

Genre



Design Jam - Stone Librande Design, Inc. 2015

Strategy
Sports Coach

Budget



Design Jam - Stone Librande Design, Inc. 2015

Time: 1 year
Money: \$250,000
Team: 10 average

Audience



Design Jam - Stone Librande Design, Inc. 2015

Gender: Male
Age Range: 20-30
Interests: ESPN

Platform



Design Jam - Stone Librande Design, Inc. 2015

PC
Web Browser

Design Jam

A game design exercise

Budget



Time: 3 years
Money: \$25 million
Team: 50 pros

Budget



Time: 2 years
Money: \$1 million
Team: 5 super-stars

Budget



Time: 1 weekend
Money: None
Team: 4 high school

Budget



Time: 5 years
Money: \$100 million
Team: 200 experienced

Budget



Time: 1 year
Money: \$250,000
Team: 10 average

Budget



Time: 1 month
Money: \$100,000
Team: 10 veterans

Budget



Time: 2 years
Money: \$10 million
Team: 100 varied

Budget



Time: 2 months
Money: \$20,000
Team: 6 college grads

Budget



Time: 6 months
Money: \$2 million
Team: 20 veterans

Audience



Gender: Male
Age Range: 40+
Interests: Gadgets

Audience



Gender: Female
Age Range: 30-40
Interests: Cuisine

Audience



Gender: All
Age Range: College
Interests: Travel

Audience



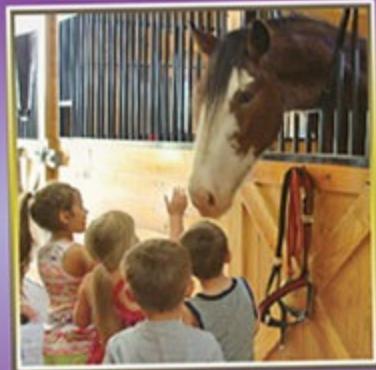
Gender: Male
Age Range: 20-30
Interests: ESPN

Audience



Gender: Female
Age Range: 15-20
Interests: Science

Audience



Gender: All
Age Range: Elementary
Interests: Animals

Audience



Gender: Male
Age Range: 10-15
Interests: Outdoors

Audience



Gender: Female
Age Range: 5-10
Interests: Dance

Audience



Gender: All
Age Range: Pre-School
Interests: Noise

Platform



PC
Low-end

Platform



Console
Xbox One, PS4

Platform



Console
Wii U

Platform



Virtual Reality
Oculus

Platform



Wearable
Apple Watch

Platform



Tablet
Google Nexus

Platform



PC
High-end

Platform



PC
Web Browser

Platform



Smart Phone
iPhone 6

Genre



Design Jam - Stonehenge Design, Inc. 2015

Adventure
Dinosaurs

Genre



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First-person
Feudal Japan

Genre



Design Jam - Stonehenge Design, Inc. 2015

Educational
Cooking



Design Jam - Stonehenge Design, Inc. 2015

Creativity
Sticks and mud

Genre



Design Jam - Stonehenge Design, Inc. 2015

Advergame
Chocolate Cereal

Genre



Design Jam - Stonehenge Design, Inc. 2015

Music
Abstract

Genre



Design Jam - Stonehenge Design, Inc. 2015

Strategy
Sports Coach

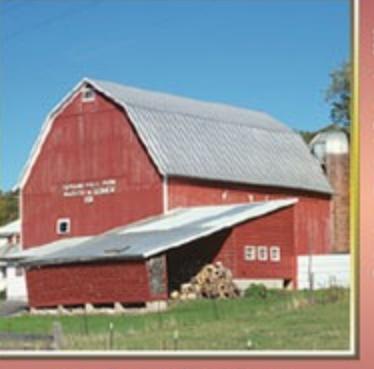
Genre



Design Jam - Stonehenge Design, Inc. 2015

Simulation
Factories

Genre



Design Jam - Stonehenge Design, Inc. 2015

Role-Playing
Farm

Overview

Split up into small teams

- 2-3 people per team

Brainstorm

- Get “assignment”
- Discuss the situation for 5-10 minutes

Create design documents

Presentation

- 4 minute “pitch”



Budget



Design Jam - Stonetronix Designs, Inc. 2015

Time: 1 year

Money: \$250,000

Team: 10 average

Audience



Design Jam - Stonetronix Designs, Inc. 2015

Gender: Female

Age Range: 30-40

Interests: Cuisine

Platform



Design Jam - Stonetronix Designs, Inc. 2015

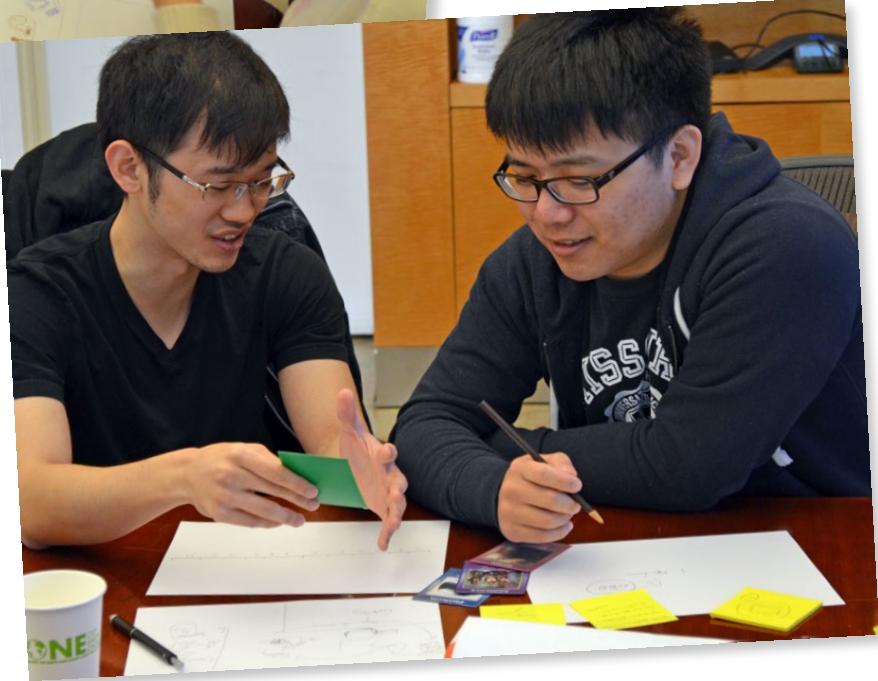
Virtual Reality
Oculus

Genre



Design Jam - Stonetronix Designs, Inc. 2015

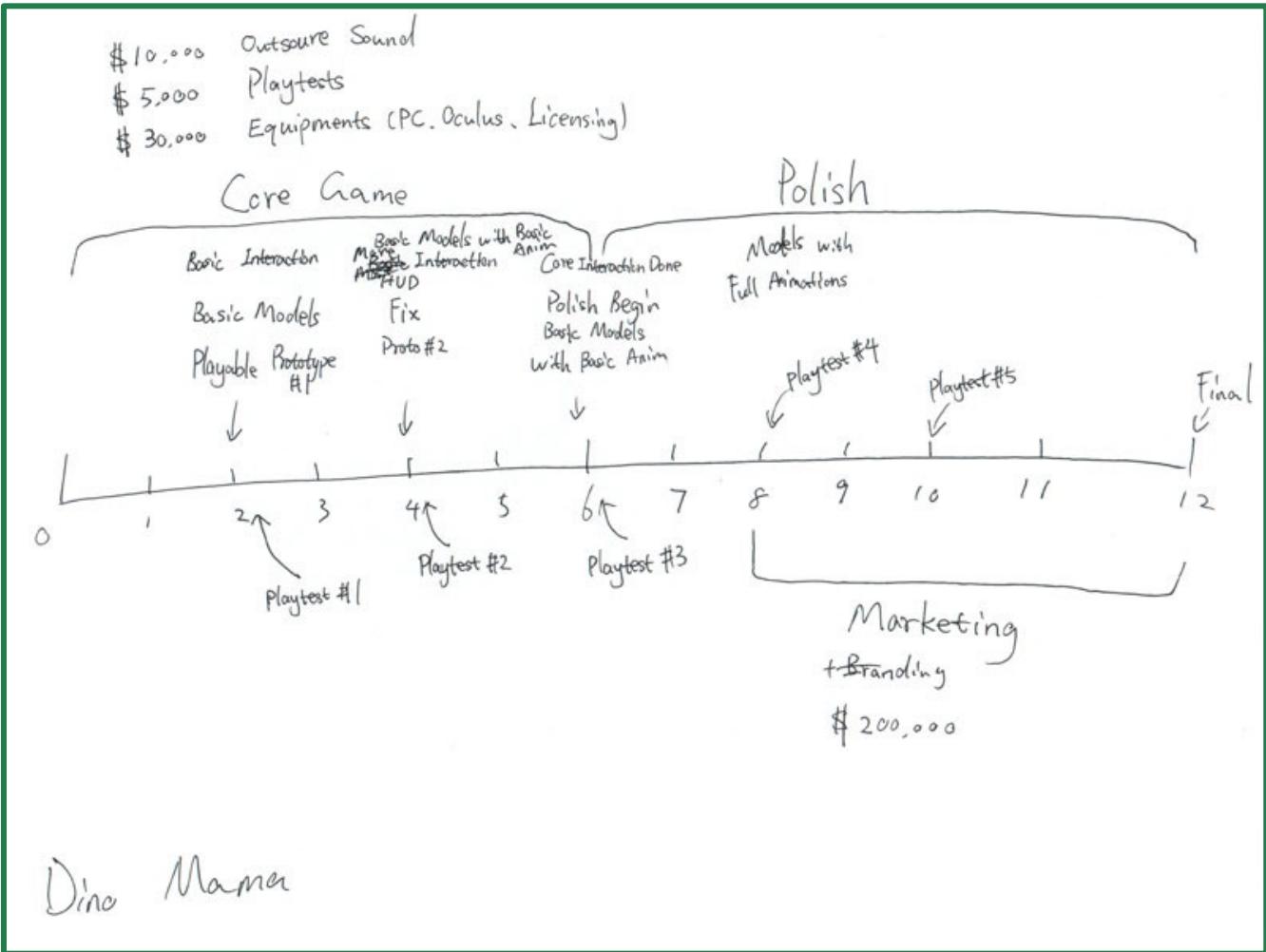
Adventure
Dinosaurs



Design Documents

Executive Producer

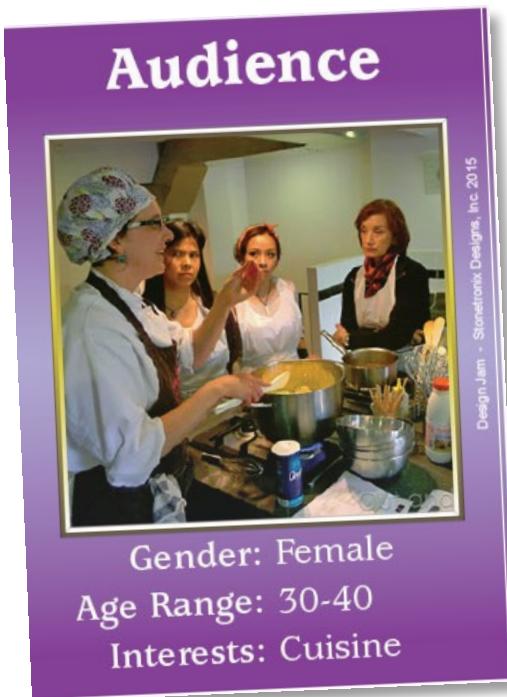
- Timeline from beginning to end of production



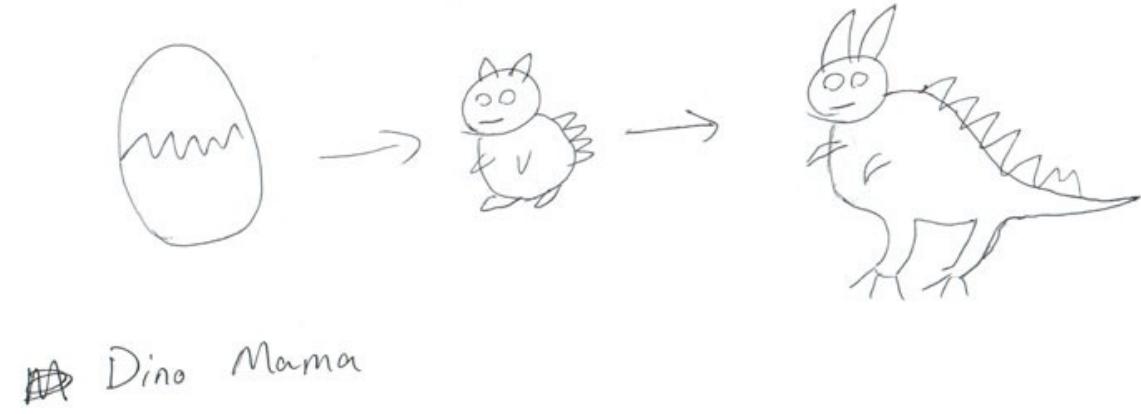
Design Documents

Head of Marketing

- Bullet points showing unique attributes



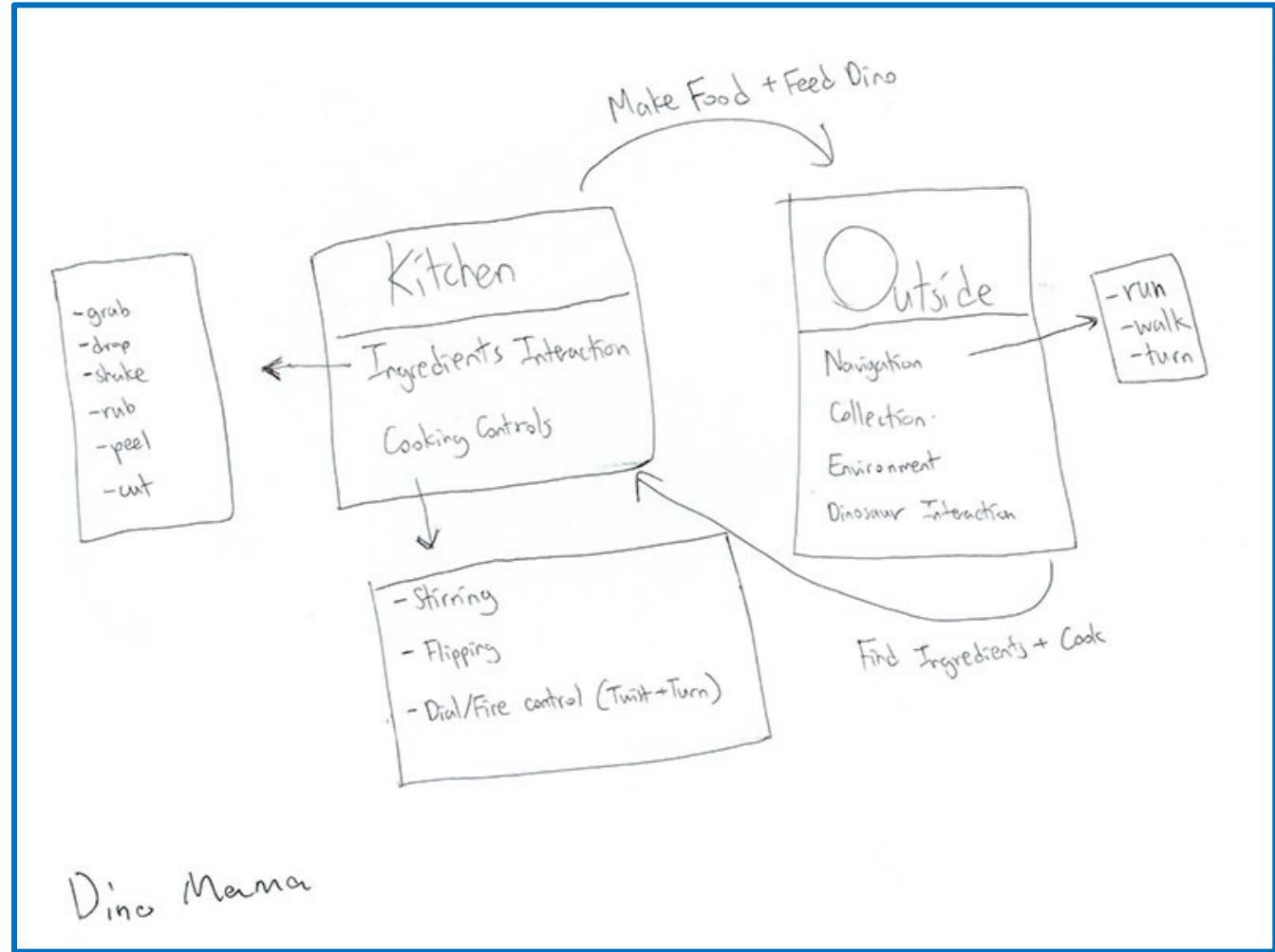
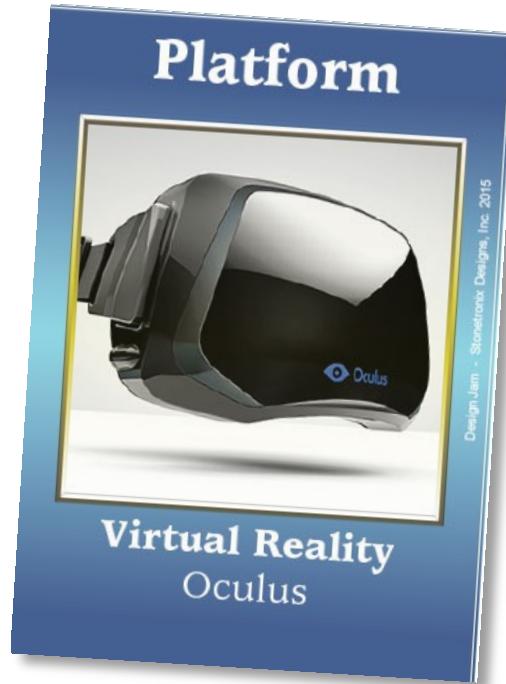
- Unique combination of PARENTING and ADVENTURE
- ↗ VR Tamagotchi; raising a dino pet
see the dino!!!
- Cooking in VR (crafting)
- Watch your dinosaur grow and evolve!



Design Documents

Lead Engineer

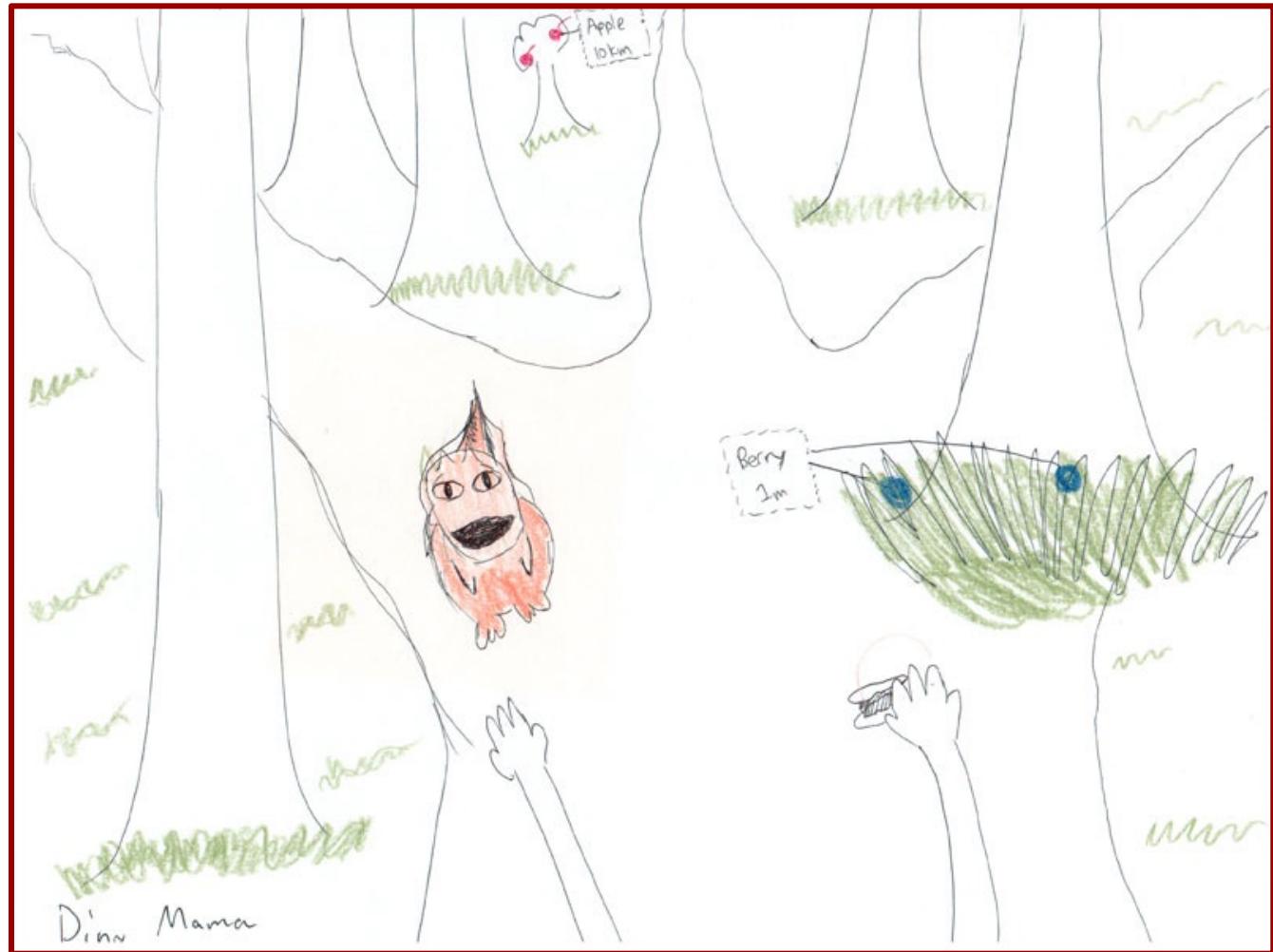
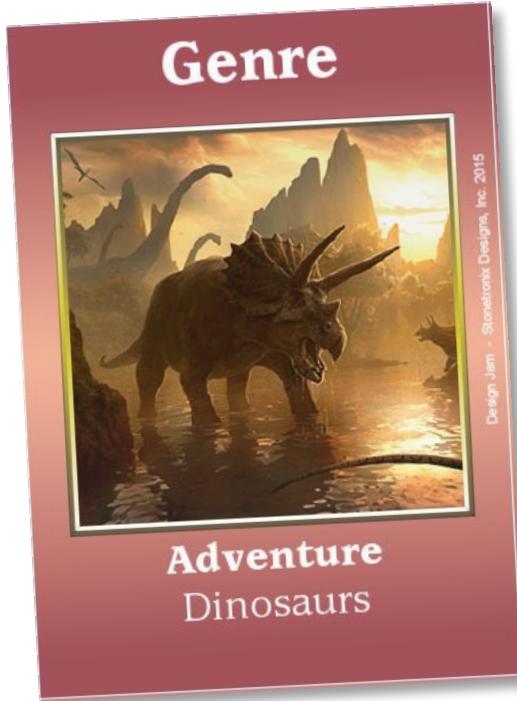
- Schematic showing main systems and relationships



Design Documents

Creative Director

- Screen layout examples



Wrapping Up

Pitches

- 4 minutes per team
 - ~1 minute per document
- Question & Answer period
- Shhh...
(Pitches aren't that important.)

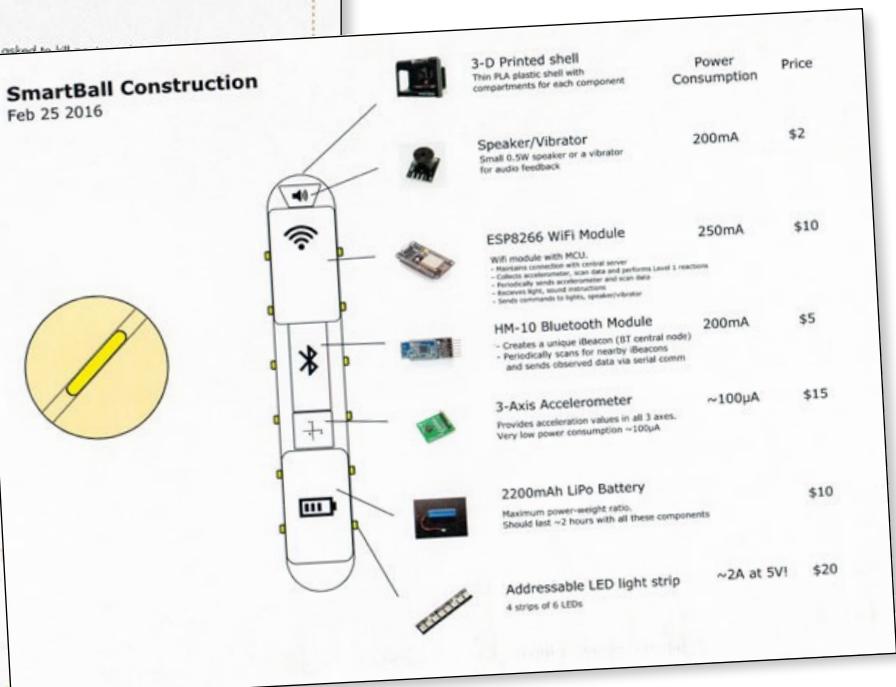
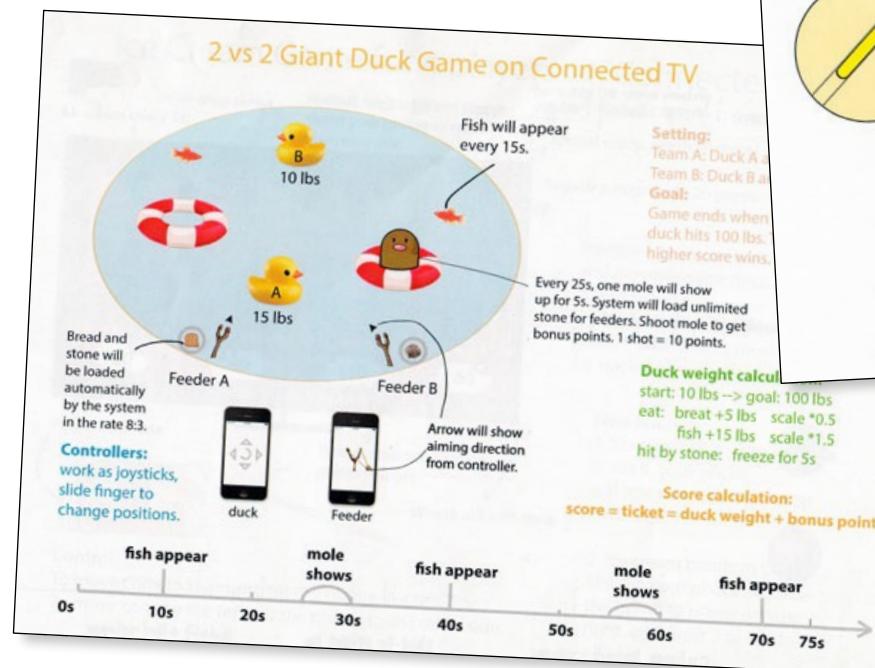
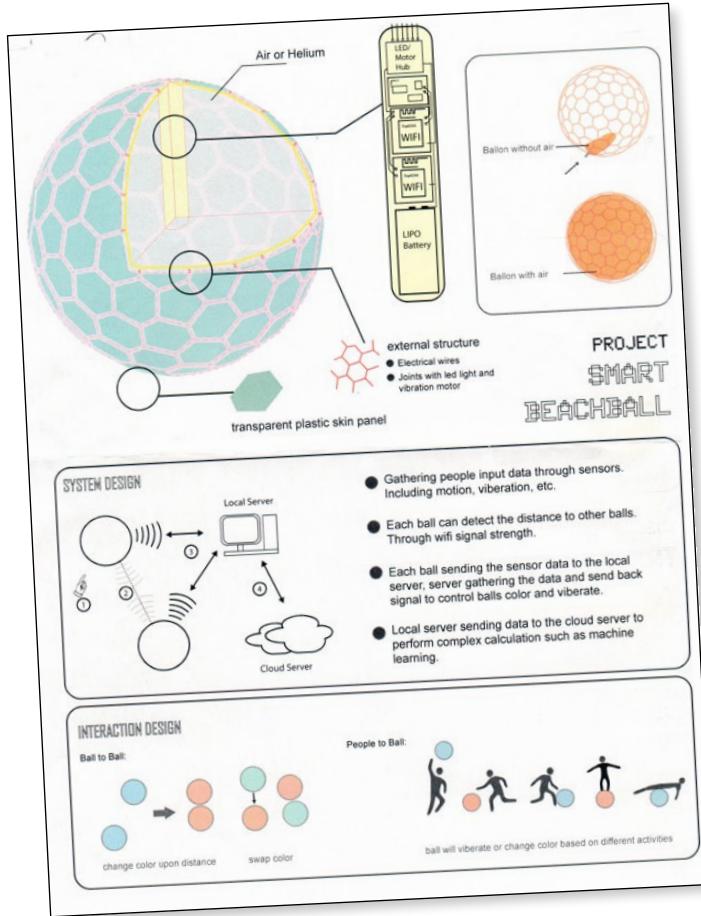


Homework

Project Document

- Analyze your current project
- Create a one-page design that describes a key feature
- Present it to your team
- Incorporate their feedback

Homework



Key Takeaways

- Focus on design, not on the game
- Designer isn't the one “in charge”
- Working within tight constraints
- Process is quick and valuable
- Apply techniques to a real world project

Design Jam cards and rules are available for download at:
www.stonetonix.com

@StoneLibrande