THE MAKING AND PROCESS OF

ART 3323 Spring 2024

INTRODUCTION:
PROJECT 02 / IDENTITY SYSTEM DESIGN / ROLL THE DICE
TEAM SADIE AND SOPHIA

Project objective:

- Observing
- Experimenting
- Developing an identity system

The primary goal is to work together in design teams of 2-3 to complete a full re-design of the table-top game "Chicken!" by Scott Almes, by re-designing the following:

- Name / Title of the game
- Logo / Branding / Iconography (Identity system)
- Board Design
- Game Pieces
- Game container (package design)
- Instruction Manual

TABLE OF CONTENTS:

- Research/Modifications
- Identity System
- Application/Process
- Final Product Shots

RESEARCH/MODIFICATIONS:

Initial Ideas

- To re-design the theme to an alien escape
- Change the goal of the game to Escape Area 51
- Redefine the meaning of the icons

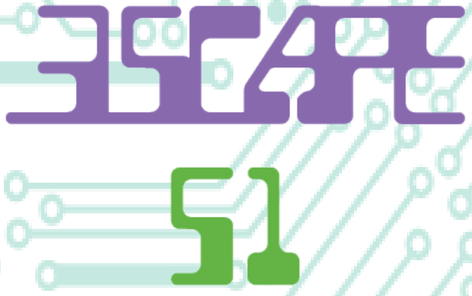
Game Modifications

- Characters are aliens trying to escape experimentation at Area 51
- Icon Modification;

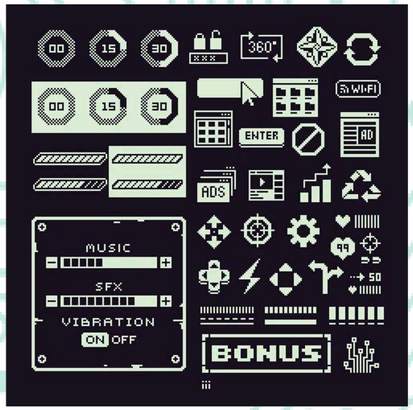
1. Chickens = Cows
2. Eggs = Fuel
3. Foxes = Scientist
4. Double Chickens = Double Scientists

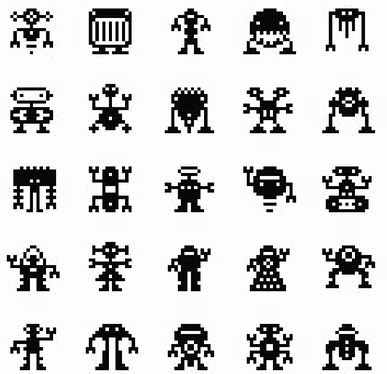
- Changing the meaning of rolling a double chicken from receiving double points to loosing points
- Adding a new icon for the final group of dice, a specific code to achieve in order to escape
- Create a unique alien language to establish identity system and design

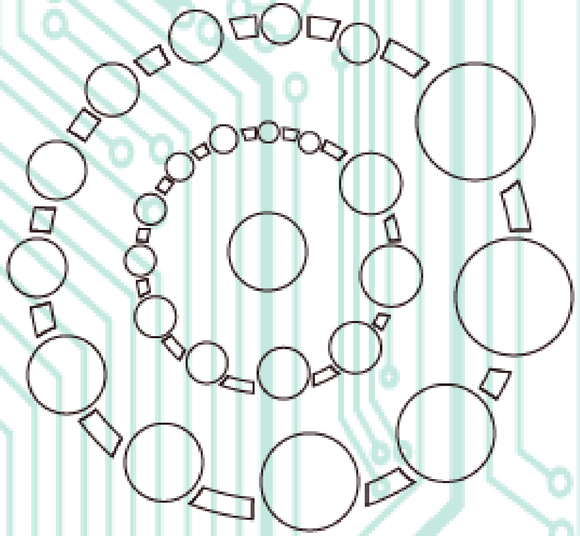
Early Logo Ideas and Sketches



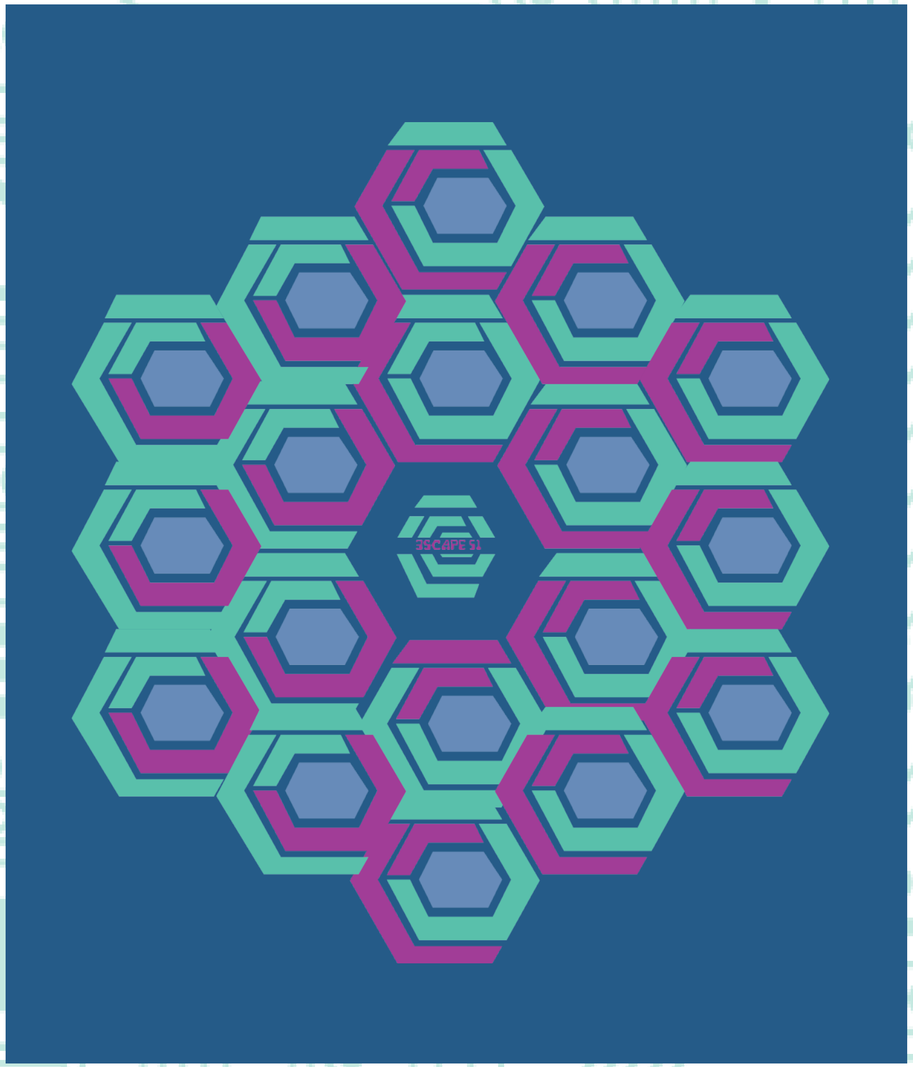
Early Character and Game Design







Color Palette



Hex Code: 59bfaa

Hex Code: 688bb8

Hex Code: a13d96

Hex Code: 5b2c7a

Hex Code: 24235a

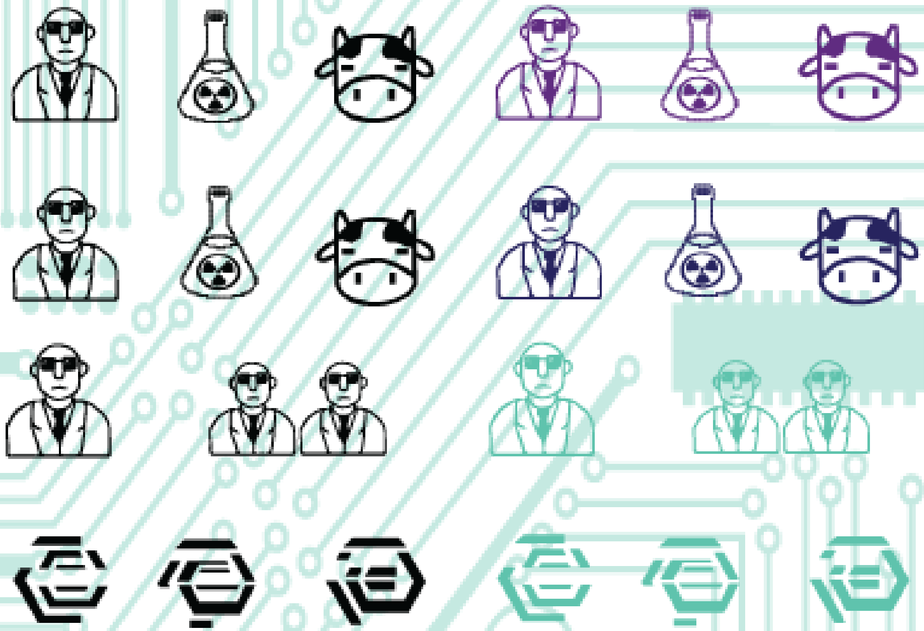
IDENTITY SYSTEM:

Logo Icons

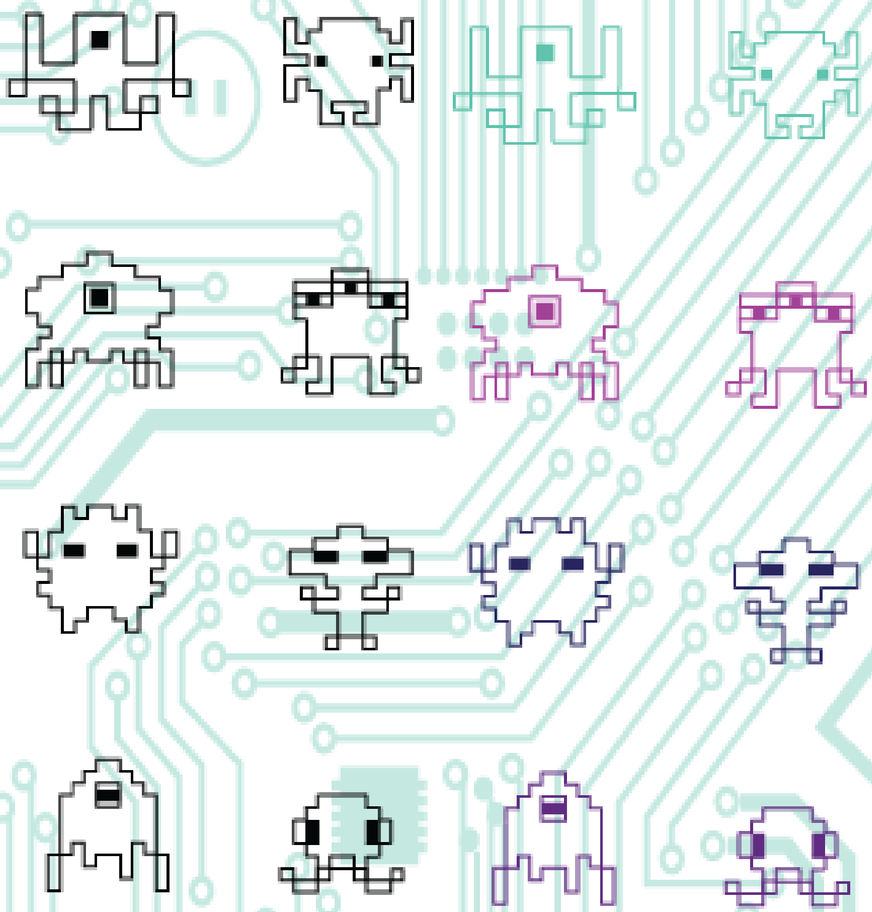
Logo Word Mark

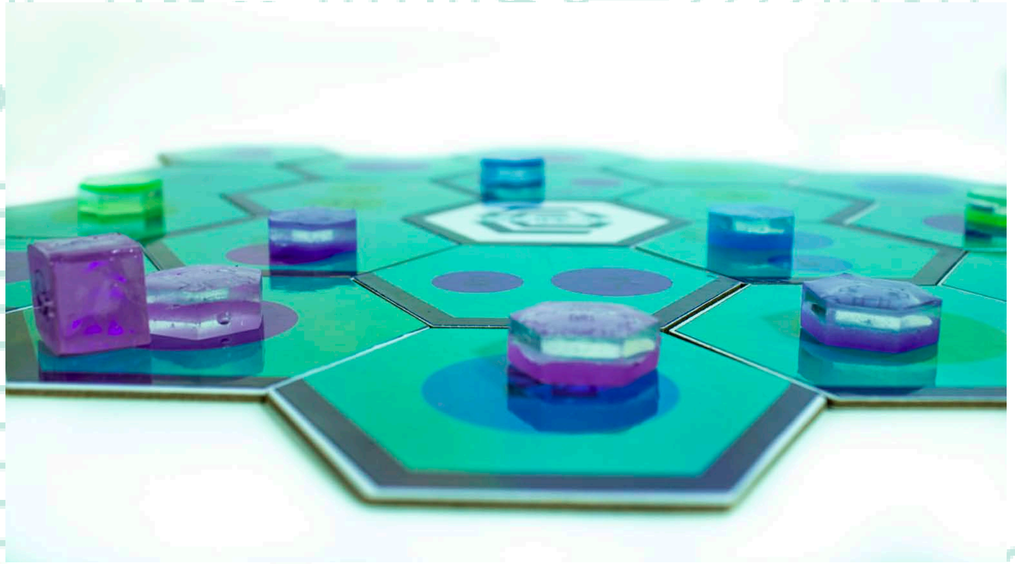
ESCAPE 51 ESCAPE 51

Dice Icons



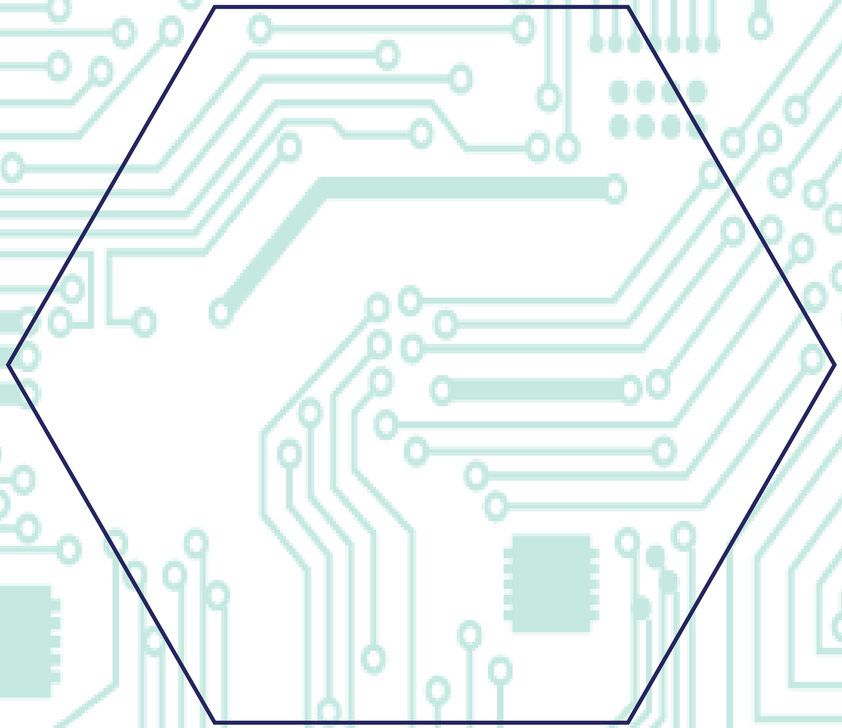
Player Icons

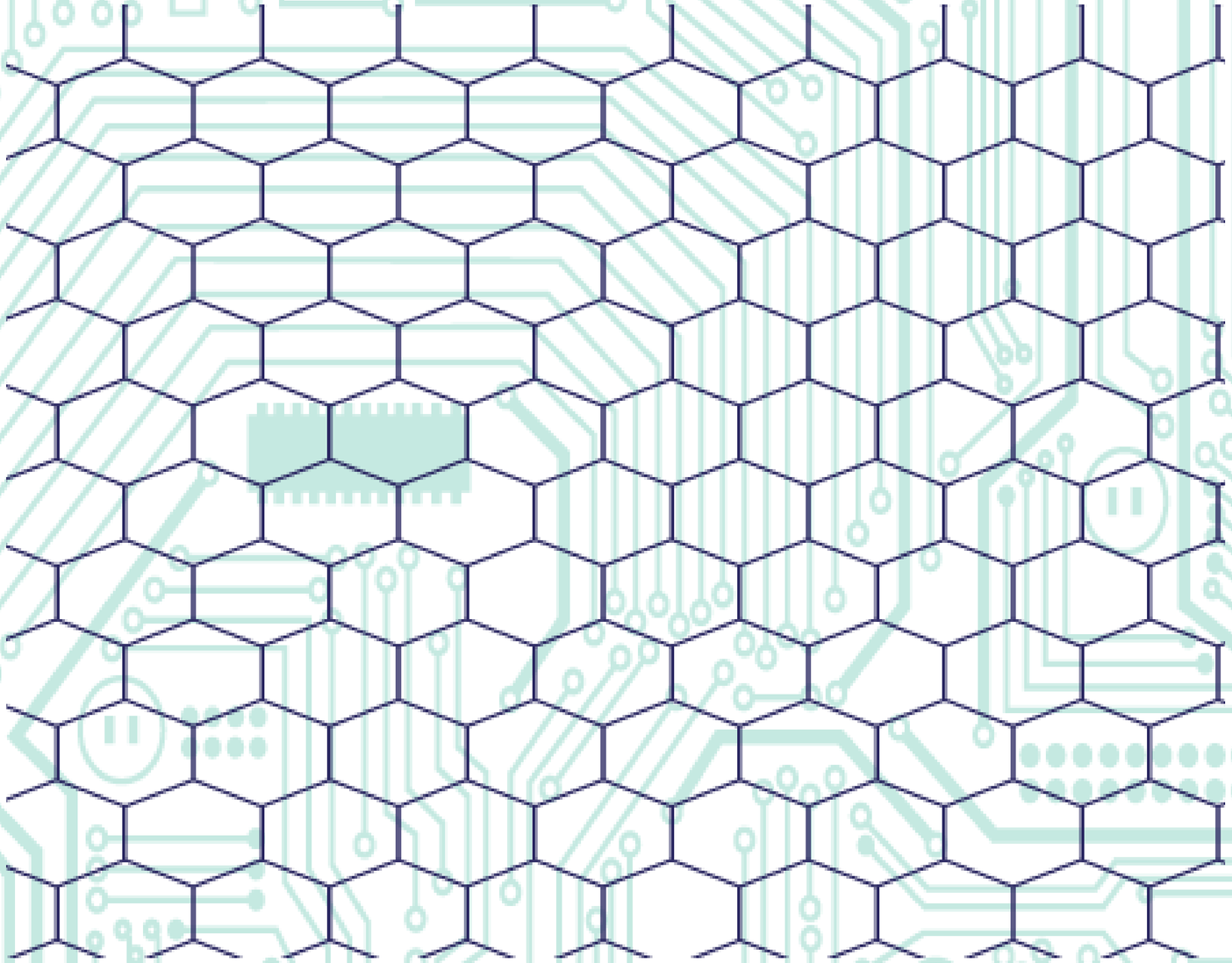




Repeating Pattern/Shape

Hexagon



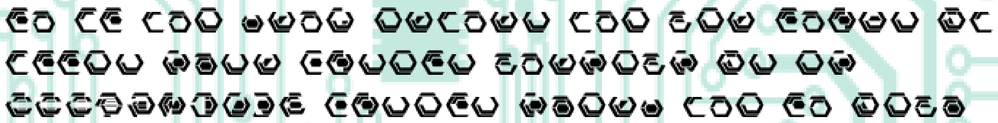


Typography

BD GEMINIS MAIN TYPE

A B C D E F G H I J K L M N O P Q R S T U V W
X Y Z 1 2 3 4 5 6 7 8 9 0 ! & % ^ [ ] _ '
' ? ( )

Alien Self-Made Secondary Type



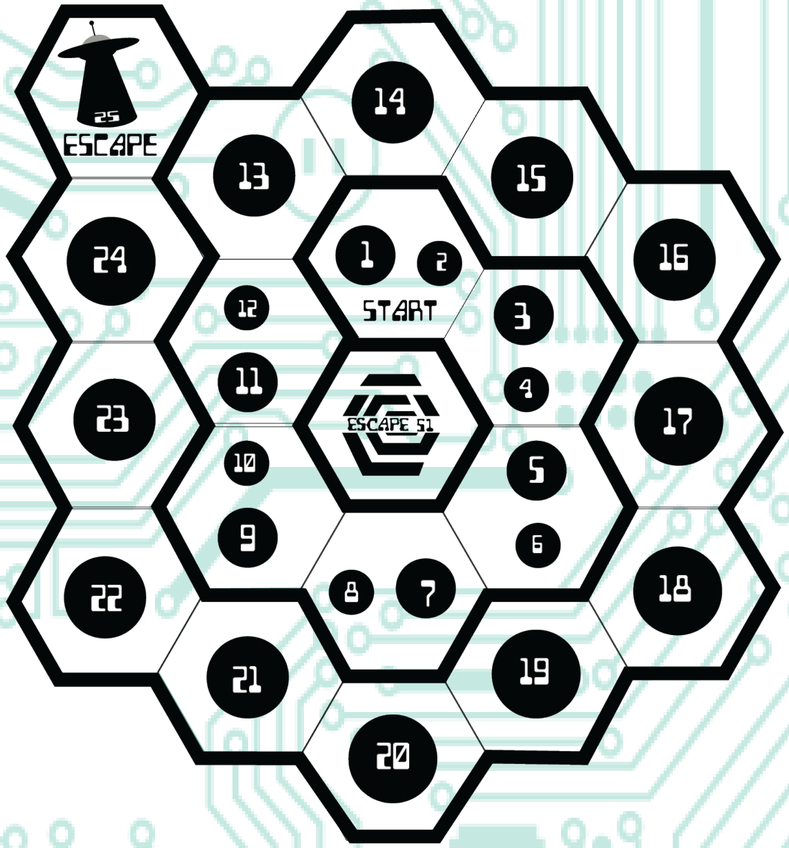
ESCAPE 51

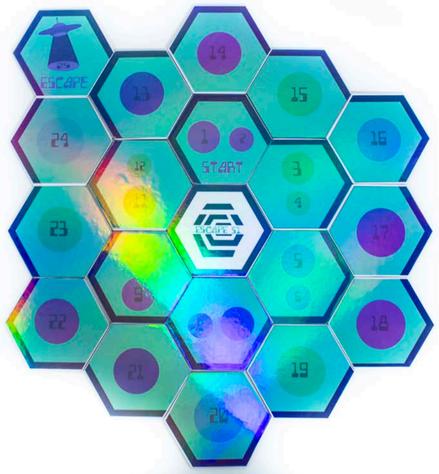
Incorporated a hexagon
into main type to produce water mark

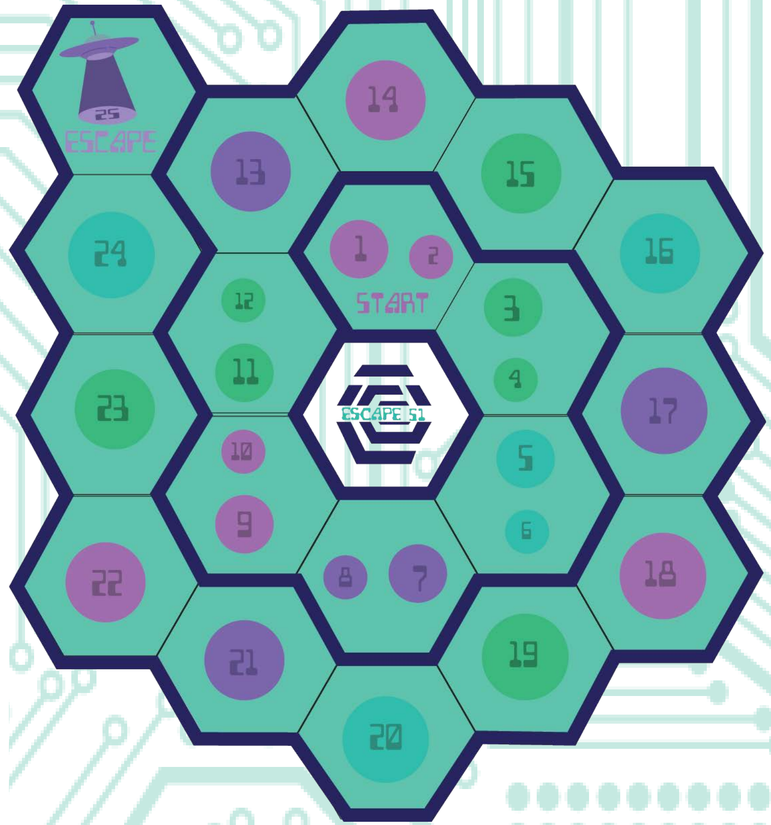
APPLICATION/PROCESS:

Board Design

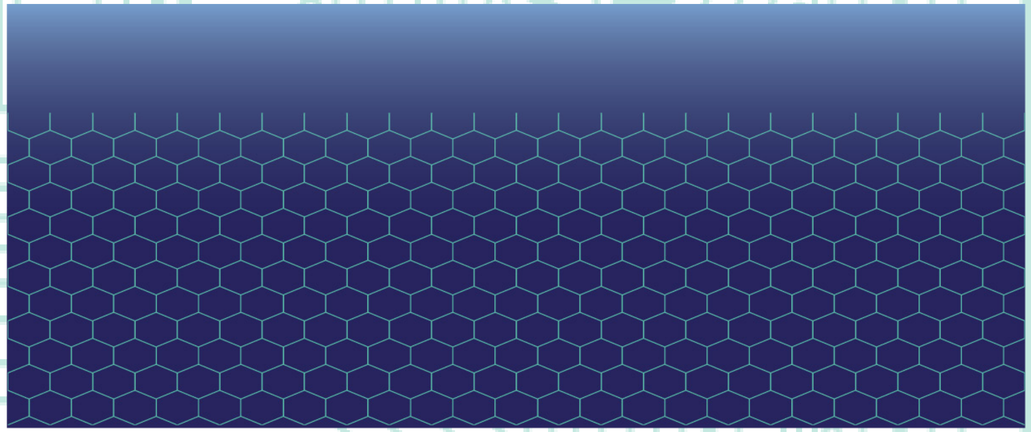
Completed by printing images on vinyl and adhering to cardboard hexagon pieces

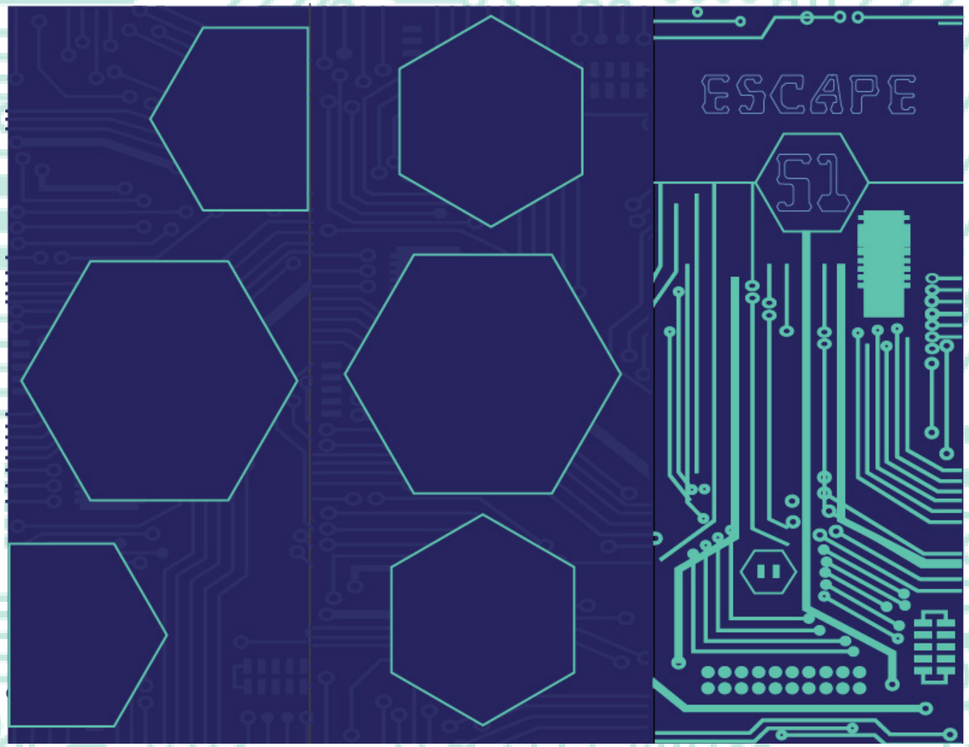




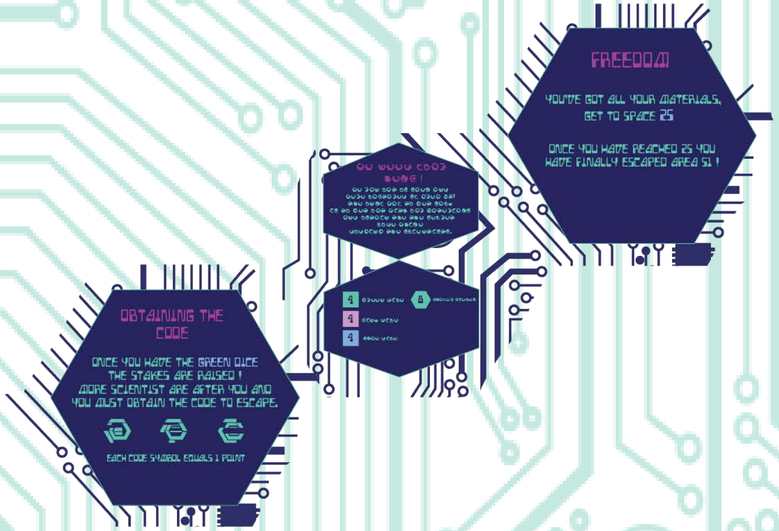


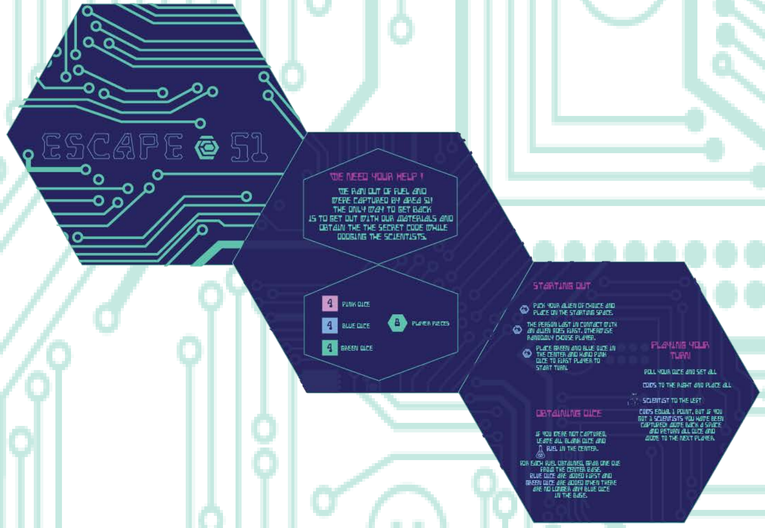
Packaging Design





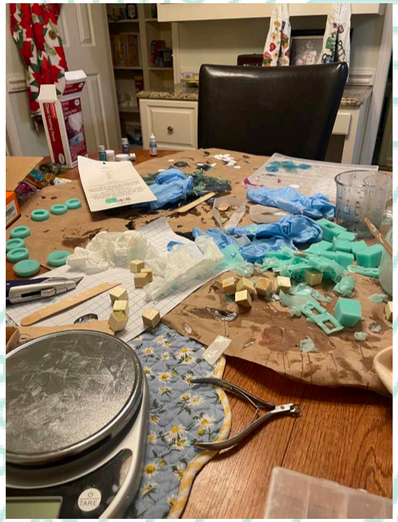
Manual Design

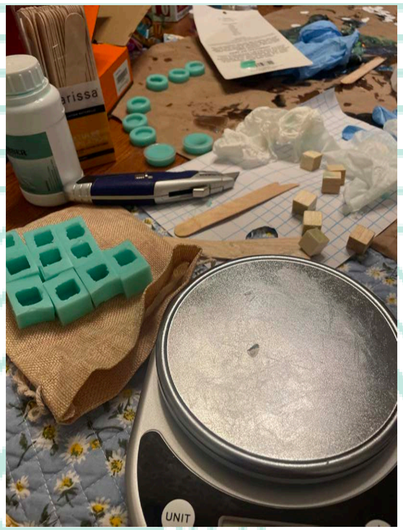


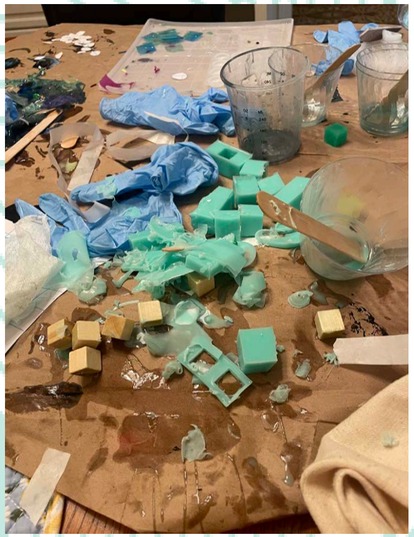


Process for Dice and Player Design

Made using resin, glow in the dark pigments, and hand-made silicon molds

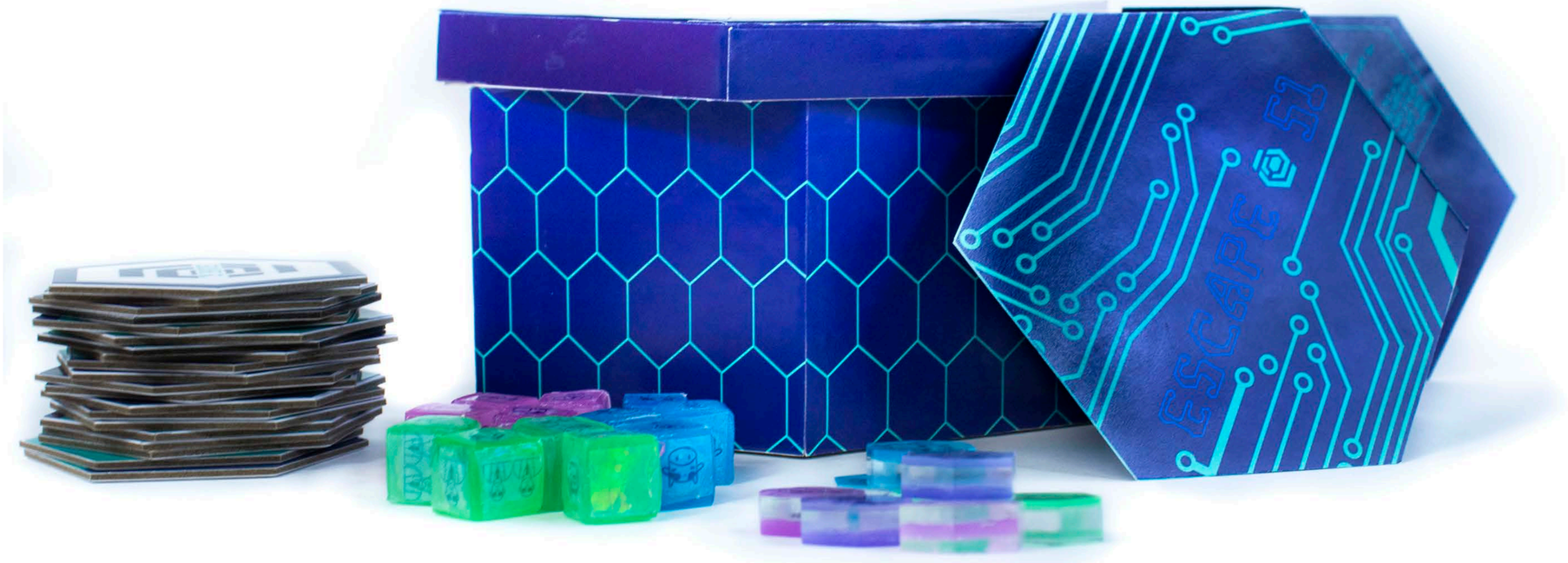






FINAL PRODUCT SHOTS:

ESCAPE 51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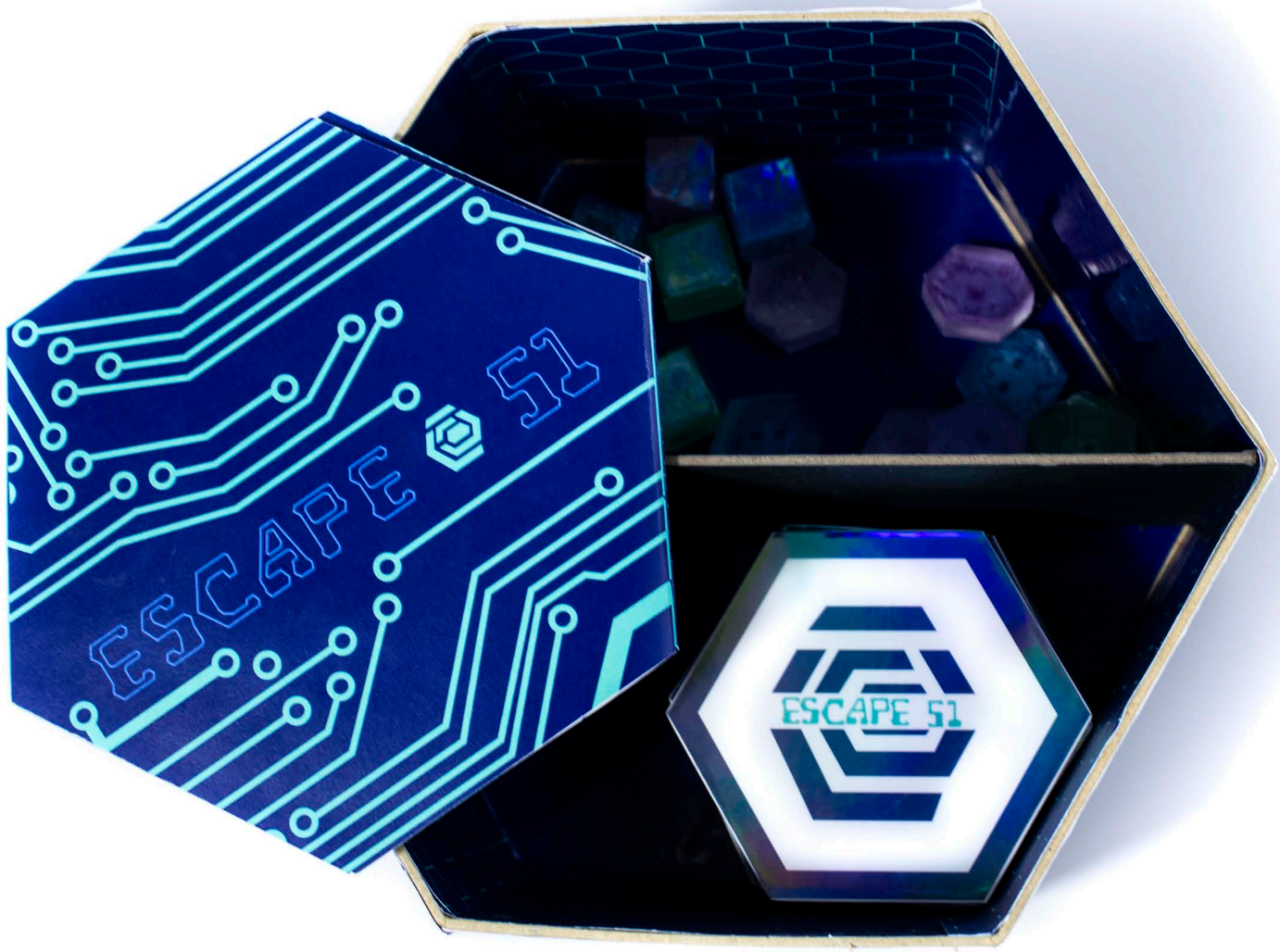
ESCAPE 51
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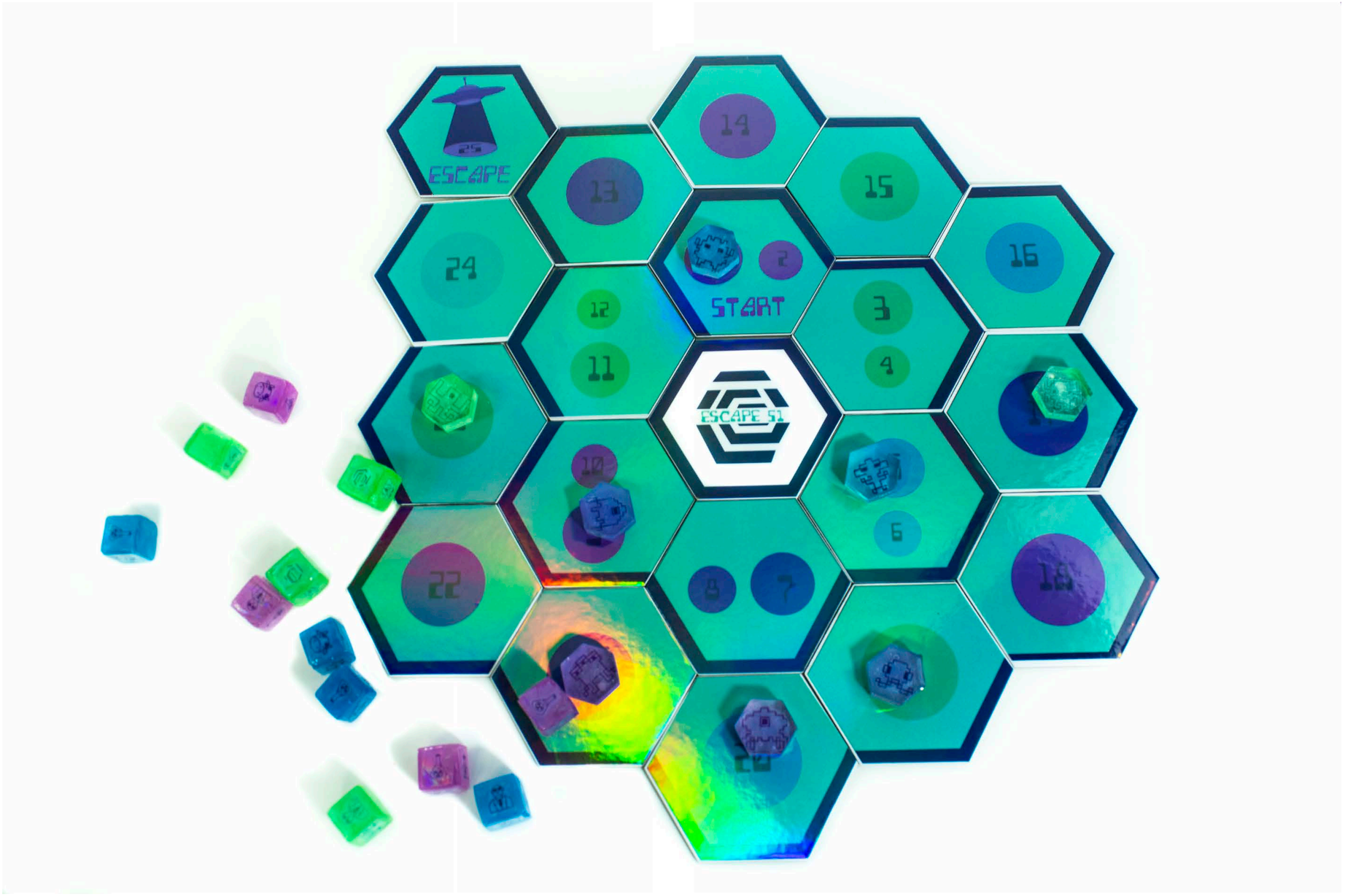
ESCAPE
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14
13
15
16
24
2
START
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ESCAPE 51
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ESCAPE
ESCAPE 51

THANK YOU