: the term is Andragogy and was rendered famous by American educator Malcolm Knowles.

- Go to [[11]]

Give him your aspirin

He eagerly takes the aspirin and curls up into his poncho, like a cocoon. When you start to think he's dead, the open his eyes and bursts out like a butterfly. You start talking and he tells you he's a game designer. He's the one behind the gaming part of that weird Italian class about alternative teaching techniques. You digress and start talking about chess. You digress and start talking about ancient Anatolian military strategies. You digress again and find yourselves planning to build your own pyramid.

Time passes.

You wake up in the morning, in a basement, sitting at a computer. A match of Civilization IV is still going on. The Italian guy left, probably to go and teach at his class. He left you a note in Klingon. But that's not the worst part. The worst part is that now you can read the stuff.

- Reach paragraph [[30]]

Fantastic !

Adults feel the need to be treated as equals by their instructor and they respond very well when they have an active part in the shaping of their learning path. Flexible programmes are preferable, with multiple choices available to reach the same goal, also because learners with the same goal might have different preferences about the means of learning (reading vs. listening is the simplest example to grasp this concept).

- Go to [[11]]

The End!

You arrived to the class, congratulations! Did you get what you wanted?

Enough drinks for one night: go back to your room

You feel like you had enough drinks, for one night. You go back to your hotel and on the way you walk again alongside all those slot machines and gambling tables. Your bed is calling you. You're starting to develop a headache. Tomorrow you have a class at 8 am: it's that class about gaming and teaching, those weird Italian guys.

- Oh well, it's Vegas after all: stay and place a bet. [[18]]
- Go to sleep: [[40]]

27

Fantastic !

At this point you're ready to face the challenge of BIM: its adoption as your main production method. You'll face choices, difficult ones, and you'll have to make tough decisions in order to reach success for your Firm and for yourself.

Each choice will have consequences: they can be positive or negative, they might affect your reputation, your technological infrastructure or the human resources you have at hand.

- Go to [[11]]

28

Stop and have a beer with them

You manage to intrude and buy them a beer. They seem to be pleased and are happy to stop and chat, although with alcohol they get this weird Super Mario accent.

You ask about their class and they tell you what's it all about: it's about how you need challenging activities in order to teach to adults, and how designing a game can help you provide students with such activities.

It seems to be interesting.

Talking about it, on the other hand, seems to be making them anxious.

They want to split up, to cover more ground: the guys are aiming to reach some BIM open mix stuff organized by the British; the girl is looking for her mentor, she says.

- Reach the guys: [[19]]
- Follow the girl: [[17]]

29

Resist temptations and go to sleep

You put your pajamas on, grab your teddy bear, adjust your night cap and go to sleep. It's 9 pm. My grandmother in her 90s was more of a party animal than you are.

The next morning, your alarm clock rings at 6 am and you've had your nine hours of beauty sleep. You didn't meet anybody. You haven't even seen the sky outside the convention centre.

You rise, get dressed, have breakfast and go downstairs. You've got this class to attend, it's called "The BIM Challenge". Everybody seems to be a little tired. People are yawning, some of them are swallowing aspirin. However, they seem to be slightly happier than you are. Everybody knows each other, except from you. Autodesk University: are you sure you're doing it right?

30

The End!

You didn't reach the class: is this what you wanted?

31

Keep exploring

Ok, that's weird.

There's one guy, with dark curly hair and a contagious laugh, he's wearing a cool Star Wars t-shirt and is using his cellphone to try and animate, in augmented reality, an AT-AT mechanical walker made of empty glasses. He seems to be close to success but he needs more glasses to finish the model.

- Help him and have a beer: [[38]]
- Enough drinks for one night: go back to your room. [[26]]
- These are not the guys you're looking for. [[37]]

32

Fantastic!

Achievements are collectable badges. They exist to tease you: how many weird situations you can get yourself into? How many horrible ways you have to ruin your lifetime work and your reputation as a respectable professional? How many ways to success?

- Go to [[11]]

33

Stay there and keep gambling

Lady Luck is smiling, tonight! You stay there and keep gambling. Hours slips away and so does money from your wallet. At a certain point you realize you gambled away your shoes, empty wallet, your AUGI membership, your Autodesk University pass and that nice handout those Italian guys wrote about games and gamification techniques for teaching. You don't feel like you learned something, but it's Vegas: who

cares? You keep gambling. They will know you in every casino of the strip, they will know your name. You might call your self 'Wild BIM Hickok'. It has a nice ring to it.

- Reach paragraph [[30]].

Stay in your room for a while

You decided to stay in your room and take a moment to let all that knowledge sink in. Parties and networking might be important, but you're here for the learning.

A whole hour passes: you organize everything in neat little folders on your computer and feel like a good kid who did his homework. It's 8 o'clock.

- Ok, go to the party now: [[13]]
- It's better to rest: [[21]]

Offer him your aspirin

He politely thanks you, and puts it in the pocket of his jacket. He doesn't take pills while drunk, he says, but it will certainly save him in the morning. He 3d-prints himself a coffee and offers you a lift to your hotel on the metal horse: you happily ride towards the strip, while the sun rises.

- Reach paragraph [[30]].

Try and reach the party

You walk towards where the party is: maybe you'll simply stumble across them. After all, Autodesk University only counts around 10.000 attendees every year: how hard can that be?

You walk next to the bar, which has an inviting cocktail menu on display and a nice bartender smiling at you, and the party is far away down the strip.

- Keep walking: [[3]].
- Stop at the bar: [[14]].

These are not the guys you're looking for

You try and see if somebody else is around and while you're looking for someone to mingle with, a girl bumps into you. She has a strong Italian accent, a latex skirt and seems to be born in a hurry. She asks you if you have seen the Revit rocker around.

- Follow the girl: [[17]]
- Enough drinks for one night: go back to your room. [[26]]
- Follow the noise to another road: [[41]]

38

Help him and have a beer

You have a beer for the sake of knowledge and the experiment seems to be working! The guy tells you he'll write a blog post tomorrow and invites you to participate in his podcast. All of a sudden you realize who you're talking with, but he gets called by other guys down the road and you lose him.

- Try to get some sleep: [[10]]
- Follow the noise to another road: [[41]]

39

Follow Jay and have a beer with him

You manage to grab him and lure him to talk with you using a well-placed ice-cold beer. You have a long chat about collaborative frameworks and painting and music and teaching and tattoos. At the end you feel like you had your brains in a blender, but it's a nice feeling.

It's getting late.

At the end of the road you see other guys gathering and sounds of the party going on.

- Keep exploring: [[31]]
- Enough drinks for one night: go back to your room. [[26]]

40

Go to sleep

You put your pajamas on, take an aspirin, grab your teddy bear, adjust your night cap and go to sleep. You feel tired and a little drunk.

In the morning, your alarm clock rings at 6 am and you haven't had your eight hours of beauty sleep, but you feel like you can manage.

You rise, get dressed, have breakfast downstairs and see lots of people you met the other night. You say hello and then go to attend your class. It's called "The BIM Challenge". Everybody seems to be a little tired. People are yawning, some of them are swallowing aspirin. However, they seem to be happy.

- Reach paragraph [[25]].

41

Follow the noise to another road

You keep following your instinct... or is it just the noise you're following? There seems to be like an epicenter of fun and networking, somewhere, but it's like chasing the golden pot of a leprechaun: just as soon as you think you reached the end of the rainbow, you realize it shifted few miles away. You might get to Florida, at this rate.

- Keep following the noise: [[5]]
- Go to sleep: [[40]]

42

Accept and cheers!

Cheers! It's always fun to meet with these guys and this is what Autodesk University is all about: people, knowledge and fun! Or is it?

All of a sudden, an American bursts in, takes the mic and delivers a rant about BIM and contracts. He's holding two beers with one hand, wears a sleeveless black-and-white fur and is covered in tattoos. You know the guy: he's awesome!

- Follow Jay and have a beer with him: [[39]]
- Enough drinks for one night: go back to your room. [[26]]

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42. Keep an eye out for when the full handout gets published and you'll learn all there is to learn about line 42.