





## Kai Nyame - PHYSICAL MATERIAL DESIGN

### ROLES ON PROJECT

- Directed Game Mechanics Design workflow
- Wrote Proposals / Pitches for event Submission
- Designed and fabricated physical Props
- Assisted in the creation of marketing, Presskit and media content

IDEAL  
MEAL

# Summary

Ideal Meal is an goofy, colorful and oversized team building game played in physical space. Players are challenged to pick up large ingredients using only long “chopsticks” and need to “prepare” these ingredients by performing specific actions without dropping them. The players must then throw or place that ingredient into the Ramen Bowl. There is usually an attendant who acts as a facilitator in order to call out each challenge, and provide commentary for onlookers.

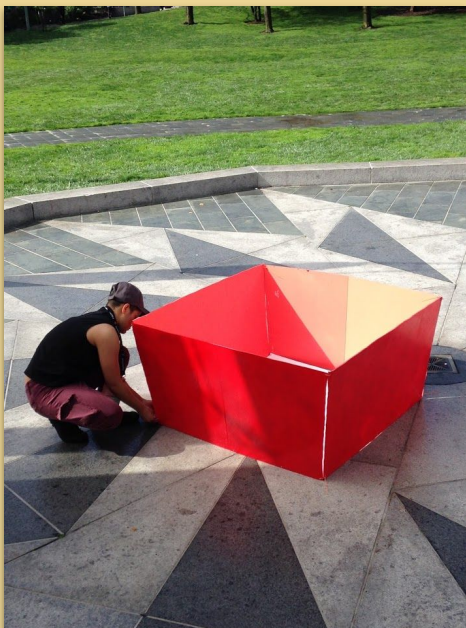
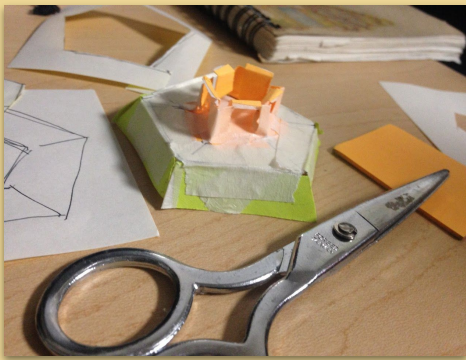
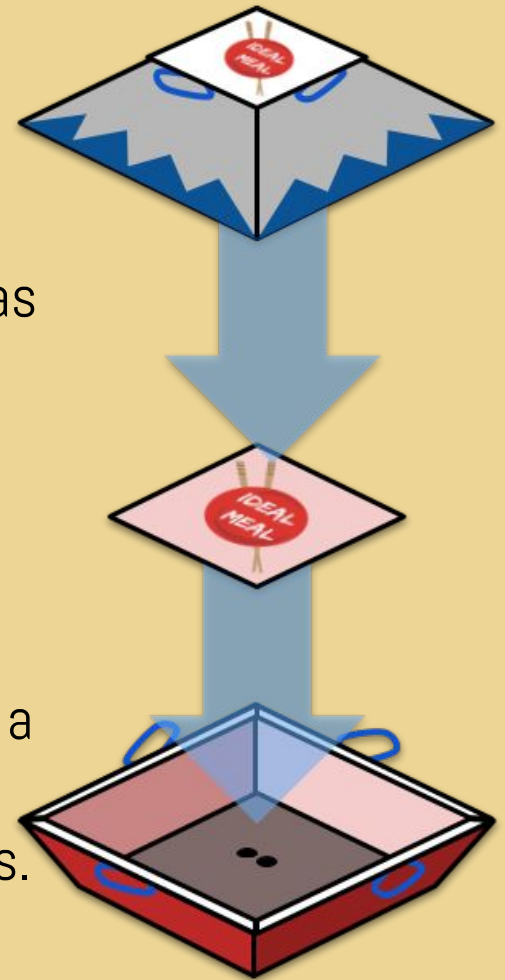
The game originated from a prototyping class in USC Games' Interactive Media Department, and then was refined and polished in order to showcase the game at various festivals through a Polishing and Post Production accelerator class.





# Material Design

Though the rule-set and player experience was designed by a team of 4 people, Kai Nyame was the only fabricator for all physical portions of Idea Meal due to her experience with prop-making and cosplay. Originally, an early iteration of the game was created for a USC Games Prototyping class by Nyame, but a more polished version was later made with more durable materials for touring and events.



In the Post-Production accelerator class, a portion of the assignment was to consider potential mass-production and distribution methods. Scale-model specifications were drafted, a pool-inflatable version was also crafted, and various overseas companies were contacted for mass-production quotes.

Ultimately, the team decided to focus on planning a festival tour instead of hoping to mass-produce the game, as it was found through playtesting that the player experience was greatly enhanced by the addition of a facilitator.



# Reception

Nicholas Roush worked as the project manager & producer for the project and designed an event-submission schedule that allowed Ideal Meal to tour California including events and locales like E3, the J Paul Getty Museum, Santa Monica Pier and the 626 Night Market.

Due to its cute, colorful & eye-catching design Ideal Meal maintained a strong social media presence, and the spectacle of watching players perform tasks lead to large crowds at all events attended.







## Marketing & Brand IP

Milo Smiley lead social media efforts for Ideal Meal. Smiley and Roush worked closely together to create unified branding for all social media accounts ([@biggestnoodles](#)), a consistent posting schedule and a strong visual aesthetic focused on the vibrant colors featuring in the physical props themselves.

A website, business cards, and a press-kit were also created for news outlets and press opportunities. These all became especially crucial as the festival tour gained speed. Coupled with the sociability and spectacle nature of the facilitators and public locations, many news outlets interviewed Ideal Meal team-members live and on-site, and the game was often viewed as a “hidden gem” that was remembered fondly by players and press alike.

News: [Top 10 Best Games we Played at E3 2018](#) via PASTE Magazine

Interviews: [~wave~ the art of game design](#) via CityTV Santa Monica (IndieCade)

# Game Developers Conference

In 2018, Ideal Meal completed a successful festival tour where the game was hosted at various events throughout California. The tour ended with the Game Developers Conference in San Francisco, where it demoed at the indie showcase Mild Rumpus.



Though the social media notoriety gained from the 2018 tour, The Ideal Meal team was invited to join a post-mortem microtalk panel at GDC 2019. Ideal Meal featured again, this time at #LostLevels in the Yerba Buena Gardens. Smiley and Nyame both spoke at the post-mortem panel and focused mainly on topics like IP visibility, marketing and best-practices for indie success. Other panelists for that talk included developers from *Crows, Crows, Crows* (*Stanley Parable*) and *343 Industries* (*Halo*).

LINKS TO: [GDC Interview](#) with USC Games and [Post-Mortem Deck](#) from the GDC Vault



# Awards & Events



**J Paul Getty Museum**  
Temporary Exhibition

**IndieCade**  
2018 Selection

**USC Games Expo**  
2018 USC Games Rep

**E3 2018**  
Indiecade Showcase

**Game Developers Conference**  
Mild Rumpus Demo

**CityTV Santa Monica**  
Wave: The Art of Game Design