

Brief It Game Rules

Objective of the Game

Brief It is a logo creation and evaluation game designed for professionals in the digital field. The goal is to design logos that creatively and accurately respond to various briefs, and to earn tokens by receiving votes from other players for the quality of your creations.

Number of Players

3 to 8 players.

Materials Needed

- Brief cards (about 20 cards)
- Sheets of paper
- Pencils
- Token plaques for voting

Gameplay

The game is divided into four rounds, each with a set duration:

- First round: 3 minutes
- Second round: 2 minutes
- Third round: 1 minute
- Fourth round: 30 seconds

Rules

1. **Distribution of Briefs:** At the start of each round, a brief is randomly drawn and presented to all players. The briefs vary in detail and difficulty to adjust the level of challenge.
2. **Logo Creation:** Players have the allotted time to draw a logo that responds to the brief on their sheet of paper using a pencil.
3. **Presentation:** After the creation period, each player presents their logo to the others. The pitch should explain how the logo meets the requirements of the brief.
4. **Voting:** After the presentations, each player distributes their tokens to the logos of other players which they believe have best met the brief. Players cannot vote for their own logo.
5. **Token Counting:** At the end of each round, the tokens are counted and added to each player's total.

End of the Game and Determining the Winner

At the end of the four rounds, the player with the most tokens is declared the winner. In the event of a tie, a final rapid brief is given for a tie-breaking round.

Strategic Tips

- Be precise in your creations to effectively meet the briefs.
- Pay attention to other players' presentations to make informed choices during voting.
- Manage your time carefully to maximize the quality of your logo within the allotted time limits.