

D&AD New Blood Awards 2017

Brief set by:
Big Potato

In Collaboration With:
Hasbro Gaming

Deadline:
22 March 2017 5pm GMT

Invent and design a party game for
young adults that takes them away
from the screen



Additional Prizes

The chance to work with Big Potato to hone your idea and personally present it to Hasbro – and hopefully make your idea a reality.

Related Disciplines

Game Design
Product Innovation
Graphic Design
Crafts for Design

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Background

We are living in a golden age of board games. Sales have gone up by 25% every year for four years. Crowdfunding sites have made it easier than ever for inventors to launch innovative new games. And far from killing off the board game, the digital world has made people yearn for the social interaction they provide. With 70% of new ideas coming from inventors outside the games industry, it's open season on non-digital game design for creative types who know how to have fun.

The Challenge

Invent a party game for young adults. The game needs to be an innovative and exciting product that brings people together in the real world – offline and app-free.

There's every chance your game will get made, sold globally and become an evergreen title for many years to come (with you raking in the royalties).

Who is it for?

16 to 26 year olds, men and women, who like games but have maybe forgotten how fun, cool and grown up they are these days.

What to Consider

- Remember: this is a **young adult** party game, not one for kids.
- The game can be edgy but not so controversial that retailers would turn it down. For example, drinking games are a no. Think: not quite as offensive as Cards Against Humanity.
- Invent a game you and your friends would like to play, and importantly, a game others would want to play too. Reimagining or subverting an existing game can be a good place to start. Basing it on a homemade game you play with friends is also often rich territory.
- Check your game hasn't already been invented. Similar gameplay or rules are fine, but strive for uniqueness: you'll need to stand out from the rest.
- Keep it simple; no one likes complicated rules. How many people can play? How long will a game take? Bear in mind the party context. Aim for 2+ people, 2 minutes to learn and around 30 minutes to play.
- Board or card games are fantastic, but there are other routes you could explore too: Bop-It, Twister or Jenga, although initially aimed at a younger crowd, are great examples of party games that break out of the card / board box. And there's no need to stay indoors – maybe you want to get people off their bums and running around outside?
- The game must be self-contained: **no app or screens needed to play**. But you can explore digital extensions or complementary apps if you wish.
- You'll need to nail that big idea. But there's room for craft here too – for example, it's José Fatkinson's irreverent illustrations that bring Big Potato's Obama Llama to life. It's up to you (and depends on the nature of your game) how far you work things up. Lovely graphic design, copywriting, branding, packaging etc may enhance your execution and be recognised accordingly, but they're not essential: the heart of this brief is a killer concept with well-designed gameplay.
- Think about how you'd position and promote your game. Is there a game-changing launch concept that will bring your idea to life and grab attention? In the 60s, the public went nuts for Twister when they saw Zsa Zsa Gabor and Johnny Carson playing it live on TV. In the 90s, Cranium launched

exclusively in Starbucks. In 2011, Cards Against Humanity got noticed for its attitude and refusal to sell on the high street. All brave, different, and true to the games themselves.

What's Essential

- A presentation showcasing your idea with clear gameplay and designs and any launch concept ideas. This is your pitch: initial judging rounds will **only** look at your presentation video, so it needs to do your game justice. They'll dig deeper (and get playing) once they're down to a shortlist for the Pencils.
- Once you've won over the jury with your presentation, the proof is in the pudding. A **playable prototype** might not be possible, but create and submit one if your idea means you can do so without too much difficulty. Otherwise, get creative to prove the concept without making it: the Bop-It video in your Brief Pack shows how its inventors did this.
- Research and development highlights.

What and How to Submit

Read **Preparing Your Entries** before you get started for full format guidelines to make sure your work gets accepted. Submit:

- A presentation **video** (max. 90 seconds)
- A demo: either a playable prototype with full instructions, submitted as **physical** supporting material OR a proof-of-concept **video** (max. 2 min)
- Your R&D: either **JPEG** slides (max. 2) or a **video** (max. 30 seconds)

