

## ***Area of research***

The area of research falls within Interaction Design. The research is to be undertaken at the Australasian CRC for Interaction Design (ACID).

## ***Research Topic***

Generally speaking, the application of semantic web technologies to hypermedia has been applied as metadata to facilitate, amongst various things, indexing and searching (and sometimes even automated generation). However, disregarding the research done with SMIL, at this time there appear to be very limited research into applying ontology-driven technology to design and develop small scale computer games or commercial-grade entertainment hypermedia. Over the last five years or so, it has become very common place for hypermedia designers to use of XML in content creation applications such as Macromedia Flash and Macromedia Director in the form of, for instance, configuration files, object definitions, or for making remote procedure calls over a networked environment. I propose to investigate how designers can start using languages like OWL or RDF to describe the structure, logic, rules, and possibly even the characters of small scale computer games or creative hypermedia works. I believe that applying semantic modelling theories and technologies to these creative fields could potentially have a significant impact on the development process of hypermedia and games.

## ***Relevant Research***

Please see attached CV for publications and relevant research.

## ***Research Method***

The research method to be used is 'practice-lead research'.

## ***Proposed QUT Supervisor***

Dr. Andrew Brown.