

## VISUAL COMMUNICATIONS

## PROJECT 2

**PROJECT TITLE** Game Design**PROJECT DESCRIPTION** A board game is a tabletop game that involves counters or pieces moved or placed on a pre-marked surface or “board”, according to a set of rules. Games can be based on pure strategy, chance (*such as: rolling dice*), or a mixture of the two, and usually have a goal that a player aims to achieve. Early board games represented a battle between two armies, and most modern board games are still based on defeating opposing players in terms of counters, winning position, or accrual of points (*often expressed as in-game currency*).

There are many varieties of board games. Their representation of real-life situations can range from having no inherent theme (*such as: checkers*), to having a specific theme and narrative (*such as: Clue*). Rules can range from the very simple (*such as: Tic-tac-toe*), to those describing a game universe in great detail (*such as: Dungeons & Dragons*) - although most of the latter are role-playing games where the board is secondary to the game, serving to help visualize the game scenario.

Other games can utilize structures outside of the use of “boards” such as collectible card games (CCG), also called a trading card game (TCG), is a kind of card game that first emerged in 1993 and consists of specially designed sets of playing cards. Terms such as “collectible” and “trading” are used interchangeably because of copyrights and marketing strategies of game companies. The rudimentary definition requires the game to resemble trading cards in shape and function, be mass-produced for trading or collectibility, and it must have rules for strategic game play. Successful CCGs typically have upwards of thousands of unique cards, with the most successful one, Magic: The Gathering, having nearly 15,000.

**PROJECT GOALS** For this project you will be designing your own game from scratch, your game can be either a Boardgame or a CCG. Consider the following when designing your game:

- The game should be as simple to understand as it can be. The concept can be complex, but the rules and play directions should be easy to understand.
- There should be built in inherent interest and excitement.
- A theme should be created for the game and utilized in every detail - even the mechanics of the game. (*Game pieces, dice, etc.*)
- The game should have excellent design that creates a look and feel that is enticing.
- Any player should have the potential to win at the start of the game.
- A good game creates the desire to replay, and will create a unique experience each time.
- Chance should only be used where it adds to the game, not as a game in itself.

Begin by researching your idea and the development of game design. Create conceptual word webs to start your brainstorming. Work on developing 3 concepts, by playing games, researching board games, your themes. Then sketch out thumbnails for your game ideas. Use color in your roughs!

Your game can be inspired by another game, but must be original. Stay away from Monopoly and Candy Land. These are concepts that have been duplicated too many times.

**RESEARCH** The board game requires at least 2 players be able to play it. **THE CONCEPT CAN BE BASED ON ANYTHING EXCEPT SOMETHING THAT IS TRADEMARKED.**

Find an online article about how to design a board game and write a review of the article.

Being first is great because you CAN'T review an article that someone else has reviewed!

Post your review to the discussion forum on Blackboard (Bb)

**MOODBOARD** **MOODBOARD**

Create a mood board on Pinterest for the look and feel of your game.

Look for typography, color palette, imagery, other board games in your genre. From looking at the mood board I should be able to understand the look and feel you are attempting to achieve. The specifics will come through your comps, prototypes and design.

Post the URL to this forum along with a short description of your game and 10 adjectives describing your game.

**PROTOTYPING**

You are to bring in an existing game board so we can play in class. Be prepared to explain the game play in less than 3 minutes! Some games are easy, others take a lot of explanation.

Determine the following:

- elements needed for game play (*board, dice, cards, timer, etc.*)
- name your game
- have a descriptive tag line
- minimum and maximum number of players
- audience
- game play and rules
- setup and time required for play
- scoring
- object of the game (*What is the goal of the game and the end state.*)
- how to win the game
- optional game play

When creating a rough prototype of your game you can tape paper together if needed.

Your prototype should be actual size to make sure the pieces are to scale and are comfortable for game play. Great craftsmanship and hand skills are not the most important part at this point in the process.

Bring your rough prototype to class and be prepared for an in process critique by the scheduled date.

From your initial prototype you will need to develop a refined prototype of the game at full size. This is not your final, but should be close enough to understand how the design is developing.

**BRANDING** Design the logotype for the name of your game. This has to be designed and used on your game board and rule sheet. See examples of game branding at:

- <http://www.hasbro.com/en-us/brands>
- <http://shop.mattel.com/family/index.jsp?categoryId=41662536>
- <http://www.smirkanddagger.com>
- <https://boardgamegeek.com>

**PROTOTYPE REFINEMENT** Design the game pieces, cards, spinner, etc.  
Type out and design draft one of your rule sheet.  
Design your game board.

Make sure you have a color palette that unifies the look and feel of your game.

You may hand draw your game board, use stock imagery (*if you can prove you have purchased the images*), or design it in Adobe Illustrator if you know how to use this software. You can use Photoshop as well for image development, but do not apply your typography in Photoshop. It is a raster program and your text will be pixelated.

Finalize the following:

- Logotype
- Game Board Design
- Rule sheet draft with text
- Player pieces designs, cards, parts, accoutrements...

**PRODUCTION** Here are some links to game board and card printers if you wish to produce your game out-of-house:

- <http://www.printplaygames.com>
- <https://www.thegamecrafter.com/publish/products>
- <http://www.printerstudio.com/unique-ideas/custom-card-and-puzzle-games.html>
- <http://www.boardgamesmaker.com>

Please know I am only supplying these links as information and not promoting or suggesting you use them. YOU need to research and decide for yourself if you want to use a supplier/printer like this.

**FINALS DON'T FORGET:**

- Logotype/name of your game has to be on your game
- Game pieces, cards\*, spinner, etc. (*include any pieces you are using that you need to purchase such as dice, etc.*)
- Rule sheet (*this must have your logotype on it for consistency in branding and identity*) PLEASE DESIGN THIS to go with your game look and feel.
- Game board/or playing area if you have one for your card game.

Bring your designs to class with you and all elements that make up the game (*dice, player pieces, cards, etc.*) for the final critique in order to show in detail how your game is designed and operates.

Your finals will also need to be saved in PDF format and uploaded to the class' Blackboard group. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - Class - ProjectNumber - Partname > (*example: FLastname-ART135-Project2-Rulesheet.pdf*)