DEADLY ISLAND

Case Study

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OBJECTIVE

Trevor Plastow just finished his ten-year journey of creating and perfecting Deadly Island. Plastow's creativity led him to build a lively board game, but he did not have the necessary skills to design it. Our group of creatives joined efforts to make his hard work come to life.

SOLUTION

Trevor trusted us with all creative decisions from the board game pieces to the overall look of Deadly Island's website. We based our decisions on our knowledge of design and applied our varied skills to make the game a reality.

THE PROJECT

PITCH VIDEO

The first objective, as a team, was to create a pitch video. The goal of the video was to communicate our passion and excitement in order to generate interest in the project for other people. We gathered footage of our group actually learning to play the game and layered it with clips of Savannah, the project manager, talking about our experience and our goals.

STYLE GUIDE

Settling on a specific style was crucial for this project because there was a group of individuals coming together to create a cohesive piece of work. We decided that the color scheme should be a monochromatic blue with a bright orange for the highlights. For our titles we chose the font Old Providence New Roots, which had an exotic tribal feel to it, and for our body copy we chose the font Open Sans Condensed (light), which offered a nice contrast to the decorative titles.

TITLE FONT: OLD PROVIDENCE NEW ROOTS

Body Font: Open Sans Condensed Light

COLORS & HEX CODES

DEF0F5

00b0a6

37817F

24605E

1B5153

143738

032421

E38F47

E16E38

DC4F33

LOGO

One of the first things that we wanted to nail down was the logo. We went through many different iterations before settling on a letter logo with illustrative values and an orange gradient. We made an effort to work in volcano imagery, and managed to include it in a way that was both subtle and iconic.

BOX DESIGN

Because we hope that this game will be in stores, one of our deliverables was to create a box that the game pieces could be stored in. That meant designing a front side that was eye-catching and original, sides that were easily distinguishable, and a back that was interesting and descriptive.
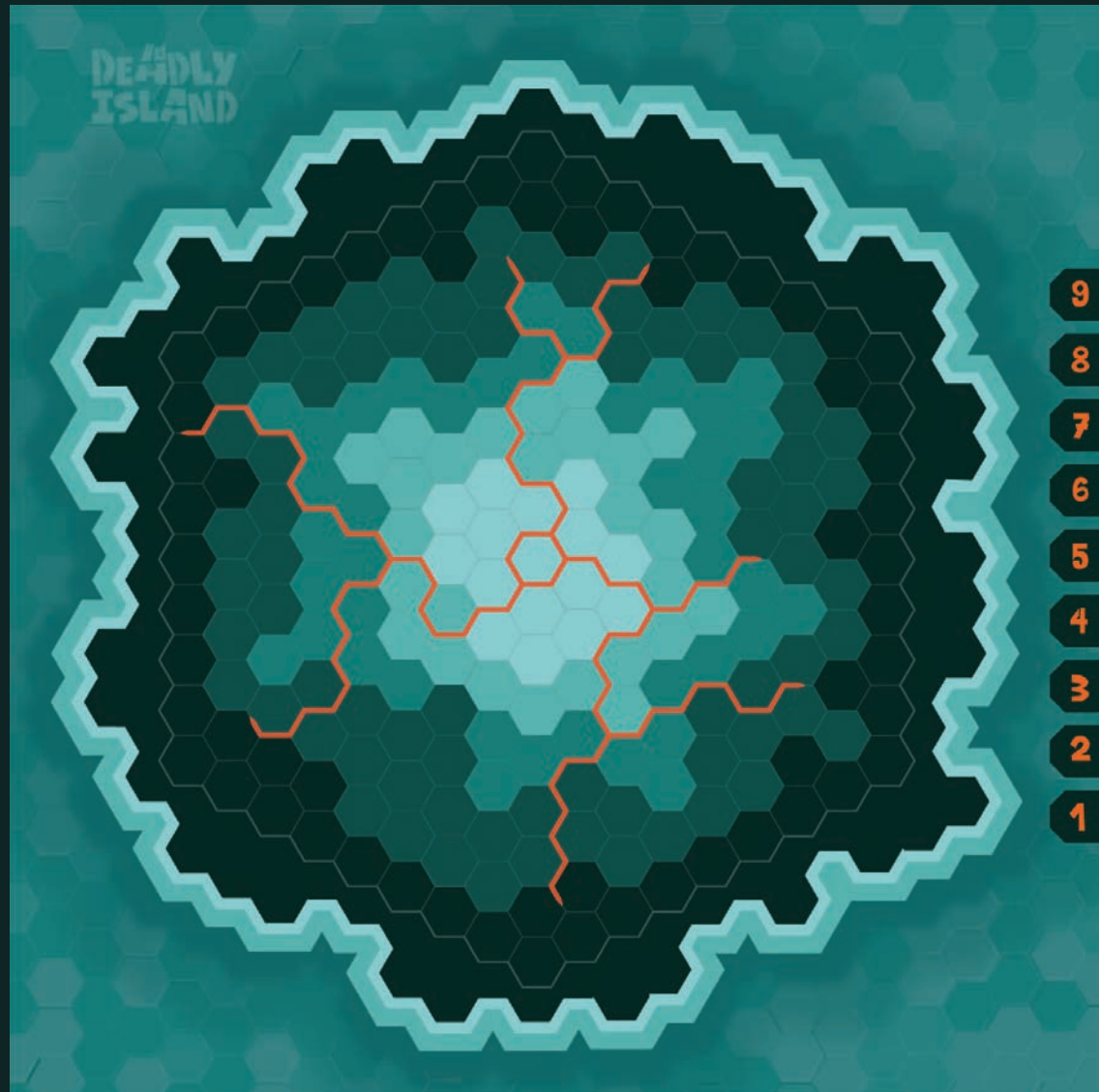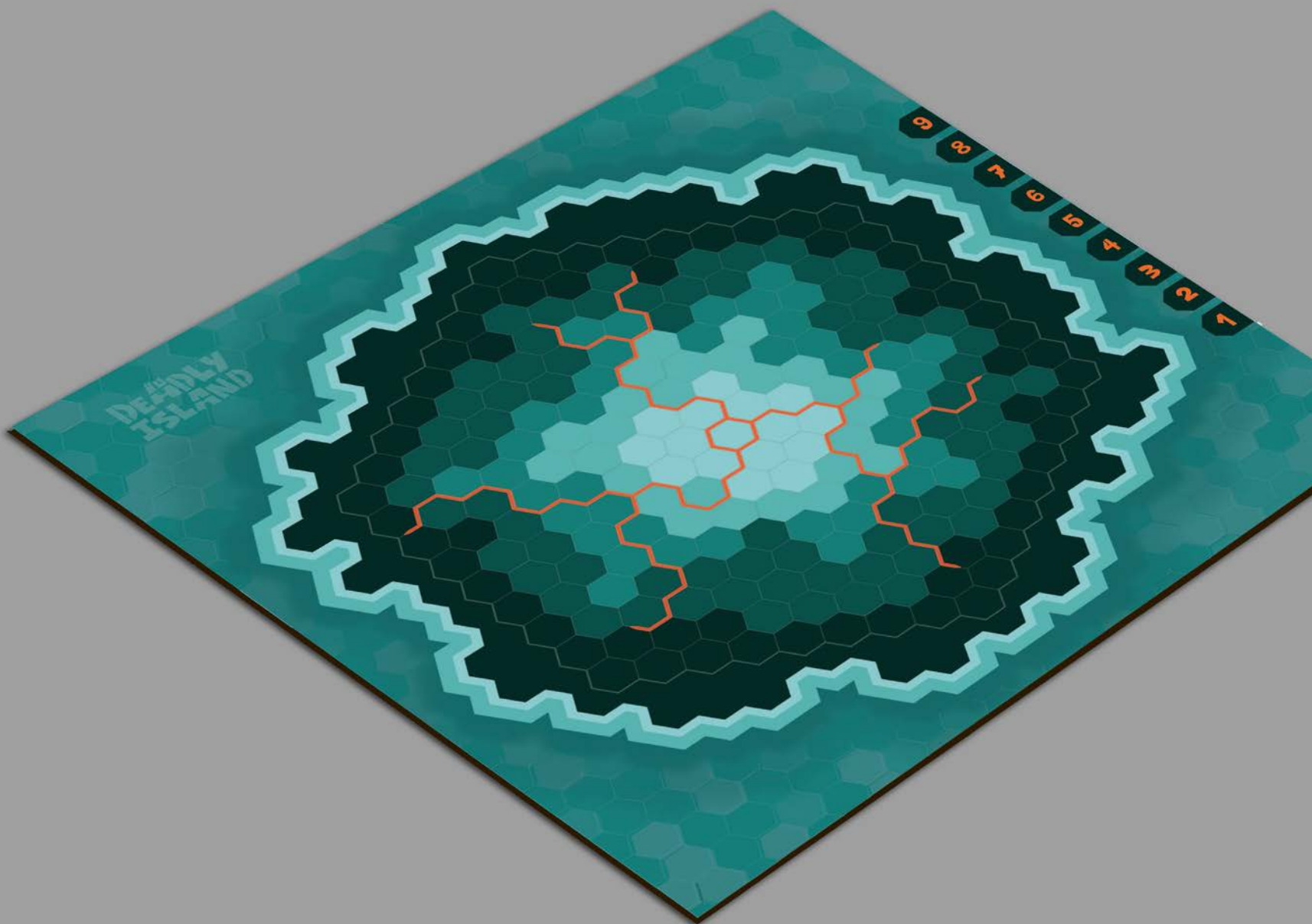
GAME BOARD

Without a board to play on, there is no game, so we wanted to make sure the board design was strong. It needed to have clearly defined features, but be abstract enough that nothing was too distracting or busy looking. After many different versions with varying levels of detail we landed on a design that was a good balance of what we wanted.
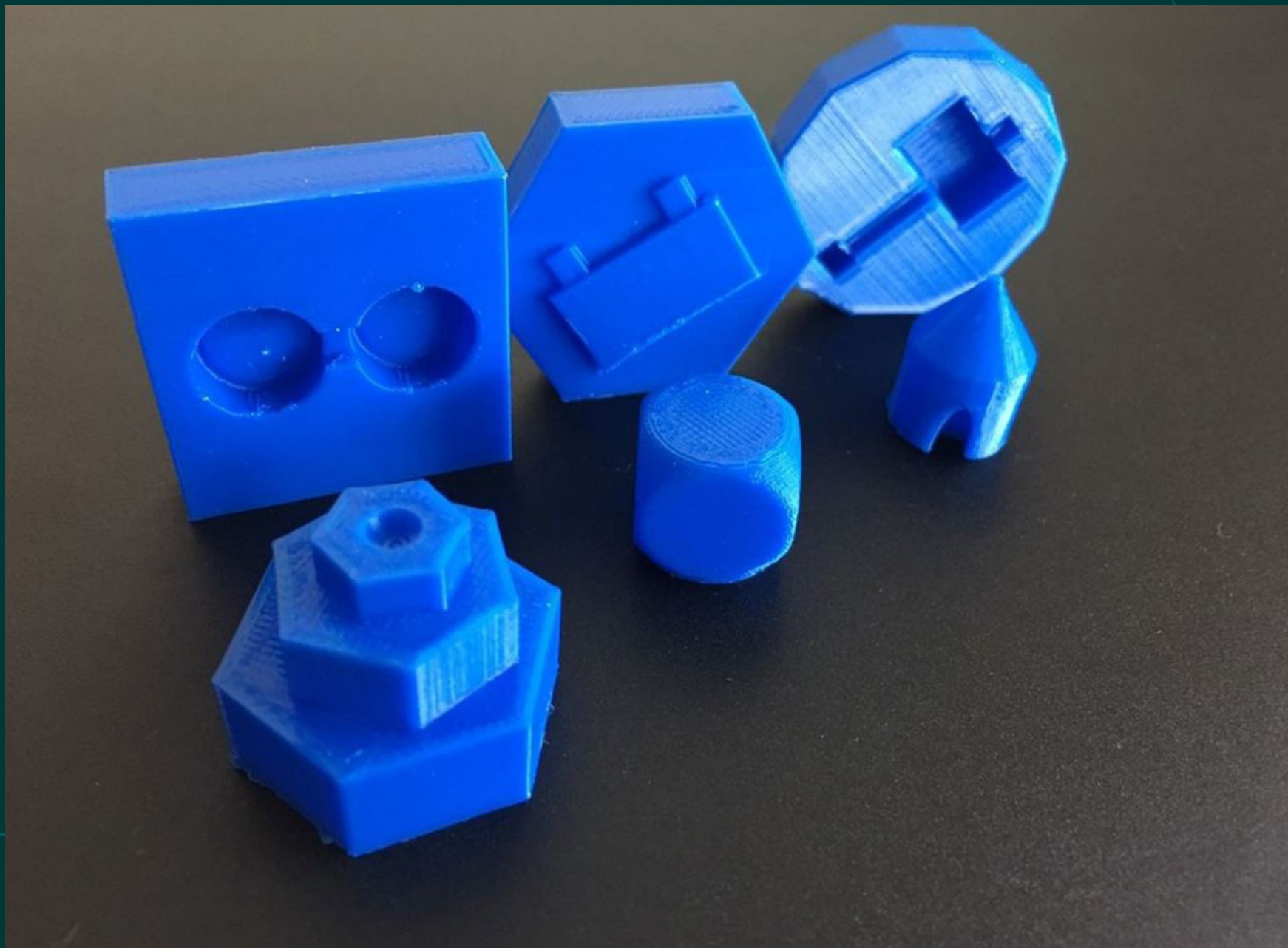
GAME PIECES

One of the most essential elements of this game is the 3D pieces, which include the Gatherer, Builder, Scout, Camp, and Village. Along with the 3D pieces, there is a die that has the three resources printed on it, which are Wood, Coconut, and Stone. When the die is rolled, it determines what resource is collected on that turn.

RESOURCE CARDS

One of our deliverables was to create resource cards. There are three resources in the game as mentioned above. The cards exist to help players keep track of the resources they have gathered. When a player has enough resources, they can give them to the bank to buy the other game pieces, also listed above.

BOARD CHIPS

The Board Chips were one of the most significant deliverables. There are 16 different chips, and each chip has an associated action or event. On a player's turn, they draw chips for every space they explore, and the chips direct the player what actions they should take on their turn. Every chip needed a design and an explanation that could be easily understood.

BUILDING COSTS CARD

We created information cards to help players understand what resources are required in order to buy game pieces. Additionally, we created a card to explain the point values associated with each piece. These cards are both essential because the point count at the end determines which player wins the game, and that point count comes from how many of each piece each player has. Players need to know the costs for the pieces to determine their strategy for winning.
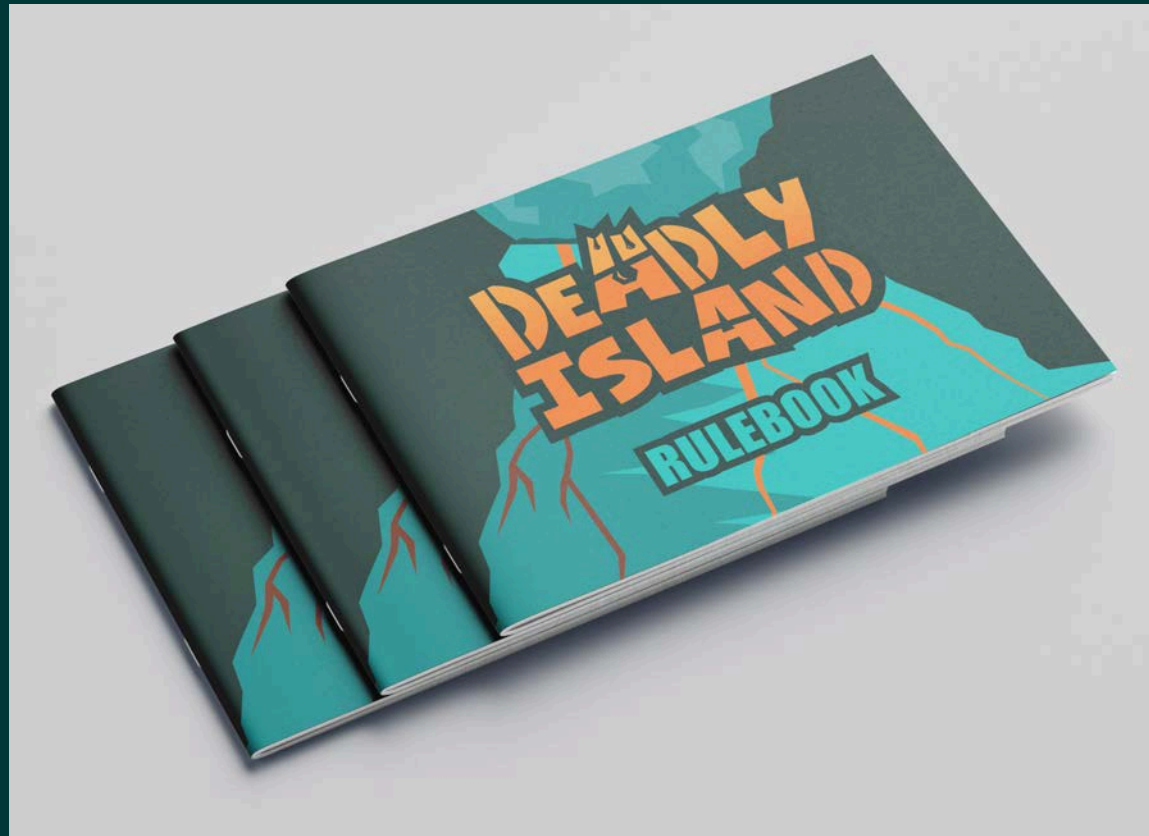
GAME POINT CARD

GAME POINTS

GATHERER	1 Point
BUILDER	5 Points
SCOUT	7 Points
CAMP	10 Points
VILLAGE	15 Points

DEADLY ISLAND

RULEBOOK

Another deliverable was the Rule Book. The game is fairly complicated to learn, and some of the elements require detailed explanation. The book explains all the rules that a player needs to understand in order to play the game, including the main objective, turn play, moving pieces, and collecting resources. It also explains the function of each of the different pieces of the game and each of the 16 board chips.

OBJECTIVE

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your pieces. Along the way you'll try to avoid dangers like plagues, earthquakes, and the deadly volcano. The game ends when the entire island has been explored. The player with the most victory points is the winner.

GETTING STARTED

Each player chooses a space on the edge of the board and activates it by drawing a tile and performing whatever action is required. If your first tile is "Volcano," "Earthquake," "Plague," or "Detour," then put it back in the bag and draw a new tile. Each player places their starting units on that tile. The number is units per player depends on the number of players.

PLAYERS & UNITS

Refer to the chart below to know the number of units each player should begin the game with.

NUMBER OF PLAYERS	GATHERERS	BUILDERS	SCOUTS
2	3	3	1
3	3	3	1
4	3	3	1
5	2	2	0
6	2	1	0

RESOURCES

Resources can be ac~~

ACTIVATED TILES

Activated tiles are triggered when a piece lands on them. If a tile is explored but not activated yet, and a piece lands on the tile, the tile is activated at that time. If a disaster tile would destroy the last builder/camp/village and gatherer of a player, those two pieces are immune to the destruction.

EXTRA GATHERER
Add a free extra gatherer to this space (if available).
That gatherer cannot move this turn.

EXTRA BUILDER
Add a free extra builder to this space (if available).
That builder cannot move this turn.

EXTRA SCOUT
Add a free extra scout to this space (if available).
That scout cannot move this turn.

SCENIC VIEW
The player that activated this tile selects a direction. Explore 3 tiles in a row without moving the piece. If a scout landed on the tile, it exposes 6 tiles in a row.

TRAINING
Any unit on this tile can be exchanged for any other unit.

DEATH
The unit that lands on this tile dies. Remove it from the board.

PALM TREE
No events are triggered here. It's a free space. When it's explored, flip it over and continue.

QUICKSAND

Only activated by scouts. Automatically halts movement of scouts.

VOLCANO

Destroys everything including units, buildings, and resources once activated. The radius affected is one plus the round number (e.g. if the volcano is triggered on turn 3, it destroys everything within 4 spaces.)

EASY TRAVEL

Choose a direction. Move and explore 3 spaces in a row one at a time. The piece keeps moving unless it lands on another tile that provides new instructions such as "Easy Travel," "Detour," or "Death."

PLAGUE

All units within 2 spaces of this tile are destroyed.

EARTHQUAKE

All structures (camps and villages) within 3 spaces of this tile are destroyed.

DETOUR

Send the unit that landed on this space back to the player's nearest structure. If the player doesn't own any structures, the unit is sent back to the space where it started that turn.

WEBSITE DESIGN

An important part of any new business trying to promote its product is creating a website where visitors can learn about it and find answers to questions. We decided that we would build one that our client could use for those purposes. We designed it to be a place to promote the game and allow players to learn more about it and find answers to questions.

HOW TO PLAY

OBJECTIVE

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your

ADVERTISEMENTS

We also created mock-ups of potential ads that our client can use for marketing in the future. These included a few different types of ads meant to be displayed online, on social media or elsewhere. The ads use game elements and colors to attract attention and direct people to the game's website. As part of this, we created an Instagram page that can be used to promote the game there.
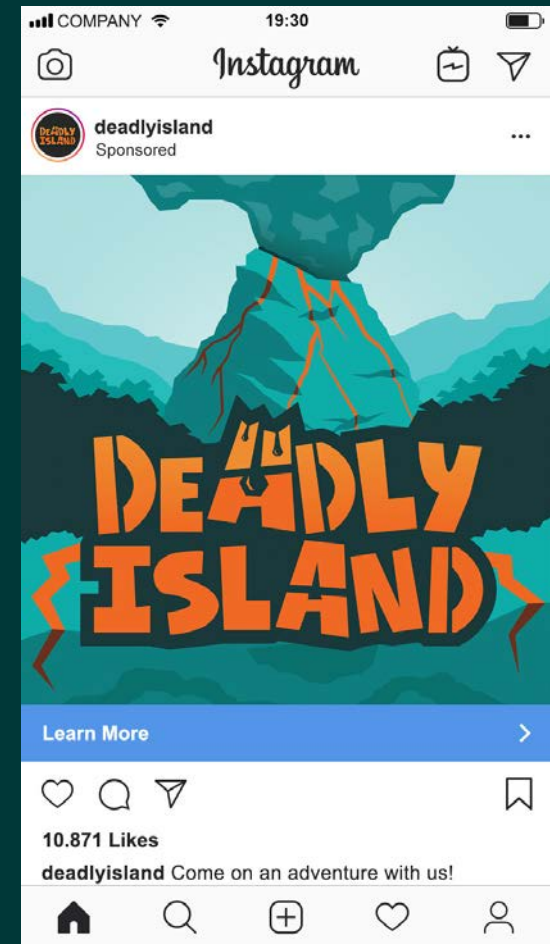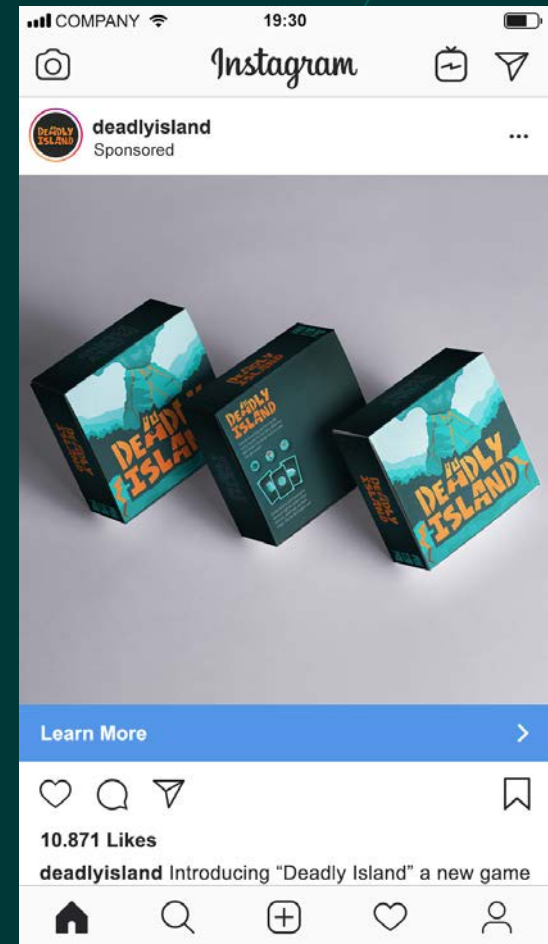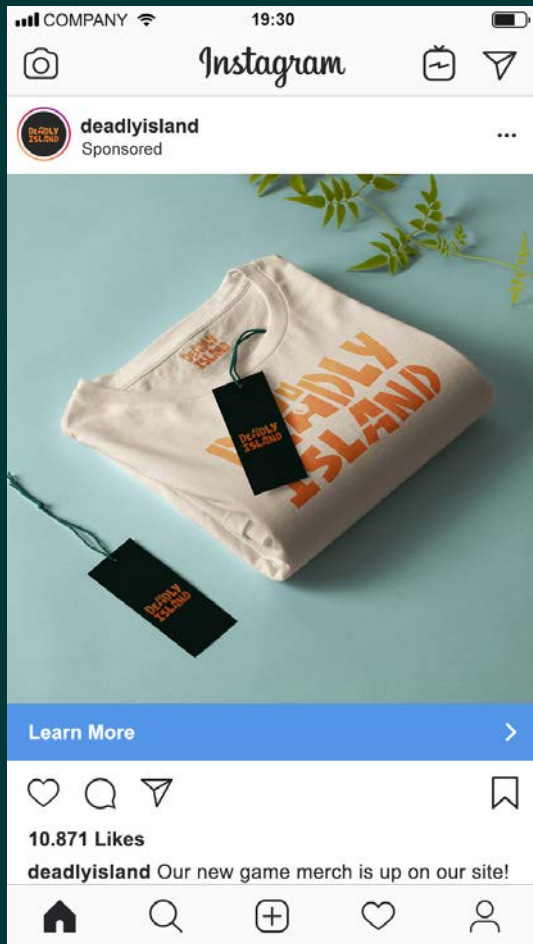
BRAND SWAG

Finally, we created mock-ups for merchandise that our client could potentially use to generate interest and additional income from the game. We stuck the logo and various game elements on things like shirts, hats, and phone accessories.

# APPENDIX

CAITLYN HASSELL

DESIGNER

Caitlyn grew up in Orange County, California before moving to Idaho to attend Brigham Young University where she studied visual communication. For this project, she worked on the pitch video outline, box design, the logo, a game ad, editing team photos, and editing the case study.
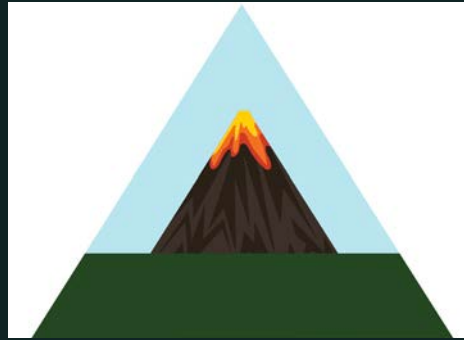
BOX COVER DESIGN

The bulk of my time for this project was spent on designing the front of the box. Because it would likely be the first thing that consumers would see and would be primarily responsible for drawing in buyers, a new draft of the box front was created every week in an effort to create the most professional and interesting version possible.
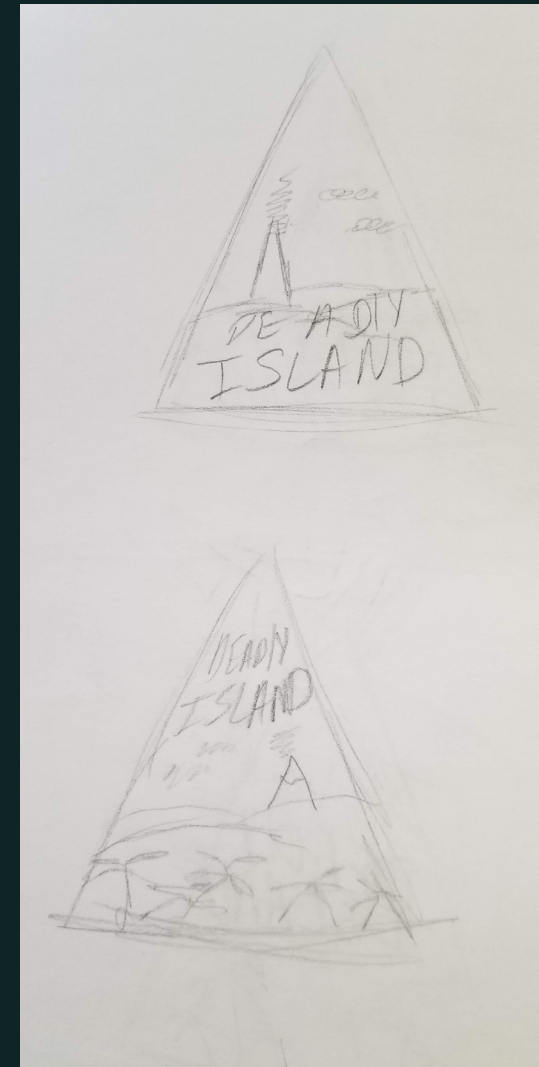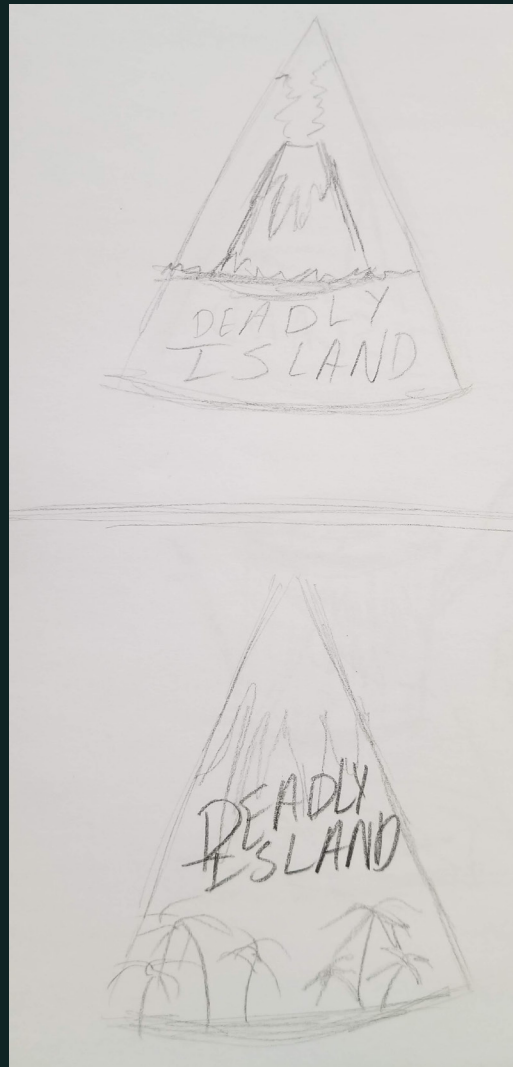
BOX COVER DESIGN

About halfway through the project, we made a major style change that helped the game better appeal to the audience we were targeting. We moved toward a darker color scheme and a less cartoony illustration style that fit better with the message the title of the game was conveying. As a result of this shift, I created a new box design almost entirely from scratch. For the remainder of the project timeline, I was editing and getting feedback from group members and instructors on how to improve the design. In the end, Savannah helped me by making changes advised by our instructors that I was having difficulty implementing.
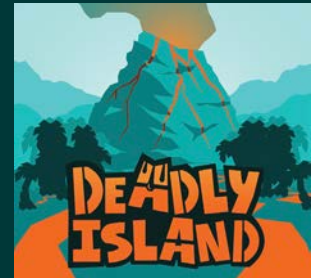
LOGO DESIGN

Savannah and Valeria both worked on the logo as well. I jumped in to help generate new ideas when Savannah had finished designing a set. I immediately went into Illustrator and created some simple logos. Yellow was the main color of choice since it was bright and would stand out. Initially, I tried to recreate the volcano shapes that Savannah had designed but also created some simplified ones that would be easy to read. After we changed design styles, Valeria took the lead on logo design.

GAME AD

Creating an ad for the game required me to learn Adobe Dimension. Once I discovered how to use the basic tools, I quickly put together a mockup of what a printed box would look like. I then searched unsplash.com for photos of a group of friends having fun. To me, this would help the game look fun and enticing to our audience. Lastly, I created a short slogan that included part of the game title to help the ad be more memorable.
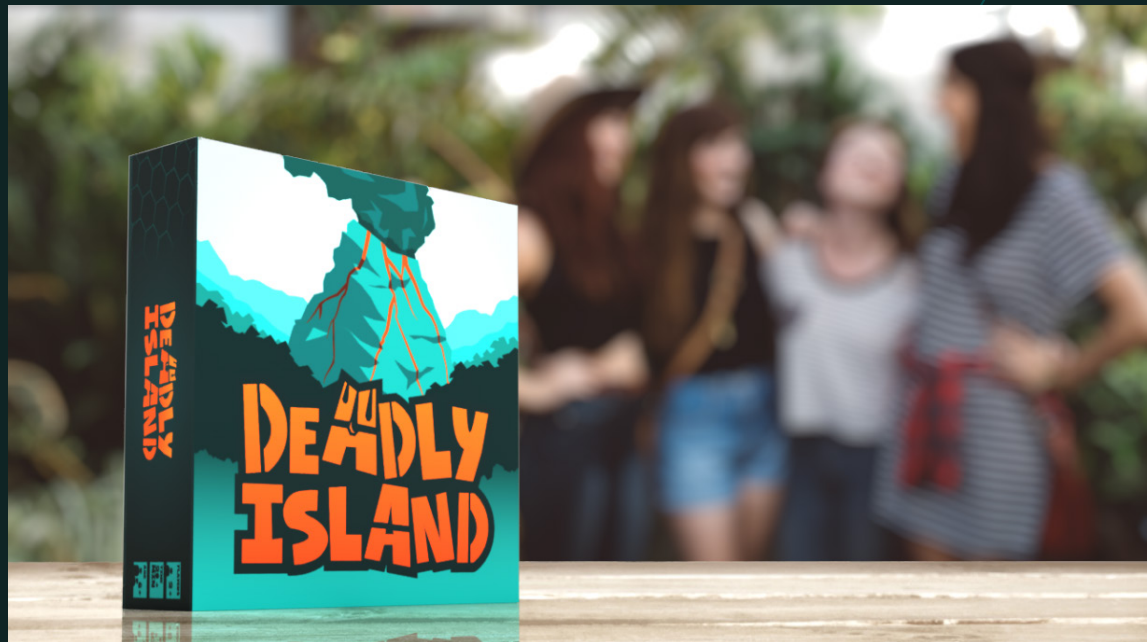
PHOTO EDITING

I also helped edit the team photos. My main goal was to make them all uniform and professional looking.
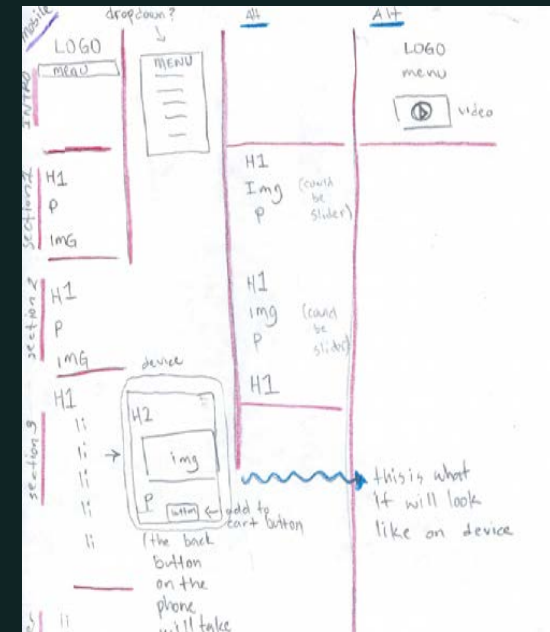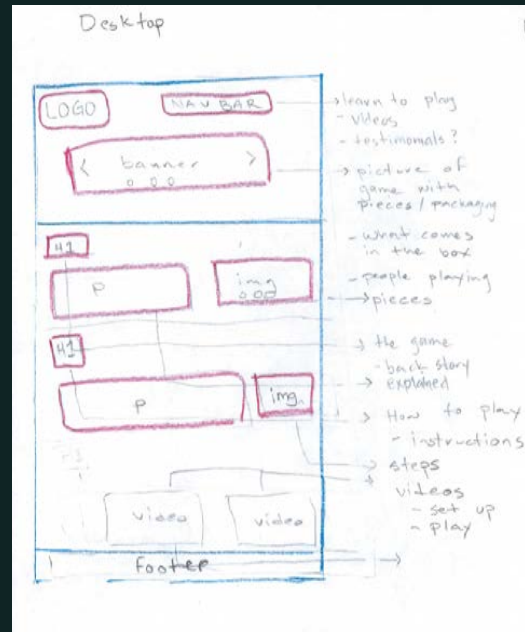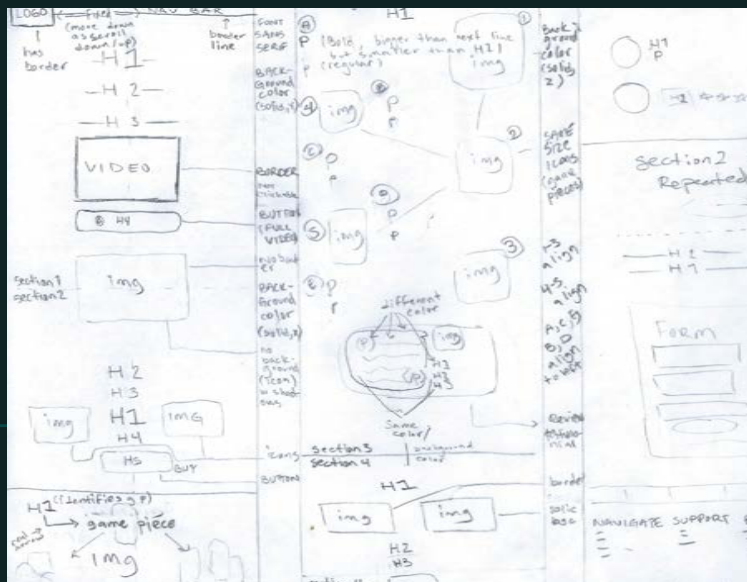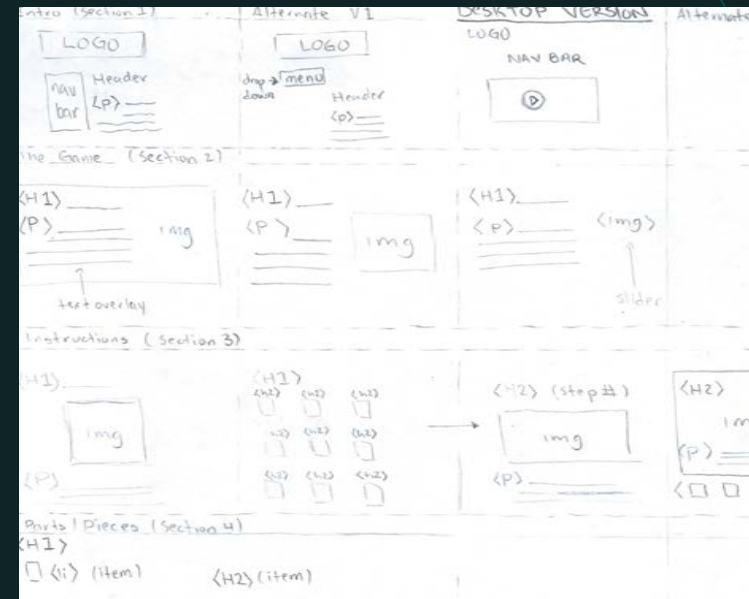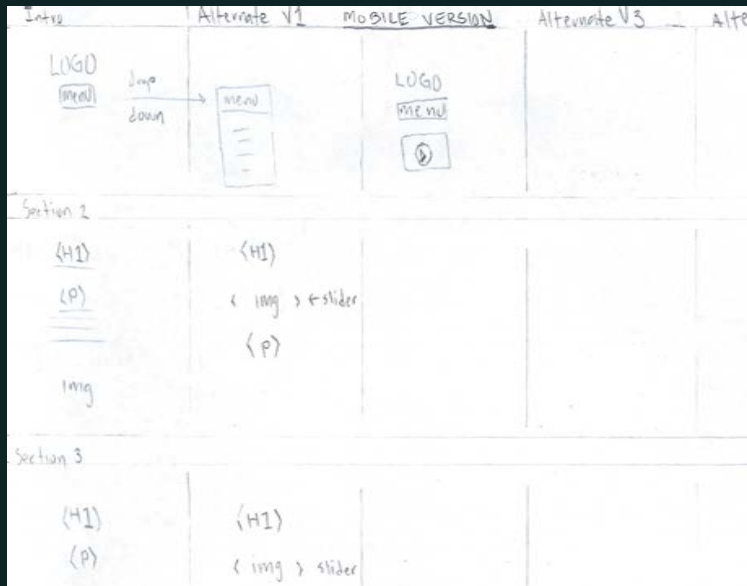
CHRISTOPHER MEZA

DESIGNER

Christopher has been studying web design and development and will soon be graduating. He has enjoyed learning about visual and graphic design a lot more over the course of his studies. For this project, he focused on designing the website. He sketched and created mockups for the website and also created mockups for other items like merchandise.

WEBSITE

In designing the website, I first began by researching game or game-related websites, their layouts, and the principles of design they used. I did this as I understood the importance of both user experience and the user interface. Secondly, I sketched varying wireframes for desktop as well as for mobile screens. Thirdly, I sketched possible content ideas onto the wireframes. I did this to have a better understanding of the website and its functionality. Lastly, I created mockups for the website using Photoshop.

Jessica Hamilton

Deadly Island
is a really fun game! I love it!!!"

---

that's like no other.

DEADLY ISLAND

NOW AVAILABLE
BUY NOW!

DEADLY ISLAND THE GAME HOW TO PLAY THE PIECES REVIEWS PURCHASE NOW

DEADLY ISLAND

DEADLY ISLAND THE GAME HOW TO PLAY THE PIECES REVIEWS PURCHASE NOW

The Pieces

DEADLY ISLAND THE GAME HOW TO PLAY THE PIECES REVIEWS PURCHASE NOW

DEADLY ISLAND THE GAME HOW TO PLAY THE PIECES REVIEWS PURCHASE NOW
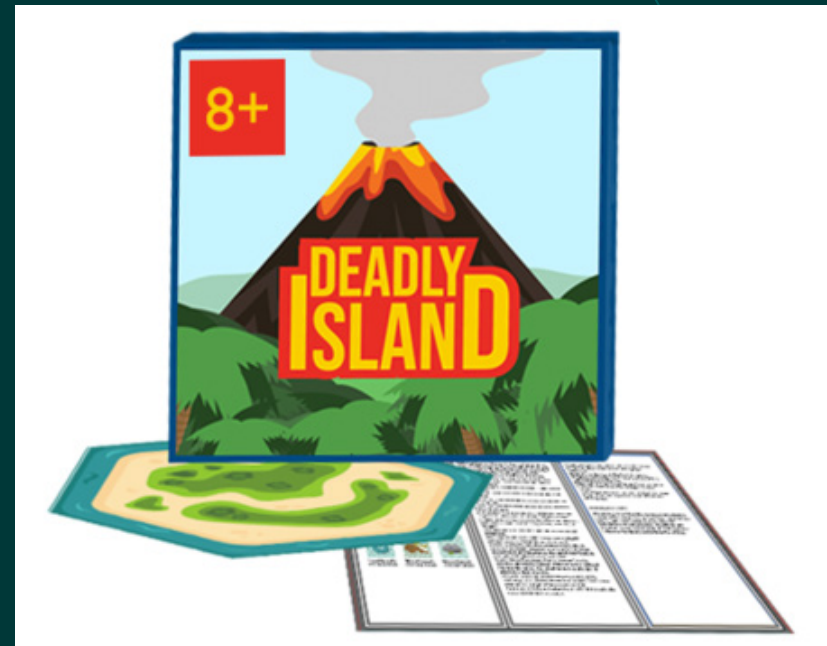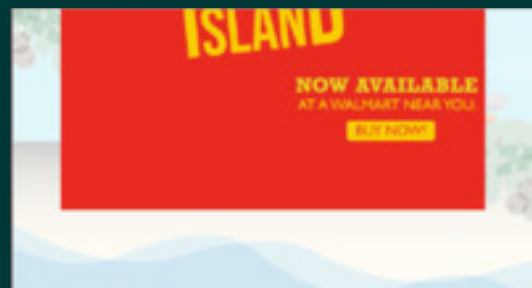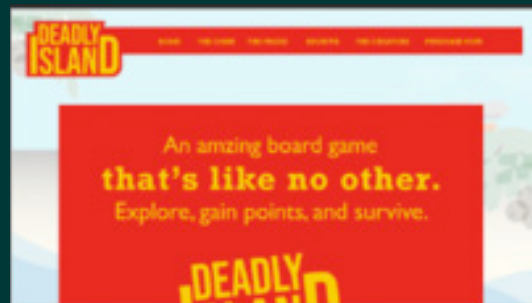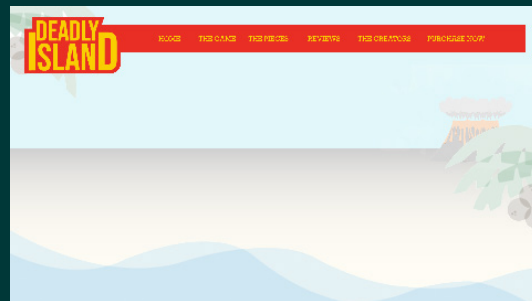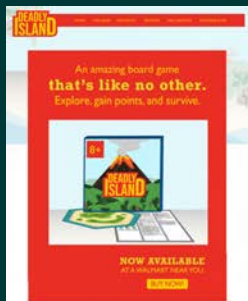
DEADLY ISLAND

BUY NOW!

Desktop version (left):

DEADLY ISLAND

HOW TO PLAY   THE PIECES   REVIEWS   WHO CAN PLAY   PURCHASE NOW

An amazing board game
that's like no other.
Explore, gain points, and survive.

DEADLY ISLAND

NOW AVAILABLE
AT A WALMART NEAR YOU!
BUY NOW!

How To Play

1. Place your pieces by the edge of the board.
2. Explore the island by moving your pieces by their designated number of spaces.
3. Draw a card and do as it says.
4. Collect resources, buy items, and gain points.
5. Watch out for the natural disasters and beware of the volcano.
6. Have fun and survive!

The Pieces

Unlike most games, DEADLY ISLAND is a game that utilizes many pieces. The camp, the village, the builder, the gatherer, and the scout are among the pieces which are mostly played and which will favor one in exploring the island and gathering points. From there on, the other pieces are there to facilitate the game play.

Deadly Island is a really fun game! I love it!!!"
Jessica Hamilton

DEADLY ISLAND

BUY NOW!

Mobile version (right):

DEADLY ISLAND

THE GAME WHO CAN PLAY HOW TO PLAY THE PIECES REVIEWS BUY NOW

A BOARD GAME LIKE NO OTHER.
Explore, gain points, and survive.

NOW AVAILABLE
AT A WALMART NEAR YOU!
BUY IT NOW!

Deadly Island is intended to be played by teenagers and young adults. However, anyone who understands its instructions and concept is welcome to play. This game may be best enjoyed during hangouts, dates, and family gatherings.
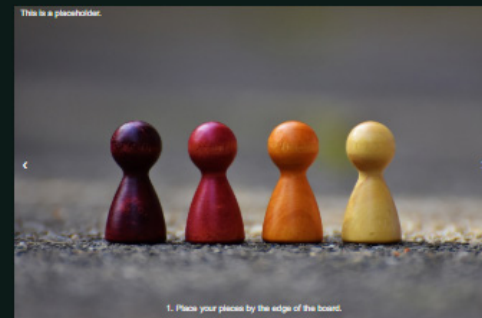
This is a placeholder.

1. Place your pieces by the edge of the board.

Unlike most games, Deadly Island is a game that utilizes many pieces. The camp, the village, the builder, the gatherer, and the scout are among the pieces which are mostly played. These pieces will favor one in exploring the island and gathering points. From there on, the other pieces are there to facilitate the game play.

Eric Mat
I really enjoy playing Deadly Island with my girlfriends. It is really fun!

Linda Martin
I bought this game for my child's birthday. He is always having a blast when he plays it. He has even asked why I hadn't bought it sooner!

John Steven
My wife and I wouldn't have met each other if it wouldn't have been for this game. We love it!

BRAND MOCKUPS

Even though I mostly focused on designing mockups for a potential website, I also helped create mockups for other content such as its display on devices with varying screen sizes, clothing, and a calendar. I also created one for a van which would be advertising it and another where only the logo is being displayed. The website pictured here is the final draft of the site in a mockup I downloaded.
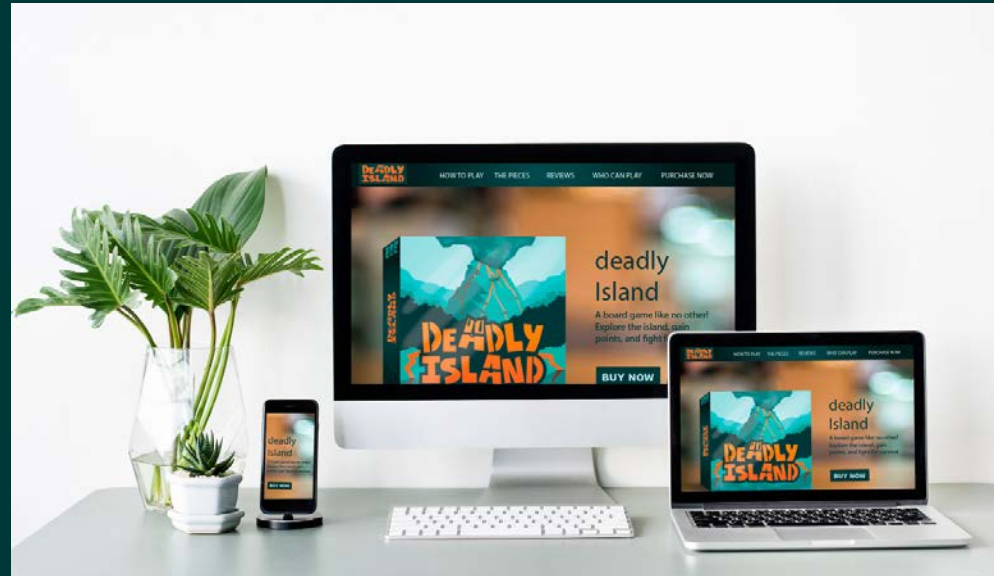
LOGO DRAFT

As I worked with a team for the project, these were some ideas which I shared for the creation of the game's logo and volcano.
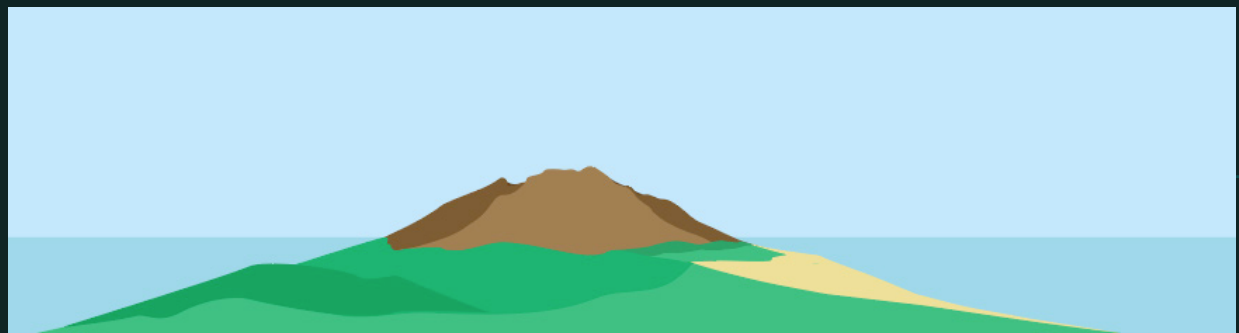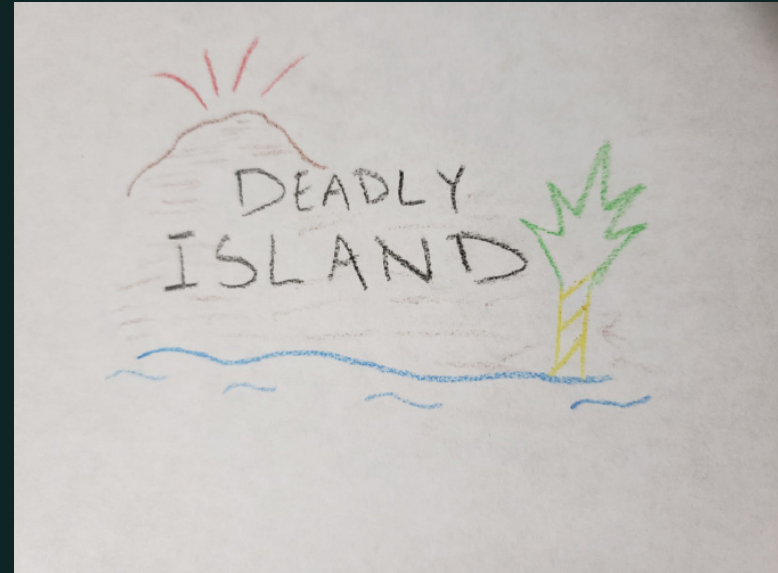
KADEN LARSON

ART DIRECTOR

Kaden hails from Preston, Idaho. He found his passion for creativity in a high school Photoshop course. He is currently studying visual communication and Video Production at Brigham Young University Idaho. Kaden contributed to the project as a chip designer, videographer, and art director. He assisted in conceptualizing and implementing the style of the game.

VIDEOGRAPHY

For the pitch video, I tried to shoot in a way that made the audience feel as if they were there enjoying the game. B-roll was focused on close-up shots on game pieces and medium shots on the players and their expressions. I steered clear of stagnant shots by incorporating movement with a handheld camera. For the interview footage with Savannah, our team lead, I assisted in the script and set up the camera, tripod, and lavalier mics.

MOOD BOARD & STYLE

I met up with our team lead, Savannah, to discuss our style. We realized we were making generic designs without knowing what our brand truly looked like. We tossed ideas back and forth and decided on a darker theme with hints of neon-like accents to create interest. After describing and relaying the style in words, I took some time to gather a mood board to show different elements of the direction we wanted to go.

The more we designed, the more adjustments we made to make things consistent. This included sharp, angular lines and corners that resembled a geometric style.
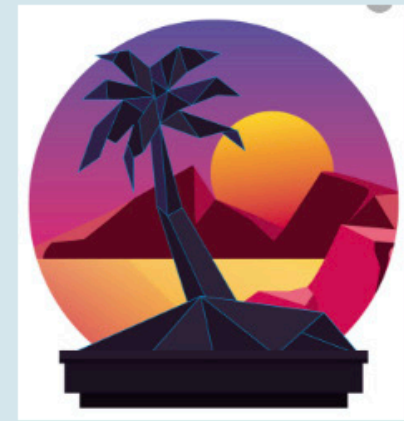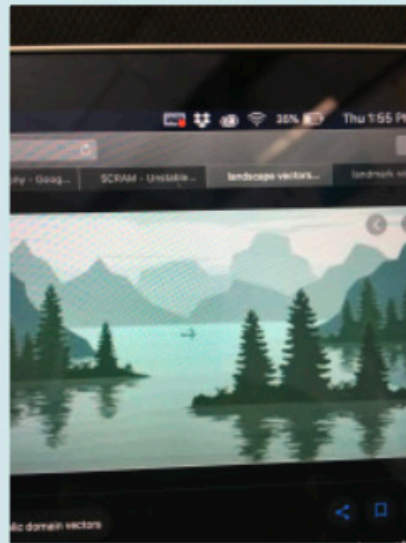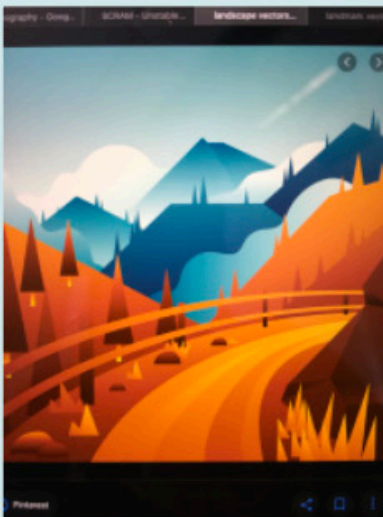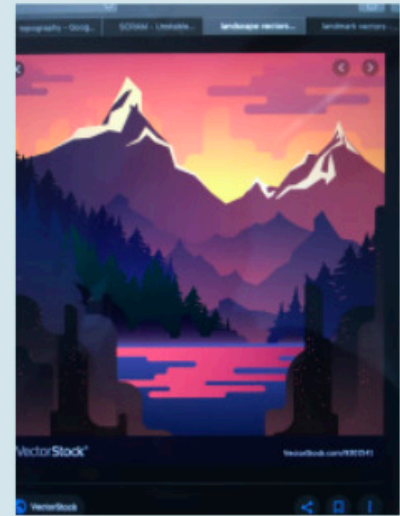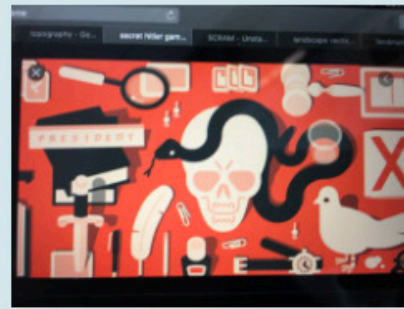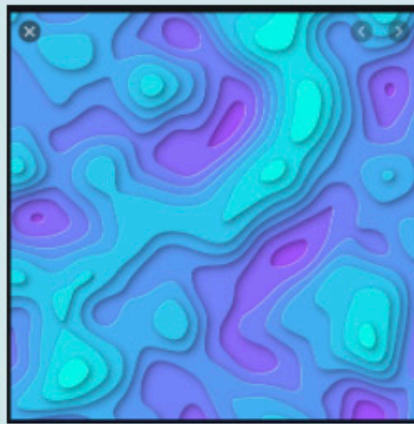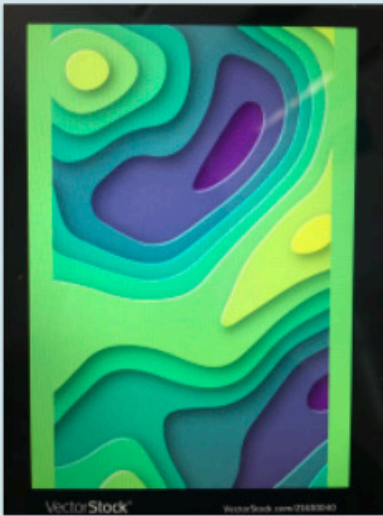
BOARD CHIP DESIGN

My initial designs were focused on using negative space to define lines and borders. We quickly realized that the chips were not consistent with other designs and proved to be difficult in communicating their purpose. Once the style was established, I redesigned the majority of the designs in a 3D style, with sharp angles and lines. This gave it depth, along with perspective and light source. The orange was used as an accent, and the different shades of blue/green defined each object. Adding a dark stroke around the edge of the chips helped enclose each object and unify the set.

Death Chip

Palm Chip

Earthquake Chip
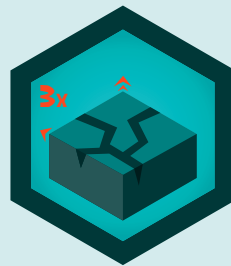
Plague Chip
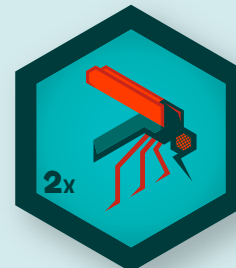
Quicksand Chip
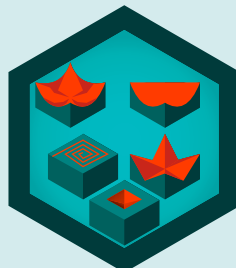
Volcano Chip

Extra Gatherer Chip
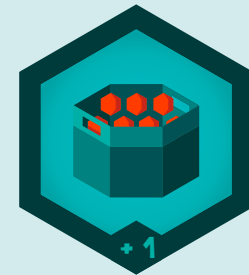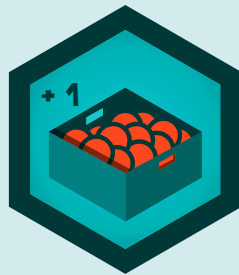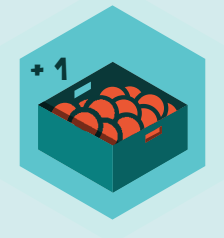
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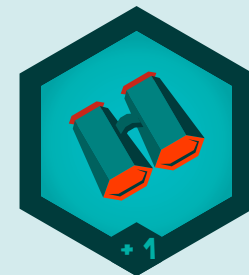
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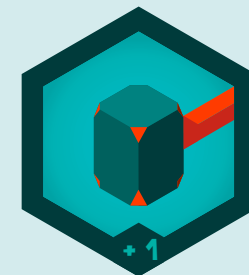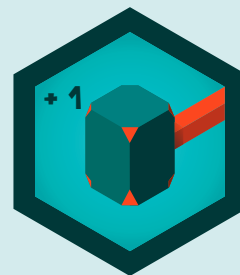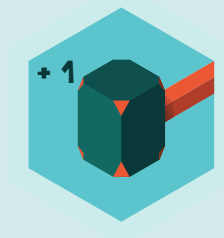
Ruins Chip

Lost Village Chip

Training Chip
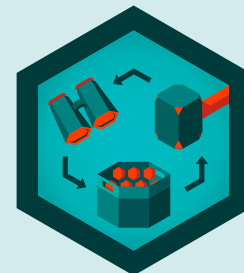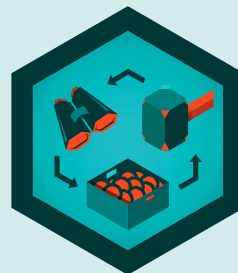
Watchtower Chip

Detour Chip

Scenic View Chip

Easy Travel Chip

2x

2x

3x

3x

3x

BOARD DESIGN CONCEPTS

After deciding on a style for our game, we chose to simplify our board design. We tried going for a topographical map. Although it was a good idea, it was too busy and not consistent with our style of sharp, angled lines. After trying several things out, I made an outlined hexagon grid and dropped the opacity. I arranged different colors to stay within the bounds of individual hexagons, while also representing different levels of elevation in the different shades of our blue/green color. This concept made it unique and helped the board design move forward.
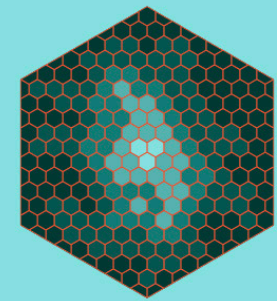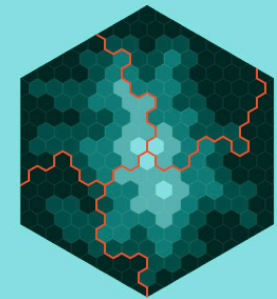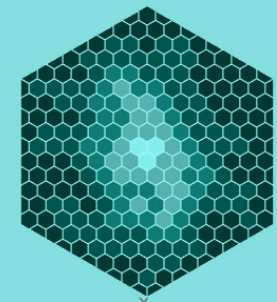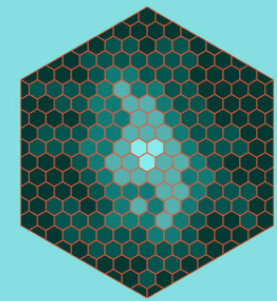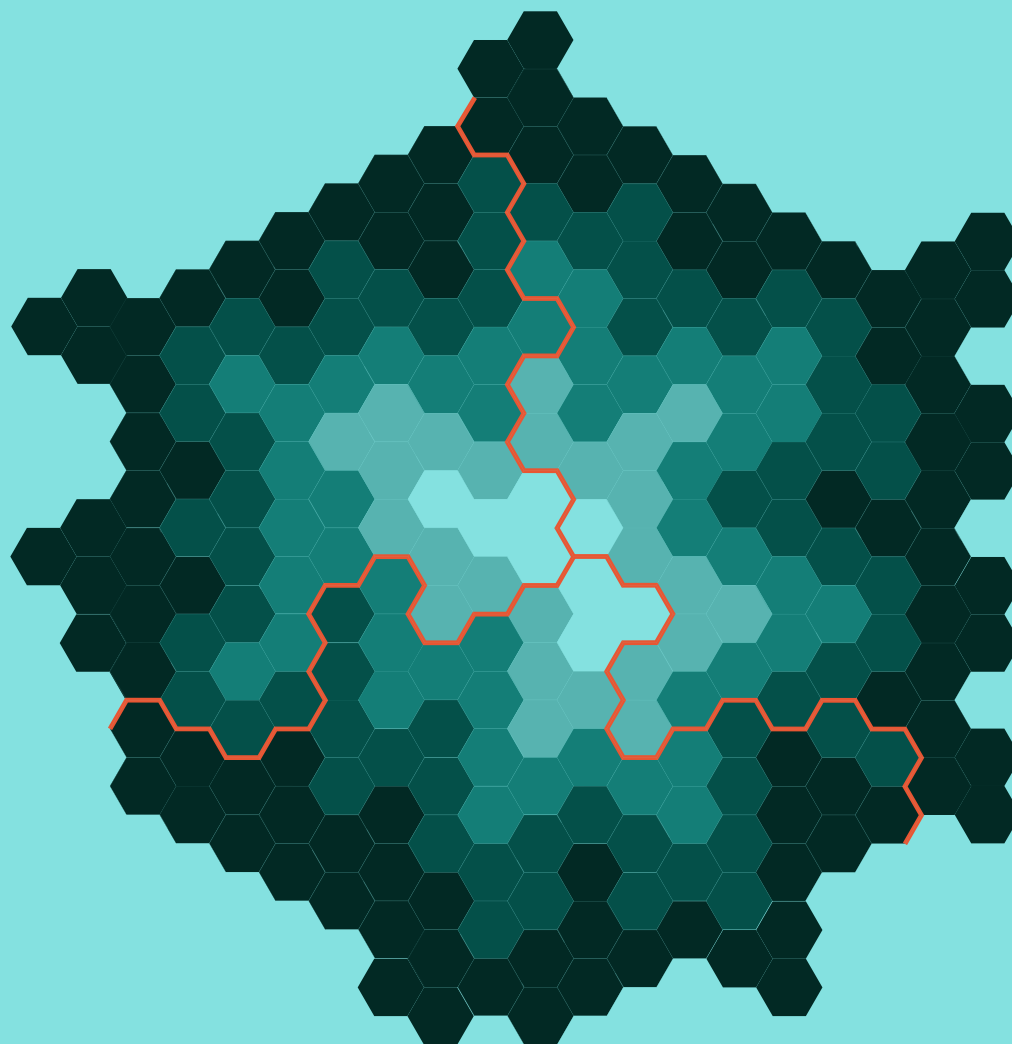
LOGO CONCEPTS

I assisted in the logo creation by drafting a few concepts of how the "A" in "Deadly" could better represent a volcano.

PRINTING

I did several test prints of the board chips at two different printing companies. All of the prints kept coming back very dull and dark. I finally brought the files into photoshop and brought up the brightness with an adjustment layer. Although we didn't get to print out the entire game, it was good to discover the best option for printing.

CASE STUDY

KYLE HATHAWAY

DESIGNER

Kyle Hathaway is an interdisciplinary studies student from Corona, California. He is studying a combination of visual communication and business and is pursuing a career in digital marketing. His main contributions were the board design, writing for the instructions, and creating ads for the marketing campaign.

GAME BOARD

The original board design created by Trevor Plastow was simple and effective. It had repeated assets and a simple black grid with dots in each space. It was impressive considering it was made using Microsoft Powerpoint, but I was confident that with a more advanced illustration program I could create something much more visually interesting.

My first idea was an illustration of the island as a large, sprawling ecosystem with multiple biomes. However, in execution, it didn't quite turn out how I'd hoped, and it was rejected pretty quickly by the group.

FIRST DRAFTS

My second idea was a more detailed version of Trevor's original board. I abandoned the idea of multiple biomes and focused on designing everything around a central feature. Everything was exaggerated in size so details were easier to see. After this, it was decided that it should be more realistic. In later designs, I tried to avoid creating completed drafts, so I focused on creating assets that could be moved around in a variety of ways.
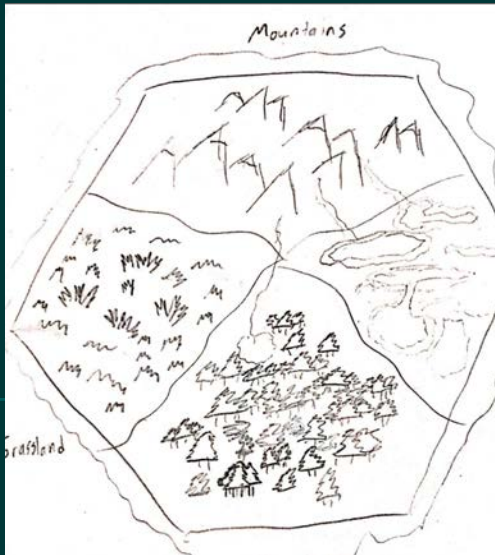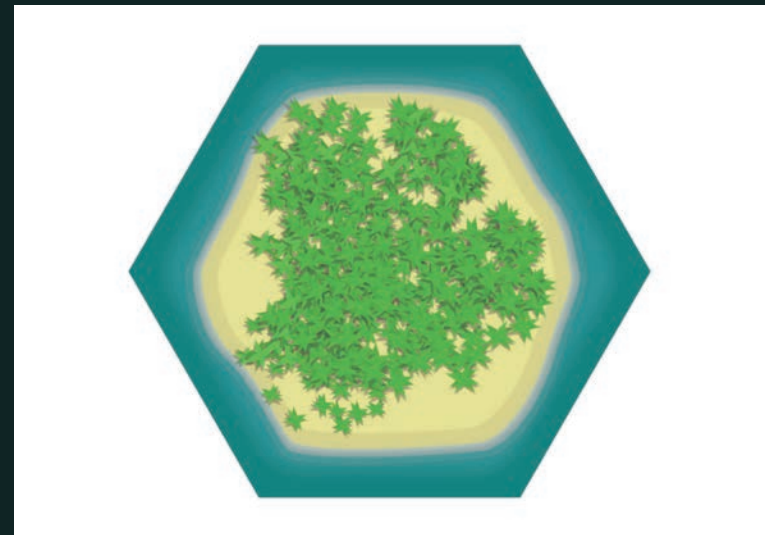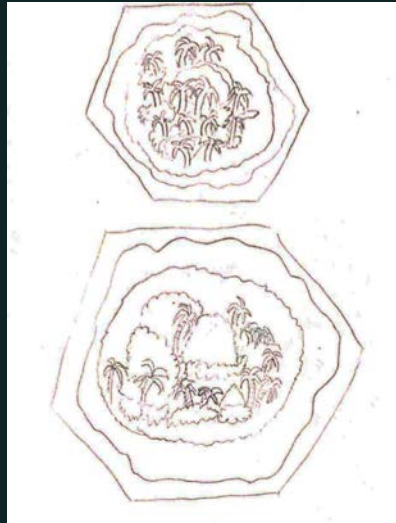
SECOND DRAFTS

Later, we decided to try a more artistic approach to the game to make it more interesting and more cohesive between all our designs. The new blue color scheme with orange highlights was difficult to translate to the island board. I struggled to try to find the right amount of detail to include. With Kaden's help, I came up with something that fit the new aesthetic and still looked good. I still had to refine it many times, but eventually, I came up with something that everyone approved of. The final version of the board included a hexagon pattern on the island and in the water, a more natural shoreline, the logo in the top left corner, and the counter for the volcano on the right.
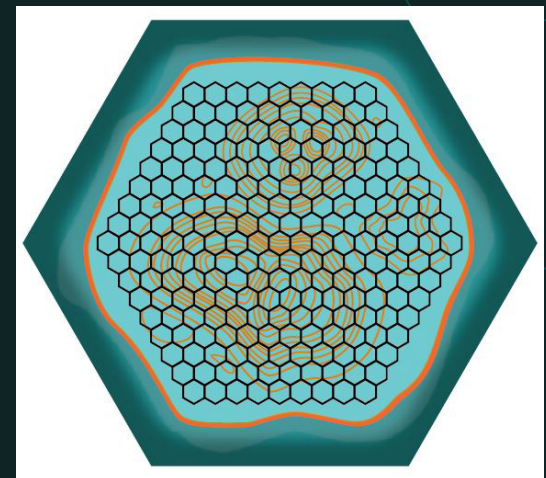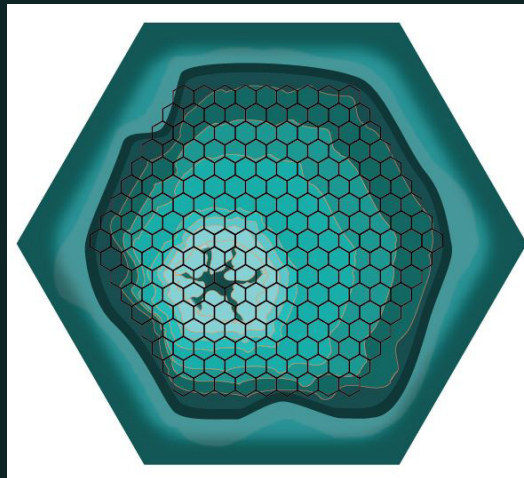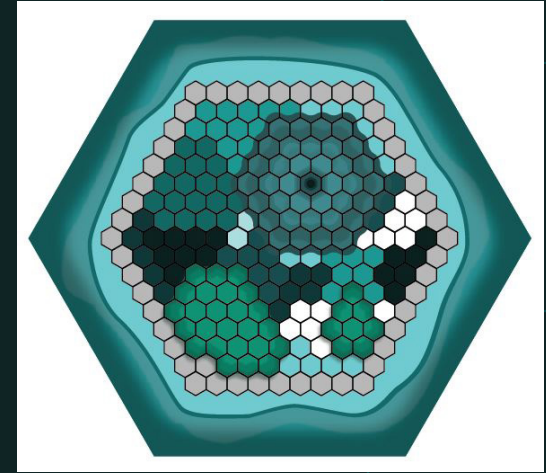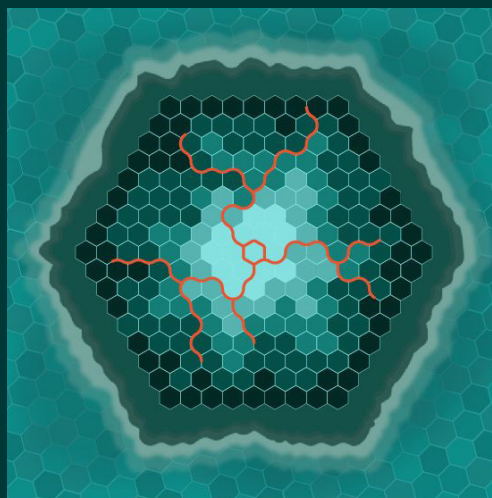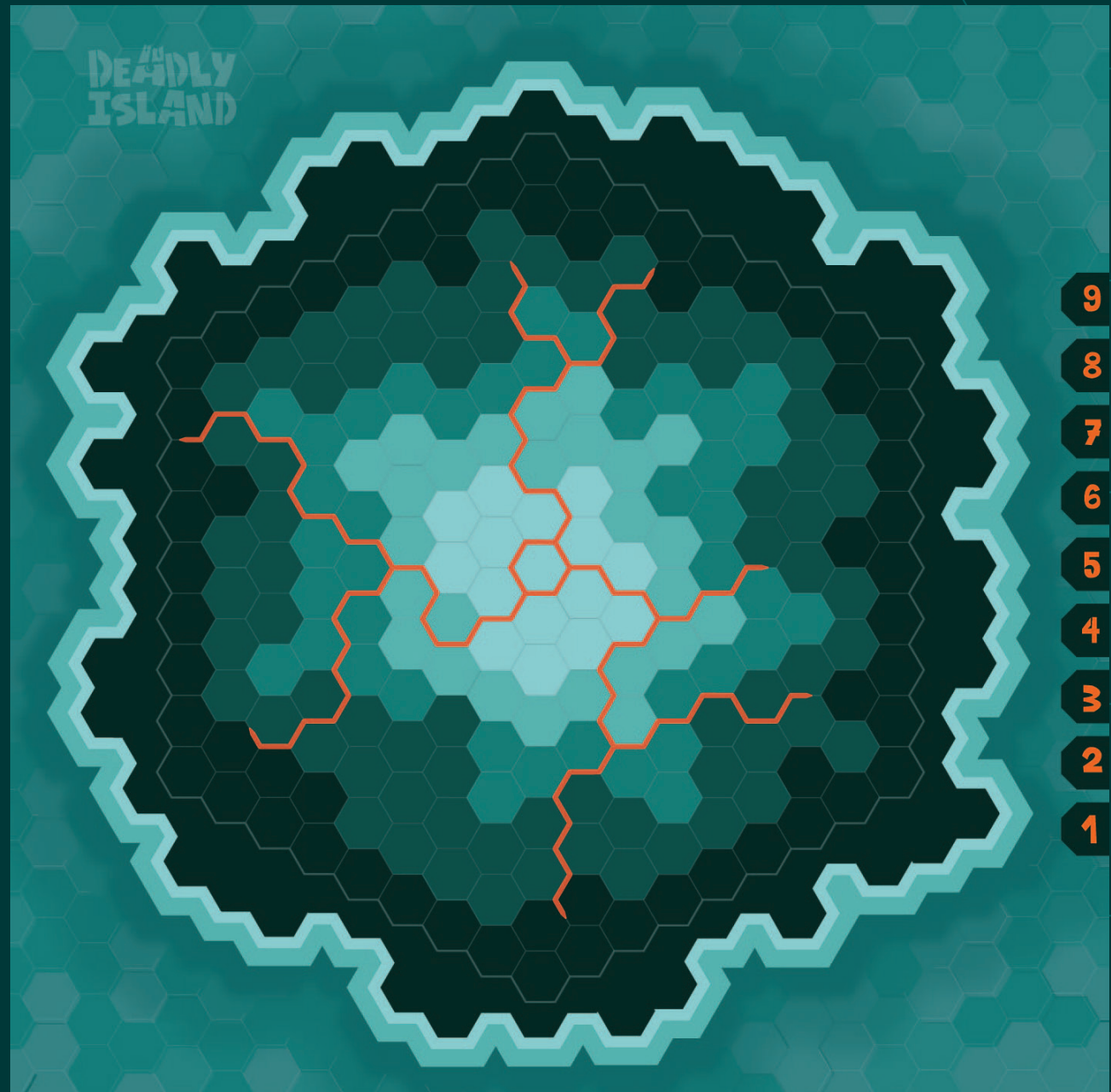
RULEBOOK

Mariah did the bulk of the design work for the instructions booklet. Since I understood the game the best, I did the writing. I helped her make design decisions, and she used elements from my board to make the booklet look nice. The process for writing the instructions was fairly simple. I took what was in the original instructions and tried to make it sound as clear as possible for someone learning the game for the first time. I made a few changes to accommodate some minor adjustments we made to the rules and came up with ways to visually convey how certain elements worked.

After several versions of the folded instructions, we decided to rearrange them into a booklet format. It made it much easier to fit everything, but it was tough to adjust the design.

Deadly Island Rules

Objective

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your pieces. Along the way you'll try to avoid dangers like plagues, earthquakes, and the deadly volcano. The game ends when the entire island has been explored. The player with the most victory points is the winner.

Setting Up

At the start of the game the entire board is unexplored. A small black dot in the center of each hexagonal space represents an unexplored space. All game tiles start in the bag. Each player starts with a number of units depending on how many players there are.

# of Players	Gatherers	Builders	Scouts
2	3	3	1
3	3	3	1
4	3	2	1
5	2	2	-
6	2	1	-

Players begin by landing on the map. Landing may be done by all players at the same time. Each player lands by selecting a hexagonal space on the outside edge of the board as a landing location. Once a player's starting space is selected, the player will draw a tile. If the tile is an activated event, the player will perform the necessary action(s). Once a tile's action is activated, the tile is flipped face down. If the tile is a selective event, the player may choose whether or not to perform the action (see page 2 for a list and descriptions of activated and selective events).

If a "Death," "Plague," "Earthquake," "Volcano," or "Detour" tile is drawn upon landing, place it back into the bag and draw a new tile.

Turn Play

The youngest player goes first.

1. Advance the volcano icon.
2. Roll the resource die. All players with access to the resource (having a settlement or village close by gives you access, see below for more details) collect their resources.
3. Move pieces to explore. The turn player can move their pieces in any order or choose to leave them where they are. They may also build/upgrade units as much as they are able and trade resources with other players.

The turn ends when the player has finished all actions they can/want to perform. Play passes clockwise. For all other players besides the youngest, skip step 1 (see "Volcano" section for more information).

Pieces

Gatherer- Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

Builder – Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

Scout- Scouts can move up to 5 spaces per turn. They can explore up to 3 spaces. A scout also doubles "Watch Tower" and "Scenic View" effects.

Camp- Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

Village - Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

Resources

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.
2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. if there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player)

ACTIVATED TILES

Activated tiles are triggered when a piece lands on them. If a tile is explored but not activated yet, and a piece lands on the tile, the tile is activated at that time. After activating a tile, flip it face down. If a disaster tile would destroy the last builder/camp/village and gatherer of a player, those two pieces are immune to the destruction.

EXTRA GATHERER — Add a free extra gatherer to this space (if available). That gatherer cannot move this turn.

EXTRA BUILDER — Add a free extra builder to this space (if available). That builder cannot move this turn.

EXTRA SCOUT — Add a free extra scout to this space (if available). That scout cannot move this turn.

TRAINING — Any unit on this tile can be exchanged for any other unit.

DEATH — The unit that activates this tile dies. Remove it from the board.

QUICKSAND — Only activated by scouts. Automatically halts movement of scouts.

VOLCANO — Destroys everything including units, buildings, and resources once activated (destroyed tiles are flipped upside down). The radius affected is one plus the round number (e.g. if the volcano is triggered on turn 3, it destroys everything within 4 spaces.

EASY TRAVEL — Choose a direction. Move and explore 3 spaces in a row one at a time. The piece keeps moving unless it lands on another tile that provides new instructions such as "Easy Travel," "Detour," or "Death."

PLAGUE — All units within 2 spaces of this tile are destroyed.

EARTHQUAKE — All structures (camps and villages) within 3 spaces of this tile are destroyed.

DETOUR — Send the unit that landed on this space back to the player's nearest structure. If the player doesn't own any structures, the unit is sent back to the space where it started that turn. That piece can no longer move that turn.

SCENIC VIEW — The player that activated this tile selects a direction. Explore 3 tiles in a row without moving the piece. If a scout landed on the tile, it exposes 6 tiles in a row.

SELECTIVE EVENT

Any player's piece can activate the selective event tile. The tile stays on the board until a player activates it.

WATCH TOWER — Expose all tiles from the spaces directly touching this one. A scout exposes all tiles within 2 spaces of this one.

RUINS — Any unit can be exchanged for a new camp in this tile regardless of the distance to other camps.

LOST VILLAGE — Any unit can be exchanged for a new village in this tile regardless of the distance to other camps.

PALM TREE — No events are triggered here. It's a free space. When it's explored, flip it over and continue.

ENDING THE GAME

The game is over when the last tile on the board is explored and the bag is empty. The players then count how many victory points they have based on what they own according to the chart below. The player who explored the last tile receives 10 victory points. Whoever has the most points is the winner.

POINTS	
Gatherer	1
Builder	5
Scout	7
Camp	10
Village	15

BUILDING UNITS AND STRUCTURES

During the player's turn, they may use their resource cards to recruit new units and build new structures. Units built in this way can move the turn they're built. Players may only build units up to the number of pieces they have. Gatherers, builders, and scouts begin on the camp or village where the player chooses to build them. Camps can only recruit gatherers, while villages can recruit all 3. Villages replace camps on the space where the camp was located. Building costs are found below, as well as on the back of the points card.

LOSING ALL PIECES

Every player must always have at least one gatherer and one builder/camp/village. If a player's last pieces would be destroyed, the player chooses one gatherer and one builder/village/camp. Those pieces are immune to destruction.

OBJECTIVE

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your pieces. Along the way you'll try to avoid dangers like plagues, earthquakes, and the deadly volcano. The game ends when the entire island has been explored. The player with the most victory points is the winner.

GETTING STARTED

Each player chooses a space on the edge of the board and activates it by drawing a tile and performing whatever action is required. If your first tile is "Death," "Plague," "Earthquake," "Volcano," or "Detour" then put it back in the bag and draw a new tile. Each player places their starting units on that tile. The number of starting units per player depends on the number of players.

Place the volcano piece on the number 1 on the side of the board.

TURN PLAY

The youngest player goes first.

1. Advance the volcano icon.

2. Roll the resource die. All players with access to the resource (having a settlement or village close by gives you access, see "Camp" or "Village" for more details) collect their resources. If no resources are "owned," you don't need to roll the die.

3. Move pieces to explore. The turn player can move their pieces in any order or choose to leave them where they are. They may also build/upgrade units as much as they are able and trade resources with other players.

The turn ends when the player has finished all actions they can/want to perform. Play passes clockwise. For all other players besides the youngest, skip step 1 (see "Volcano" section for more information).

PIECES

GATHERER

Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

BUILDER

Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

SCOUT

Scouts can move up to 5 spaces per turn. They can explore up to 3 spaces. A scout also doubles "Watch Tower" and "Scenic View" effects.

CAMP

Camps build gatherers and collect resources. Gatherers built start at the space where the camp is located. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

VILLAGE

Villages can build gatherers, nomads, and scouts. Units built start at the space where the Village is located. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

VOLCANO

The volcano is a special piece used to keep track of the progress of the volcano tile, which can be triggered through exploration. It starts the game on 1 and advances every time the youngest player takes their turn. The destruction of the volcano tile is 1 + the number this piece is on at the time. Once the volcano is activated, this piece is no longer advanced.

EXPLORING SPACES

Any of your movable pieces can explore a space. When you move your piece onto an empty space, pull a random tile out of the bag and place it face up in the empty space. If it's an activated event, perform the required actions and then flip the tile upside down.

Selective event tiles stay face-up until they are activated. Resource tiles stay up unless they are destroyed by the volcano.

After you finish moving a piece, flip it upside down. Once you've flipped over all your movable pieces, your turn is over. In your next turn, flip them the other way as you move them. This is to help keep track of which pieces have been moved.

RESOURCES

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.

2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. if there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player).

3. Players may trade resource cards with one another. Trades can be conducted at any time, even if it's not either player's turn. Trades are negotiated by mutual agreement, and do not need to be 1-to-1 (e.g. 2 "Coconut" cards may be traded for 1 "Wood" card).

Wood	Coconut	Stone

RESOURCES

Resources can be acquired in

ACTIVATED TILES

Activated tiles are triggered when a piece lands on them. If a tile is explored but not activated yet and a piece lands on the tile, the tile is activated at that time. If a disaster tile would destroy the last Indian camp/village and gatherer is a player, these two pieces are immune to the destruction.

EXTRA GATHERER

Add a free extra gatherer to this space (if available). That gatherer cannot move this turn.

EXTRA BUILDER

Add a free extra builder to this space (if available). That builder cannot move this turn.

EXTRA SCOUT

Add a free extra scout to this space (if available). That scout cannot move this turn.

SCENIC VIEW

The player that activated this tile selects a direction. Explore 2 tiles in a row without moving the piece. If a scout landed on the tile, it exposes 6 tiles in a row.

TRAINING

Any unit on this tile can be exchanged for any other unit.

DEATH

The unit that lands on this tile dies. Remove it from the board.

PALM TREE

No events are triggered here. It's a free space. When it's explored, flip it over and continue.

DEADLY ISLAND

MARKETING

My final contribution to the project was to create a few different types of ads meant for displaying online. I came up with several types of ads and decided to create one for Facebook, one display ad, and one banner ad. They all have the same general message but were formatted for different platforms, locations, and audiences.
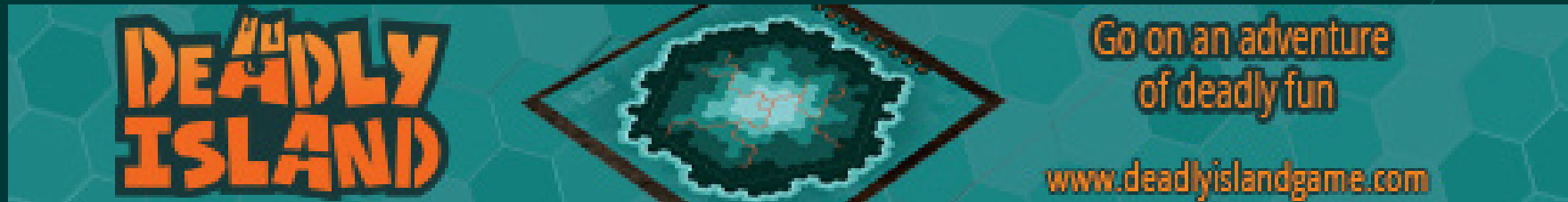
MARIAH PARK

DESIGNER

Mariah Park is from Placentia, California and is studying visual communication. Her skills include graphic design, layout design, photography, social media design, and marketing. For this project, she contributed to the game's instructions page, mockups, and social media marketing for Instagram.

RULEBOOK

I started out designing the instructions by sketching out some ideas that I had. My first thought was a treasure map themed instructions page since the game was first called The Lost Island. We then changed the name of the game to Deadly Island, so I decided to go in a different direction with the instructions. I wanted to show simple gameplay for the first page of the instructions, and then a more detailed page on the back. This would be a trifold paper that would then fold in half. I designed a page with things you'd find on an island including palm trees, sand, water, and a volcano which is an important aspect of the game.

After taking my sketches to Adobe Illustrator and InDesign, and reviewing the written instructions, I decided to make some major changes with the designs. I decided to forego a very simple gameplay page in favor of a more detailed page.

DEADLY ISLAND
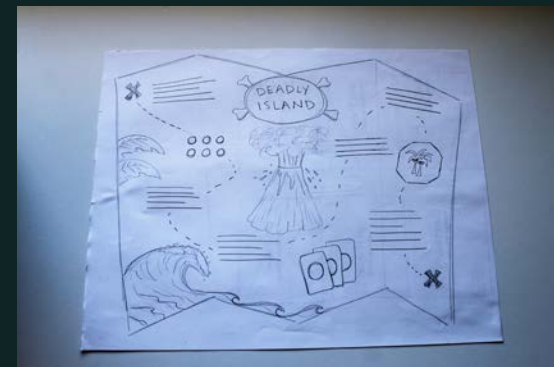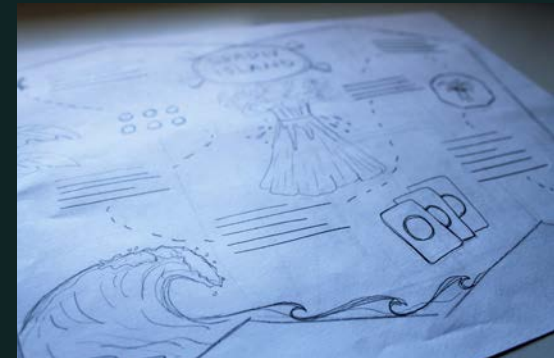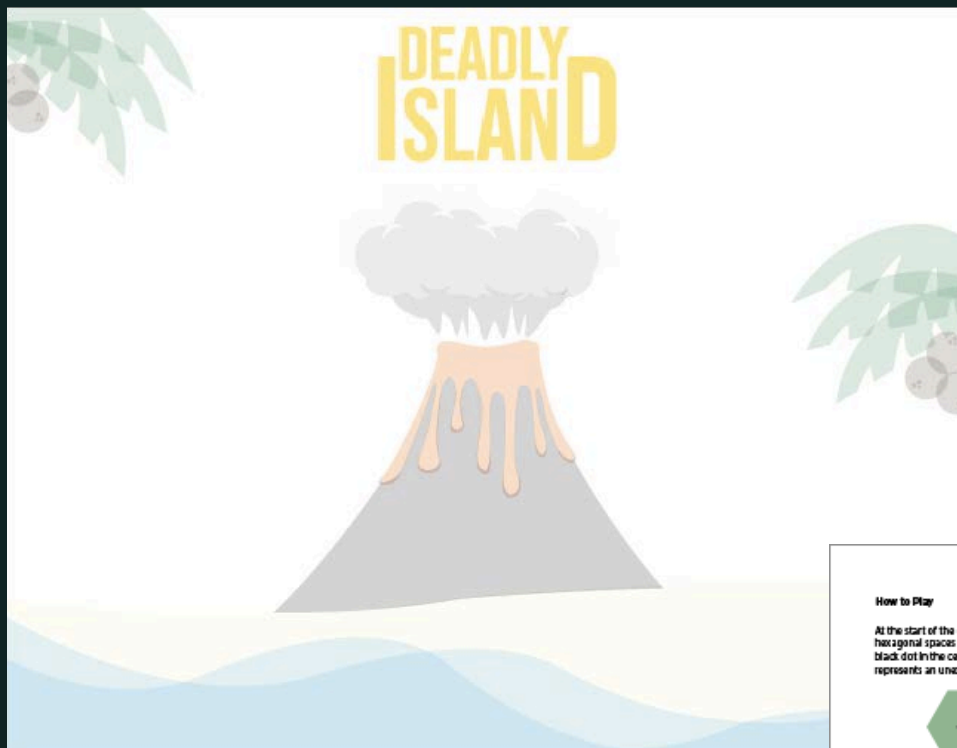
How to Play

At the start of the game, the entire board of hexagonal spaces is unexplored. A visible black dot in the center of a hexagonal space represents an unexplored space.

Tiles are drawn to "explore" the unexplored spaces. Once a space is explored, the tile will cover the black dot in the center of a space and the space is considered "explored." The game is over when all black dots are covered with tiles and the entire map is explored. Points are scored by building and upgrading pieces. When the game is over, the player with the highest score wins.

Players begin by landing on the map. Landing may be done by all players at the same time.

Each player lands by selecting a hexagonal space on the outside edge of the board as a landing location. Once a player's starting space is selected, the player will draw a tile. If the tile is an activated event, the player will perform the necessary action(s).

Once a tile's action is activated, the tile is flipped face down and covers the black dot. If the tile is a selective event, the player may elect not to execute or to execute the action. Unexecuted tiles can be placed face up over the dot. This space is considered "explored," but the action can be activated later by any player's piece. A player has "landed" when all starting units are on their explored space. Landing ends when all starting units are placed smooth side up for all players

The Deadly Island LOGO

Pieces

Gatherer - Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

Nomad - Nomads can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Nomads can explore 1 space per turn. A Nomad can be exchanged for a camp anytime during the player's turn.

Scout - Scouts can move up to 5 spaces per turn. They can explore up to 3 spaces. A scout also doubles "Watch Tower" and "Scenic View" effects.

Camp - Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

Village - Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

Resources

When a resource is rolled, any player that owns the resource tile collects one. There is no limit to the number of owners for any one resource. Ownership Also, gatherers can collect one resource during their turns.

Food Supply Provides food

Wood Supply Provides wood

Stone Supply Provides Stone

Objective

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your pieces. Along the way you'll try to avoid dangers like plagues, earthquakes, and the deadly volcano. The game ends when the entire island has been explored. The player with the most victory points is the winner.

Setting Up

At the start of the game the entire board is unexplored. A small black dot in the center of each hexagonal space represents an unexplored space. All game tiles start in the bag. Each player starts with a number of units depending on how many players there are.

# of Players	Gatherers	Builders	Scouts
2	3	3	1
3	3	3	1
4	3	2	1
5	2	2	-
6	2	2	-

Players begin by landing on the map. Landing may be done by all players at the same time. Each player lands by selecting a hexagonal space on the outside edge of the board as a landing location. Once a player's starting space is selected, the player will draw a tile. If the tile is an activated event, the player will perform the necessary action(s). Once a tile's action is activated, the tile is flipped face down and covers the black dot. If the tile is a selective event, the player may choose whether or not to perform the action (see page 2 for a list and descriptions of activated and selective events).

DEADLY ISLAND

Turn Play

The youngest player goes first.
1. Advance the volcano icon.

2. Roll the resource die. All players with access to the resource (having a settlement or village close by gives you access, see below for more details) collect their resources.

3. Move pieces to explore. The turn player can move their pieces in any order or choose to leave them where they are. They may also build/upgrade units as much as they are able and trade resources with other players.

The turn ends when the player has finished all actions they can/want to perform. Play passes clockwise. For all other players besides the youngest, skip step 1 (see "Volcano" section for more information).

Pieces

● **Gatherer** - Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

● **Builder** – Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

● **Scout** - Scouts can move up to 5 spaces per turn. They can explore up to 3 spaces. A scout also doubles "Watch Tower" and "Scenic View" effects.

● **Camp** - Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

● **Village** - Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

Resources

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.

2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. If there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player)

3. Players may trade resource cards with one another. Trades can be conducted at any time, even if it's not either player's turn. Trades are negotiated by mutual agreement, and do not need to be 1-to-1 (e.g. 2 "Coconut" cards may be traded for 1 "Wood" card).

Food Supply
Provides food

Wood Supply
Provides wood

Stone Supply
Provides Stone

Activated Tiles

Activated tiles are triggered when a piece lands on them. If a tile is explored but not activated yet, and a piece lands on the tile, the tile is activated at that time. If a disaster tile would destroy the last nomad/camp/village and gatherer of a player, those two pieces are immune to the destruction.
Extra Gatherer - Add a free extra gatherer to this space (if available).
Extra Nomad - Add a free extra nomad to this space (if available).
Extra Scout - Add a free extra scout to this space (if available).
Training - Any unit on this tile can be exchanged for any other unit.
Death - The unit that lands on this tile dies. Remove it from the board.
Easy Travel - Choose a direction. Move and explore 3 spaces in a row one at a time. The piece keeps moving unless it lands on another tile that provides new instructions such as "Easy Travel," "Detour," or "Death."
Sickness - All units within 2 spaces of this tile are destroyed.
Earthquake - All structures (camps and villages) within 3 spaces of this tile are destroyed.
Detour - Send the unit that landed on this space back to the player's nearest structure. If the player doesn't own any structures, the unit is sent back to the space where it started that turn.
Scenic View - The player that activated this tile selects a direction. Explore 3 tiles in a row without moving the piece. If a scout landed on the tile, it exposes 6 tiles in a row.
Volcano - Destroys everything including units, buildings, and resources once activated. The radius affected is one plus the round number.
Quicksand - Only activated by scouts. Automatically halts movement of scouts.

Selective Event

Any player's piece can activate the selective event tile. The tile stays on the board until a player activates it.
Watch Tower - Expose all tiles from the spaces directly touching this one. A scout exposes all tiles within 2 spaces of this one.
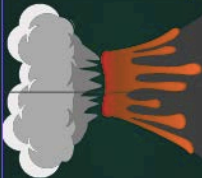**Ruins** - Any unit can be exchanged for a new camp in this tile regardless of the distance to other camps.
Lost Village - Any unit can be exchanged for a new village in this tile regardless of the distance to other camps.

Ending the Game

The game is over when the last tile on the board is explored. The players then count how many victory points they have based on what they own according to the chart below. The player who explored the last tile receives 10 victory points. Whoever has the most points is the winner.
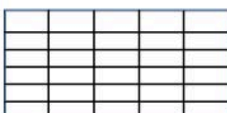
DEADLY ISLAND

OBJECTIVE

Deadly Island is a game of discovery and danger. Your objective is to explore the entire island while accumulating victory points by building and upgrading your pieces. Along the way you'll try to avoid dangers like plagues, earthquakes, and the deadly volcano. The game ends when the entire island has been explored. The player with the most victory points is the winner.

GETTING STARTED

Each player chooses a space on the edge of the board and activates it by drawing a tile and performing whatever action is required. If your first tile is "Death," "Plague," "Earthquake," "Volcano," or "Detour" then put it back in the bag and draw a new tile. Each player places their starting units on that tile. The number of units per player depends on the number of players.

Players begin by landing on the map. Landing may be done by all players at the same time. Each player lands by selecting a hexagonal space on the outside edge of the board as a landing location. Once a player's starting space is selected, the player will draw a tile. If the tile is an activated event, the player will perform the necessary action(s). Once a tile's action is activated, the tile is flipped face down and covers the black dot. If the tile is a selective event, the player may choose whether or not to perform the action (see page 2 for a list and descriptions of activated and selective events).

If a "Death," "Sickness," "Earthquake," "Volcano," or "Detour" tile is drawn upon landing, place it back into the bag and draw a new tile.

TURN PLAY

1. Advance the volcano icon.

2. Roll the resource die. All players with access to the resource (having a settlement or village close by gives you access, see below for more details) collect their resources.

3. Move pieces to explore. The turn player can move their pieces in any order or choose to leave them where they are. They may also build/upgrade units as much as they are able and trade resources with other players.

PIECES

GATHERER
Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

BUILDER
Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

CAMP
Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

VILLAGE
Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

RESOURCES

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.
2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. if there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player)
3. Players may trade resource cards with one another. Trades can be conducted at any time, even if it's not either player's turn. Trades are negotiated by mutual agreement, and do not need to be 1-to-1 (e.g. 2 "Coconut" cards may be traded for 1 "Wood" card).

DRAFTS

After a dramatic style change, and taking into account the number of instructions needed for a full explanation of the game, I decided to change the folded instructions into a booklet. Once I started with the booklet it became a lot easier to add all the needed instructions and designs without it looking too crowded and busy. I incorporated the colors of all our designs as well as the front of the game box, the hexagon pattern from the game board, and the logo font.

DEADLY ISLAND

QUICKSAND
Only activated by scouts. Automatically halts movement of

VOLCANO
Destroys everything including units, buildings, and resources once activated. The radius affected is one plus the round number (e.g. if the volcano is triggered on turn 3, it destroys everything within 4 spaces.)

EASY TRAVEL
Choose a direction. Move and explore 3 spaces in a row one at a time. The piece keeps moving unless it lands on another tile that provides new instructions such as "Easy Travel," "Detour," or "Death."

PLAGUE
All units within 2 spaces of this tile are destroyed.

EARTHQUAKE
All structures (camps and villages) within 3 spaces of this tile are destroyed.

DETOUR
Send the unit that landed on this space back to the player's nearest structure. If the player doesn't own any structures, the unit is sent back to the space where it started that turn.

OBJECTIVE

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GETTING STARTED

Each player chooses a space on the edge of the board and activates it by drawing a tile and performing whatever action is required. If your first tile is "Death," "Plague," "Earthquake," "Volcano," or "Detour" then put it back in the bag and draw a new tile. Each player places their starting units on that tile. The number of units per player depends on the number of players.

PLAYERS

NUMBER OF PLAYERS	GATHERERS	BUILDERS	SCOUTS
2	1	3	1
3	1	3	1
4	1	2	1
5	1	2	0
6	1	2	0

ACTIVATED TILES

Activated tiles are triggered when a piece lands on them. If a tile is explored but not activated yet, and a piece lands on the tile, the tile is activated at that time. If a disaster tile would destroy the last builder/camp/village and gatherer of a player, those two pieces are immune to the destruction.

EXTRA GATHERER
Add a free extra gatherer to this space (if available). That gatherer cannot move this turn.

EXTRA BUILDER
Add a free extra builder to this space (if available). That builder cannot move this turn.

EXTRA SCOUT
Add a free extra scout to this space (if available). That scout cannot move this turn.

SCENIC VIEW
The player that activated this tile selects a direction. Explore 3 tiles in a row without moving the piece. If a scout landed on the tile, it explores 6 tiles in a row.

TRAINING
Any unit on this tile can be exchanged for any other unit.

DEATH
The unit that lands on this tile dies. Remove it from the board.

RESOURCES

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.

2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. if there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player)

3. Players may trade resource cards with one another. Trades can be conducted at any time, even if it's not another player's turn. Trades are negotiated by mutual agreement, and do not need to be 1-to-1 (e.g. 2 "Coconut" cards may be traded for 1 "Wood" card).

WOOD   COCONUT   STONE

ENDING THE GAME

The game is over when the last tile on the board is explored and the bag is empty. The players then count how many victory points they have based on what they own according to the chart below. The player who explored the last tile receives 10 victory points. Whoever has the most points is the winner.

LOSING ALL PIECES

Every player must always have at least one gatherer and one builder/camp/village. If a player's last pieces would be destroyed, the player chooses one gatherer and one builder/village/camp. Those pieces are immune from destruction.

BUILDING UNITS & STRUCTURES

During the player's turn, they may use their resource cards to recruit new units and build new structures. Units built in this way can move the turn they're built. Players may only build units up to the number of pieces they have.

Gatherers, builders, and scouts begin on the camp or village where the player chooses to build them. Camps can only recruit gatherers, while villages can recruit all 3. Villages replace camps on the space where the camp was located. Building costs are found below, as well as on the back of the points cards.

PIECES

GATHERER
Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

SCOUT
Scouts can move up to 5 spaces per turn. They can explore up to 3 tiles. A scout also doubles "Watch Tower" and "Scenic View" effects.

VILLAGE
Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

CAMP
Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

BUILDER
Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

SELECTIVE EVENT

Any player's piece can activate the selective event tile. The tile stays on the board until a player activates it.

WATCH TOWER
Expose all tiles from the spaces directly touching this one. A scout exposes all tiles within 2 spaces of this one.

RUINS
Any unit can be exchanged for a new camp in this tile regardless of the distance to other camps.

PALM TREE
No events are triggered here. It's a free space. When it's explored, flip it over and continue.

LOST VILLAGE
Any unit can be exchanged for a new village in this tile regardless of the distance to other camps.

FINAL

There was a great amount of time put into this booklet to make it simple, professional, and cohesive with the rest of the designs. Throughout the weeks that we worked on this, I made many drafts to get the design just right. With a lot of trial and error and feedback, I am very pleased with the outcome.

DEADLY ISLAND

RULEBOOK

OBJECTIVE

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GETTING STARTED

Each player chooses a space on the edge of the board and activates it by drawing a tile and performing whatever action is required. If your first tile is "Death," "Plague," "Earthquake," "Volcano," or "Detour" then put it back in the bag and draw a new tile. Each player places their starting units on that tile. The number of units per player depends on the number of players.

PLAYERS & UNITS

Refer to the chart below to know the number of units each player should begin the game with.

NUMBER OF PLAYERS	GATHERERS	BUILDERS	SCOUTS
2	3	3	1
3	3	3	1
4	3	2	1
5	2	2	0
6	2	2	0

TURN

The youngest player goes first.

1. Advance the volcano icon.

2. Roll the resource die. All players with access to the resource (having a settlement or village close by gives you access, see below for more details) collect their resources.

3. Move pieces to explore. The turn player can move their pieces in any order or choose to leave them where they are. They may also build/upgrade units as much as they are able and trade resources with other players.

EXPLORING SPACES

Any of your movable pieces can explore a space. When you move your piece onto an empty space, pull a random tile out of the bag and place it face up in the empty space. If it's an activated event, perform the required actions and then flip the tile upside down.

Selective event tiles stay face-up until they are activated. Resource tiles stay up unless they are destroyed by the volcano.

After you finish moving a piece, flip it upside down. Once you've flipped over all your movable pieces, your turn is over. In your next turn, flip them back the other way as you move them. This is to help keep track of which pieces have been moved.

PIECES

GATHERER

Gatherers can move up to 3 spaces. They can reveal a single unexplored tile or gather a single resource, but once they do, the gatherer cannot move any more.

BUILDER

Builders can move up to 4 spaces. They can "skip" over any single space (explored or unexplored) which counts as a moved space. Builders can explore 1 space per turn. A Builder can be exchanged for a camp any time during the player's turn.

SCOUT

Scouts can move up to 5 spaces per turn. They can explore up to 3 spaces. A scout also doubles "Watch Tower" and "Scenic View" effects.

CAMP

Camps build gatherers and collect resources. Any exposed resource within 3 spaces of a camp are considered "owned" by that player. A new camp cannot be built within 2 spaces of another camp or village.

VILLAGE

Villages can build gatherers, nomads, and scouts. Any exposed resource within 4 spaces of a village are considered "owned" by that player.

VOLCANO

The volcano is a special piece used to keep track of the progress of the volcano tile, which can be triggered during exlploration. Move it along the number spaces on the side of the board. It starts the game on 1 and advances every time the youngest player takes their turn. The destruction of the volcano tile is 1+ the number this piece is on at the time. Once the volcano is activated, this piece is no longer advanced.

RESOURCES

Resources can be acquired in 3 ways:

1. A gatherer who stops on a resource tile may collect one unit of that resource. The gatherer may not continue moving after collecting.

2. When the resource die is rolled, any player who "owns" the resource shown on the die collects that resource. If a player "owns" multiple tiles of the same resource, they may collect as many units of that resource as they own (e.g. if there are 2 "Coconut" resource tiles within 4 spaces of a player's village, they collect 2 "Coconut" cards every time "Coconut" is rolled by any player)

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WOOD   COCONUT   STONE

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Add a free extra gatherer to this space (if available). That gatherer cannot move this turn.

EXTRA BUILDER
Add a free extra builder to this space (if available). That builder cannot move this turn.

EXTRA SCOUT
Add a free extra scout to this space (if available). That scout cannot move this turn.

SCENIC VIEW
The player that activated this tile selects a direction. Explore 3 tiles in a row without moving the piece. If a scout landed on the tile, it exposes 6 tiles in a row.

TRAINING
Any unit on this tile can be exchanged for any other unit.

DEATH
The unit that lands on this tile dies. Remove it from the board.

PALM TREE
No events are triggered here. It's a free space. When it's explored, flip it over and continue.

QUICKSAND

Only activated by scouts.
Automatically halts movement of scouts.

VOLCANO

Destroys everything including units, buildings, and resources once activated. The radius affected is one plus the round number (e.g. if the volcano is triggered on turn 3, it destroys everything within 4 spaces.

EASY TRAVEL

Choose a direction. Move and explore 3 spaces in a row one at a time. The piece keeps moving unless it lands on another tile that provides new instructions such as "Easy Travel," "Detour," or "Death."

PLAGUE

All units within 2 spaces of this tile are destroyed.

EARTHQUAKE

All structures (camps and villages) within 3 spaces of this tile are destroyed.

DETOUR

Send the unit that landed on this space back to the player's nearest structure. If the player doesn't own any structures, the unit is sent back to the space where it started that turn.

SELECTIVE EVENT

Any player's piece can activate the selective event tile. The tile stays on the board until a player activates it.

WATCH TOWER

Expose all tiles from the spaces directly touching this one. A scout exposes all tiles within 2 spaces of this one.

RUINS

Any unit can be exchanged for a new camp in this tile regardless of the distance to other camps.

LOST VILLAGE

Any unit can be exchanged for a new village in this tile regardless of the distance to other camps.

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Building costs are found below, as well as on the back of the points card.

ENDING THE GAME

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BUILDING COSTS

GATHERER	
BUILDER	
SCOUT	
VILLAGE	

GAME POINTS

GATHERER	1 Point
BUILDER	5 Points
SCOUT	7 Points
CAMP	10 Points
VILLAGE	15 Points

WEBSITE

To see more information about Deadly Island including instructions, instructional video, reviews, and ways to purchase, visit our website:

www.deadlyisland.com

RULEBOOK MOCKUPS

Once the booklet was finished, I created a few different mockups of it. I spent a lot of time researching to find the right mockup that would be able to show exactly what it would look like once I had the finished printed copy. I created the mockups using Adobe Photoshop and my finished designs. I enjoyed this aspect of the project because it was nice to see my work displayed as a finished, printed product.

DEADLY ISLAND RULEBOOK

INSTAGRAM

I began the Instagram page at the very beginning of our project. We had just begun with our logos and designs so there was a lot of work that needed to be done to create a professional-looking page. As a result, the page was put on hold while we went to work on the project. I spent most of my time focusing on the instructions until we had a better idea of how and what we wanted to market.

Once we had our final designs, I went to work on making changes to the page's profile picture, bio, and posts. I created a few mockup posts as examples of what we could market for the game brand.
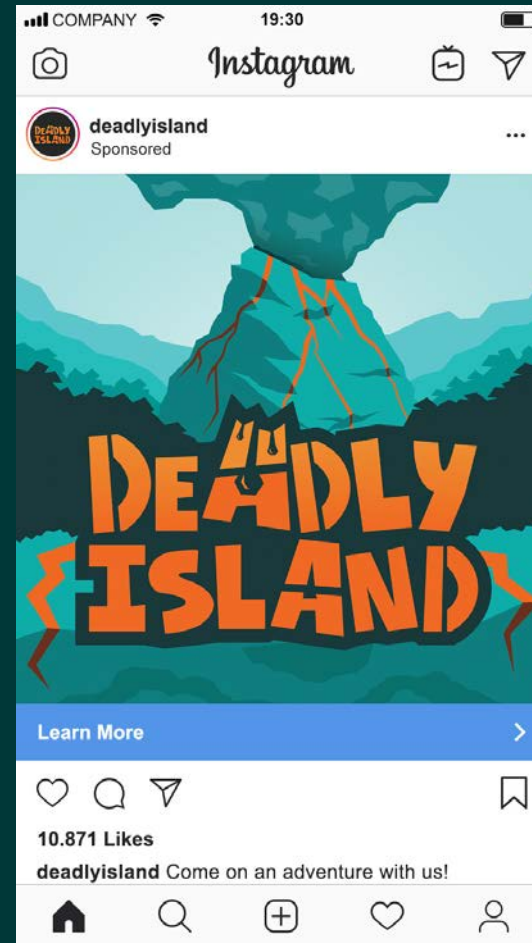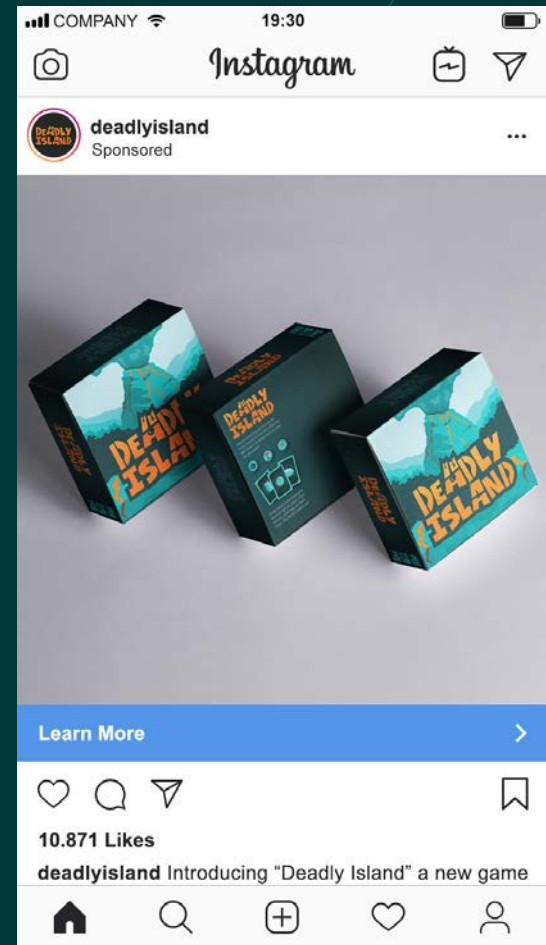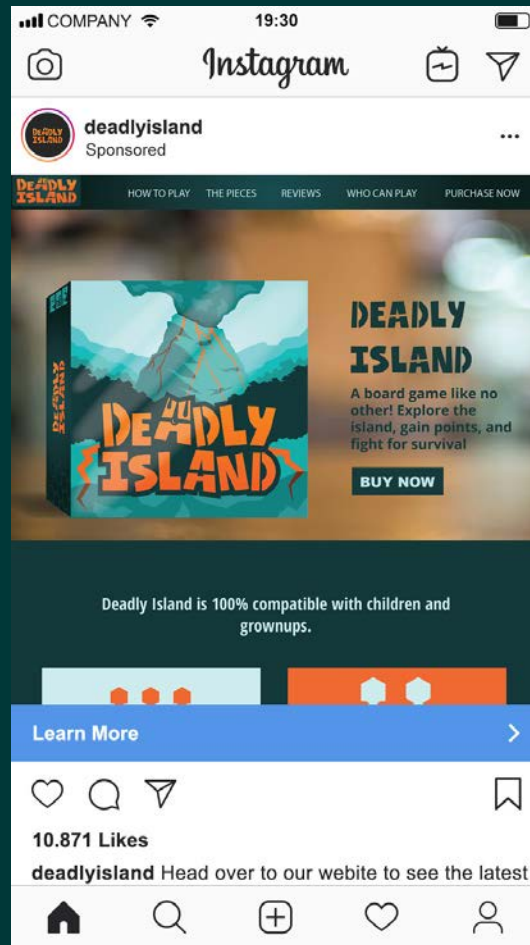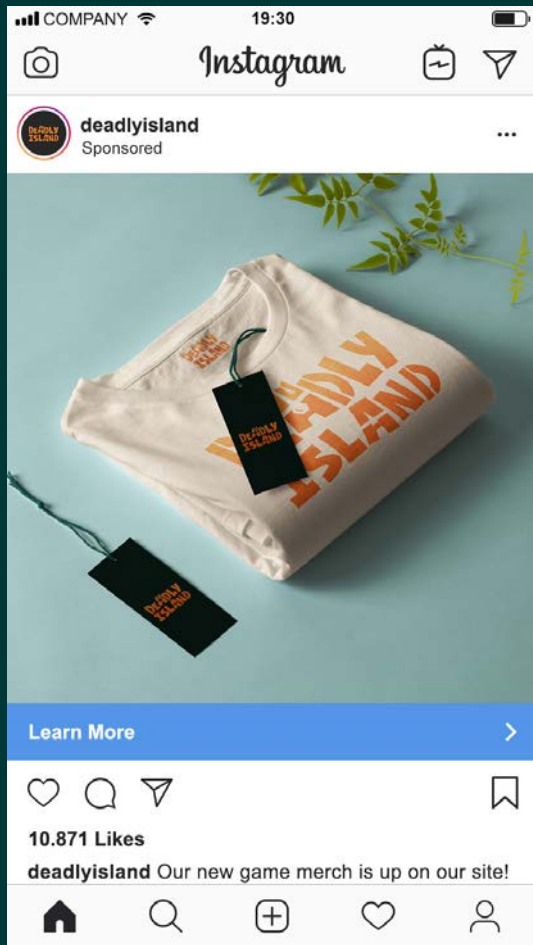
SAVANNAH KINDMARK

PROJECT MANAGER

Savannah Kindmark is a visual communication major at Brigham Young University-Idaho. She is the group leader for the Deadly Island board game project and excels at graphic design. She contributed to the style guide, card design, board design, website design, box design, and various mockups.

BOX FRONT DESIGN

The box design is one of the first things a person sees when buying a game. Previous group members had worked through variations of the box design with some of my guidance. Once the color scheme and style of the game changed halfway through the semester, I went looking for inspiration photos for our box front. The photo below was our inspiration for the mountains because it had sharper edges as well as a monochromatic design. I gave this guide to our designer, Caitlyn, and she started adjusting the box front.

Once she was finished, I made a few more edits to help polish the design. I minimized the lava cracks to draw more attention to the logo, added more dimension to the foreground by adding a cliff, fixed some alignment issues, and altered some of the colors to make the design look more cohesive. The top left image is the final box design we came up with. Our end result conveys a feeling of mystery, danger, and adventure and it stands out among the other games on the shelves.
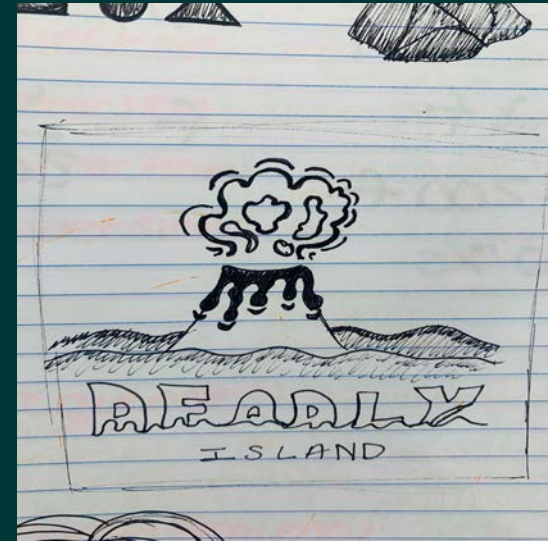
WEB DESIGN

When designing the website mockup I wanted to implement the same cohesive look as the board game. To accomplish this goal I used the assets designed for the game as well as the same color scheme, fonts, and images. Another goal was to get the consumer to buy the game or learn to play it. To do this, I displayed the game assets at the top of each page as well as gave clear, organized instructions to enable consumers to learn the game.
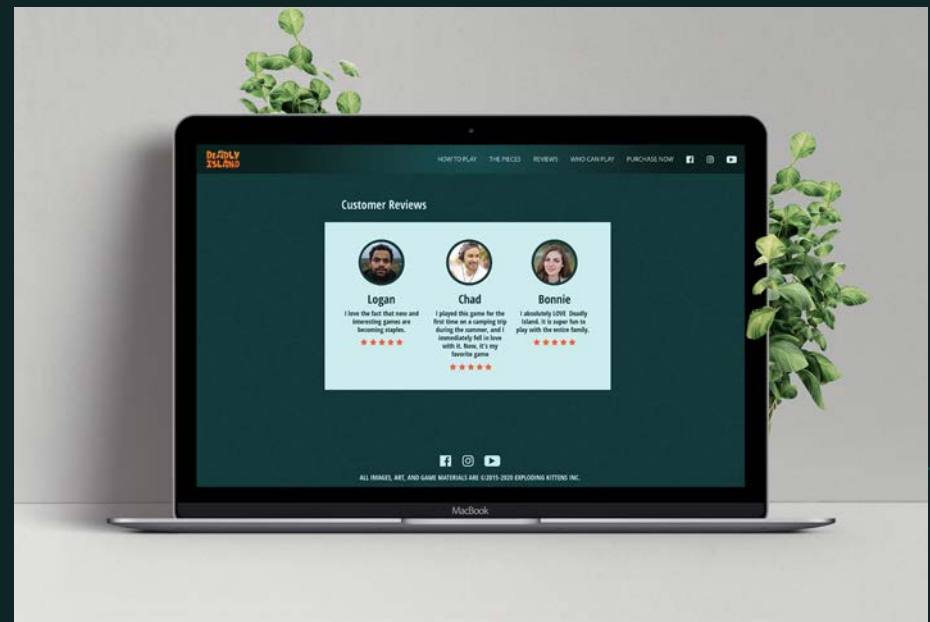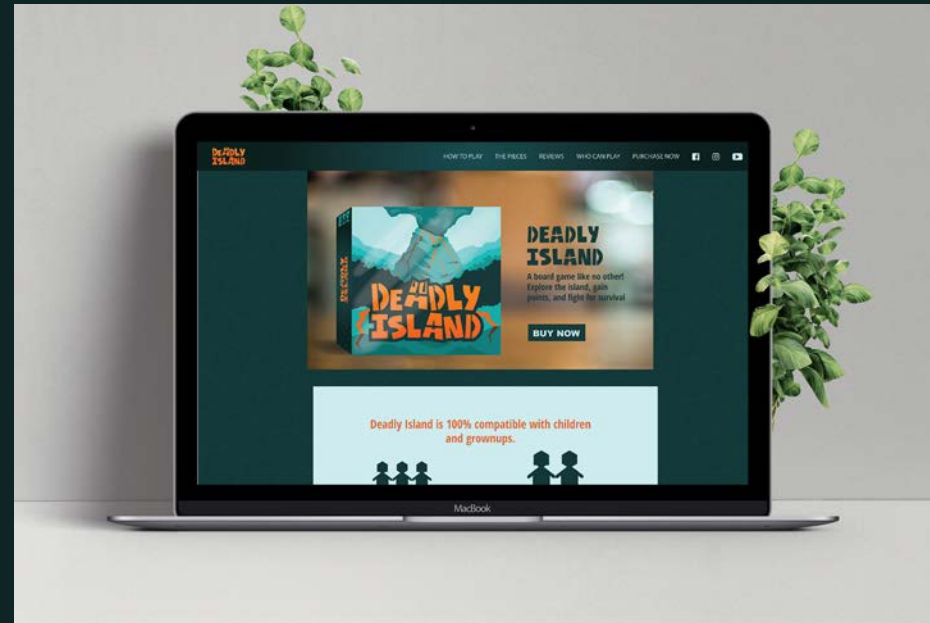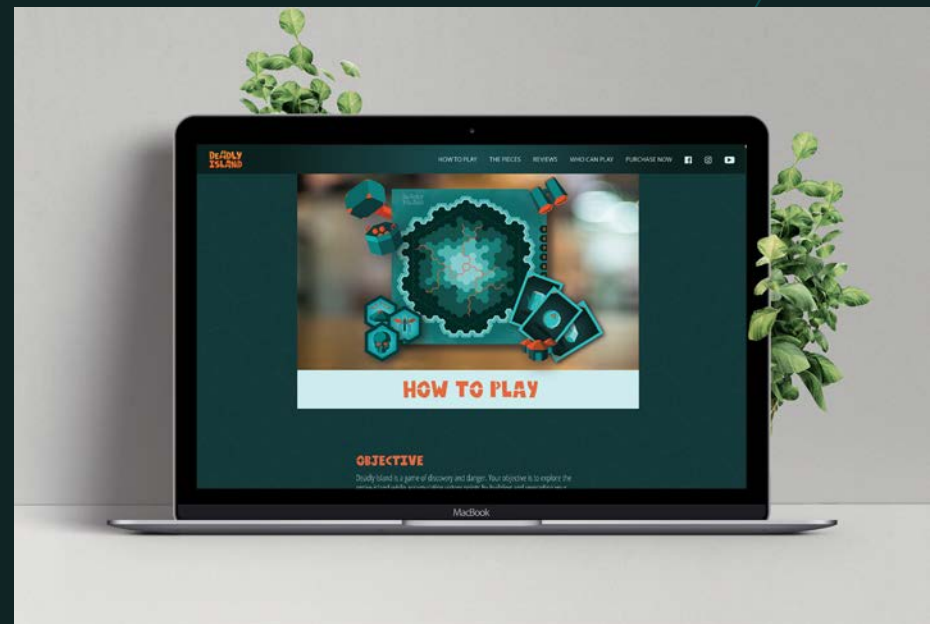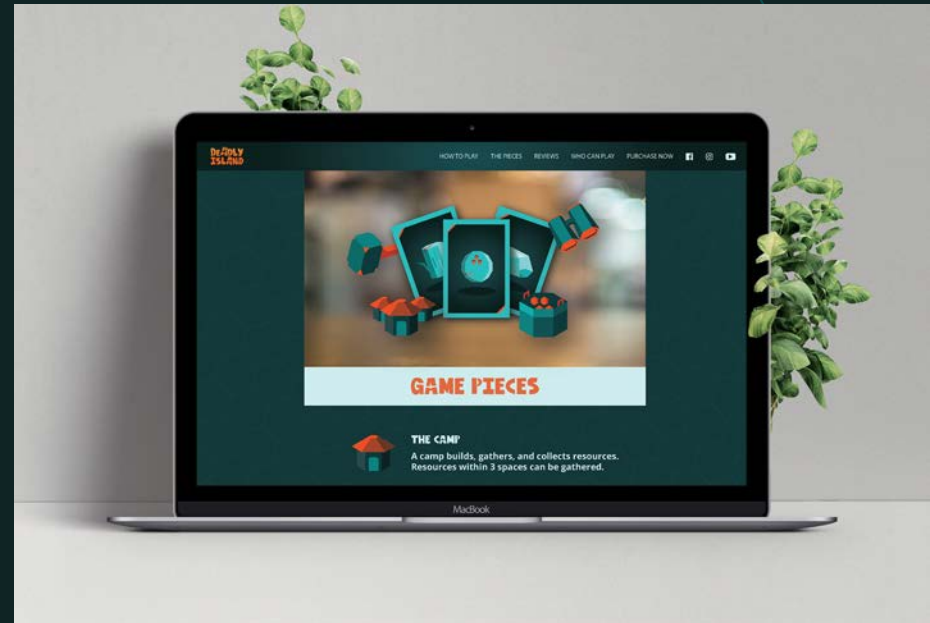
RESOURCE CARD DESIGN

I took the lead on designing the resource cards for this game. After consulting the group, we decided on four resources: wood, stone/rock, water, and coconut. Water would later be eliminated. I sketched out my design using light and shadows to depict depth.

After the new color scheme came to play, I was able to apply it to my resources and it gave me a clearer direction on where to go with it. I changed my soft edges to have a sharp ending and I made my designs more angular. By adding in an outer edge to the cards, I was able to draw the eye to the middle. When designing the back of the cards, my goal was to emulate the game board.

I used the hexagon design to hint at the game board but switched up some of the colors to not be too direct.

The end result of the resource cards depicts an angular, cohesive, and edgy design.
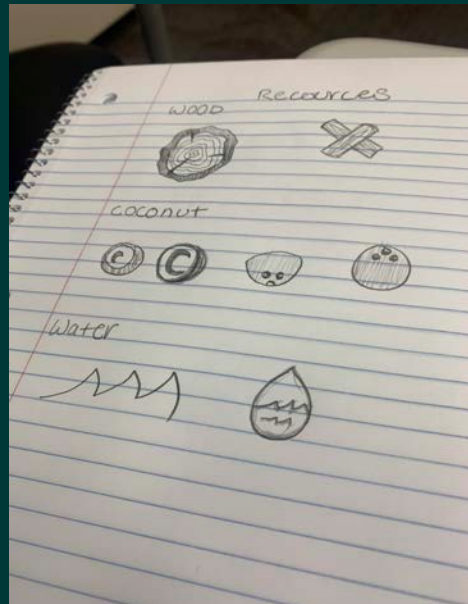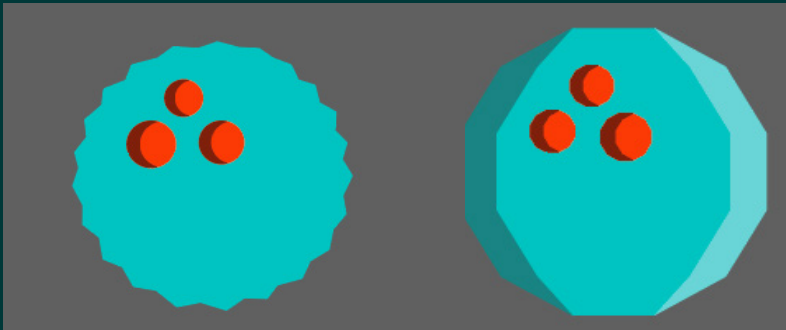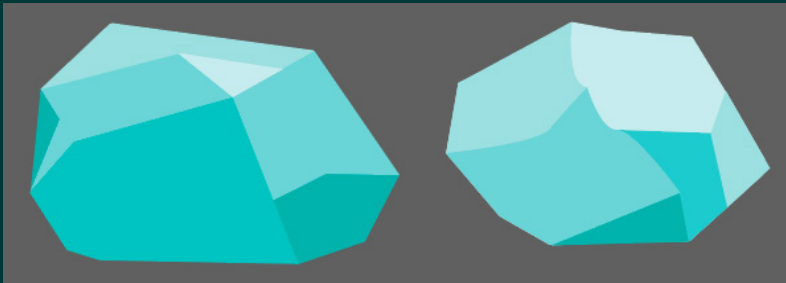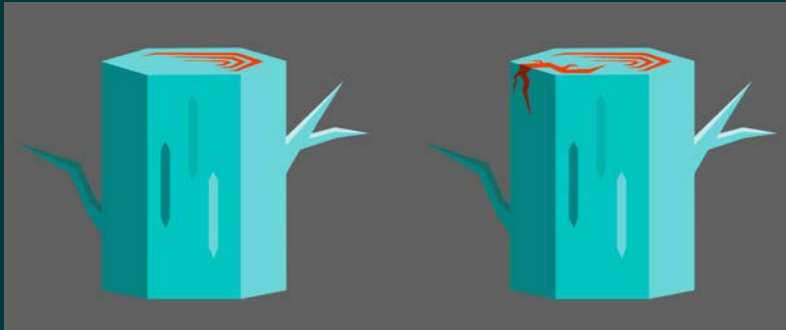
LOGO DESIGN

The goal of the logo was to show the adventurous, mysterious, edgy aspect of the game. We wanted it to be unique and easy to translate to a variety of mediums such as the cards, box, website, and merchandise. I started off with using bone illustrations to depict the deadly aspect, but this was too straight forward and wasn't unique. After going through variations of the logo, I passed it off to Caitlyn and then Val to finish the design.
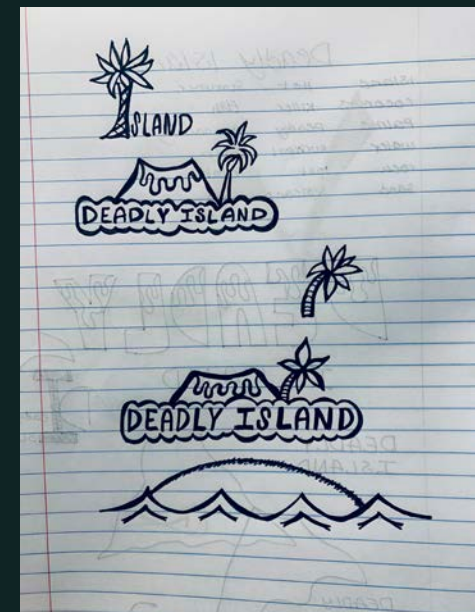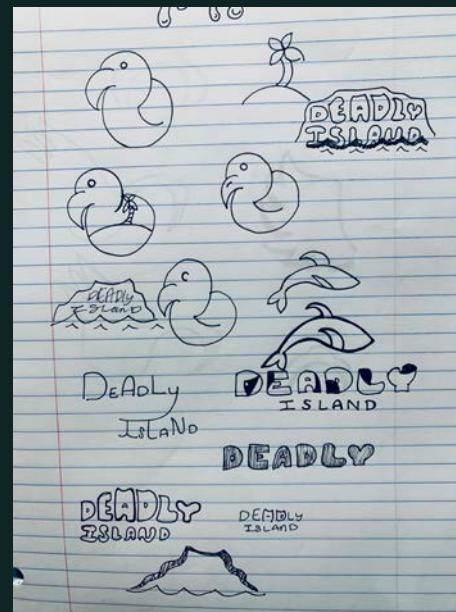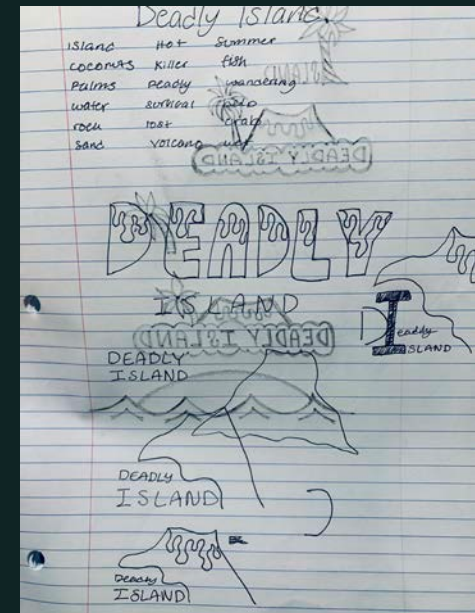
DICE DESIGN

The dice design was 3D printed by Val and our plan was to cover it with the stickers pictured at the left. I was able to use the same resource design as before and applied it to the sticker shape that will be wrapped around the dice. One thing I struggled with when designing this was figuring out the proper layout so the stickers would be facing the correct way. The way I solved this was by looking at other game designs.
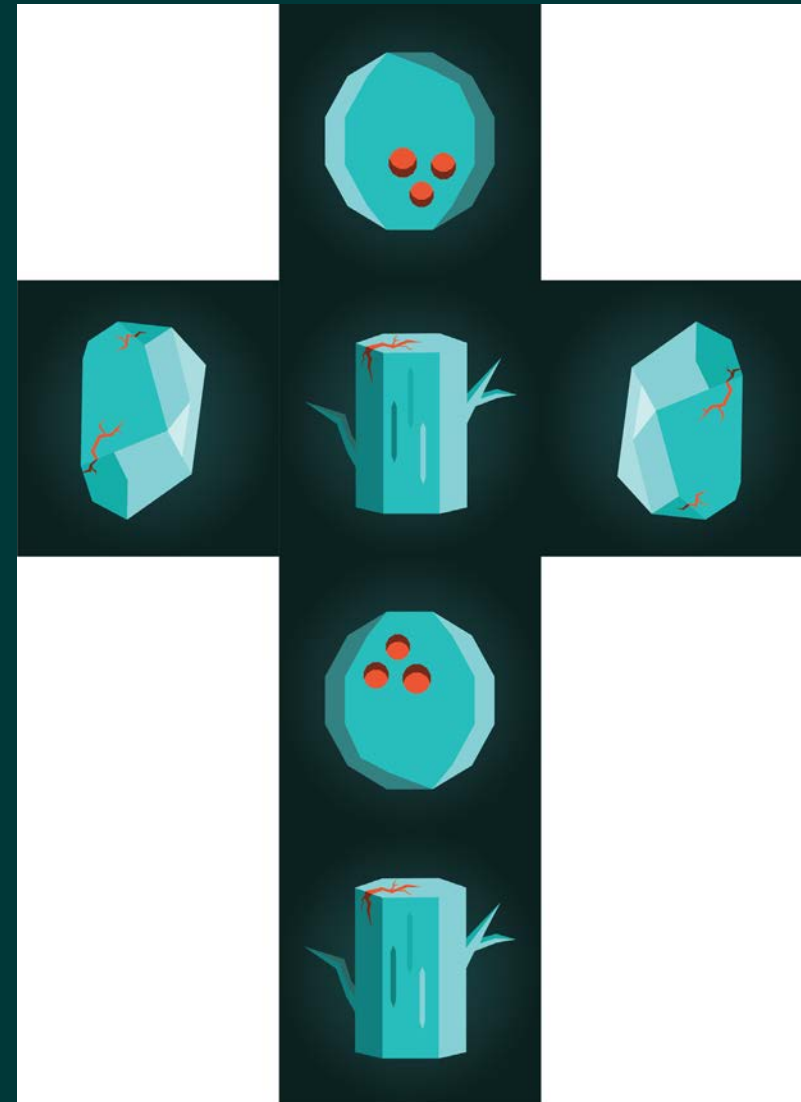
BOARD DESIGN

My role in designing the game board was the transitional process from the literal island to the more abstract version of it. I was able to play around with different shapes and the new color scheme to get it to a point to hand it back to the original designer, Kyle. Our goal was to convey a darker mood with accents of the neon orange and bright blue to give the design depth and interest.

DEADLY ISLAND
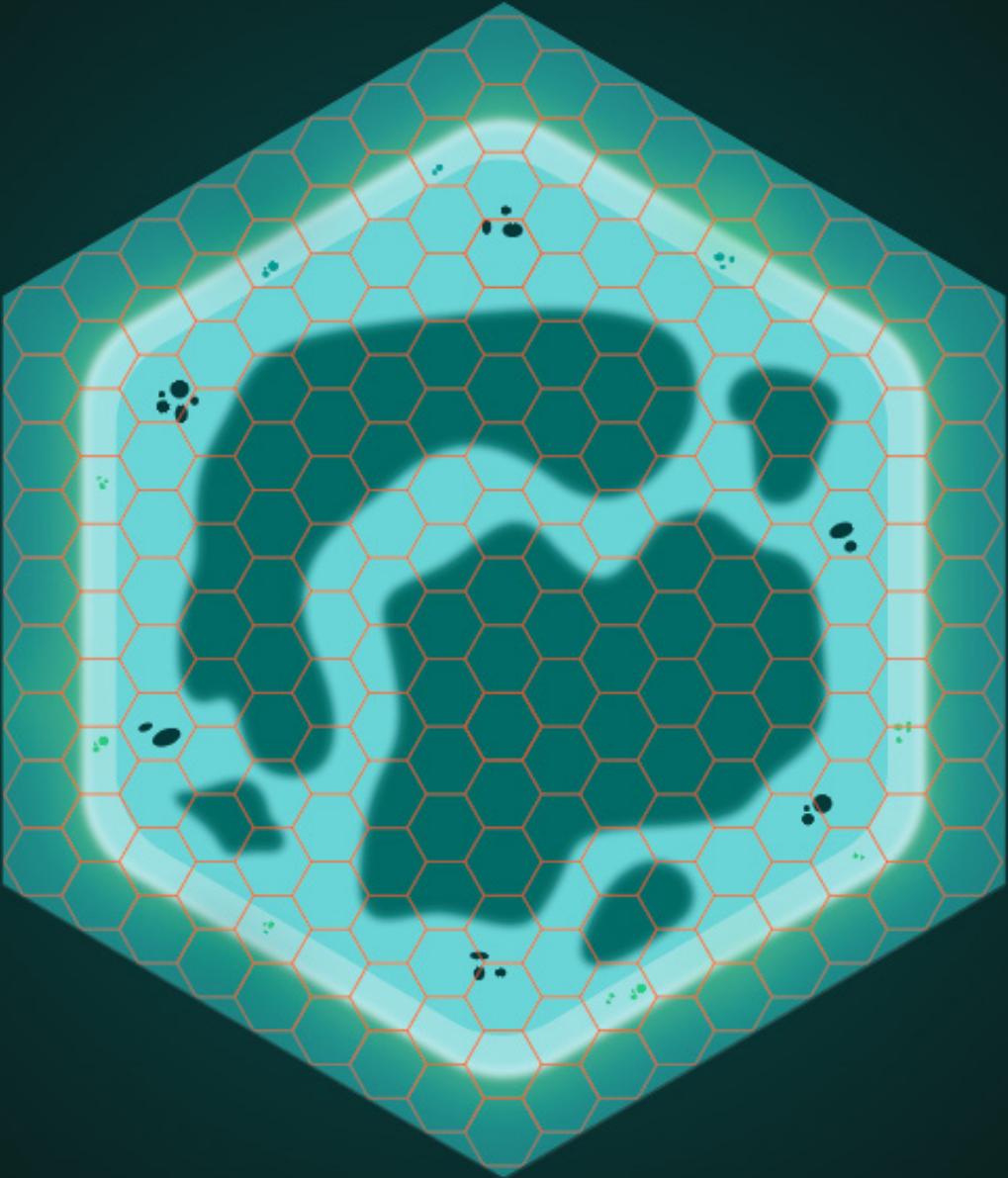
TORRIE WESTOVER

DESIGNER

Torrie is a communication major with an emphasis in visual media. She has always loved to design and create things, so when she had the option to be on this team, it was a no-brainer. Her primary role in the creation of Deadly Island was the design of the board chips, the player cards, and the case study layout/design elements.

PLAYER CARDS

There are a total of two cards that will help players keep track of their points and remind them what everything will cost in the game. We created multiple drafts of these cards because we ended up changing our color scheme and the entire look of the game. The first thing I did was make a mood board of different game cards and select the best elements from each one. Then, I went to Illustrator and started designing. After receiving feedback from multiple people, I made the recommended changes to come up with the best design.

Building Costs

Gatherer	2 Food
Nomad	1 Food & 3 Wood
Scout	1 Food & 3 Stone
Village	2 Wood & 3 Stone

Building Costs

Gatherer	2 Food
Nomad	1 Food & 3 Wood
Scout	1 Food & 3 Stone
Village	2 Wood & 3 Stone

Building Costs

Gatherer	2 Food
Nomad	1 Food & 3 Wood
Scout	1 Food & 3 Stone
Village	2 Wood & 3 Stone

DEADLY ISLAND
GAME POINTS

GATHERER
1 POINT

BUILDER
5 POINTS

SCOUT
7 POINTS

VILLAGE
15 POINTS

DEADLY ISLAND
BUILDING COSTS

GATHERER
2 COCONUTS

BUILDER
1 COCONUTS
3 WOOD

SCOUT
1 COCONUTS
3 STONE

VILLAGE
2 WOOD
3 STONE

DEADLY ISLAND

GAME POINTS

GATHERER
1 Point

BUILDER
5 Points

SCOUT
7 Points

CAMP
10 Points

VILLAGE
15 Points

DEADLY ISLAND

BUILDING COSTS

GATHERER
2 Coconuts

BUILDER
1 Coconuts
3 Wood

SCOUT
1 Coconuts
3 Stone

VILLAGE
2 Wood
3 Stone

DEADLY ISLAND

BUILDING COSTS

GATHERER		
BUILDER		
SCOUT		
VILLAGE		

DEADLY ISLAND

GAME POINTS

GATHERER	1 Point
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DEADLY ISLAND

BOARD CHIPS

I was in charge of the earthquake, scenic view, easy travel, quicksand, and the back of the chips, and a lot of brainstorming went into creating them. It was a challenge to create something that matched the style of the board game while also accurately representing the objects/events I was depicting.

This sent me back to the drawing board again and again before creating final drafts in Illustrator. To match the overall theme, we decided to use a monochromatic blue color scheme with highlights of orange.

EARTHQUAKE DRAFT
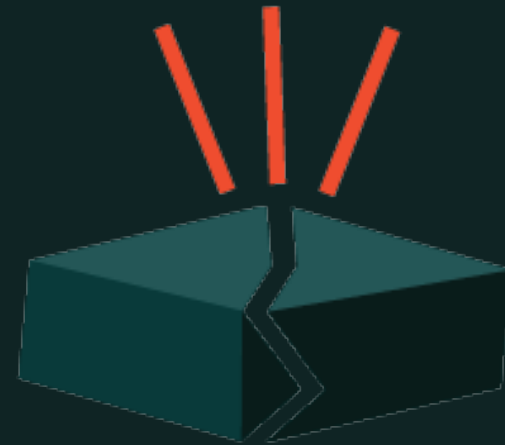
EASY TRAVEL DRAFT
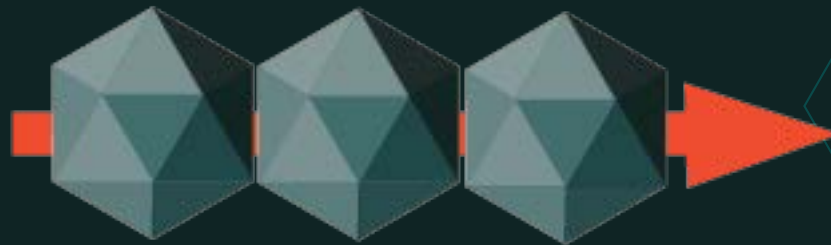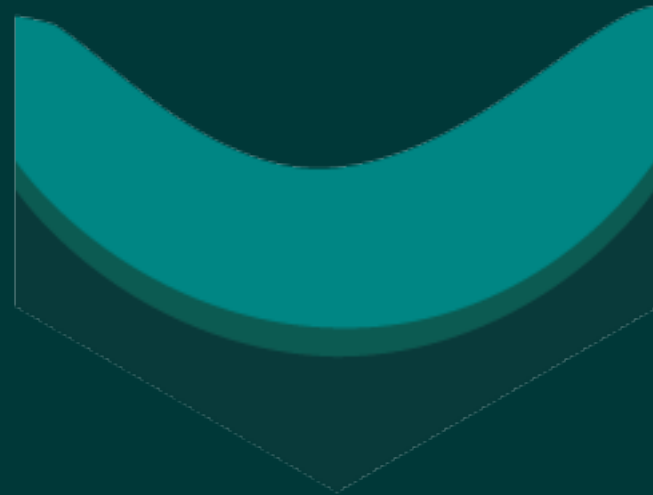
SCENIC VIEW DRAFT
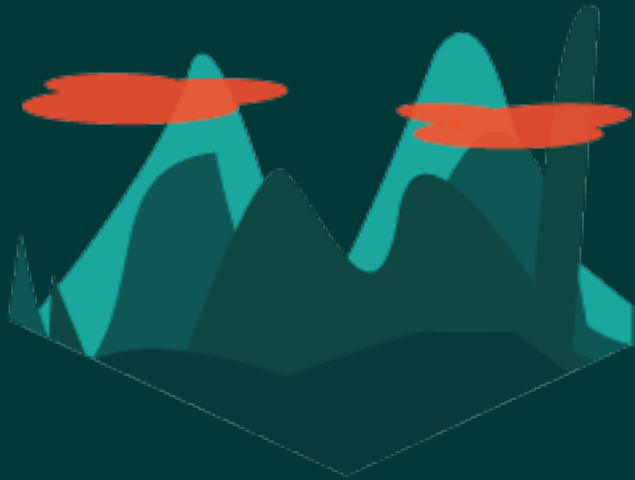
EASY TRAVEL FINAL

3x

3x

3x
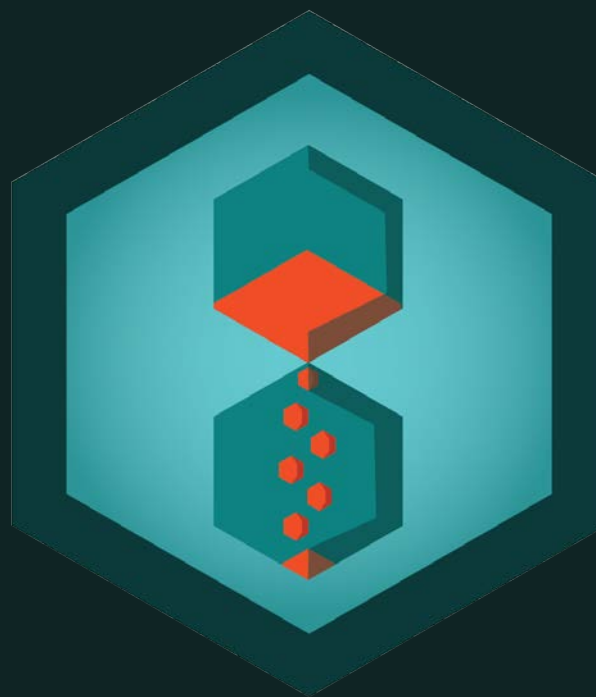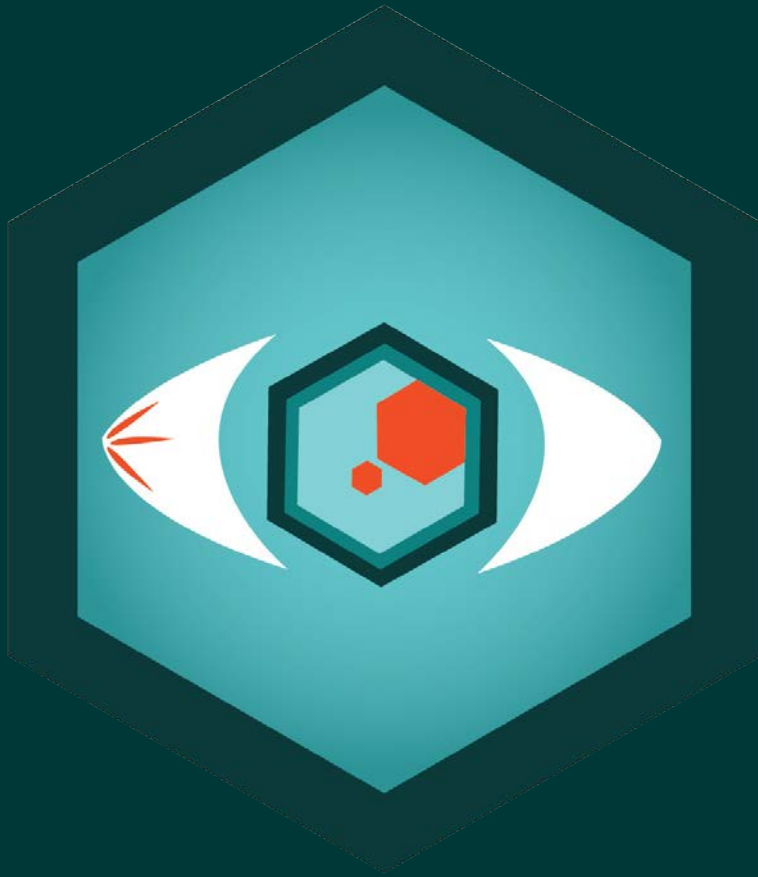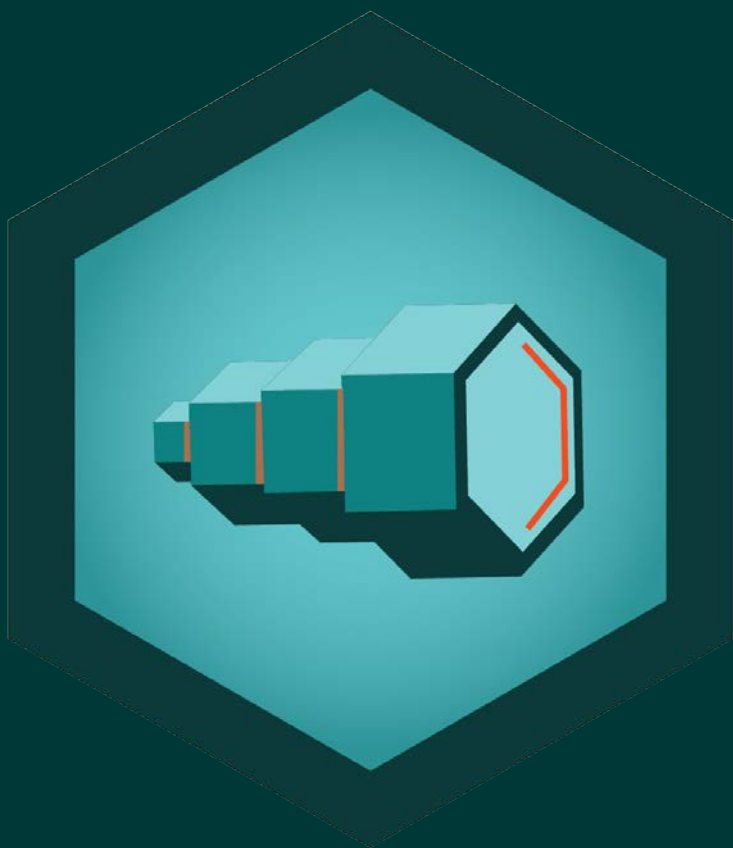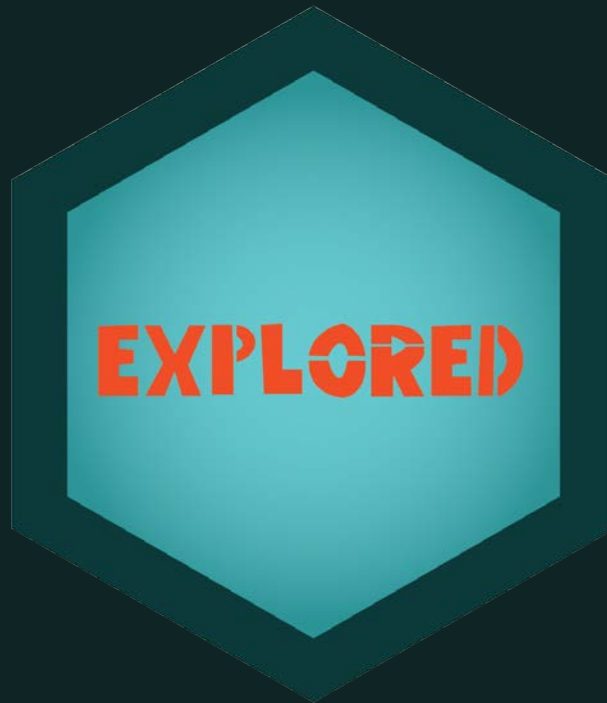
EXPLORED

CASE STUDY

When it came to designing the case study, the first thing I did was create a mood board of different case studies that I found online to get inspiration. I decided that hexagons were the main reoccurring element throughout the whole game, so I decided that this should be the main reoccurring design element throughout the case study.

I incorporated hexagons in the background of each page and created most of the design elements as hexagons.

After brainstorming, I went into illustrator and created the first round of potential layout designs. I originally thought there should be more orange because the majority of our pieces are blue.

However, after receiving professional feedback, I realized that the orange was too overpowering. The viewer's eye was drawn to the orange and was distracted from the primary components of the case study.

I then decided to scrap my initial ideas and go for something more subtle. I did this so that the background wouldn't take attention away from the most important parts of the case study, which is the work that we are showcasing. At this point, I minimized the usage of the hexagons and lowered their opacity.
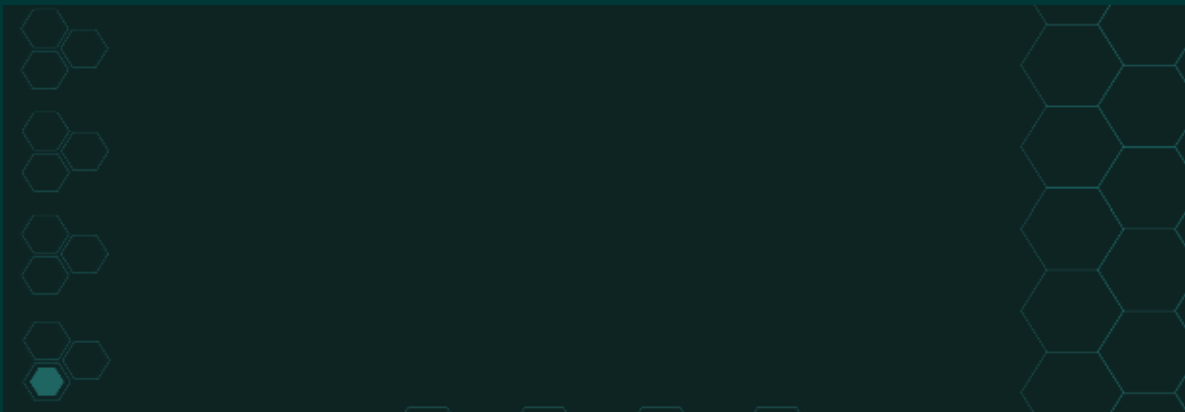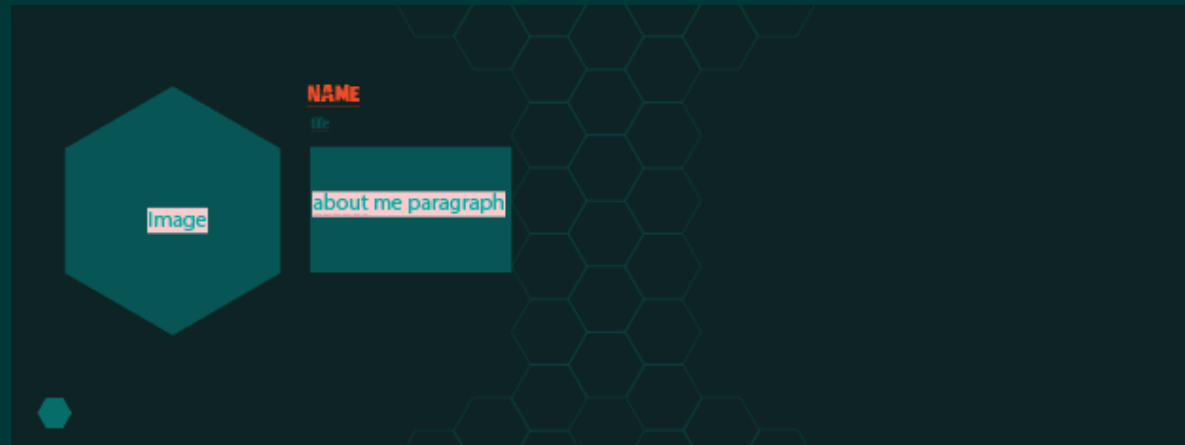
FIRST DRAFTS

BASIC ELEMENTS

NAME

title

Image

about me paragraph

VALERIA HAWKES

DESIGNER

Valeria grew up in Brazil. Her passion for creativity drove her to a different country to study visual media and communication. She worked on the 3D pieces, video scripting and editing, photography, box design, logo design, brand mockups, and case study design.

VIDEO EDITING

Our group scripted and produced a pitch video for this project to invite other creatives to join our team in designing Deadly Island. I helped write the script and did all the post-production including audio, animation and color correction. Here is a link to the pitch video:

PHOTOGRAPHY

Our group played Deadly Island with
Trevor Plastow, the creator of the game. We
wanted to learn and play the game before
starting on any designs. I photographed and
edited the gameplay to have some pictures
of the game and a mood board. I also
edited the portrait pictures of our team for
this case study.

LOGO DESIGN

I helped and finalized the logo design of the game. A logo is one of the most important parts of brand design. I wanted people to look at the logo and understand our brand. Many drafts of the logo were created until we landed on the final one.

LOGO PROCESS

The logo development was a mind puzzle. I sketched and created many drafts and, after many attempts, I went back to sketching. Drawing on a white piece of paper allowed me to restart with a clean, white slate. It made the process of getting to the right icon shape faster.

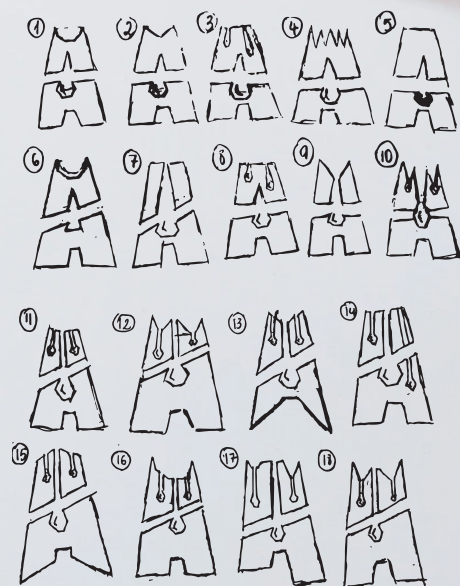Once I settled on the right sketch, I brought it to Illustrator and decided on the final "A" icon.

FINAL LOGO DESIGN

Creating the logo for this project taught me that sketching and getting feedback are very important steps when working in a group setting and working with a client. It also made the process faster because sketching is faster than drafting and feedback helps us all to be on the same page, moving forward in the same direction.

BRAND MOCKUPS

Part of our marketing strategy was to have mockups of the brand that could be produced and sold with or without the game. These mockups would be placed on the game's website.

Many people buy stickers or pieces of clothing to communicate they are part of a specific group, such as The Office fans or Dungeon and Dragons players. It is a great marketing strategy because, besides possibly increasing sales, the consumers will be publicly advertising the brand.

3D PIECES

The challenge of working with 3D pieces is that they are 3D. Every measurement needs to be exactly right for it to work. The sketching process was helpful to be on the same page with the group.

After agreeing on the design, I built the pieces in a 3D program called Tinkercad. The logistics of the game did not allow for the first printed pieces to be used because they had to be flipped after being played. I sketched more ideas for the new pieces and built them again in Tinkercad.

BUILDING PROCESS

I tried two different methods to build the game pieces: Using the Oculus Rift and Google Blocks, a Virtual Reality program, and Tinkercad, a 2D online program that builds 3D objects.

Both programs allowed me to build pieces using shapes. Because Tinkercad was easily accessible and would allow me to make adjustments faster, I opted to use it for this project.

I wanted to use shapes because it gives me precision when working with 3D pieces that will be printed. I also used rulers within the program to measure each side of the design and make sure everything was in perfect alignment before printing.
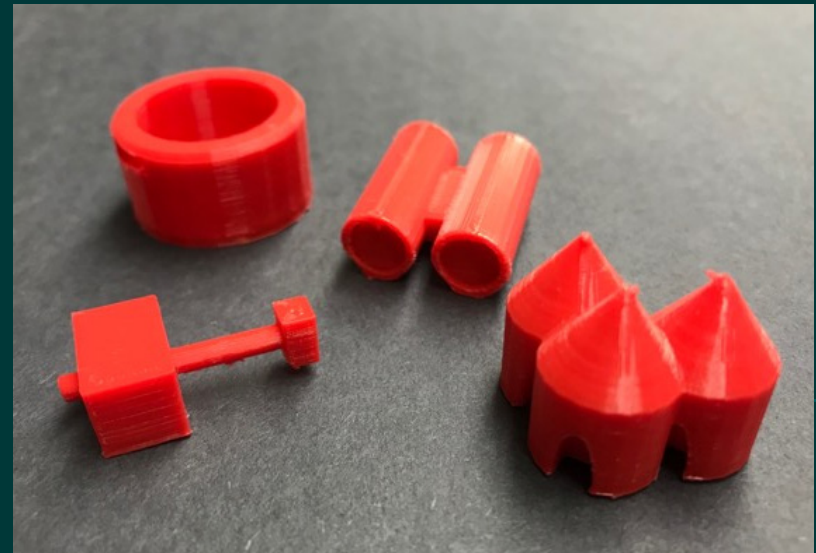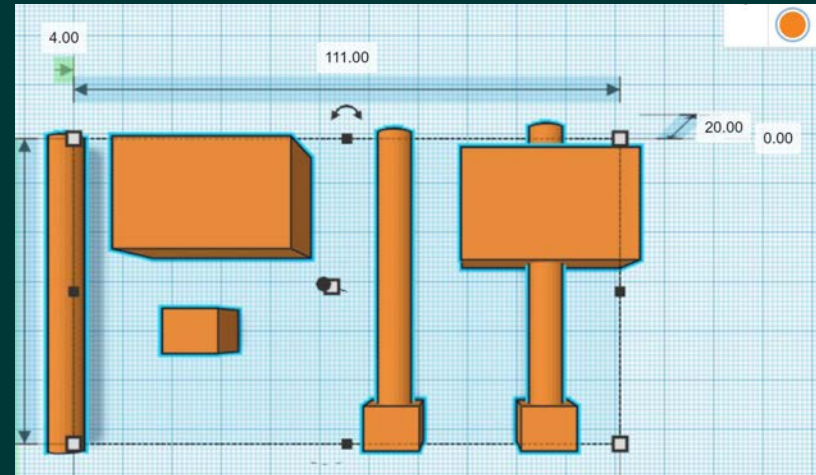
FINAL PRODUCT
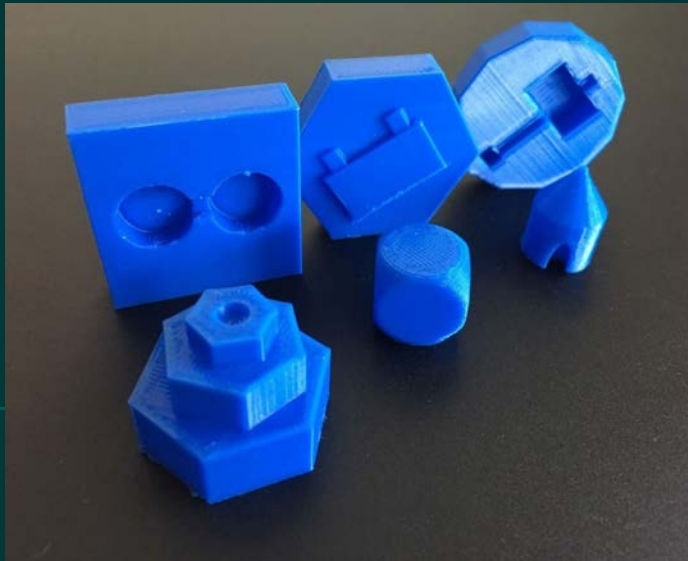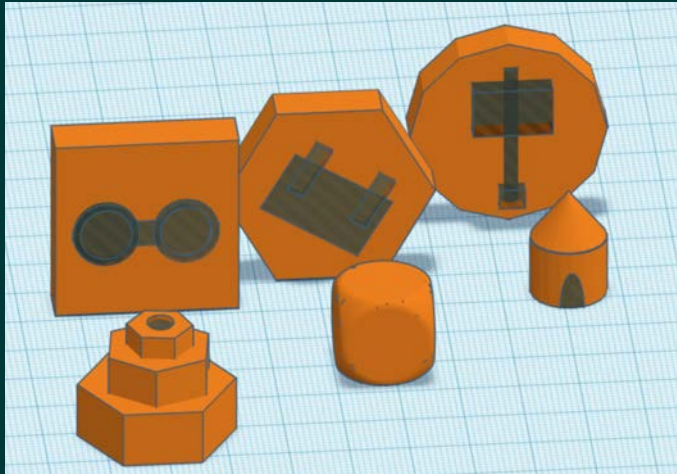
BOX DESIGN

The packaging design of the game was
separated into three tasks: box cover,
sides and back. I was responsible for the
sides and back. I wanted my part of the
box to be complimentary to the cover. I
also wanted it to add value to the overall
packaging design. The main struggle was
to make sure all designs would look great
together. Caitlyn and I wanted people
to never guess that two designers, with
completely different design styles, worked
on the same project.
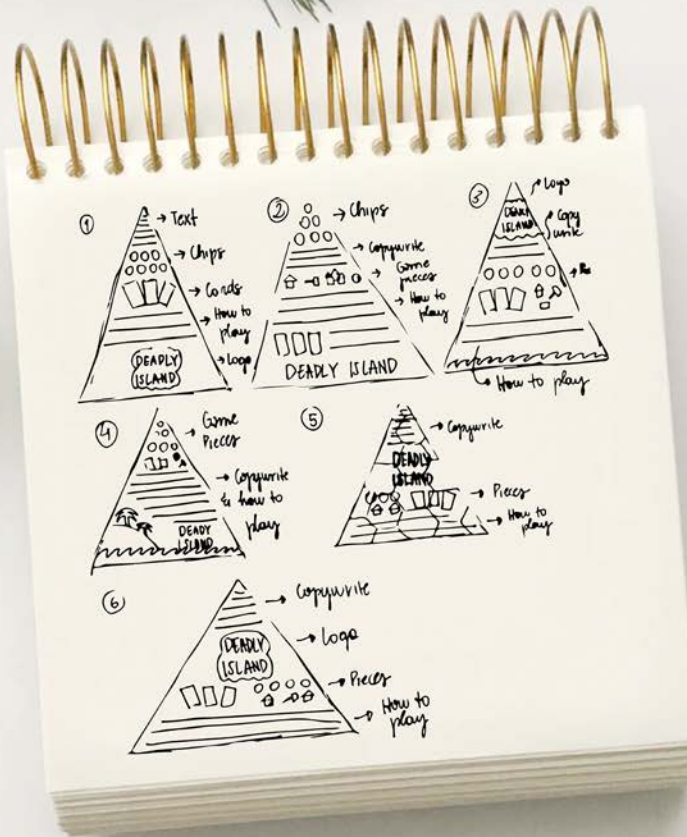
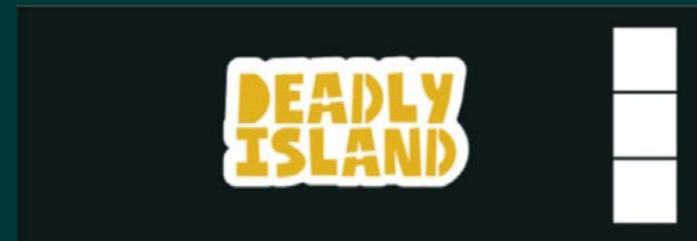# SIDE DRAFTS

The first draft of the side of the box is tellingly different than the final result because we changed both our logo and the style guide during the course of this project.

I studied other game boxes to see what other designers created and why. I focused on their colors, typography, gradients, logos and descriptions as well as design principles such as contrast, proximity, alignment and repetition.

I wanted the logo to be the main subject of the side of the box. I used a round gradient behind the logo to create a focal point. Contrasting colors were also used between the logo and the background to strengthen the focal point. A hexagon background pattern was used to create repetition and tie the outside design of the box with other game elements such as the game board and chips.

WATERMARK SIDE DRAFTS

I created a watermark for the other two sides of the game box because we don't have control over how a product is placed on a shelf.

Even if the two main sides weren't facing forward on a shelf, I wanted consumers to still be able to see the name of the game. A watermark is also a good idea because I did not want to overwhelm the design of the box by having four bold sides.

BACK OF THE BOX

The first idea for the box was for it to be a triangle, to resemble a volcano. After the first draft, we quickly realized that it wasn't the best option. It would be more expensive to mass produce a triangle box and the design did not turn out as we wanted because it was too busy.

After some research, I proposed we create a square box instead. It would be more cost-effective for the client and it would also look better with what we wanted to accomplish since the triangle box lacked white space.

Once we decided on the square box, I tried to create repetition by making the box resemble the board game. At first we wanted an island theme, but after putting all designs together, we decided that the colors and designs seemed too bright and did not match with the deadly theme. We then created a new style guide with new colors, design style and typography.

I wanted the box to showcase some of the game pieces. I also wanted it to have a quick explanation of how the game works while keeping plenty of white space. I created a focal point by adding a round gradient and, by doing so, added repetition to the whole box design.
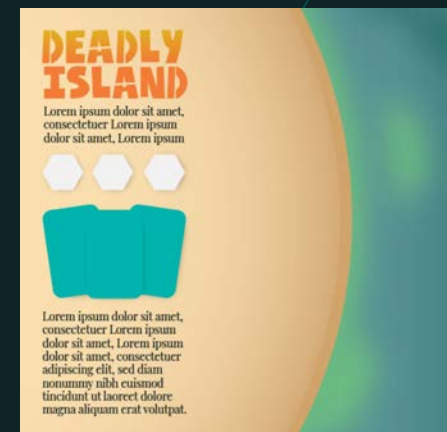
DEADLY ISLAND

Explorers travel long and far to be the first to discover the lost island. What they don't know is the danger that is to come. Can you survive?

Deadly Island is a turn based game where you fight for survival, collect resources, avoid traps, and build villages. May the best explorer win!

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FINAL BOX DESIGN

I understood more fully the importance of a style guide while working on this project with other designers. Sticking to the style guide and using repetition tied the whole box design together.

CASE STUDY COVER

I helped design this case study by creating the cover page and the table of contents. Our creative director wanted to make sure that the game board was part of the cover. He also wanted the lava to be incorporated since it's part of the deadly element of the game.

I wanted the table of contents to resemble elements of the game as well. I used the game's main color and added a gradient to match the back of the box. I also added the hexagon pattern I created for the side of the box to, once again, add repetition and tie the overall design together.