2023 ASEAN TALENTED YOUNG SCIENTISTS PROGRAMME (ATYSP) OF GUANGXI

Arəficial Intelligence (AI) Game Design and Development: Fashion Design on Pracəcal Skills Mastery

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	Associate Professor Ts Dr Tan Wee Hoe is the Deputy Director of the Internaəonal Insətute of Science Diplomacy and Sustainability at UCSI University, Malaysia. He also serves as an honorary lecturer at Universiə Sains Malaysia and an adjunct professor at UNITAR Internaəonal University. Addiəonally, he has held the posiəon of visiəng professor at the Sichuan University of Culture and Art since April 2023. A muləmedia designer by profession, Dr Tan specialises in developing serious games for educaəon and health. He is renowned for his invenəve problem-solving and pioneering game designs uəlising cardology, diceology, narratology, and ludology. His creaəve works and research have earned numerous disənguished awards and fellowships. These honours include a Hubert H. Humphrey Fellowship from the U.S. Department of State at Pennsylvania State University, as well as a Visiəng Research Scienəst appointment at Yale University's Play2PREVENT Lab.

UCSI University proudly celebrates Assoc Prof Ts Dr Tan Wee Hoe's presəgious selecəon for the 2023 ASEAN Talented Young Scienəst Programme (Guangxi) Award, known as ATYSP. This honour highlights the university's commitment to excellence in innovaəon and research.

The ATYSP, part of China's Belt and Road Iniəaəve (BRI), culəvates leading scienəsts across ASEAN countries – choosing 100 promising researchers under 45 annually. Dr Tan's award marks outstanding contribuəons and regard within the scienəfic community.

His winning project - "AI Game Design: Fashion Design Mastery" - pioneers arəficial intelligence intersecəons with game design for educaəon. Co-led with PhD student Assoc Prof Huang Yanmei, it epitomises UCSI University's spirit of blending technology and pedagogy.

Key aspects of their AI game design exploraəon include:

- Content generaəon
- Non-player character behaviour

Personalised player experience
Player behaviour analysis
Graphics and animaəon
Voice and text interacəon
Tesəng and debugging

This project spotlights UCSI University's trailblazing approach to AI, presaging the insətuəon's future shaping technology and design. Sincere congratulaəons to Assoc Prof Dr Tan Wee Hoe and Assoc Prof Huang Yanmei for their remarkable achievement. All of us at UCSI could not be prouder!

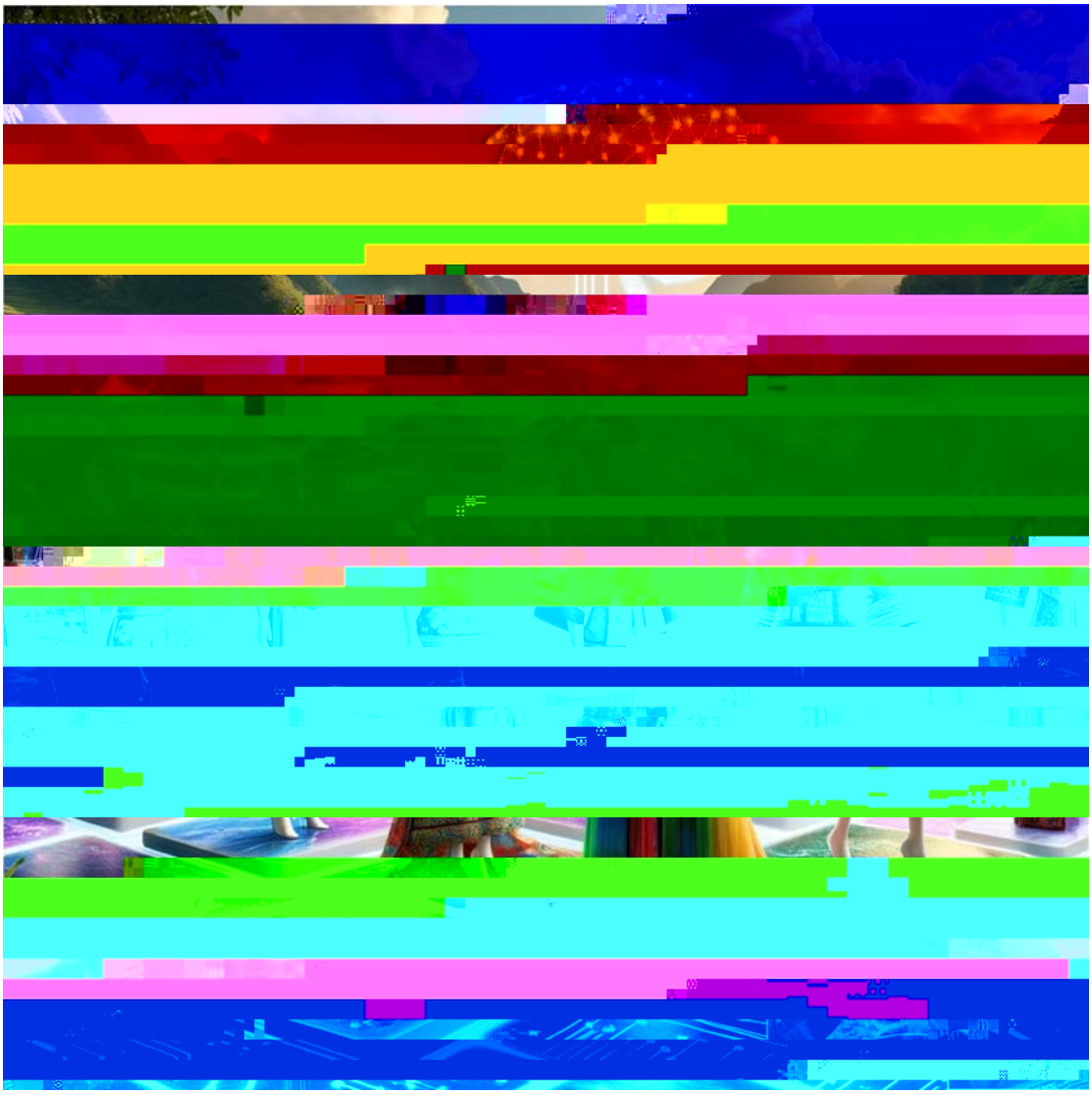

Figure 1: A sample AI-generated fashion design within this award-winning project