

P2 PT1 / ROLL THE DICE

ART 3323

S_25

START: 02.24.25

END: 04.07.25

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**PROJECT 02 / IDENTITY SYSTEM DESIGN /
ROLL THE DICE (PART 01)**

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 System (Logo Mark(s), Logo Word Mark(s))**
- **Color System (Primary, Secondary)**
- **Typography System (display, headline, body copy)**
- **Pattern Set (3 graphic patterns minimum)**
- **Icon Set (4 Icons for Dice)**
- **Game Player Design (8 total)**
- **Mock-Ups (business card, surface design, wild card)**

Each team will compile, design, and organize their identity system design into a graphic manual (book), which will document the identity system component of the game in a method that is appropriate to the identity system, engaging, professional, and well composed as an object of design. The graphic manual will be designed to exist in digital as well as print.

DELIVERABLES (per team)

- **Identity System pdf.**
- **Identity System printed book.**

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TIMELINE

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START: 02.24.25

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02.24.25	PROJECT START / INTRODUCTION INDIVIDUAL RESEARCH ASSIGNMENT
02.26.25	GROUP ASSIGNMENTS RESEARCH ASSIGNMENT PRESENTATIONS BEGIN LOGO + TYPOGRAPHY SYSTEM
03.03.25	WORKING/RESEARCH DAY 10 LOGO MARK THUMBNAILS EACH (20 PER GROUP) 2 TYPE SYSTEM CHOICES (4 PER GROUP) BEGIN COLOR + PATTERN SYSTEM
03.05.25	WORKING/RESEARCH DAY LOGO + TYPOGRAPHY SYSTEM (3 PROPOSALS) COLOR + PATTERN SYSTEM MINI-PROGRESS CRITIQUE
03.10.25	HOLIDAY/NO CLASS
03.12.25	HOLIDAY/NO CLASS
03.19.25	WORKING/RESEARCH DAY LOGO + TYPOGRAPHY SYSTEM COLOR + PATTERN SYSTEM BEGIN ICON SET + PLAYER DESIGN
03.24.25	PROGRESS CRITIQUE LOGO + TYPOGRAPHY SYSTEM COLOR + PATTERN SYSTEM ICON SET + PLAYER DESIGN
03.26.25	WORKING/RESEARCH DAY LOGO + TYPOGRAPHY SYSTEM COLOR + PATTERN SYSTEM ICON SET + PLAYER DESIGN BEGIN MOCK-UP DESIGN

P2 PT1 / ROLL THE DICE 03.31.25 WORKING/RESEARCH DAY
ART 3323 BEGIN GRAPHIC MANUAL DESIGN

S_25 04.02.25 WORKING/RESEARCH DAY

 GRAPHIC MANUAL DESIGN
START: 02.24.25

 04.07.25 FINAL CRITIQUE
END: 04.07.25 GRAPHIC MANUAL PDF PRESENTATION

 *printing will begin after final critique
shauha.us *lead in to Part 02

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PROJECT 02 / GAME DESIGN BREAKDOWN

GAME COMPONENTS

1 CONTAINER

TITLE

CREDITS

HAZARD WARNING

8 GAME PIECES (PLAYERS)
= 8 PLAYER ICONS

12 DICE

STARTER DICE X 4

ICON 1 X 2

ICON 2 X 2

ICON 3 X 1

1 BLANK SPACE

SECONDARY DICE X 4

ICON 1 X 1

ICON 2 X 3

ICON 3 X 1

1 BLANK SPACE

TERTIARY DICE X 4

ICON 1 X 0

ICON 2 X 1

ICON 3 X 2

ICON 4 X 1

2 BLANK SPACES

1 GAME BOARD

25 SPACES

SPACE FOR DICE

STARTING POINT

ENDING POINT

TITLE

DIRECTIONAL GRAPHICS

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RULES / LOGIC

INTRODUCTION

INTRO TO GAME
INTRO TO ENVIRONMENT (STORY)
INTRO TO CHARACTERS?
TIME (2-8 PLAYERS / 10-20 MIN)

GAME SET UP

LAY OUT THE BOARD
ASSIGN PLAYERS
SET ASIDE SECONDARY AND TERTIARY DICE
1ST PLAYER RULE (?)

PLAYING THE GAME

PLAYER ROLLS STARTER DICE
ICON 1 = ADD SECONDARY DICE
*adds tertiary dice if secondary are in play
ICON 2 = 1 POINT (MOVE GAME PIECE)
ICON 3 X 3 = BUST (END OF TURN)
ICON 4 = 2 POINTS
ICONS 2 & 3 ARE SET ASIDE (NOT RE-ROLLED)
*second roll does not include icons 2 & 3
*max 2 rolls per turn
ON FIRST ROLL, PLAYER HAS OPTION TO PASS
OR
PLAYER HAS OPTION TO ROLL AGAIN + NEW DICE
*if icon 3 is less than 3
*blank space = re-rolled dice
IF PLAYER DOES NOT BUST, NEXT PLAYER ROLLS ALL DICE
*all dice in play from previous turn
PASS = RETURN EXTRA DICE AND LOSE 1 POINT
25 POINTS (OR MORE) = END OF GAME