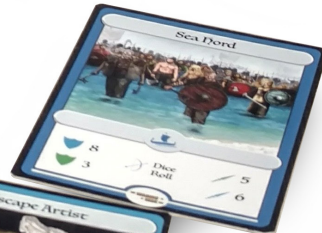
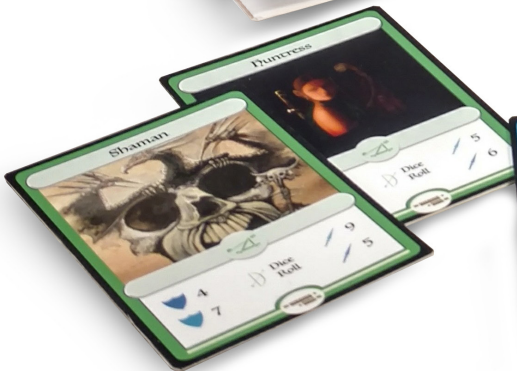
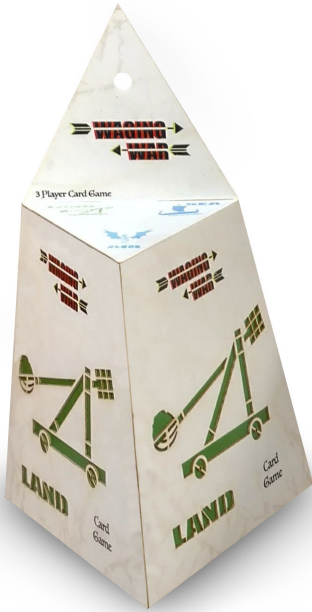


WAGING WAR



CREATIVE BRIEF

PROJECT RESEARCH

Card games such as “Magic the Gathering (MTG) or Pokemon use symbols and math equations to create the game structure. Some cards are limited in production, making them rare, and more valuable. The packaging often changes, is discarded after opened, and uses symbols or artwork to get the attention of customers.

PROJECT OVERVIEW

The mockup strategy card game I made, Waging War, is a mix between “paper , rock, scissors” and playing with plastic “Army men.” The symbols have medieval feel and reference, but the packaging will reference the less expensive toy section. They will be more affordable and less in debth than current popular card games.

DESIRED MESSAGE

- *Fun, non-threatening, simple. Fun for the family*
- *Basic, yet, interesting*
- *quickly learned, not very complicated*

LOOK & FEEL

The look and feel will be that of a travel game. Something to entertain the family or kids for a brief amount of time, and also be affordable enough buy on a whim.

By giving it the appearance of a toy, children will also have fun looking at the cards and examining the box.

TARGET AUDIENCE

Children 10 and up, families, travelers/ vacationers.

LOGO / COLOR PALETTE / TYPOGRAPHY



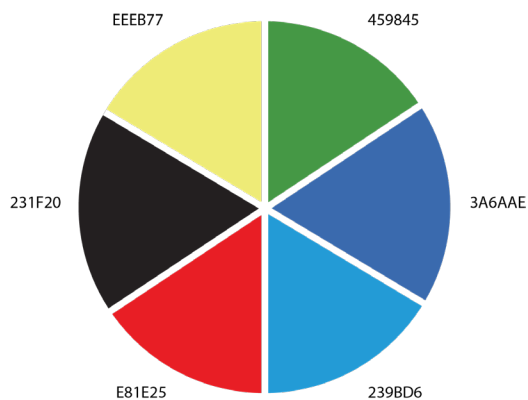
LAND



SEA



AIR



Luminari

IMPACT (Modified)

Target Audience / Personas

The target audience is any family or group, that enjoys playing card games or board games. Leaning more towards groups that have played other role playing, strategy, fantasy, or travel games.

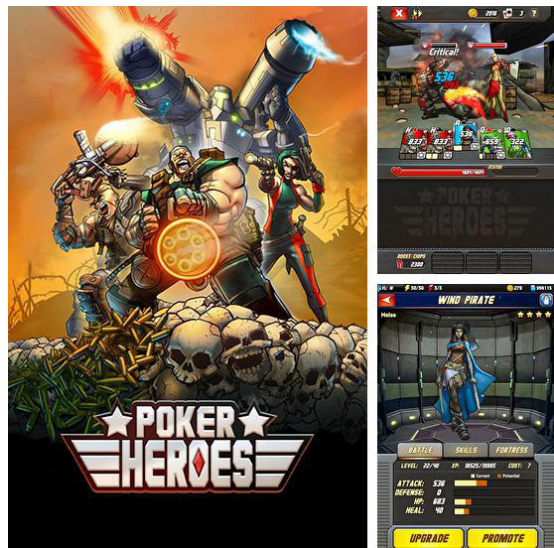
Ages 10 - Adult

Some math and reading skills needed.

Willing to spend \$18 - \$20 for a set.



Mood Board



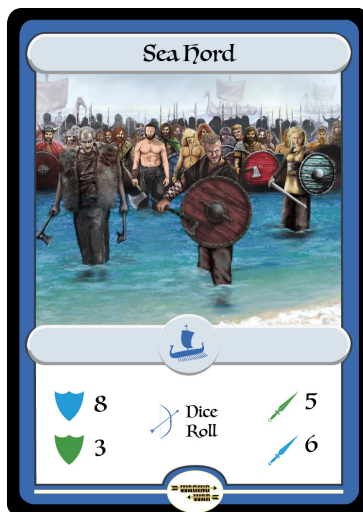
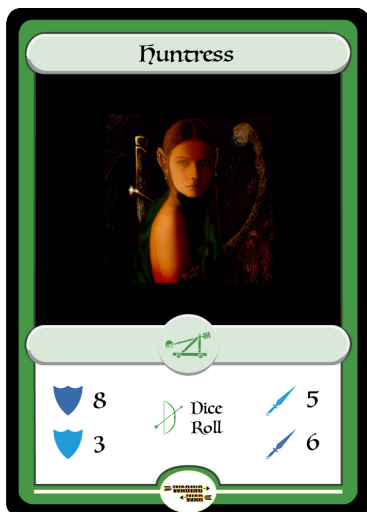
WAGING WAR

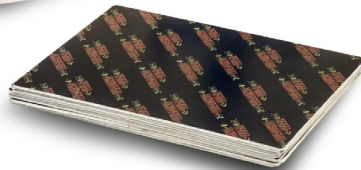


Final Packages



Card Layout





Choose between three military forces: Land, Sea, or Air. Mix and match to create new strategies, using all three.

Battle using fire-breathing dragons, well equipped land armies, or cunning "Sea Raiders."

Collect all three basic decks, buy additional card packs, and trade with your friends: to build the ultimate deck!

for ages 10 and up, some math involved. Kids ask your parents.

WAGING WAR

Wage war on your opponent in the new card game WAGING WAR. Choose between three military forces: Land, Sea, or Air. Mix and match to create new strategies, using all three.

Battle using fire-breathing dragons, well equipped land armies, or cunning "Sea Raiders."

Collect all three basic decks, buy additional card packs, and trade with your friends: to build the ultimate deck!

for ages 10 and up, some math involved. Kids ask your parents.





PROCESS STATEMENT

The Packages can be place on a shelf or hung on a rod. The design is simple yet appealing to customers who like to play strategy card games. It is a more basic version, like a novelty or travel game. It would be priced at a 1/3 of the cost of the more expensive strategy card games on the market, and could possibly do well in “Dollar Stores,” “Target,” or “Walmart.”

The designs being lazer cut, make the packaging intersting to look at and draws attention, using basic colors in strategic placement. The design is unique, but looks similar to other games of this sort.

This game is for all ages, and has the feel of playing with toy army men, or playing “paper, rock, sissors.” The logo looks like a modern war game, yet, has a medieval theme to it. Even though its not collectable, collectors might buy a set, just to have it.

I think that the simplicity, and repeating logo and symbols, works well to brand the product. It is slightly generic, so, it appeals to mostly everyone. The game would be basic and not very complicated, and I think the box has that feel to it.

