

Loop Development + Play Pieces

Since my client didn't respond to my attempts to contact them, I decided to design a loop for them that would feature though - out my product.

The logo needs to fit the graphic style of the client, but also be very stylised and memorable so it catches attention without detracting from the game.

Reference Ideas



- very stylised
- Reinforces rough, heavy attitude of music
- Memorable.

Looks like one's of SDR.



- aggressive-like music attitude
- very graphic



Ideas



- ↳ Too complicated
- ↳ too gothic/death



- ↳ Rough + menacing attitude
- ↳ Catchy



- ↳ not bold enough
- ↳ boring

Final Drawing

I drew the chosen dragon design neatly



Scanned and cutlined it using a CAD programme

Added a colour fill and font



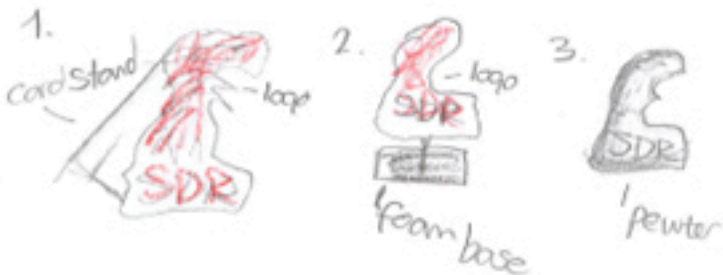
Added rendering and light point.

Play Pieces

The play pieces need to be fairly simple, easy to pick up and move, and also able to stand up on their own on the board. They also need to take into account the target user - not too small to be easily lost, safe and non-toxic while fitting in with the game theme.

I decided the SDR logo was the one image that featured throughout the game so by using it as a play piece I would not only be adding to the theme, I would be advertising my client at the same time, as oppose to simply using a coloured counter. The dragon would be best stood up, as it would be too small as a 2D counter, but that

means that either the dragon has to be cast in a 3D mould or have a base to support the upright image. My initial idea was a card dragon with a support but I realised this was too flimsy so chose a base of non-toxic foam to hold the image. But for mass, the entire thing could be blow moulded, or a 3D dragon could be cast in pewter for a better quality.



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