

Design Brief

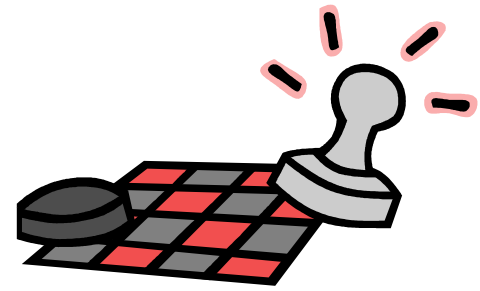
Hasbro is a well established board games company.

A recent survey has proven that traditional board games are still very popular. The company wishes to extend its existing range to include these games, however, the survey has also proven that many customers feel these traditional games need a face lift to bring them up to date.

The traditional games in question are: Chess, Ludo, Cluedo, Monopoly and Snakes & Ladders



Quizzes & Quests



OBJECTIVES

- To design, plan and make a new board game for Hasbro
- The game must be suitable to be played on a trip or journey, or to entertain your family and friends during your stay.

OUTCOMES

- An imaginative and innovative designed board game
- Colour has been added and suits the style of the game
- Excellent drawing skills used
- Each step of the design process has been completed to create the end result

Work Hard, Be Kind, Choose Wisely



Examples



Work Hard, Be Kind, Choose Wisely



Example



Packaging ideas



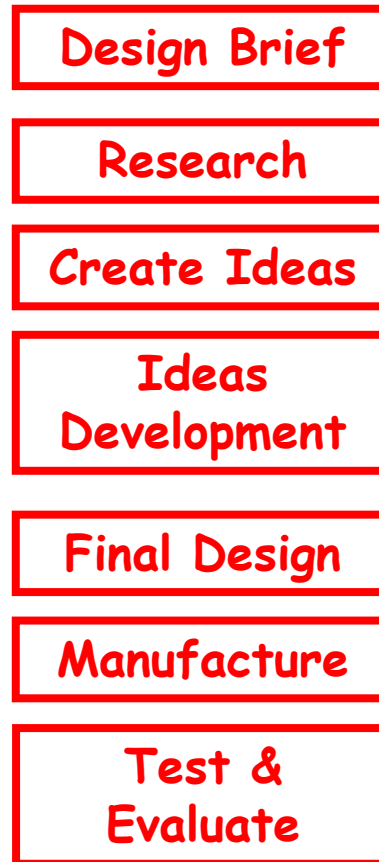
Work Hard, Be Kind, Choose Wisely



- Where do we start?

How will you design, plan and make your game?

...using the design process



• The design process broken down

Design Brief

Refer to slide 1

Research

Look at existing games and state what the game is, how it's played, what it looks like.. any key features about it

Create Ideas

Create 2 design ideas for your own game, these need to be drawn out with labels (annotation) explaining what the game is, its key features, who the customer would be.

Ideas Development

Choose 1 of your ideas and change and adapt it further. Include annotation stating what you have changed and why.

Final Design

Create your final idea, this may be adapted again from your developed idea. Include labels stating who your customer is, what size your game will be and what it will look like

Manufacture

Make your board game, using nets for the shape and packaging

Test & Evaluate

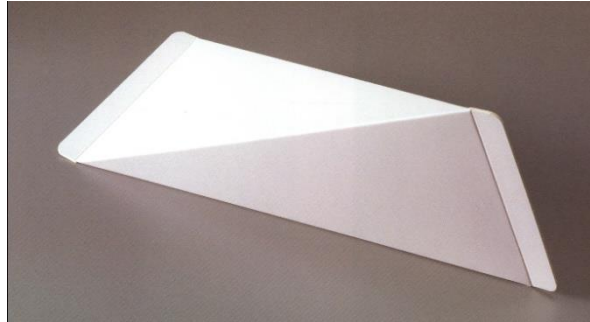
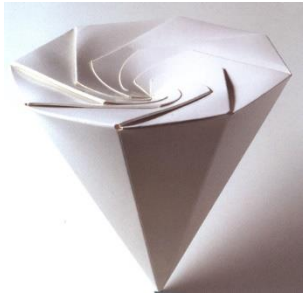
Play your board game. Once you have done this, you need to write a paragraph stating what worked well in your design, what you would change and what the people who played your game thought of it.

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• Packaging and Promotion

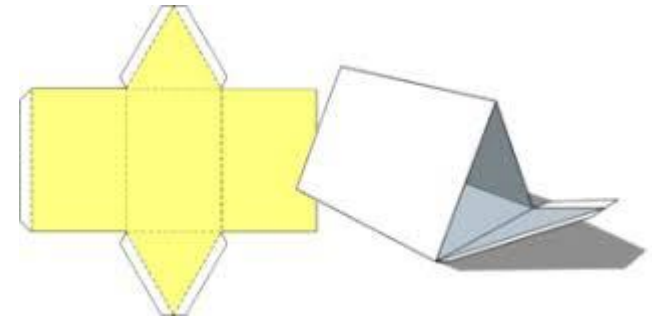
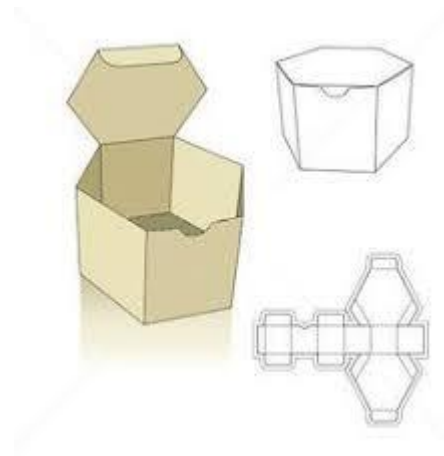
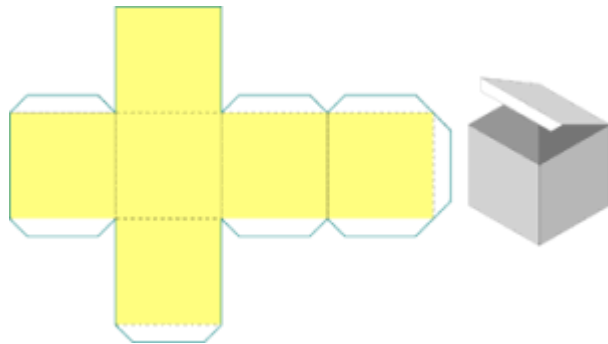
Imaginative packaging



Extras



Nets



Work Hard, Be Kind, Choose Wisely



• Graphics for Promotion

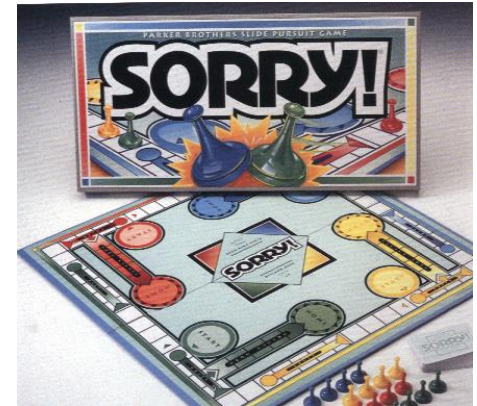
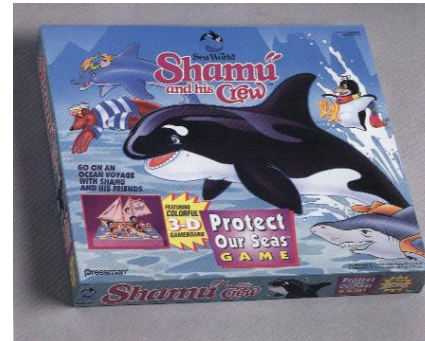
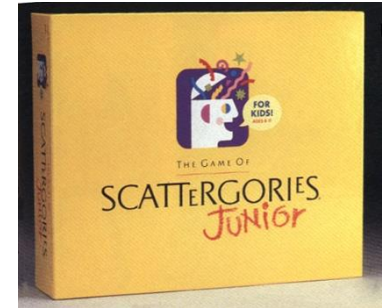
Examples of existing games

Information to include:

- Manufacturer's name
- Name of game
- Game description
- How many players
- Safety information/ age group

Make it look appealing

- Typeface
- Colours
- Size
- Borders



- Most of all... have fun designing and creating a new board game!
- Remember it must be suitable to be played on a journey or for entertaining during your 'staycation' and include packaging

