

Design Brief

Brief

A developing record label have asked me to design some kind of game that promotes the bands signed to them in a fun enjoyable way, while teaching players about the bands and introducing lesser known bands to the awareness of the current fans. The game should be themed about the general image of the chosen bands, and should also appeal to new fans with a fun and original design and catchy game plot that doesn't depend entirely on knowledge of the bands.

It should be highly graphic as well as educational and is aimed at the youth fans of the music, with a youngest age of about 10 years. It is directed at fans of rock metal and the associated subgenres.

The product is based on a board so can be used anywhere, although should have the option of extra pieces so it can be played by larger groups at youth clubs and parties etc. It can be retailed in the related shops, e.g. Pandemonium, alongside more commonplace music stores such as HMV.

Design Situation

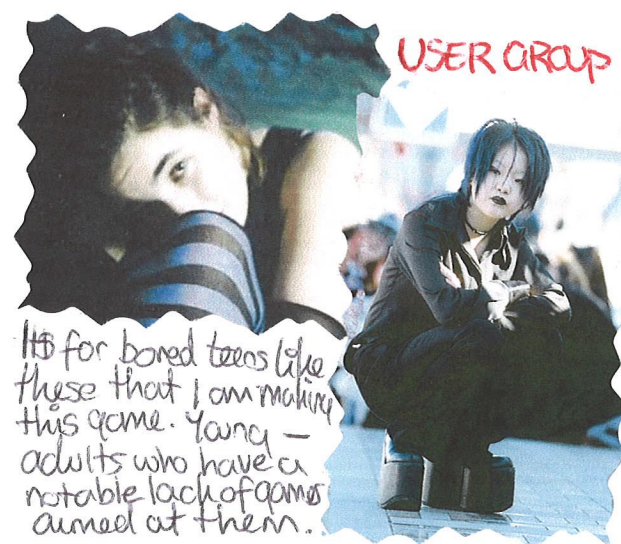
It has been noticed there is a severe lack of games aimed at the teenage market, and as this is such a large range, I decided perhaps this could be altered.

I aim to create a fun game that appeals to this age range, and since music plays such a large part in teen culture, I couldn't think of a better way to promote new bands, educate teens about the music business, and entertain them too!

Hopefully such an endeavour could also bring fresh talent higher up the music scene, and refresh interest in the older, popular bands.

I have included this sheet because it serves to give an idea about the general nature of the assignment, while detailing the target market and client.

It also is useful for setting goals, so I know what I am trying to achieve with such a project.



Its for bored teens like these that I am making this game. Young - adults who have a notable lack of games aimed at them.