

Part I:
How it all began...

Break into groups and
brainstorm!

Now playtest them!

Only 2 ideas playtested

- Bud Picr
- Blind Maze

Other 2 ideas not playested

- Buttons with display
- Flashlights and Pipedream

So which idea(s) did we go
with?

None of them!

- Picr stencils had high tech barrier, motivation issues
- Blind Maze required trusting strangers
- Flashlights could only be done at night, water a bad idea in November/December
- Buttons and display cost too much, too much to implement/debug in too short time

“So why not create some giant
cards?”

-Rick Nelson

Class consensus?

- Bernie and Tracy loved the idea.
- Class was split.
- Broke into teams to start developing idea.
 - PR/Marketing (Rick & Justin)
 - Producing (Mihai & Jess)
 - Design (Josh, Doox, & Noah)
 - Materials (Aaron, Brad, & Vince)
 - Art Direction (Yuechuan & Herb)

With teams and an idea, the class was ready to start working, right?

Wrong!

Majority of class soured on the idea

- Varying opinions on how idea fit with the lessons of the class
- Cards were easily identifiable, but not considered creative or original
- Maybe we should create a new card game without playing cards?
- Maybe we should just create a new game without cards?

Day 2: Bernie leaves the room.

- Forced us to come to a decision within 15 minutes.
- “THIS IS OUR **FIINAAAAL!!!!**”
 - Aaron Meyers
- More brainstorming brought us...

Back to giant cards!

What we learned about large
group conceptualization...

Design by committee is difficult

- Separate groups come up with separate ideas.
- Most of these ideas are difficult, if not impossible to combine.
 - For example: the 532 Aquarium projects

Big project ideas take **time**.

- Don't underestimate the amount of time it takes to come up with a large project idea.
- Much time needed to reconcile differing opinions on what a project should be.
- Great ideas sometimes come up at the last possible second, so be persistent!

Know your assignment!

- Make sure everyone is on the same page regarding what the goal of the assignment is... Preferably before brainstorming begins.
- Knowing the point of the assignment will help all people conceptualize the project that best fits the assignment.

Part II: Making it happen

PR/Marketing Team

- Members:
 - Rick Nelson
 - Justin Hall

What did they do?

- Met twice
- Talked about bigness vs. cardness
- Printed out materials, bought decks of cards
- Posted it all over campus

How'd it go?

Not terribly effective

- Campus maintenance took vast majority of it down within a day.
- Daily Trojan notified too late.
- Campus homepage notified too late.

What was learned

- Too many things done the day of the event. Do them at least a week in advance.
- Make sure you place promotional materials in places where they won't be removed (e.g. get permission from departments for posting).

Producing Team

- Members:
 - Jess Rosenblatt
 - Mihai Peteu

What did they do?

- Coordinated major activities (day of, making the cards, etc).
- Scheduled and got permits for the space.
- Budgeted materials and time.
- Bought concessions for everyone.

How'd it go?

Went reasonably well...

- People were trusted to meet and produce stuff, and they did.
- Budget was kept pretty low.
- Relocating from MacArthur Park to Founder's Park didn't cause any real trouble.

However...

- Could have done a better job of keeping track of everything.
 - Put too much trust on everyone to meet and do what they had to do. (Luckily, it was well placed!)
- Should have been more clear about the goals and strategies to reach them for each individual team.

Design Team

- Members:
 - Noah Keating
 - Doo-Yul “Doox” Park
 - Josh Green

What did they do?

- Met twice
- Brainstormed a bunch of games
- Thought of traditional card games that would be enhanced by big cards.
- Thought of new card games that could only be done with big cards.
- Playtested concepts using small cards.

How'd it go?

Not bad...

- Came up with the best of both worlds (original games & traditional games).
- Playtested some of these games.

But we could've done better.

- Not all of the games were playtested.
- Not all of the games were played (possibly because they weren't playtested).
- The group felt isolated from the rest of the class.
 - Probably should have been an activity in which the entire class participated since that's what the class was supposed to be about.

Materials Team

- Members:
 - Aaron Meyers
 - Brad Newman
 - Vincent Diamante
 - Justin Hall (honorary member)

What did they do?

- Went to art stores, contacting Tri-Wall, ended up with AAA Containers.
- Bought spray-paint from Home Depot.
- Coordinated the construction of the cards.

How'd it go?

Went well.

- They got all of the materials we needed.
- People showed up all day on the Monday prior to paint cards and cut up stencils.

But still...

- They generally got lucky.
- Should have started contacting places and searching for materials earlier.
- Justin ended up saving the day by getting in contact with AAA Containers.
- Paint ran out while making cards... Saved by Home Depot being open late.

Art Direction Team

- Members:
 - Yuechuan Ke
 - Herb Yang

What did they do?

- Designed the stencils and overall look for the cards.
- Sat on the computer for hours on end trying to print the stencils out at the right size so they fit on the cards.

How'd it go?

Pretty well...

- The designs were very original.
- They were also very nice looking.
- Didn't take long to finish the cards and didn't cost that much thanks to the usage of stencils.

And yet...

- Some of the designs weren't immediately recognizable (some outside people complained about this).
- More could be done visually (possibly creating new gameplay functionality).
- Had difficulty combining the mathematical aspect of playing cards with a visual style.

Part III: Construction

1 day to make 52 cards!

- Yuechuan and Herb got the stencil designs printed out and cut.
- We went with the traditional layout for the graphics to save time (Yuechuan wanted a radial pattern).
- Took the **WHOLE FREAKIN' DAY**.
- Didn't anticipate the need for white paint to cover up mistakes... Vince remedied this situation.
- Fun fume-induced headache by 11:30PM!

Part IV: Game Day

Activities of the Day

- Solitaire
- Card Houses (of various kinds)
- Spit
- 5 Card Draw
- Texas Hold 'em
- Isocard (ParaDoox)
- War
- Blackjack
- Shuffling the Deck

Games that worked

- Isocard (ParaDoox)
- Card Houses
- Spit
- War

Games that didn't work

- Solitaire
- Poker (both kinds)
- Blackjack

Successful Icebreaker Tactics

- “Just one card!”
- Being friendly.
- Look like you’re having fun!
- “Cheat” by having some friends and IMD people partake in the action.
 - Without indicating they’re your friends or associated with the IMD.

Unsuccessful Icebreaker Tactics

- IN YO' FACE!
- Megaphones and flashy IMD t-shirts.
 - Megaphone better suited for announcing games. Make it a spectacle as opposed to an advertisement.
- Not having enough people there to increase comfort of strangers (more people doing it, more comfortable they are with joining in).

How to do it better next time!

- Need training for facilitation of the activities.
- Need to create a schedule for facilitators so they don't die of exhaustion.
 - Breaks for a meal and bathroom usage.
- Create a fallback schedule of games to keep things fresh and constantly moving.
- Food should have been integrated into the activities (instead of just sitting out there in front for people to randomly snatch stuff because it's free).