



Process Book

Concept Brief

Outline:

This is a board game that encourages people to use their imagination and think ahead with words. Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds. The player can draw parts of the letters in the word how ever they like to try and catch the other players out. If you guess the odd person then you are out, the players continue till the word is full or the odd person is guessed. Whoever wins gets to choose the next word. This game promotes visualisation and detective skills, while also allowing people to learn new words.

Target Market:

This is for all genders who are 11+ as they need to be able to read and spell. They game is for 4-8 people who want to be creative and are tacticle in a visual manor. The age can also vary depending on the word choices and difficulty.

Goals:

- 1. Make people have fun and share experienced with one another.
- 2. Get peoples creativity flowing.
- 3. Promote physical communication within family and friends.

Research:

I will research best methods of explaining game instructions, what words are suitable for a variety of ages, how well to promote a board game within this tech savy society and production methods of variety of deliverables.

Deliverables:

- 1. Boardgame. Including reusable handouts, whiteboard, box, pens and anything else
- 2. Branding
- 3. T-shirt merch
- 4. Magazine and social media advertisement

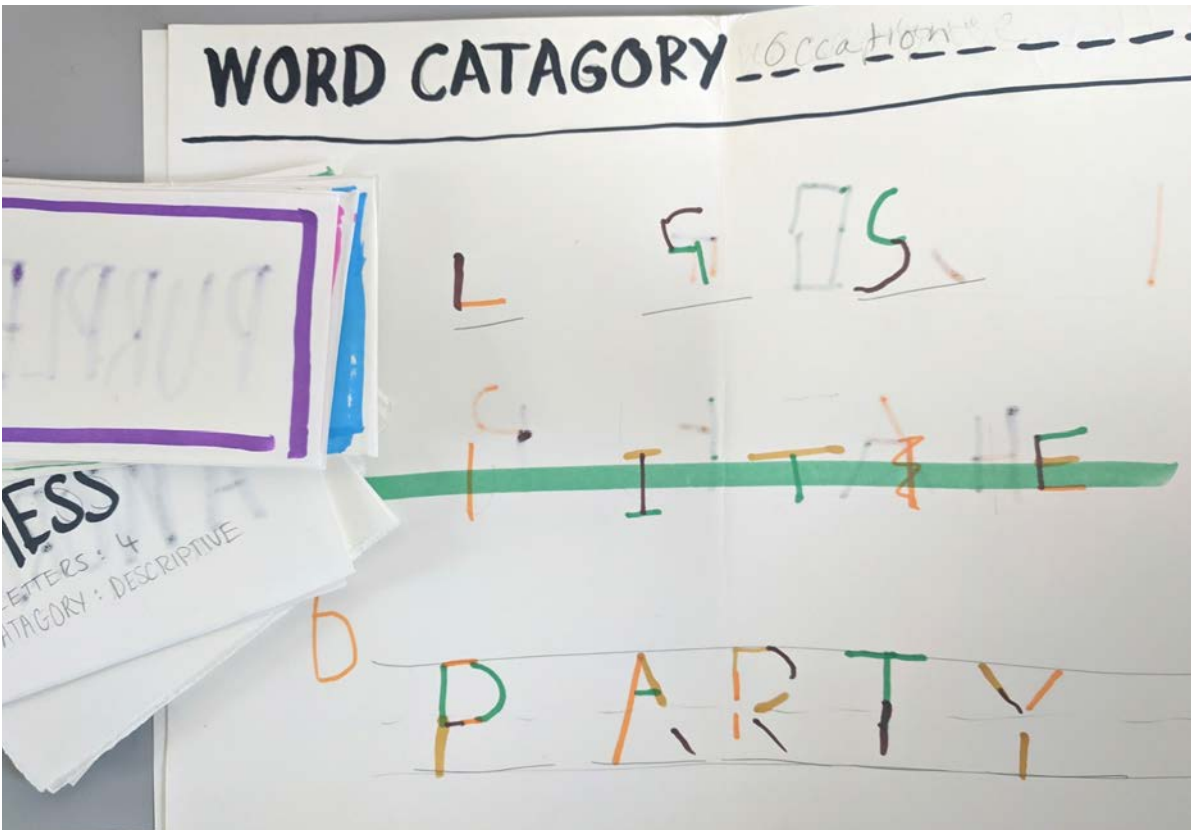
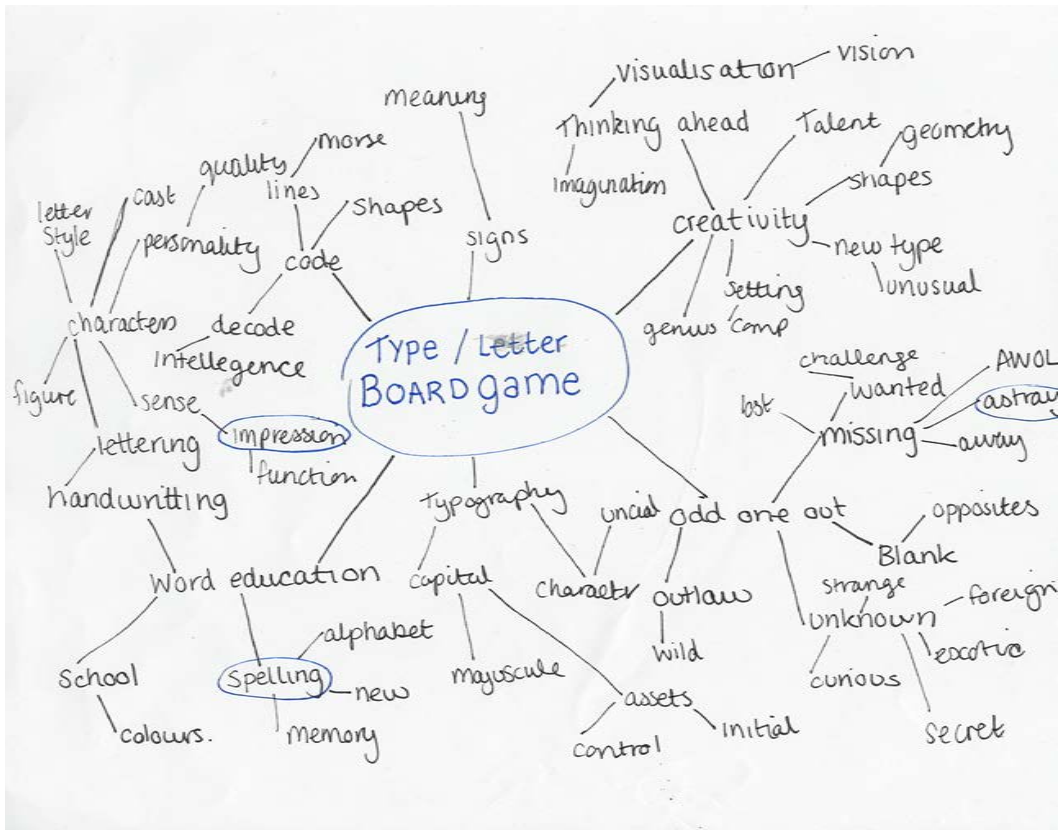
Game Testing

Family Feedback:

- // It needs to have atleast 4 people so it gives a chance for the 'outlaw' to guess the word
- // Aim to identify the 'ourlaw'. If it is not guessed then they win that round. If someone guesses and are right, the 'outlaw' has a chance to win by guessing the word.
- // Different rules depending on who is playing. If more creative, then could be harder by having all kinds of letters. If needs to be simpler then narrow it to very structured capitals.
- // Word is done when there are no spaces and can all identify the word
- // The individual word identifiers for the players need to be blank so everyone doesn't know who knows the word
- // Each turn, players are only allowed to make one line that is on a different letter to the last person
- // A good game to develop spelling in school
- // The length of the word changes depending on the amount of people playing. Eg, 4 player= 3 letters and 5 players = 4 letters.

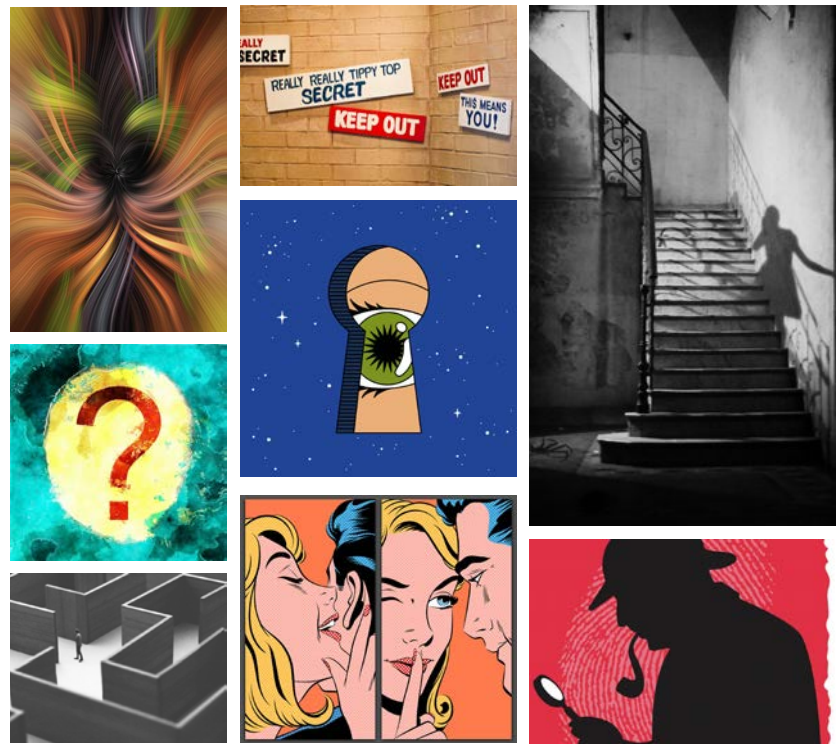
Teens Feedback:

- // Sort with colour coded catagory cards
- // Mix long and short words and then they can pick depending on amount of people. Advise word size for people.
- // Standardize the length of the lines. Could create a highlighter pen that makes a stamp shape.
- // Could use a timer
- // Include all types of words. Think about if to include first and last names of celebs.
- // Board could be like the dots on a bullett journal to help with structure.
- // Name suggestion: Sneaky Peak



Concept Development

Hidden Figure



Mystery, Secret, Challenge, Detective

Making this game idea into more of a mystery, this concept uses the idea of a hidden character (both in terms of the player and the letters). This could either become a really serious mystery style or more fun and cheeky. A lot of games are mystery based so I would have to think about how to make the visuals unique. The mystery is more like puzzles that need to be solved to find an answer (who doesn't know the word). The imagery for this could be very intriguing to make people think, similar to the thinking they have to do while playing the game.

The audience for this could be any age as the words are adaptable and the players choice of what they pick. I could focus it to more teens as they are a popular market for games. The colour choices are a mixture of deep and colourful as to get the progression of the 'mystery' across. I think they are also good colours to work with a variety of imagery.

Kids Spelling

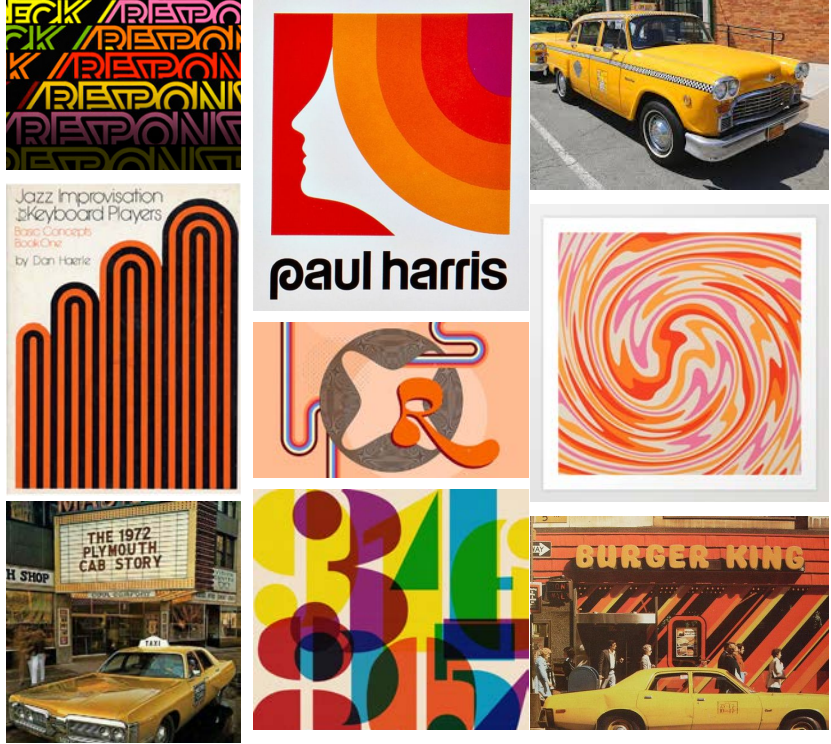


Understanding, Fun, Simple, Imaginative

As spelling is such an important part of education, this game could great a fun way for kids to learn whether at home or in school. To make it easier to communicate for children there could be type in the style of handwritten or fridge magnets. Creating a character for children to follow so for this it will be a elephant. Elephants are known for being smart and a great member for communities. The use of playful imagery will allow for the word guessing to be easier and give the children more of a clue.

As this is going to be quite simple and fun graphics it is aimed for children ages 4-10. I will need to do more research in to what are the average ages of spelling and writing. The colours I have chosen are along the typical range of bold colours of the rainbow that are easily recognised by kids. This will help in them identifying different elements of the game.

VoCab

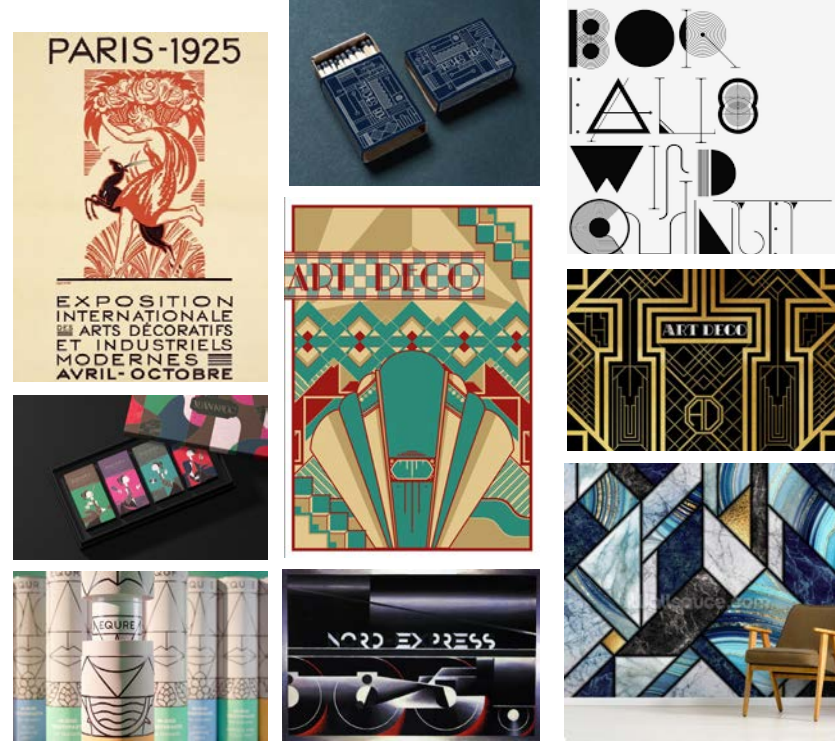


Retro, Extravagant, Timeless, Creative

With a play on wording, this concept takes the idea of a taxi cab to be able to 'travel' and learn words used around the world. Taking inspiration from the 70s taxi cab, this concept embodies the 70s culture and design. The simple fun colours and shapes can also be recreated by the players through their pens. Because of all the varying shapes within this style the concept will encourage creativity and thinking of shapes within type.

This is more of an adult focused game but can be adapted for various difficulty, the audience for this would be 10+. A lot of vintage eras have come back into fashion so not only 70s kids will like it but also teens nowadays. I choose colours that are very typical of the time which will be used for the branding. I am thinking in some elements using a lot more colours to make it really fun and bright.

Art Deco



Elegant, Timeless, Luxury, Delicate, Powerful

Art deco uses a lot of straight and structures lines which links to how people play the game and create the words. I think I could take a more modern twist on classic art deco style making it more bold and simpler. The playful while also structured shapes will match the type. I haven't seen many art deco style of games so I could definitely stand out compared to the rest. This concept could potentially make the game more up market and higher cost.

The target market for this concept is similar to the 70s style concept where it can vary a lot depending on the choice of wording. I think it would be interesting to see how to create this game more for adults while having tools like a whiteboard that are known to be used by children.

Journal



Friendly, Secretive, Memorable, Relatable

Bullet Journals are a place where you people write down how they feel, there plans and new things they have learnt while also making it creative. The concept using the style similar to a journal may encourage the players to be more expressive and creative in their thinking.

This is for all ages but focusing on attracting teens and young adults and the more handcrafted elements add playful and free elements that that age could relate too. The more pastel colours create a friendly yet still creative atmosphere.

Five Concepts

The 70s

Websearch:

// The 1970s are famous for bell-bottoms and the rise of disco, but it was also an era of economic struggle, cultural change and technological innovation.

// Nixon and Ford. The Watergate scandal began in 1972, and both it and President Richard Nixon dominated the news in the first years of the decade.

// The original Star Wars movie premiered on May 25, 1977, and popularized the sci-fi movie genre.

// Standing at 110 stories high, the Sears Tower in Chicago (now the Willis Tower) was completed in 1973 after three years of construction.

// Garfield is an American comic strip created by Jim Davis about a lazy, cantankerous cat. It made its debut in 1978. The comic originally consisted of 4 characters—Garfield, Jon Arbuckle, Odie, and Odie's owner Lyman.

// The first Gay Pride Parade was held in New York on June 28, 1970, commemorating the first anniversary of the Stonewall riots, which were a violent conflict between the gay community and the police at the Stonewall Inn (a popular gay nightclub) in Greenwich Village, NYC.

// The introduction of the Sony Walkman permanently changed the music game. While pre-recorded cassettes were introduced in the 1960s, most people still chose to listen to vinyl at home.

// In 1975, Bill Gates and Paul Allen, who had been friends since childhood, founded the computer software company Microsoft.

<https://www.factinate.com/things/44-throwback-facts-1970s/>

Peoples Response:

// Flares and orange

// Greece (Danny Zuko and Sandy)

// Flowers

// Midcentury architecture and interiors

// That 70s show

// Bell Bottoms

// Acid and hippies

// Orange and brown

// Fun patterns

// Volwagen

70s Logo Analysis



Curved forms

Thick weight

Abstract

Use of Negative space

Geometric

Wide letter forms

San serif

Unusual

Structure with flow

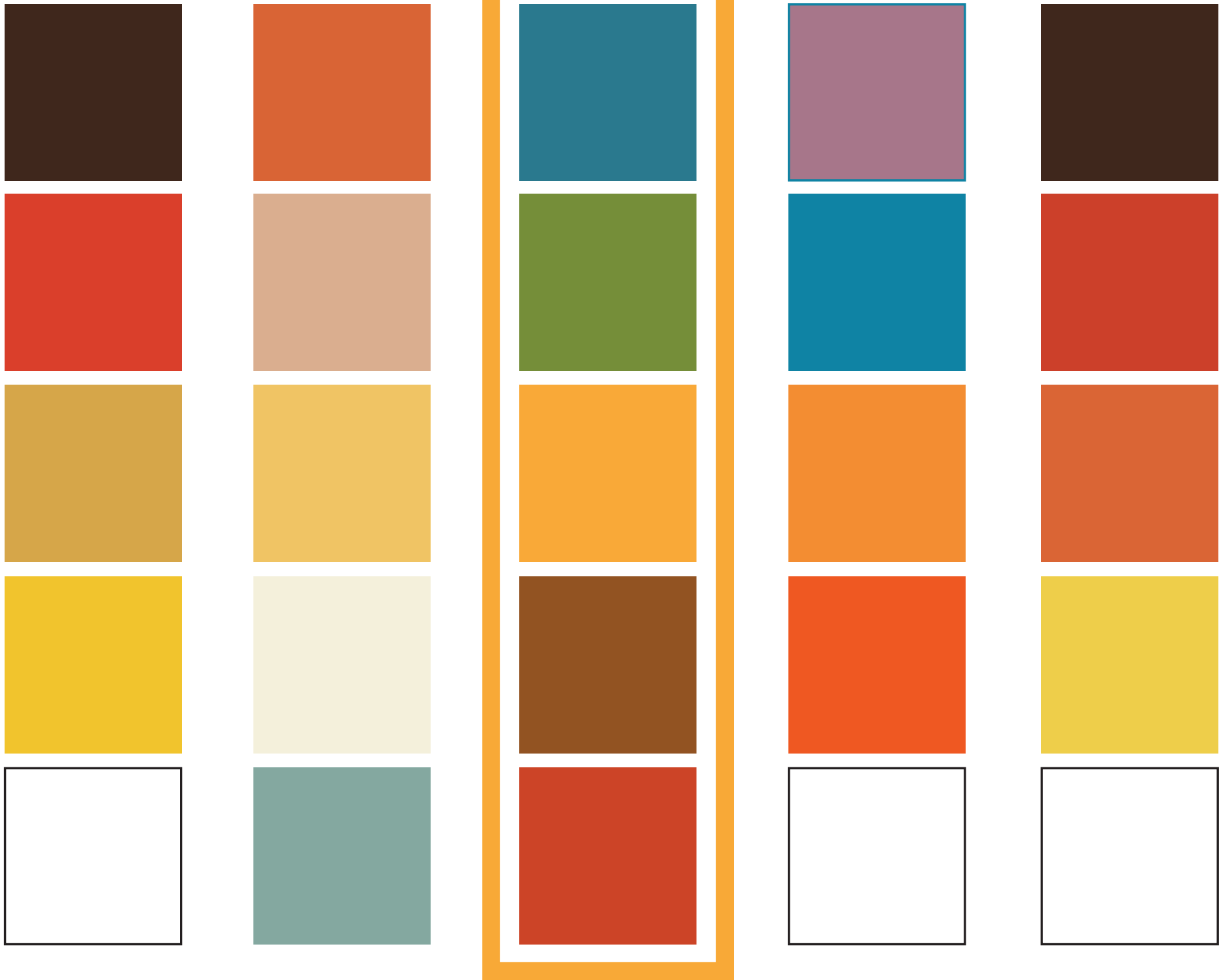
Fun and playful

Word Games



Research

Colour Study



Type Study

How To Play

Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds.

Lust Script Display
Cronos Pro

How To play

Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds.

Bellos Script
MOntserrat Alternatives

HOW TO PLAY

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Concave Tuskan
Elido

How To Play

Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds.

Blenny Black
Doppio One

How To Play

Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds.

Cooper
Cambria

How To Play

Everyone but one person knows the word chosen, a board goes around (containing a clue for the word) and people gradually add parts of the letters with their individual coloured pen. The point of the game is for people to guess who doesn't know the words and have as many cards by the end of the multiple rounds.

Barricada
Zen New

Colour and Type Study

Concept:

With a play on wording, this concept takes the idea of a taxi cab to be able to ‘travel’ and learn words used around the world. Taking inspiration from the 70s taxi cab, this concept embodies the 70s culture and design. The simple fun colours and shapes can also be recreated by the players through their pens. Because of all the varying shapes within this style the concept will encourage creativity and thinking of shapes within type

Deliverables:

- 1. Boardgame. Including reusable handouts, whiteboard, box, pens and anything else
- 2. Branding (logo, colour, pattern etc)
- 3. Merchandise (T-shirts, stickers etc)
- 4. Magazine and social media advertisement

Typography:

Barricada
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Zen New
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goals:

- 1. Make people have fun and share experienced with one another.
- 2. Get peoples creativity flowing.
- 3. Promote physical communication within family and friends.

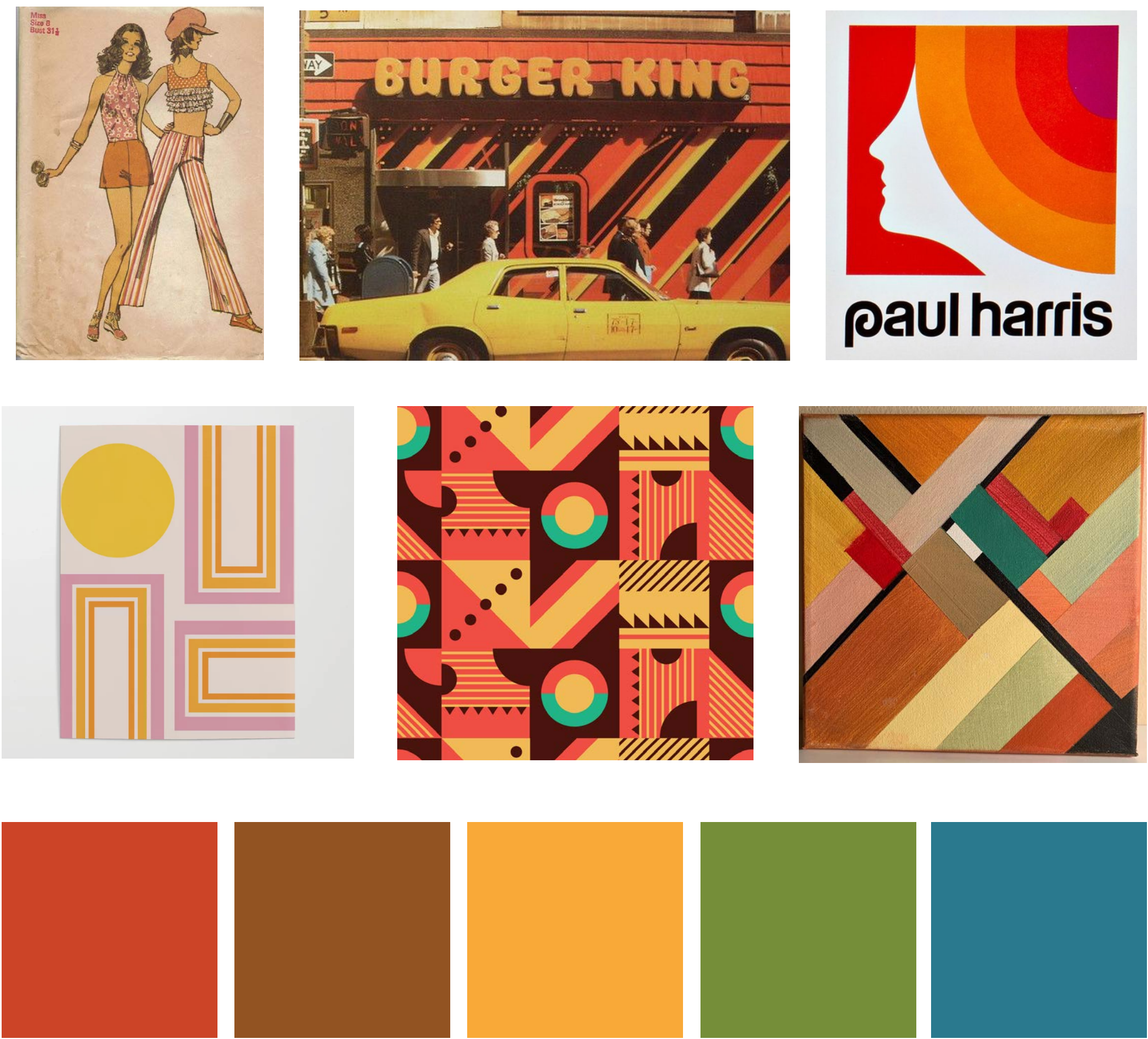
Target Audience:

The demographic for this concept is both men and woman of any age who can read and write (average of 6+). The games are be changed slightly depending on who is playing. Words could become harder if their are more older players.

The psychographic will be anyone interested in the 70s, so people from that era of the people who have made it become back to fashion. The words involved aren’t all 70s based so it doesn’t need to be people who know the 70s.

Word List:

Bright
Retro
Extravagent
Timeless
Creative
Inspiring



Vision Board

GAME NAME IDEATION

sneaky peake

sneaky peaker

hush-hush

weake sneake

crafty eye

Dig it?

pose peaker

Freaky Deaky Peaky

Jivin'

Catch my drift

psyche!!!

psyche out

trappin and sippin

skinney

canfab

dig it dude.

foey

Rizzle Razzle

Gravy

Out to lunch?

SNEAKY PEAK

DIG IT

GOTCHA!

INKY

Tagline: Can you dig it?

figure

outta sight

Slitchcode

Narcer

do you copy

far out man

4sho

Right on

phony psysche

psych

OBogue

Bogue.

Bogue

Boguebomb

Boguetta

Giver

pissah

Inky

Inky Pinky

That's the

Inky Pink

It's like

Jump biele

Inky Wink

Inkyyy.

Inki

Options:

// Sneaky Peak

// Dig It!

// Gotcha!

// Inky / Inki

Tagline options:

// The game full of oneliners

// Can you dig it?

// It's not permanent

// It's not as straight as it may seem

// Catch who isn't on the right path

// Not as straight as it seems

// The game that may have a curve

3

INKY

Cool, awesome, orgasm

INKY or inking can substitute for any word having to do with cool or awesome.

"Woah that bracelet is totally inky!"

"I just inked all over you."

"Cara is so damn inky!"

by Caracreatesawesomewords February 01, 2009

49 20

FLAG

Get the INKY neck gaiter and mug.

4

inky

Something or someone that is suspicious and/or creepy.

That guy skulking in the bushes is inky.

by D. Moore July 28, 2006

27 18

FLAG

Get a inky mug for your dog José.

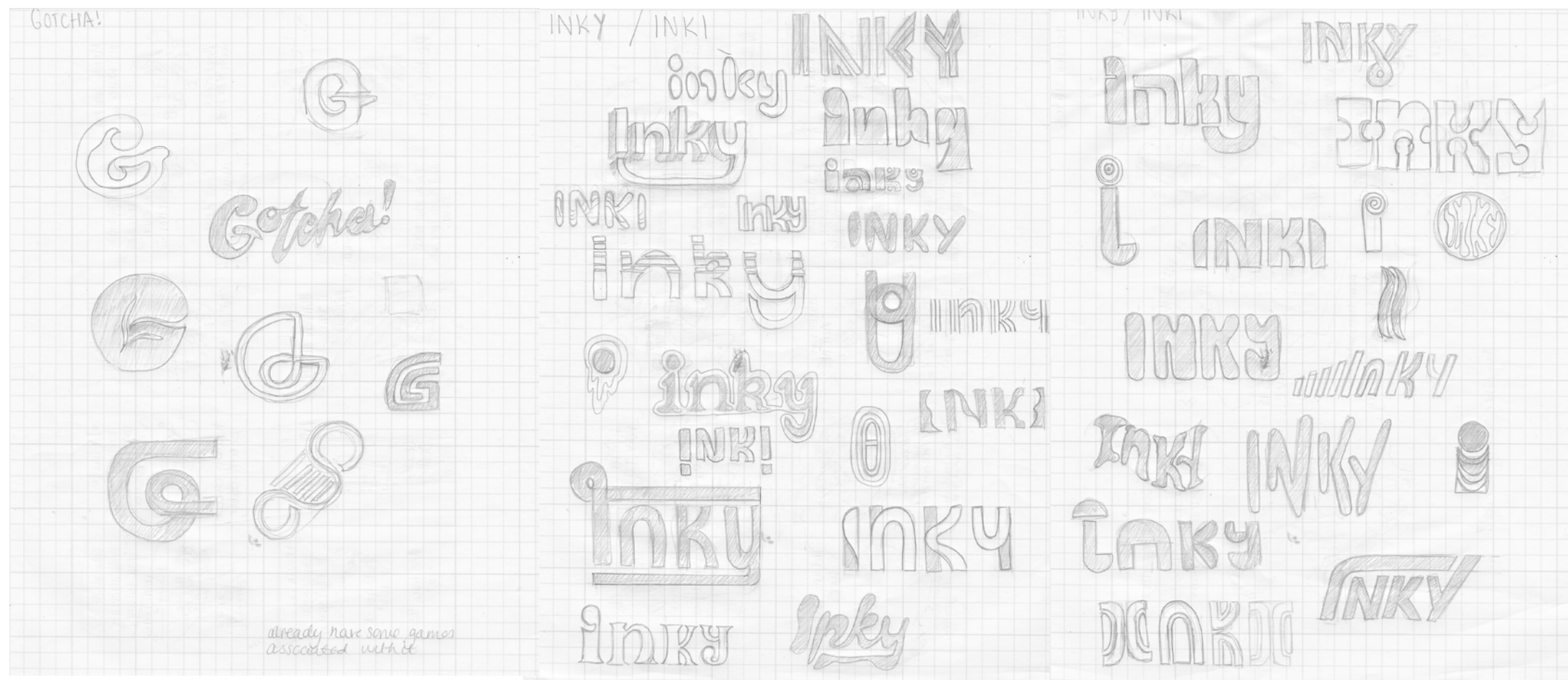
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INKY

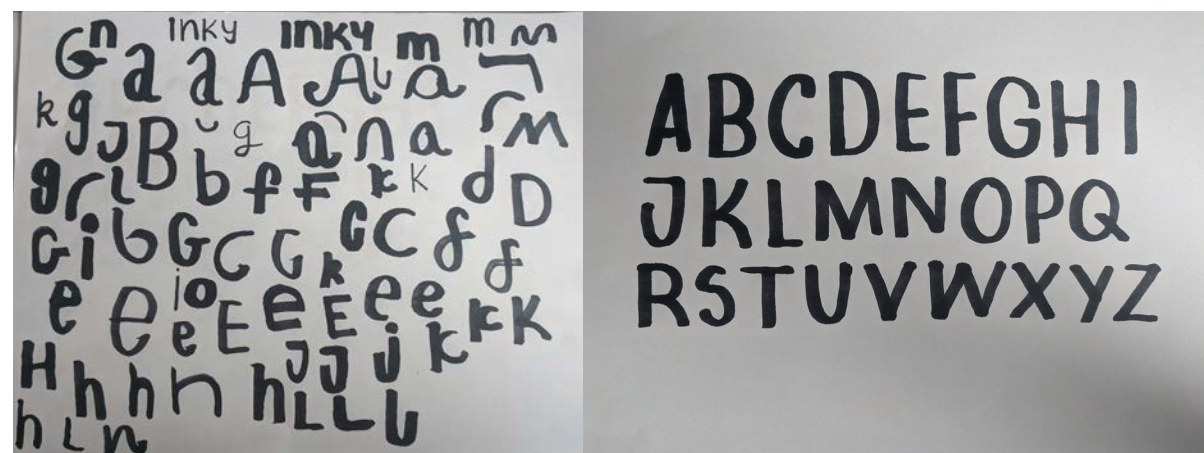
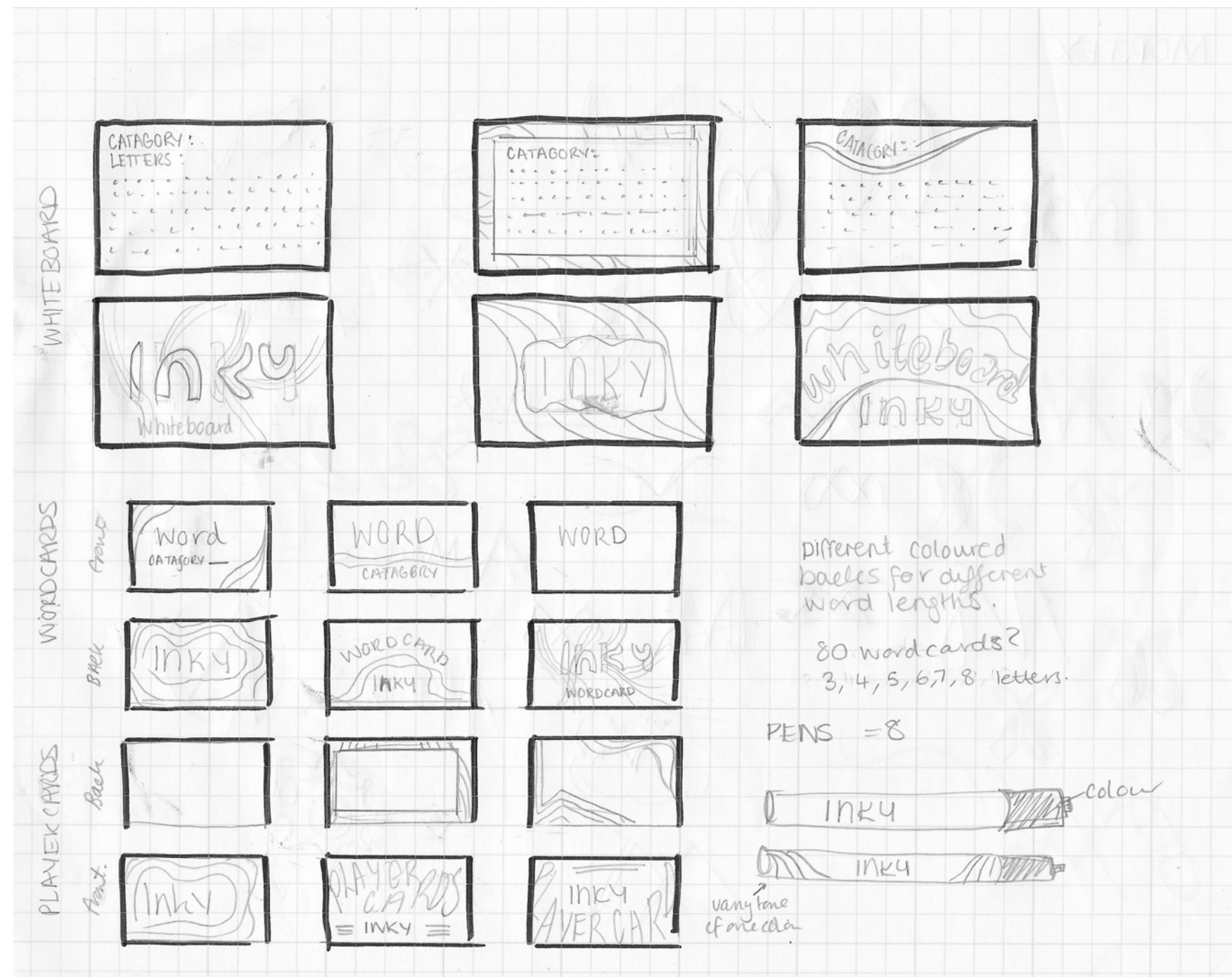
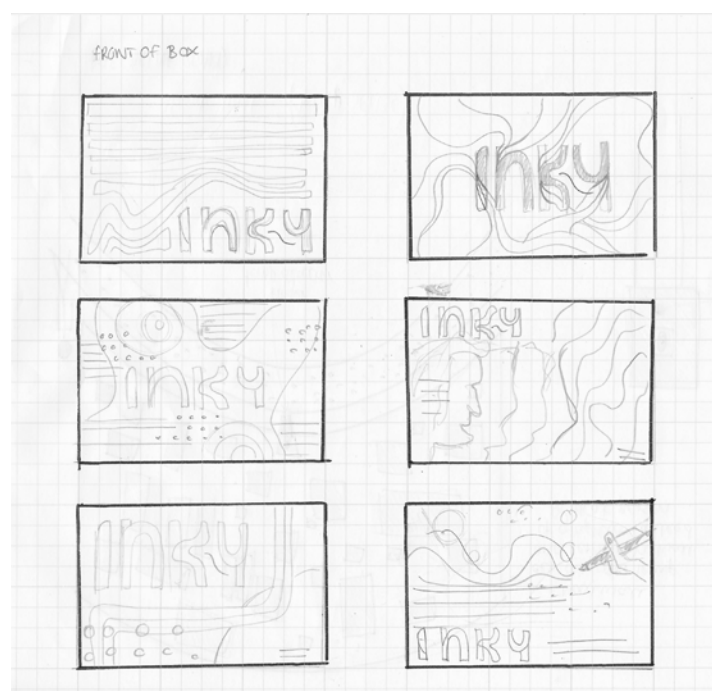
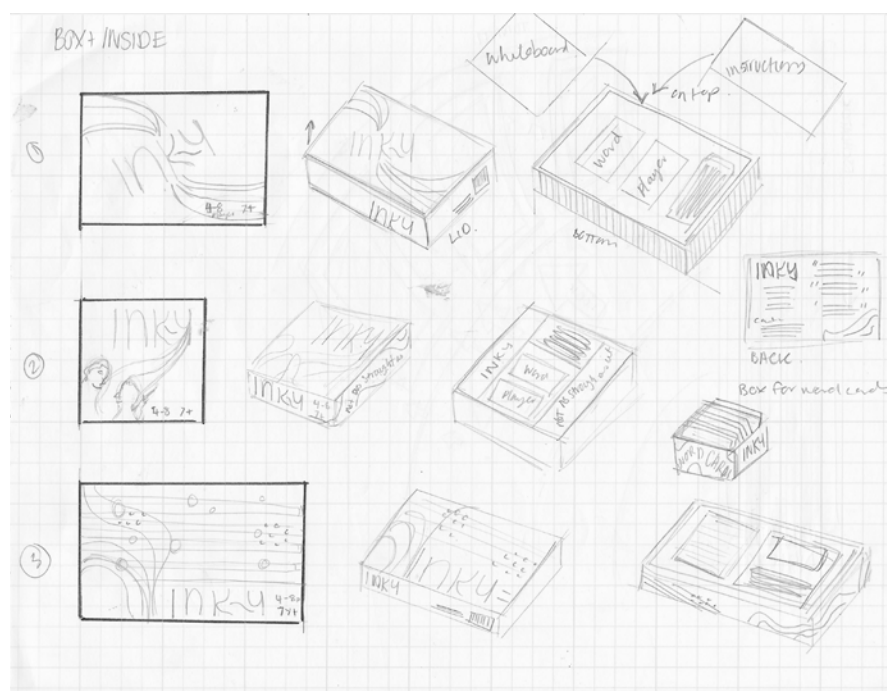
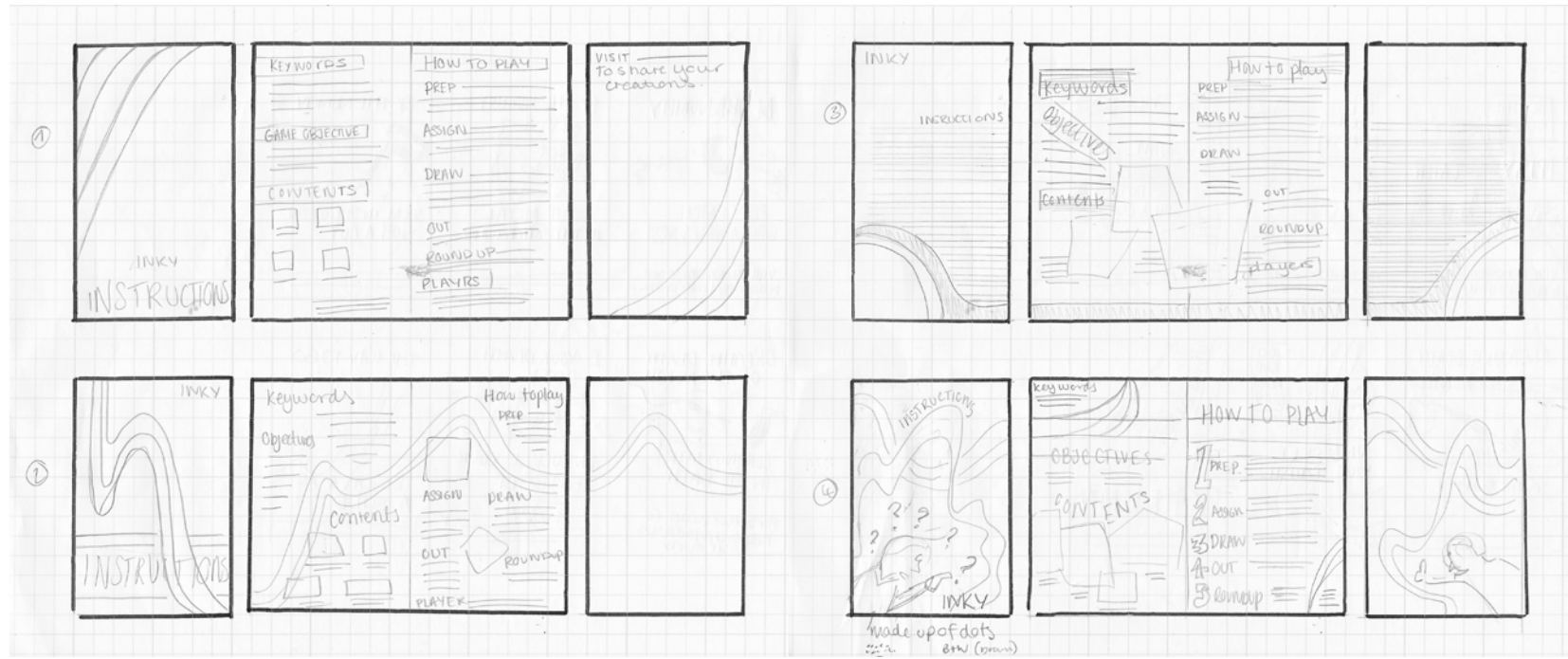
Name Exploration

Mills Hayes / Project 2 / Studio 2 / Professor Mary Casem / Fall 2020

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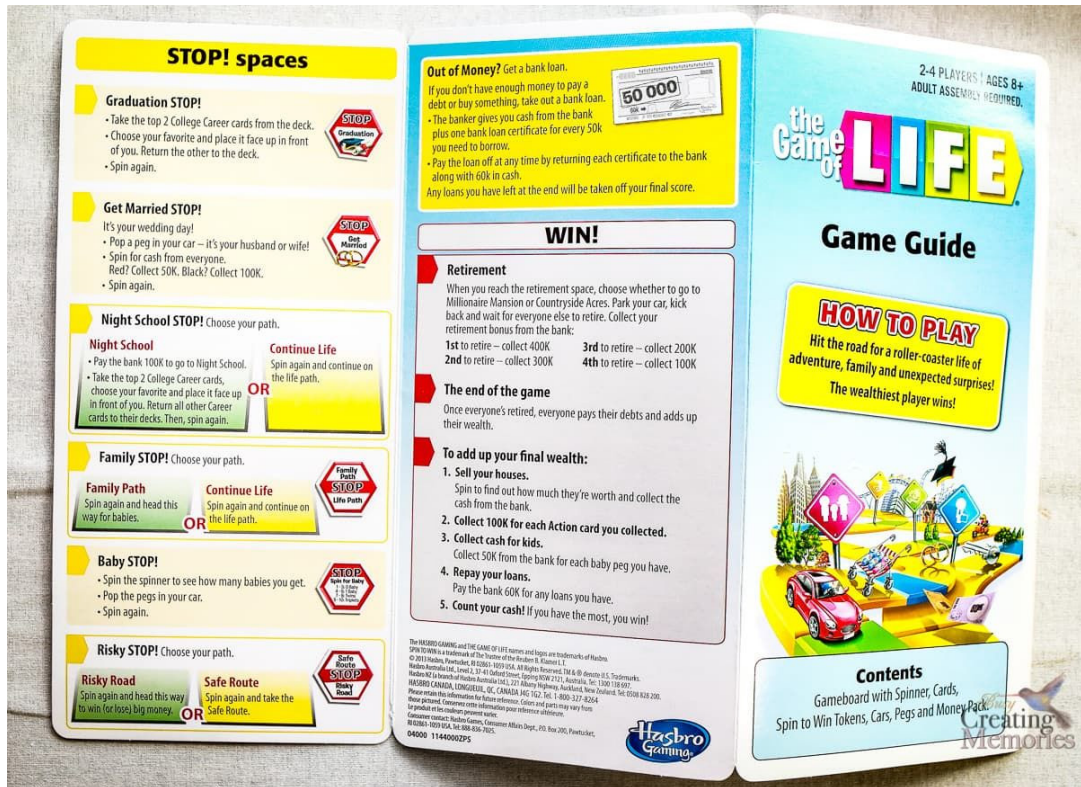


Logo Development



Game Development

Examples



Copy Draft

Key words:

Inky(1): Something/someone who is cool

Inky(2): Something/someone who is suspicious

Inker: The player in that round who doesn't know the word

Objects of the game:

To get the most word cards at the end of all the rounds by guessing who the Inker is. If you are the Inker then your mission is to blend in and try to figure out the word.

Contents:

- 1 x Drawing whiteboard
- 8 x Reusable player cards
- Deck of word cards
- 8 Coloured erasable pens

Players:

It is advised to use a word with the same or one less letter than the amount of players in the game.

Example: 5 players could use words with 5, 4 or 3 letters

How to play:

1. PREP. Gather 4-8 players and assign a coloured pen to each individual. Ensure the word deck is shuffled.

2. ASSIGN. Choose someone to be the host for the first round, this person then chooses a word card without showing anyone else. The host should write that word all all of the player cards apart from one. For example if there are 8 players, the host writes it on 6 (as they don't need a card themselves). Then shuffles the player cards and randomly hands them out to the players. Only yourself if allowed to see what is written on your player card. The host also needs to write the category and number of letters on the whiteboard ready to start the round.

3. LETS DRAW. The player left from the host starts. On the whiteboard you need to draw a line fragment of a letter. This line has to reach from one of the dots to another but can go any direction you wish. You may not draw on the same letter that the player did before you. Every letter of the word must be drawn in capitals.

If you are the Inker (do not know the word) your role is to guess and blend in while trying to guess the word. The other players aim is to work out who is the inker by looking at where people draw their lines.

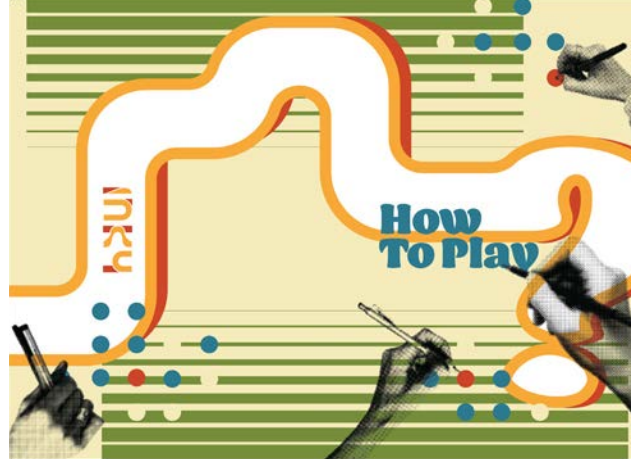
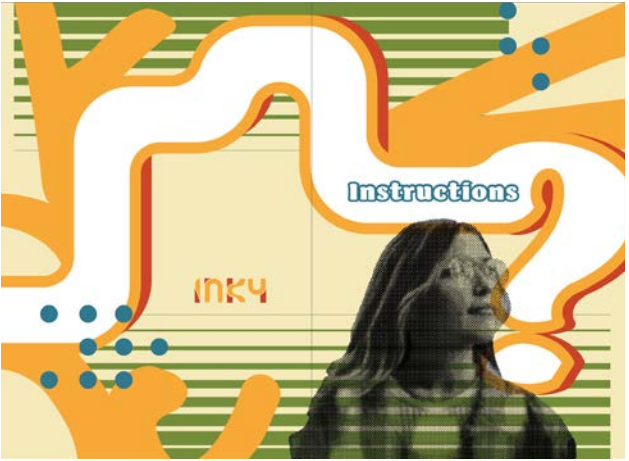
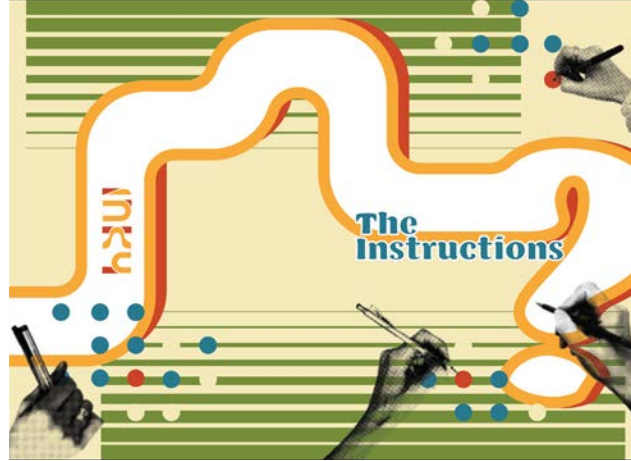
4. OUT. When you think you know the Inker you ay guess at any point but if you guess wrong you are out of that round. Once more people start guessing the round becomes easier.

If your Inker guess is right then they have the chance to redeem themselves and guess the word. If the Inker doesn't know the word then the guesser gets to keep the word card. If the Inker is right then they get to keep the word card. The winner of the round becomes the host of the next.

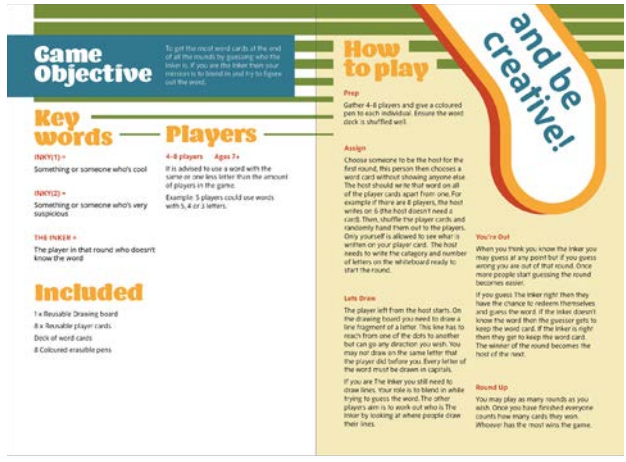
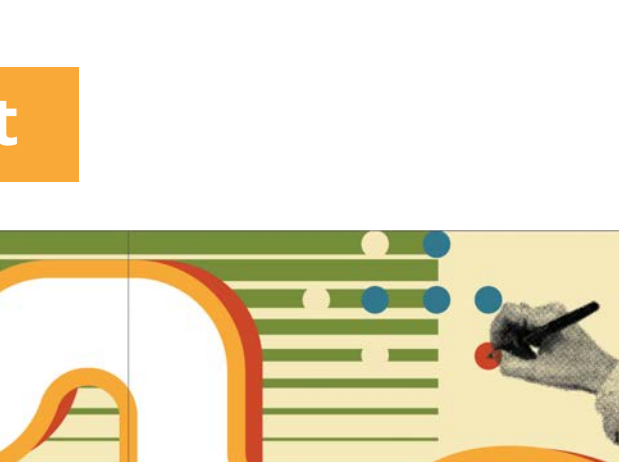
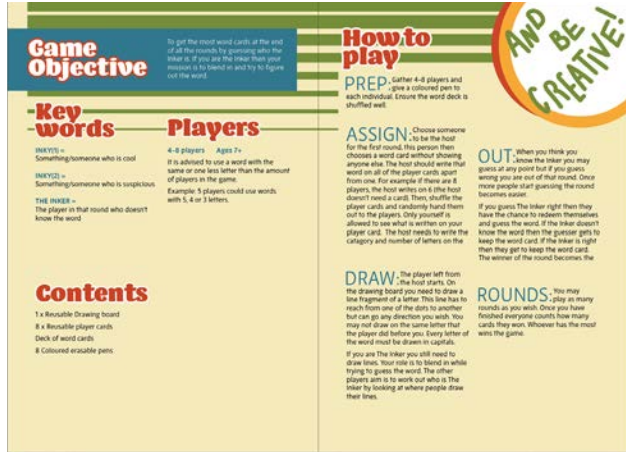
5. ROUND UP. You may play as many rounds as you wish. Once you have finished everyone counts up how many cards they won. Whoever has the most wins the game.

Instruction Development

Cover WIPS



Inside WIPS



Final Draft

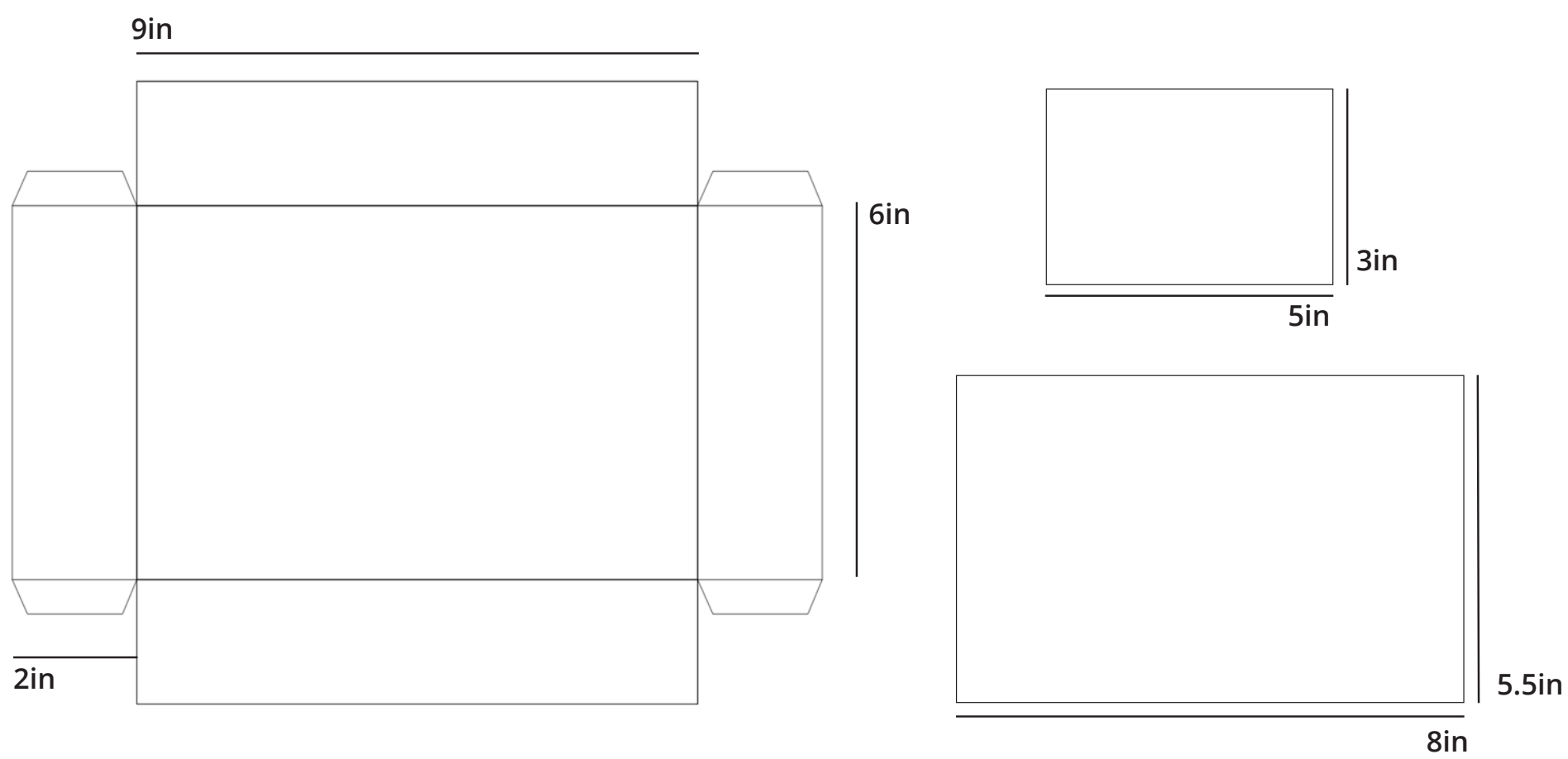


Instruction Development

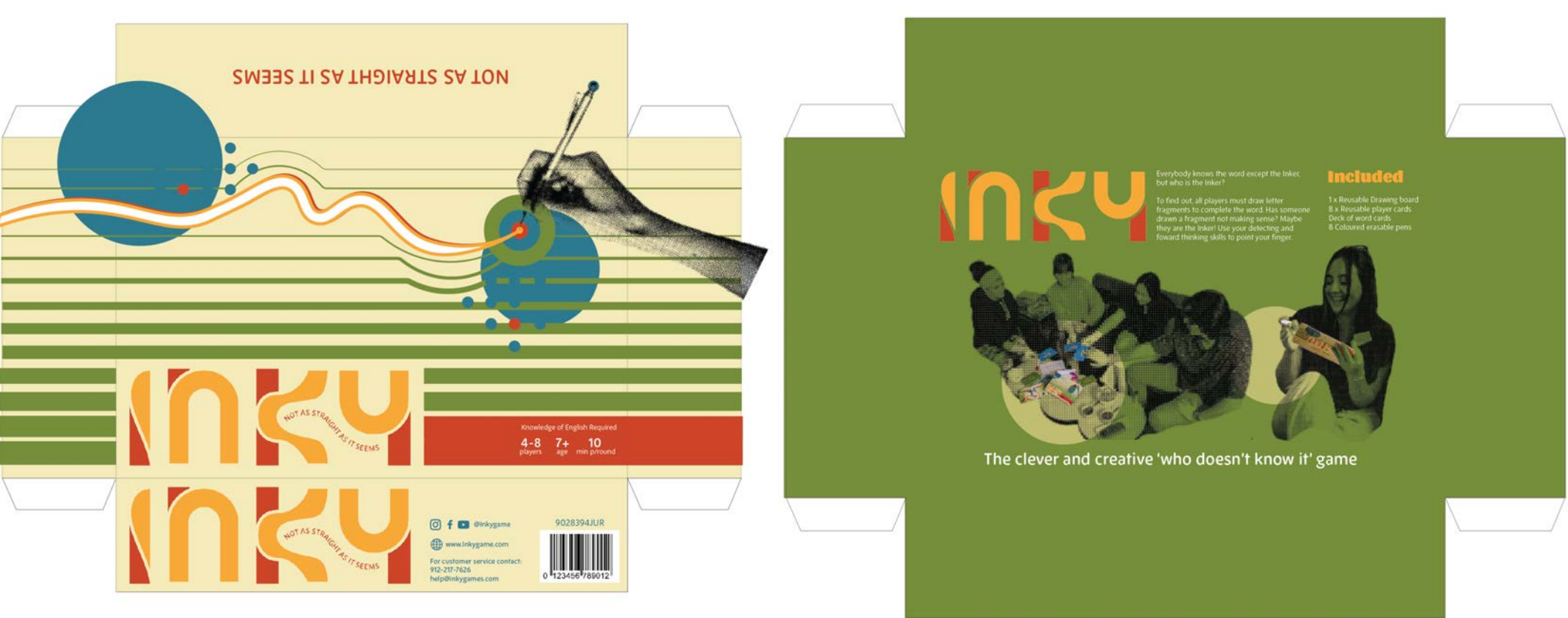
Cover WIP



Net and dimentions



Final Draft

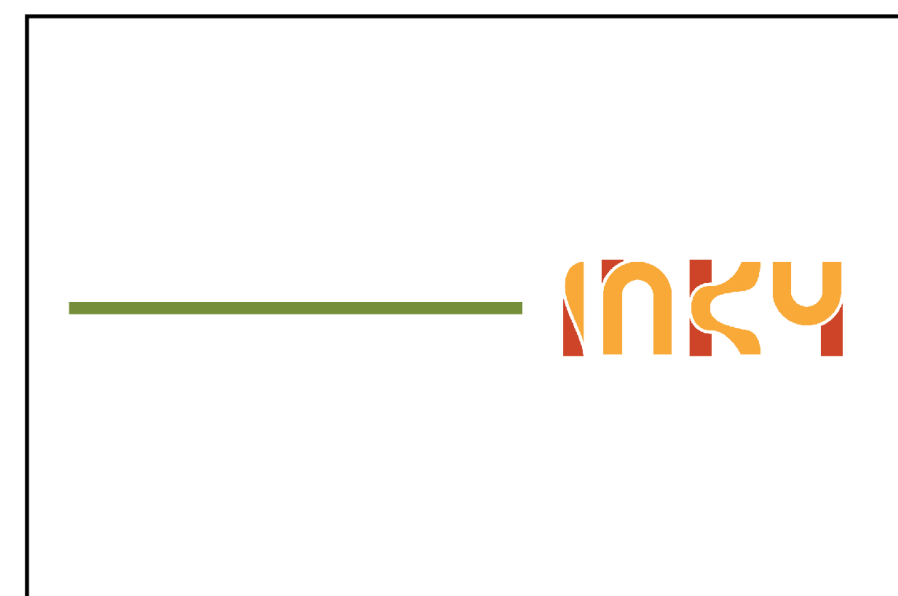


Box Development

Whiteboard WIP



Pen Wrap WIP

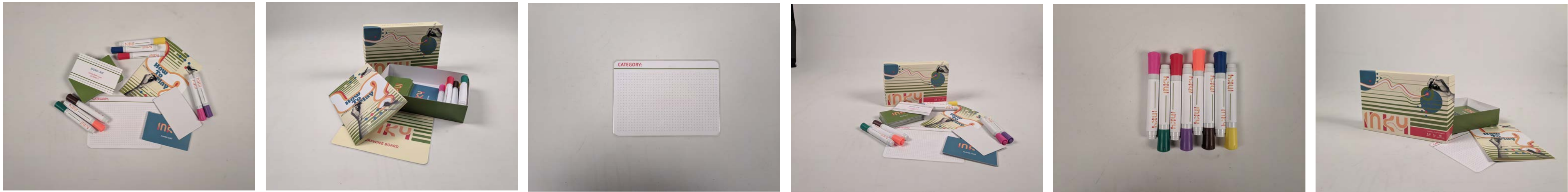


Cards WIP



Game Element Development

Photos for Instructions



Photos taken by myself

Photos for Box



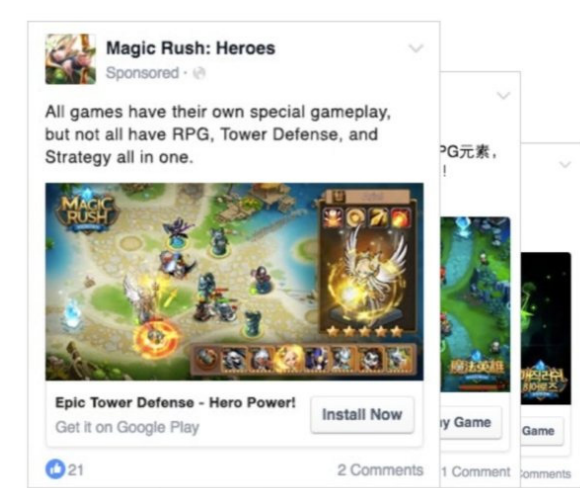
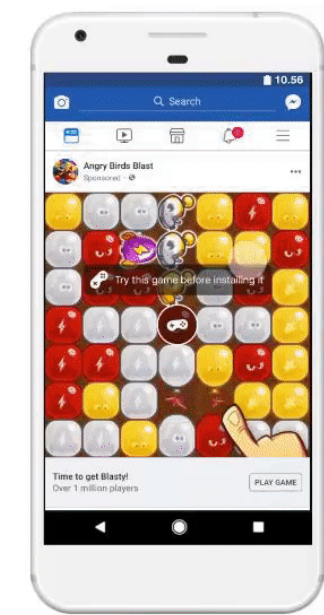
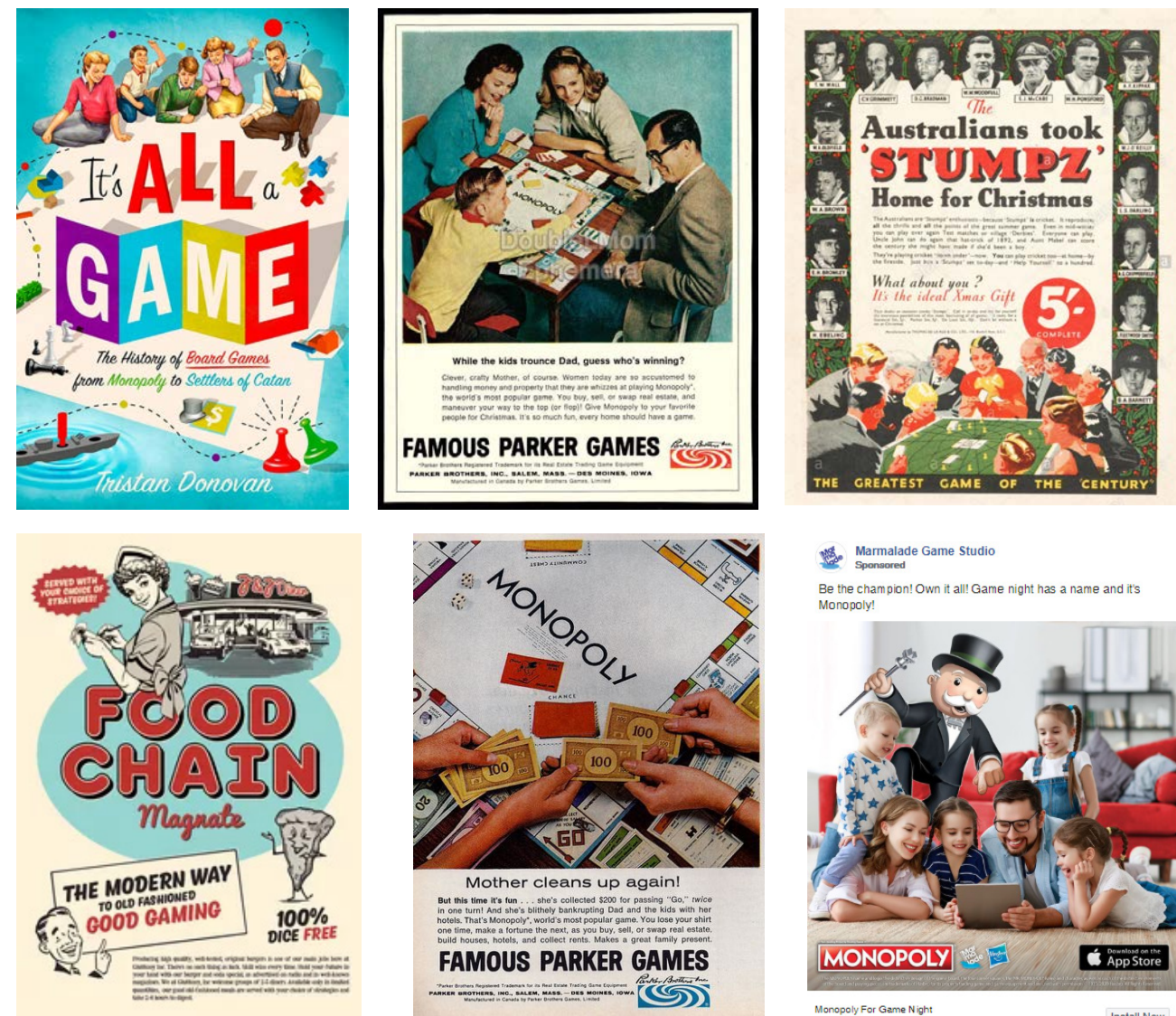
Photos taken by Joshua Falkum

Chosen and Edited



Photos for Packaging

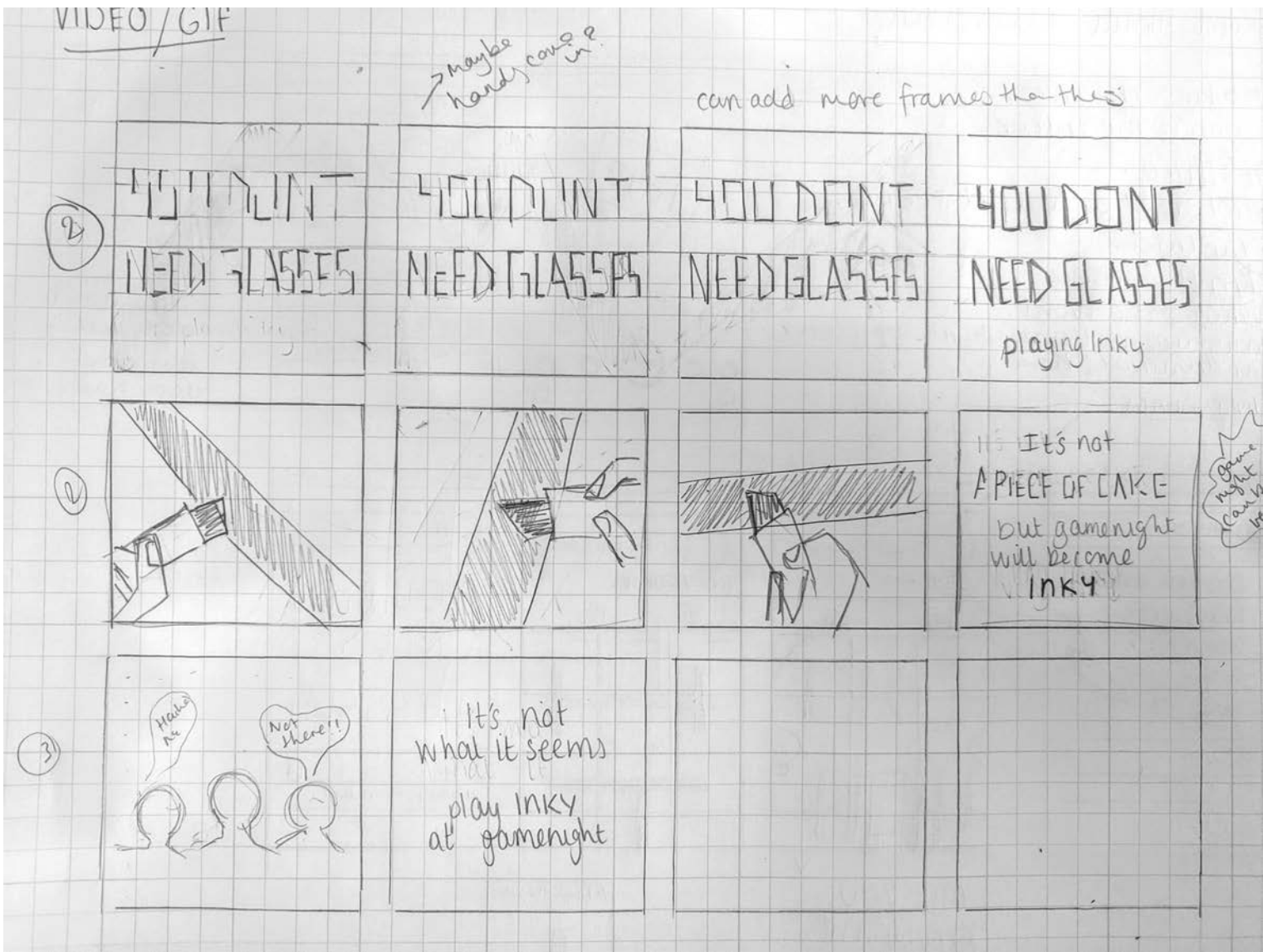
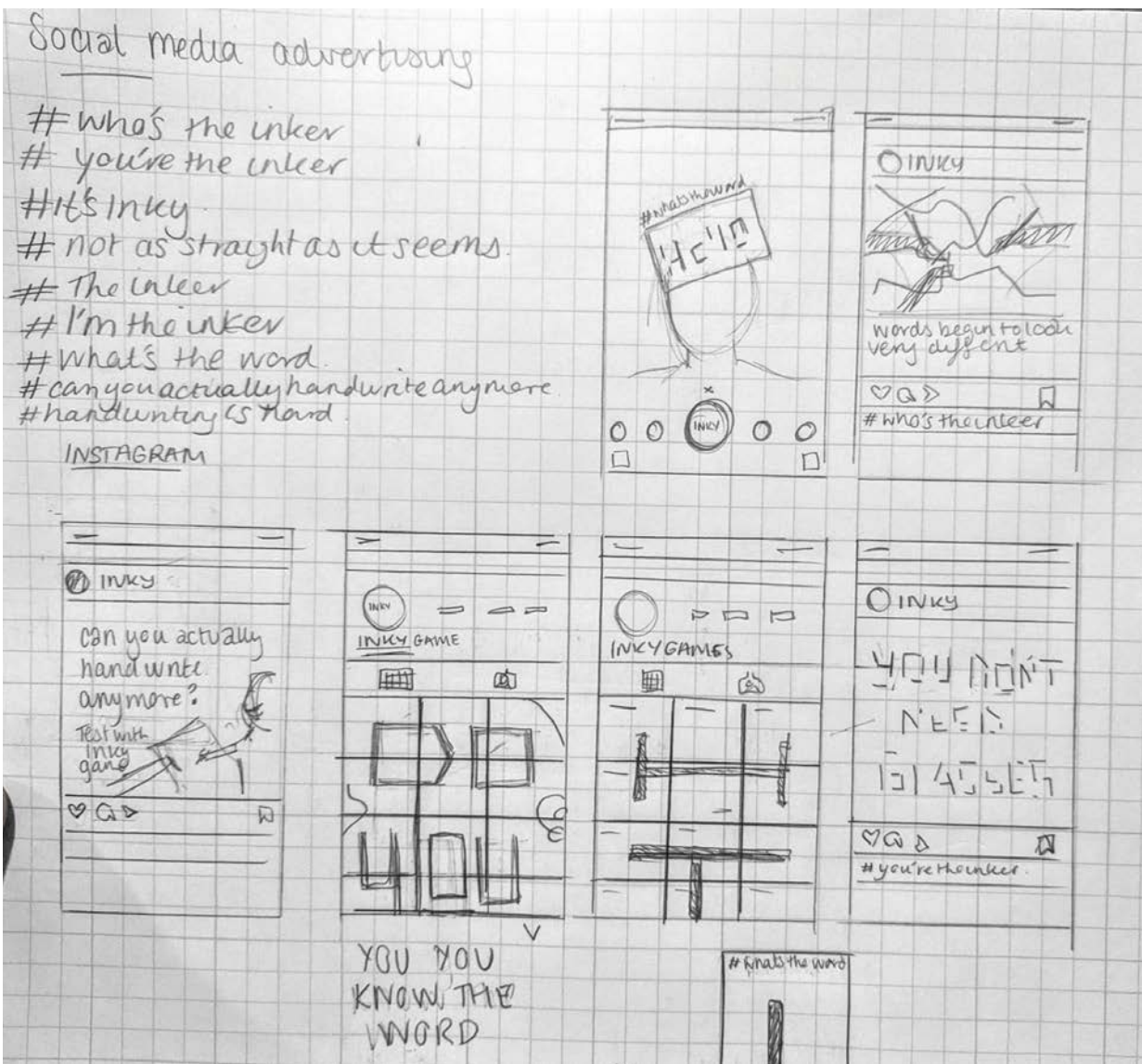
Inspiration



Advertising options:

Poster
Magazine ad
Social Media
Video

Sketches

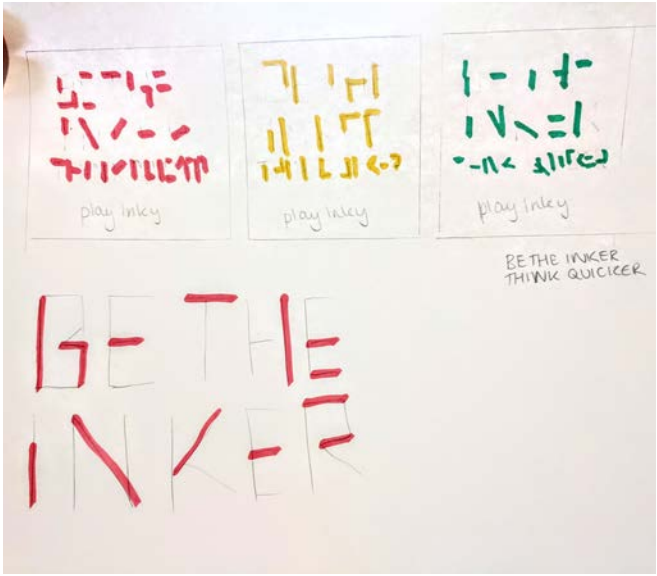


Advertisements Development

Versions Round 1



Versions Round 2

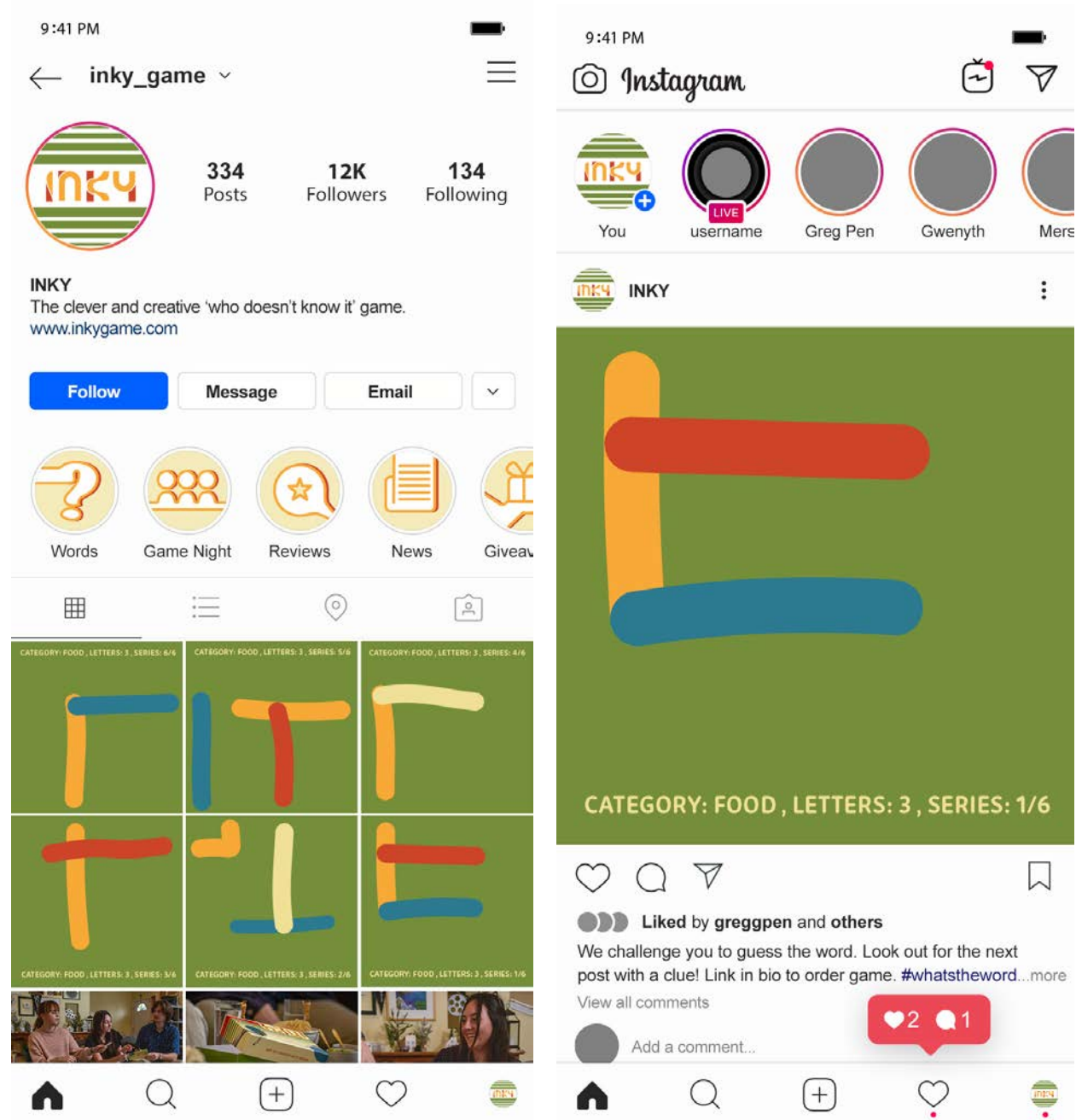
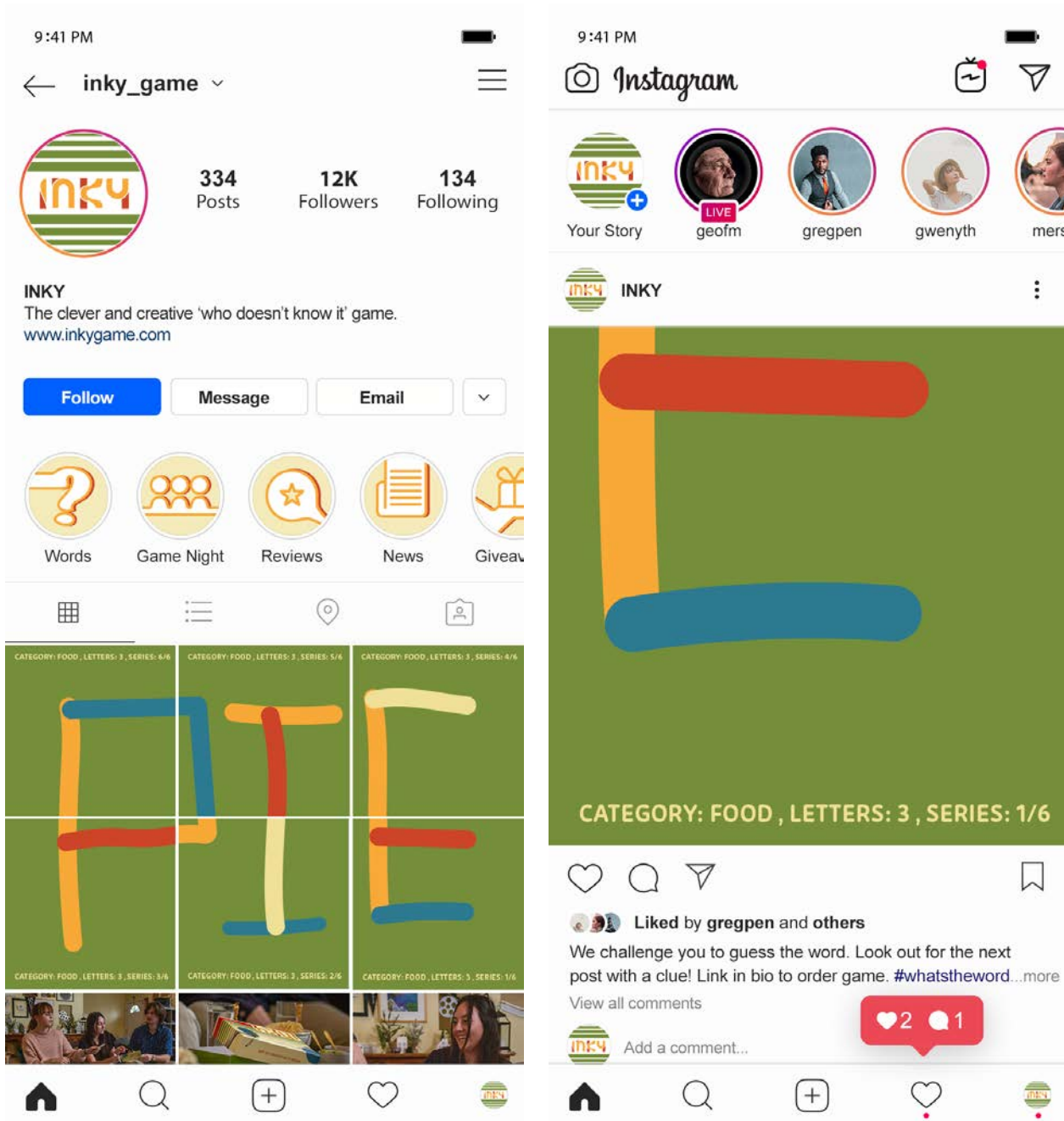
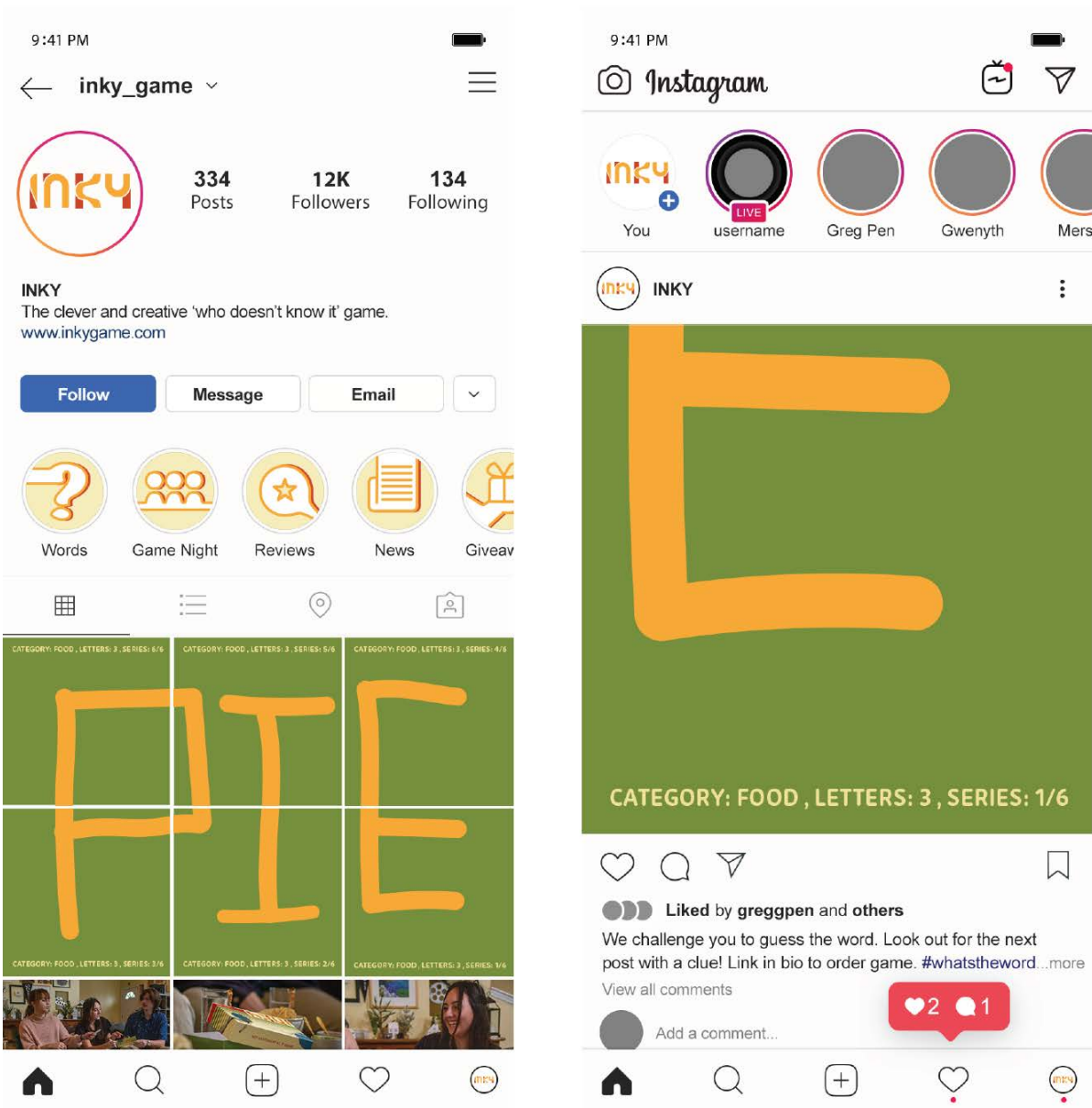
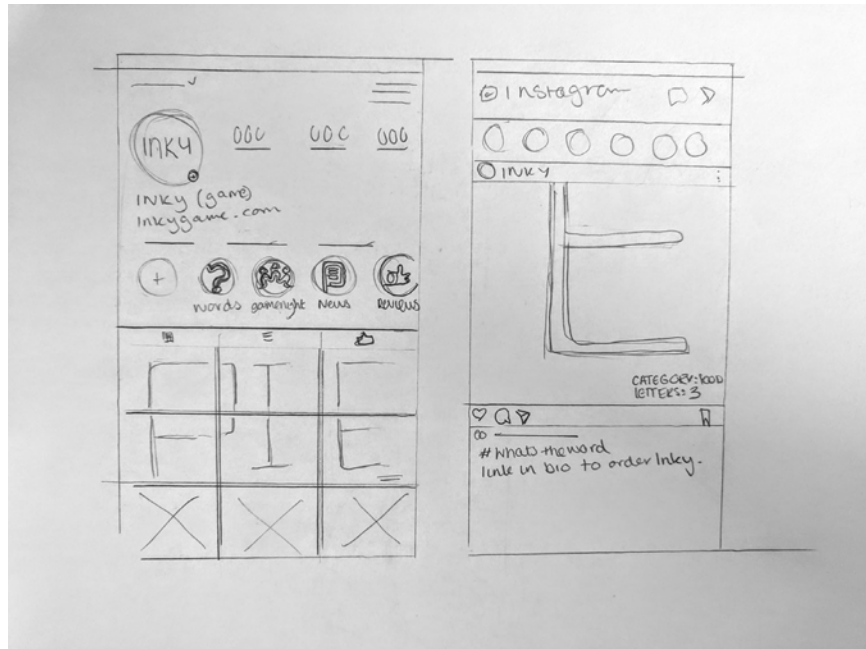


BE THE
INKER
THINK QUICKER

BE THE
INKER
THINK QUICKER

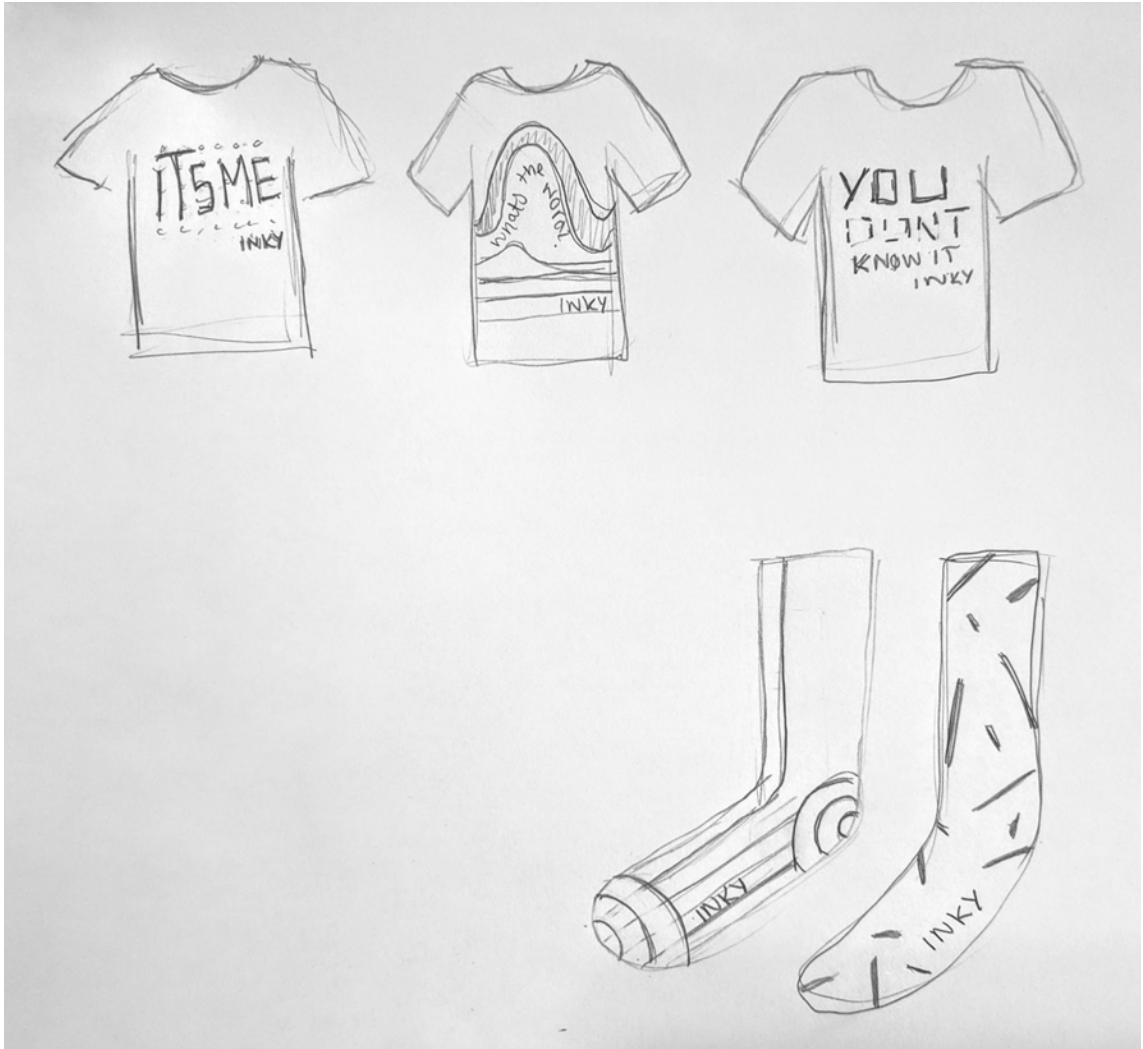
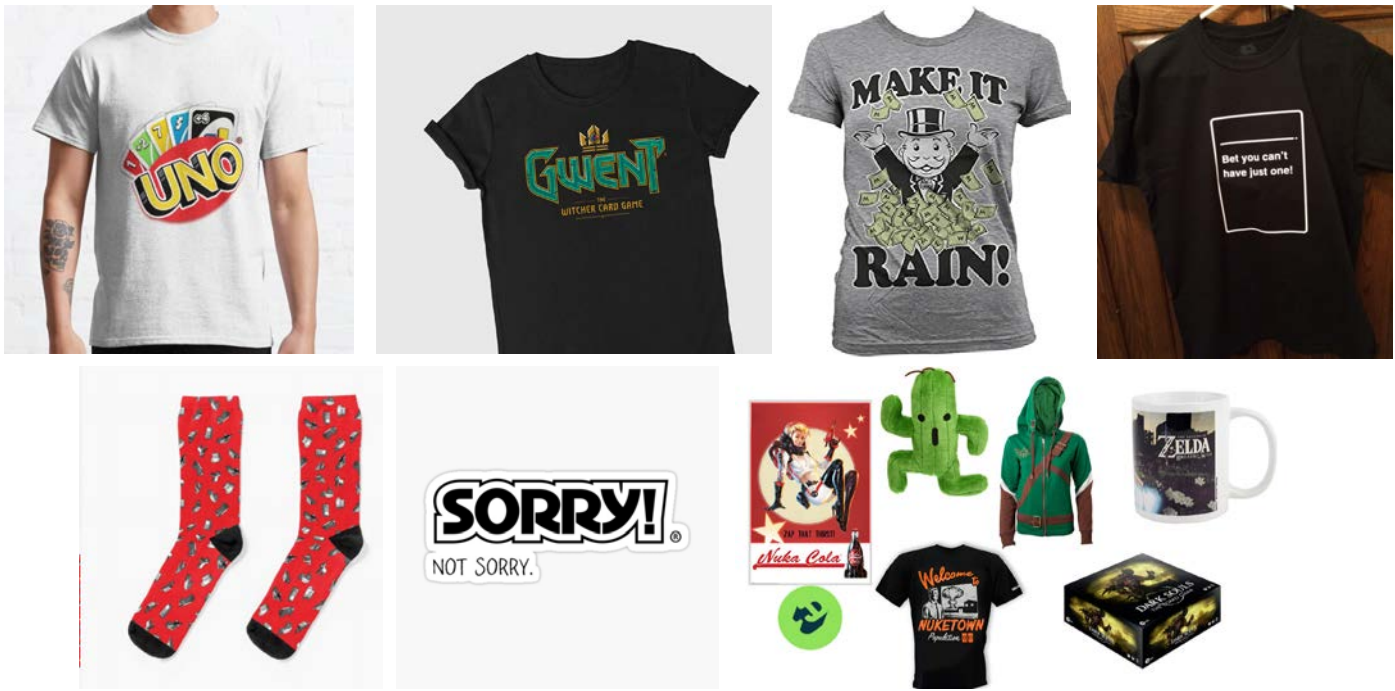
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Gif Development

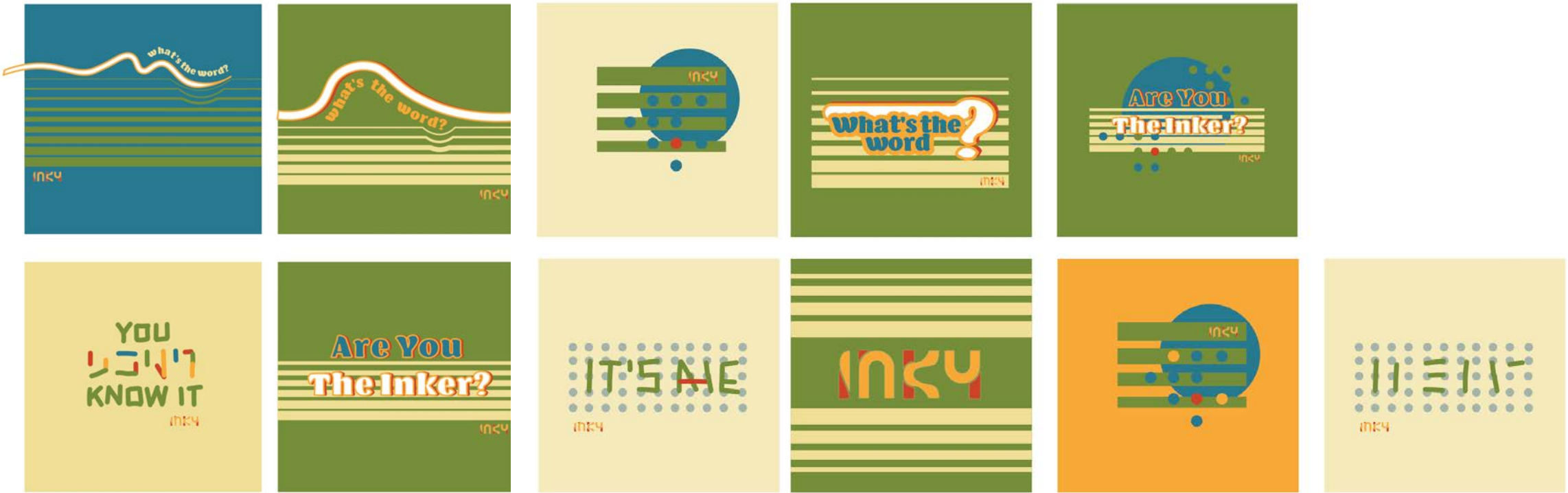


Social Development

Inspiration



T-shirts



They can draw on and make up their own word

Socks



Final Designs

T-Shirts:



Socks:



Merchandise Development

**Please visit my portfolio website
to see the completed project.**

Thank you