

START: 03.18.24

END: 04.29.24

https://shauha.us/MSU/msu/spring_24/3323_S_24.html

PROJECT 02 / IDENTITY SYSTEM DESIGN / ROLL THE DICE

PROJECT DESCRIPTION

The primary goal of this project is to observe, experiment, and develop an identity system, from concept development to execution. The method in which this system will be developed and applied, is by the re-design of the table-top game "Chicken!" by Scott Almes. In teams of 2-3 designers, you will work together to (re)design the following:

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

Each team will also be asked to produce a graphic manual style pdf presentation that documents the development, progress work, experiments, application, and final identity system.

DELIVERABLES

1 FULLY REALIZED AND FUNCTIONAL TABLE TOP GAME

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

1 PDF GRAPHIC MANUAL (1920 X 1080)

- PROCESS / EXPERIMENTATION**
- IDENTITY SYSTEM**
- APPLICATION (MOCK-UPS / PRODUCT PHOTOGRAPHY)**

P2 IDENTITY SYSTEM

TIMELINE

ART 3323

S_24

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- 03.18.24 - PROJECT START / INTRODUCTION
- 03.20.24 - GROUP SELECTION / BEGIN DESIGN PROCESS
- 03.25.24 - WORKING DAY / RESEARCH DAY
- 03.27.24 - INITIAL CONCEPTS DUE (TITLE/STORY)
- 04.01.24 - APRIL FOOLS!
- 04.03.24 - 1ST PROGRESS CRITIQUE
- 04.08.24 - WORKING DAY / RESEARCH DAY
- 04.10.24 - WORKING DAY / RESEARCH DAY
- 04.15.24 - 2ND PROGRESS CRITIQUE
- IDENTITY SYSTEM DUE
- ORDER / GATHER MATERIAL
- BEGIN PROTOTYPING
- 04.17.24 - WORKING DAY / RESEARCH DAY
- 04.22.24 - WORKING DAY / RESEARCH DAY
- ALL MATERIAL SHOULD BE ACQUIRED
- 04.24.24 - WORKING DAY / RESEARCH DAY
- 04.29.24 - FINAL WORKING DAY / RESEARCH DAY
- TBD - FINAL CRITIQUE (EXAMS)