

Producing professional games in a box

Connections UK 2022
Day 2: 201 session 4: 1500-1530
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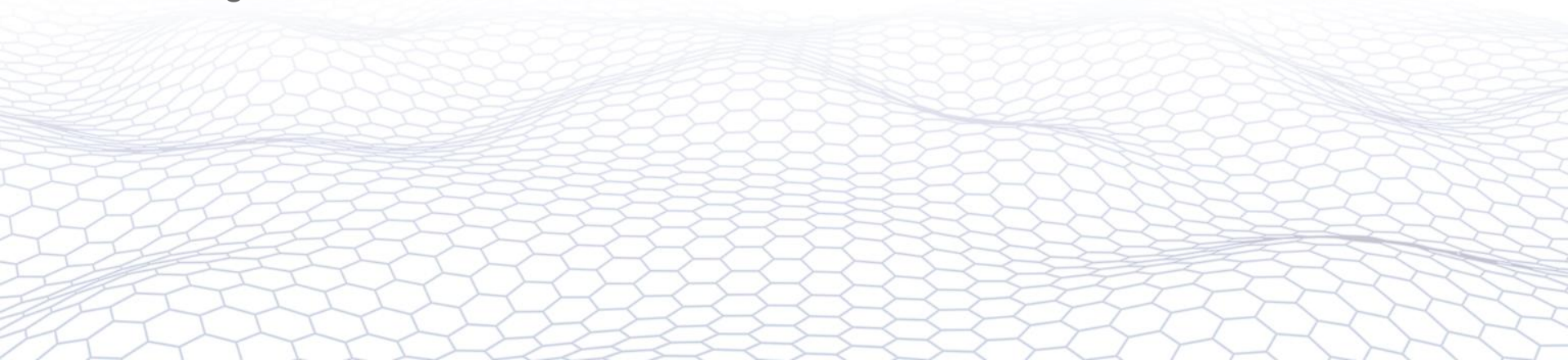


IMAGINETIC
SIMULATION + DESIGN

Connections UK
07/09/2022

Inside the Box Thinking

Producing Professional Games in a Box



*Your Box is **No Longer** Your Game You are **Not** Included in the Box*

Playtest, playtest, playtest!

No game survives first contact with the “enemy”

Internal: Playtest **exactly** the rules as written

External: Players playtest blind (no aid)

What to collect:

- Player behaviour
- Collect **every** player question
- Collect **all** player suggestions



Rules

- Visuals can save the player time and **headache**
- Be clear
- Be concise

Guidelines for your rules:

- How to start / Game setup
- Use gameplay examples
- Quick Start Rules
- Rules Summary / Player Aid

Building the Box

Option	Pro	Con
boardgamesmaker.com	Quick turnaround Good number of component options	Chinese manufacture – logistics bottlenecks You need print-ready files
thegamecrafter.com	Very accessible design tools Large number of component options Sales and distribution included	Expensive! Prohibitive shipping outside US
spielmaterial.de	Good selection of components	Fewer options No games sales
Game Companies (GMT, Nuts!, Asmodee...)	In-house design / production teams	Less control
PandaGM	All options available!	1500+ minimum game order!!

Free* Art Resources

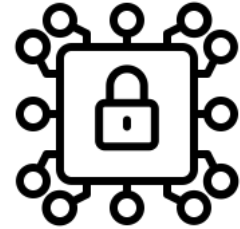
** or almost*

Icons:

game-icons.net (free)

thenounproject.com

fontawesome.com (free and paid)



Art assets:

freepik.com (free)

Wikimedia Commons (free)

AI art:

midjourney.com



Midjourney.com: A Lifesaver!



Graphic Design 001

- We **DO** just a book by its cover!
- Form follows Function follows Form
- Words matter, visuals matter more
 - processed in nanoseconds
- CRAP design
 - **C**ontrast
 - **R**epetition (consistency)
 - **A**lignment
 - **P**roximity

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CRAP Design



	M-F	SAT	SUN
7am	(P) FREE	(P) FREE	(P) FREE
8am	(R) [Red diagonal stripes]	(P) 1 HR	(P) FREE
8 ³⁰ am	(R) [Red diagonal stripes]	(R) [Red diagonal stripes]	(P) 1 HR
4pm	(P) 1 HR		
7pm	(P) FREE	(P) FREE	



Graphic Design 001

Resources

The Non-Designer's Design Book

Robin Williams (not the actor)

Software

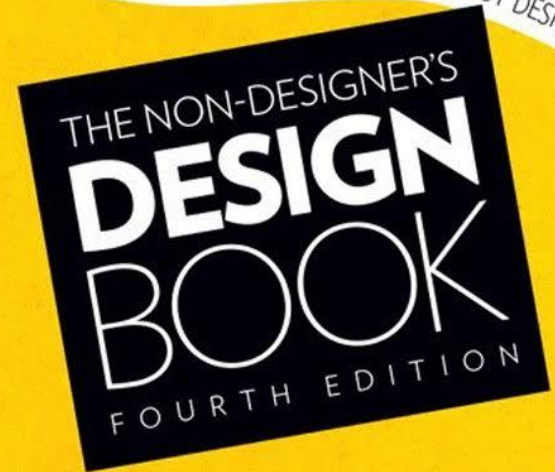
Adobe Creative Cloud

GIMP (free)

Inkscape (free)

TheGameCrafter.com

THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!



DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

The STRIKE! Battlegroup Tactical Wargame (Mike Young)



Ref: <https://paxsims.wordpress.com/2018/08/24/the-strike-battlegroup-tactical-wargame/>

Q&A