



# INSTRUCTIONS






AGES  
**13+**



*Design is thinking made visual.*

Saul Bass

## CONTENTS

1 game board	1 Studio Booklet	*Color Blitz Deck 5 cards for each: red, orange, yellow, green, blue, and purple
 1 Color Blitz Deck* (30 cards)	1 Studio Sheet	
 1 Type Blitz Deck* (30 cards)	1 Studio Pad	*Type Blitz Deck 5 cards for each: serif, sans serif, weight, width, posture, and point size
 1 Form Blitz Deck* (30 cards)	1 timer	
 1 Design History Quiz Deck (30 cards)	2 dice	
 25 Portfolio Cards	6 pencils	*Form Blitz Deck 10 cards for each: simplicity, closure, and multistability
6 designer pawns		

## OVERVIEW

Everyone sees the world in many different ways, but those with good eyes also see the world in ways others would not imagine. Realizing that in each of us is the potential to be an artist of any craft is the first step toward being encouraged to unleash our creativity. Having a creative mind and a good eye for design not only enables us to come up with our own ideas, but it also drives us to believe that those ideas can become real.

## WHAT IS GRAPHIC DESIGN?

Graphic design is the art and profession of communicating ideas and messages using visual content. It is then visual communication. Design is everywhere: the stop sign you wish you didn't have to stop at, the wrapper on your favorite bottled beverage that you like to peel off, the cover of your favorite book, the menu at the fast-food restaurant you go to most, any logo ever made, all the crazy but beautiful things you see in commercials, and even this instruction manual you keep looking at (because you hate to read). The list goes on.

Graphic designers are the people who create the visuals for all kinds of information and ideas. Without them the world we know and see everyday would probably look painfully boring and terribly confusing. Seriously, what would the world look like without design?







## OBJECTIVE

You are a student competing for acceptance into the prestigious HASD, the Haas Aper School of Design—aka The Haas. You must build a strong portfolio to show for an interview by performing well on design exercises representing six essential disciplines of graphic design: *brand design*, *print design*, *package design*, *experiential design*, *web design*, and *motion design*.

To build strong portfolios, players (students) must earn points to acquire Portfolio Cards by successfully completing as many of the design activities as they can.

## GET READY

- 1 Set out the game board. Shuffle and then place each of the three Design Blitz decks and the Design History Quiz deck face down onto the deck zones. Keep the Studio Booklet, Studio Sheet, Studio Pad, and the timer nearby within easy reach of all players. Keep the Portfolio Cards safe inside their tuckbox nearby.
- 2 Each player chooses one of six designer pawns and places it on their corresponding Designer Eye Start space:

 <b>Brand Master</b> red pawn	 <b>Experience Genius</b> green pawn
 <b>Print Veteran</b> orange pawn	 <b>Web Specialist</b> blue pawn
 <b>Package Professional</b> yellow pawn	 <b>Motion Maestro</b> purple pawn
- 3 Players determine who the scorekeeper will be (the scorekeeper is also the timekeeper). Players position themselves around the game board and grab one of the included pencils to keep nearby.
- 4 Players roll both dice. The player with the highest roll goes first and gameplay continues to the right.
- 5 You're now ready to play! Good luck.

# RULES

To understand and complete these activities, players are to use the **Studio Booklet** (study guide) or **Studio Sheet** (answer key). Players must act as a **dealer, critic, or student** (answering or sketching player) depending on the space a player lands on. All players are responsible for referencing the Studio Booklet or Studio Sheet to make sure a student is answering correctly. Use these guides as much as possible until you're confident that you can complete an activity without it like a pro!

## DESIGN EXERCISES

Landing on any of these spaces require you to sketch your own ideas. The prompt you must sketch for depends on your roll. For example: if you roll a 9 and land on the Brand Exercise space, then you must sketch for Prompt B in Branding. Can't think of anything original in time? Use a Freebie, but careful, doing so will cost you points!

On your turn, roll both dice and move counter-clockwise around the board. The space you land on will determine what you must do. Two or more pawns may rest on the same space at the same time.

Prompt	Roll
(A)	11 or 12
(B)	8 – 10
(C)	5 – 7
(D)	2 – 4

### BRANDING Create a name and sketch a logo for:

- (A) a company that sells a product or service of your choice
- (B) a food chain that serves a dish or cuisine of your choice
- (C) a tech company that makes a product of your choice
- (D) a clothing company that makes an item of your choice
- (E) Freebie: a brand that already exists

### EXPERIENTIAL Sketch a design for:

- (A) interior graphics for a place of your choice
- (B) exterior graphics for a place of your choice
- (C) wayfinding symbol(s) for a place of your choice
- (D) signage for a place of your choice
- (E) Freebie: a wayfinding symbol that already exists

### PRINT Sketch a design for:

- (A) a printed piece of your choice
- (B) a poster for a topic of your choice
- (C) a cover for a song, album, or book of your choice
- (D) a business card, letterhead, or envelope of your choice
- (E) Freebie: a design that already exists

### WEB Sketch a design for:

- (A) an interface of your choice
- (B) a desktop website or webpage of your choice
- (C) a mobile website or webpage of your choice
- (D) an app icon for a service of your choice
- (E) Freebie: an interface that already exists

### PACKAGING Sketch a package design for:

- (A) a product of your choice
- (B) a food or beverage product of your choice
- (C) an electronic product of your choice
- (D) a clothing product of your choice
- (E) Freebie: a package that already exists

### MOTION Sketch storyboards for:

- (A) an animation of your choice
- (B) an animation for a logo of your choice
- (C) a title sequence of your choice
- (D) a GIF of your choice
- (E) Freebie: an animation that already exists

## For the Student

**When landing on any of the Design Exercise spaces**, you must sketch for the prompt that corresponds to your roll. Follow the Design Exercise instructions to see which prompt you must sketch for. Pull a sheet from the Studio Pad and get ready to sketch. The timer starts when the scorekeeper begins it, and you must stop sketching if you run out of time.

Sketches **MUST** be original; they **CANNOT** be designs that already exist. They don't have to be perfect, but they shouldn't be hard to understand either. You may **NOT** use a sketch you already drew, but you can cop out and use a *Freebie*—a design that *does* already exist, but doing so will cost you 10 points (regardless of vote). Examples from the Studio Booklet count as Freebies. You may **NOT** use another player's sketch as your own sketch. Each of your sketches should be as different from each other as possible. If you don't sketch at all, you earn no points.

Once done sketching, you must explain why your sketch carries a *great idea* and why it has potential for a well-refined design. Do your best to convince the other players why your work could be the next big thing!

## DESIGN BLITZ

Landing on any of these spaces require you to readily answer a variety of subjects, allowing you to earn a lot of points fast! Show your peers how quickly you can unleash your design knowledge.

### Color Blitz

Name the opposite or an analogous hue.

If you rolled a 2 – 6, name an analogous hue  
If you rolled a 7 – 12, name the opposite hue



### Type Blitz

Name the type term.



### Form Blitz

Name the gestalt principle.



## DESIGN HISTORY QUIZ

Landing on this space requires you to answer a design history question. Listen carefully to the question and its answer choices and refer to the Design History section in the Studio Booklet to find the answer.

### Design History Quiz

Answer one question.



## Designer Perks

Each designer automatically earns 25 points when they land on their own discipline. For example: if you are the Brand Master and land on the Brand Exercise space, then you earn 25 points before you begin sketching.

## For the Critics

All players not sketching are critics and must fairly critique and vote whether or not the student's sketch obeys the prompt and, most importantly, whether their idea is actually a great idea. Critics must vote: Yay or Nay (approved or disapproved). Vote results are either majority vote, minority vote, or tied vote.

## Rolling for Full Points

If you receive a minority or tied vote, you may roll the dice to try to gain full points. Roll the dice once and if the roll is an even number, then you earn full points. If the roll is an odd number, then you earn no extra points and the original vote result is final.

(Note: Only the student is responsible for expressing whether or not they want to roll for their disapproved sketch.)

## For the Student

**When landing on any of the Design Blitz spaces**, you must correctly answer as much of the deck dealt to you as you can before time runs out. Follow the Design Blitz instructions to know what you must do for your Blitz.

## For the Dealer

Simply pick up the deck from its zone and draw every card, placing it face-up on the board, for the student to see and answer. The timer starts once you reveal the first card. You only draw the next card as quickly as the student can answer the current card correctly. Students don't lose points for answering incorrectly. They must answer correctly to continue. Once time runs out (or if the student finishes early), count the amount of cards they managed to answer correctly and that amount is the number of points they've earned. Finally, reshuffle the deck and place it back face down on its deck zone.

## For the Student

**When landing on the Design History Quiz space**, you must answer one question drawn for you.

## For the Dealer

Simply draw only one card, making sure the student can't see it. Read the question along with each answer choice on the card for the student to choose from. The answer of the question is already bold for you to know the answer. The timer starts once you read both the question and all the answer choices the first time.

The student may ask you to repeat the question and answer choices as many times as they'd like, yet, time will still be ticking. The student earns no points if they answer incorrectly or runs out of time.

Afterward, simply place the card at the bottom of the deck and the scorekeeper updates the score. When the same card resurfaces, reshuffle the deck and proceed to draw the new card.

## TIMING

### 1 Minute

#### Design Blitz

#### Design History Quiz

### 2 Minutes

#### Design Exercises

If the timer is lost, then user another device to set the time.

## DEALERS

### For 2 Players

#### the dealer is your opponent

### For 3 – 6 Players

#### the dealer is the player to your left

If players agree that a dealer is being too sloppy on their dealing for a student, then that dealer must deduct 5 points from their current score after they have dealt for that student. Respecting and not harming your colleague’s work is very important!

## DESIGNER EYE START

If you land on your own or another Start space, then you must roll both dice to determine whether you will make it to an in-progress critique with work to show or with nothing at all. If you roll an even number, then you earn 10 points. Your work is pinned up and ready. If you roll an odd number, then you *lose* 10 points. Where’s your work?! The stakes are 20 points for landing on your own space!

## STUDIO BREAK

Landing on this space means you have saved your work and are taking a break. You earn 10 points! Now enjoy your rest here until your next turn.



## BAD CRAFT

If you land on this space, then you must deduct 25 points from your current score. The quality of your work’s craft isn’t as great as it should be with all of its technical issues. Continue to make necessary refinements to ensure your process always ends with good craft.



## TECH FAILURE

Landing on this space means you lose one turn (your next turn). Your laptop’s hard drive just died, so all of your files are gone! Fortunately, you were wise enough to back them all up. It takes you some time to get back on track with your work.



## SCORING

### Design Exercises

**50 pts** for majority vote (approved sketch)

**25 pts** for minority or tied vote (disapproved sketch)

### Design Blitz

**1 – 30 pts** (1 pt per card)

### Design History Quiz

**30 pts** for choosing the correct answer

Below is the portfolio process. To acquire a Portfolio Card, players have to earn enough points to pass a threshold. Each time a player’s current score dips below a threshold, they have to discard one Portfolio Card by putting it back into the tuckbox. When they pass a threshold again, then they can retake a Portfolio Card from the box.

### Thresholds

**100 pts = 1<sup>st</sup> Portfolio Card**

**200 pts = 2<sup>nd</sup> Portfolio Card**

**300 pts = 3<sup>rd</sup> Portfolio Card**

**400 pts = 4<sup>th</sup> Portfolio Card**

**500 pts = 5<sup>th</sup> Portfolio Card**

## WINNING THE GAME

The first player to acquire 5 Portfolio Cards wins—gets accepted into The Haas!

## QUICK PLAY

Players can decide how many Portfolio Cards are needed to win. The Play Level is the amount of Portfolio Cards players decide to work toward.

(Note: Winning is not based on how many points one has, but on whether they have the most Portfolio Cards.)

### Play Level

**Freshman = 1 Portfolio Card**

**Sophomore = 2 Portfolio Cards**

**Junior = 3 Portfolio Cards**

**Senior = 4 Portfolio Cards**

**Graduate = 5 Portfolio Cards**

*Design is not about solving problems, it’s about making people happy.*

Eddie Opara

Written and designed by **Deon Mixon**  
Typeset in **Gibson**

For more information, visit [designeyegame.com](https://designeyegame.com)

The DESIGN EYE names and logos, the distinctive design of the game board, and each of the distinctive elements of the board, rules, manuals, and materials are trademarks of Design Eye Game LLC.

© 2020 Design Eye Game LLC. All rights reserved.