

S_24

START: 03.18.24

END: 04.29.24

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

ART 3323

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TIMELINE

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 -	1ST PROGRESS CRITIQUE
04.03.24 -	WORKING DAY / RESEARCH DAY
04.08.24 -	WORKING DAY / RESEARCH DAY
04.10.24 -	2ND PROGRESS CRITIQUE
	IDENTITY SYSTEM DUE
04.15.24 -	WORKING DAY / RESEARCH DAY
	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)