

Brief D

New board game pack

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Hasbro is a global leader in children's and family leisure time entertainment products and services, including the design, manufacture and marketing of games and toys ranging from traditional to high-tech.

Resume of the Brief

Hasbro set students the challenge of designing a new 'Game'. Games are an effective way of bringing family, friends and young and older people together. They help people communicate and have fun, 'have a laugh' at a relatively low outlay of cost.

The interaction and concept of 'play' in a game as individuals or teams can help break down barriers and help young

people learn how to interact and participate in a role without the pressures of a 'real live' situation.

Choose one of the following market categories: You may develop your own theme or subject:

- + A family game for all ages
- + A game for girls only
- + A game for the lads
- + A mixed game for teenagers or students
- + A universal game for all cultures and languages

Your design must be 'new' and innovative, not a reworking of an existing game. It should be about an interaction between players to reach an outcome.

The primary packaging must be an integral part of the game, i.e. the outer packaging must form part of the game and hold any components or elements that are essential to the game.

The Prize

Hasbro are offering a prize of £500 to the winning entrant.



Commended & Hasbro Sponsored Award Winner

Sam Gretton

Swindon College

Great way to show how packaging can be incorporated into game play. Everything fits superbly in a box with no glueing other than labels. Rules on the table as you play, nice and simple. Good finish to presentation.

Judges Comments

A concept that addresses the brief well with a compact design's effective use of materials to ensure the game concept adapts to the primary packaging.

Steve Tester, Hasbro

Commended

David Healey

University of Wolverhampton

Strong graphic concept with good overall pack shape and development sheets that show idea progression to final solution.

Judges' comments

