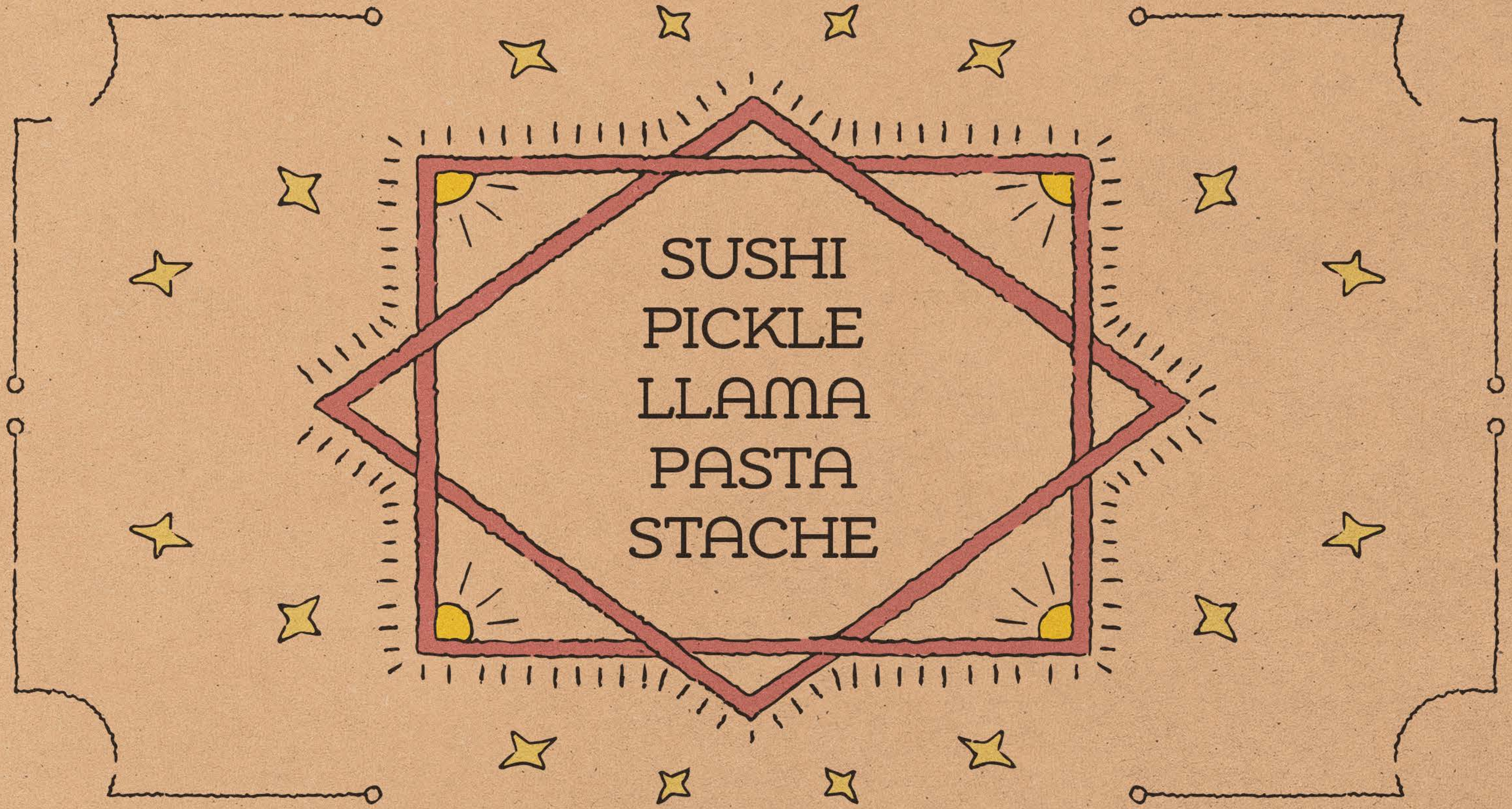
SUSHI
PICKLE
LLAMA
PASTA
STACHE

CASE STUDY

Sushi Pickle Llama Pasta Stache

The wacky card game that
gets you out of your element.

NICK BRITTANY JARED JOSH MONICA JEAN

SUSHI
SUSHI
STACHE
WITCH
JELLY F

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Why Create a Game?

Overcoming the awkwardness of meeting new people is one of the leading reasons people hesitate to put themselves out there and make new friends. Board games and card games have made a considerable comeback recently as a way for people to connect with others and build new relationships. Sushi Pickle Llama Pasta Stache is a new fun option for children and adults alike.

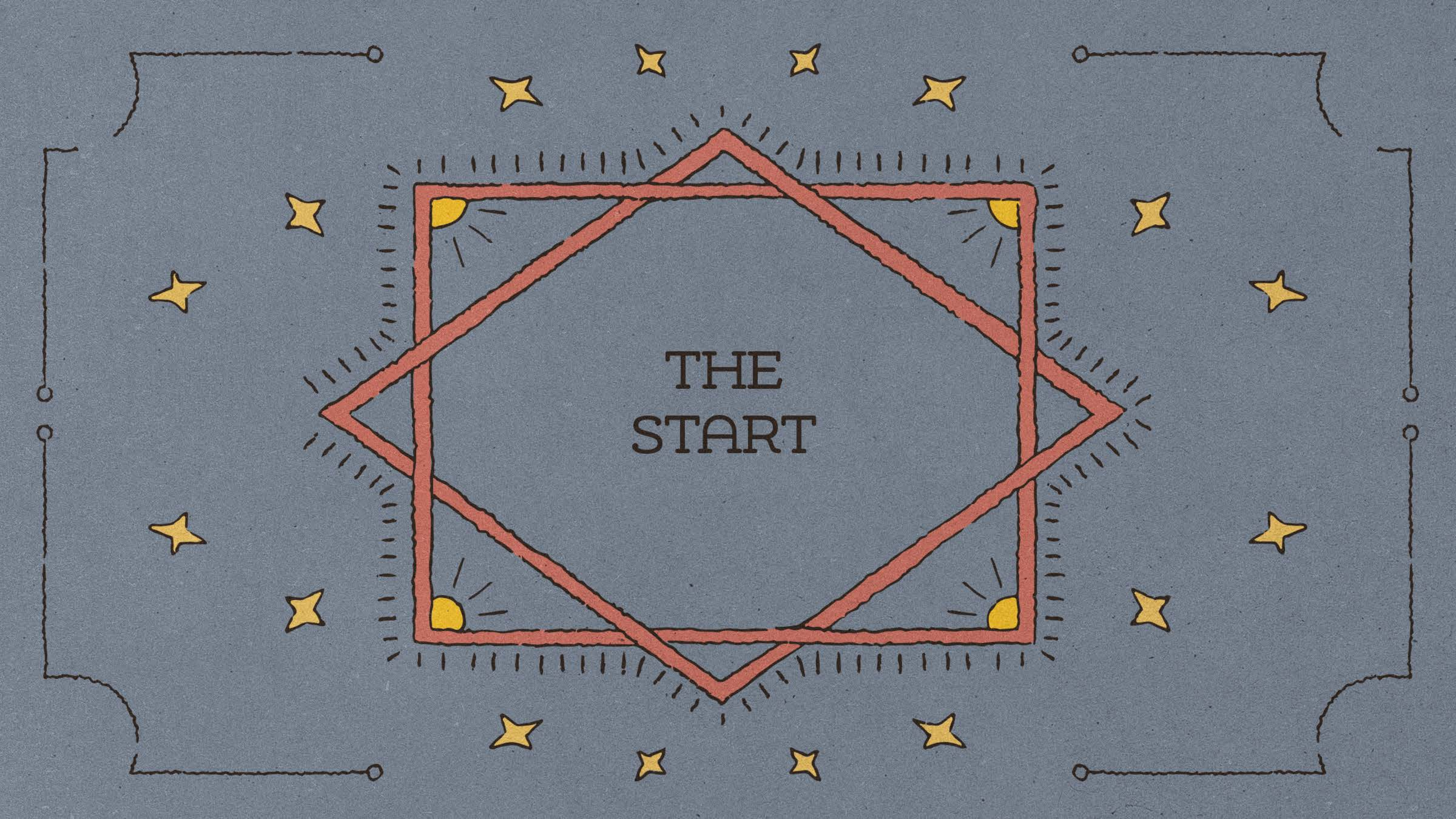
The Problem

One of the recent trends has been outrageously silly games with overly childish and straightforward artwork. Taco Cat Goat Cheese Pizza is one of those games. The gameplay is a perfect mixture of just enough competition while also being family-friendly. The point of the game is to get rid of your cards while also closely paying attention to action cards and slapping points. It also has the power to bring people together and break the ice while being easy to learn and quick to play. The game's downside is that the visual style falls flat as oversimplified characters are uninteresting for adults and lend themselves more to children.

Taco Cat Goat Cheese Pizza Cards

Breaking the Trend

This downside of games makes it less attractive for adults who want the benefit of playing these games in social settings to find a game they want to play. There aren't many games that balance having a refined and elevated style, complemented by a playful, friendly, and unique feeling that people of all ages and personalities can enjoy. We decided to "reskin" Taco Cat Goat Cheese Pizza and elevate it with unique artwork and additional booster cards that add more interesting actions to the mix. Which is how Sushi Pickle Llama Pasta Stache came to be.

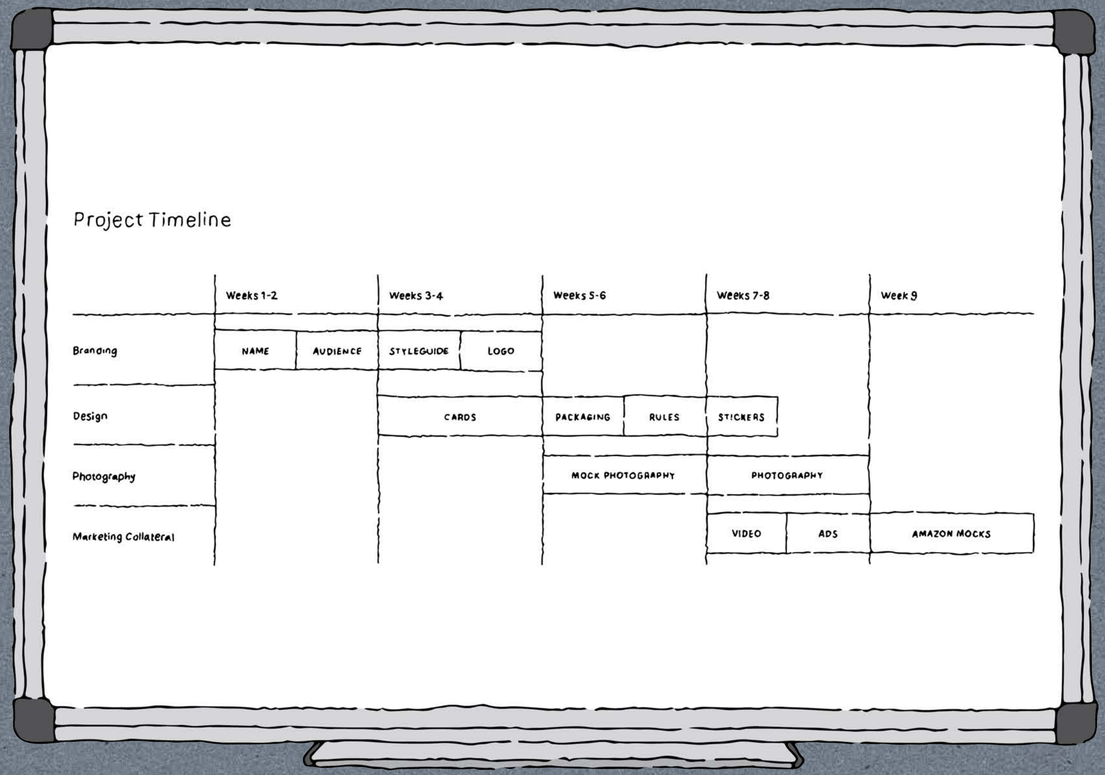

THE
START

The Team

Our team decided we wanted to embrace all the unique talents we brought to the table by tackling a project that would bring us together and allow us to take card games to a whole new level.

The Scope

We set out to have our card redesign done in just three months. That's why it was essential to identify the scope of what we wanted to accomplish to stay on track. Ultimately, we wanted to avoid getting too caught up in the little details so much that it would stop us from moving forward. So we decided to vehemently fight against planning paralysis – the idea that people don't move forward until their plan is 100% perfect.



Objectives

Our goal was to maintain a tight timeline of 3 months and ensure that we were using each person's skills to their maximum capacity. Our focus for the next months was going to be on:

Illustration

Photography

Design

Video

Audience Stories

Although many games are often marketed as "Fun For Everyone", the reality is some people will not find this game fun. But the reason they don't find it fun has little to do with their age, or income. It has to do with their personality, values and beliefs.

"Not everyone can become a great artist, but a great artist can come from anywhere."

Anton Ego (Ratatouille)

So it is with this game. This is why we've decided to create a few audience scenarios to help us better understand our audience.

Audience Senario 1

The Fun Uncle Scenario:

You and your family are together for the holidays and your nieces and nephews are hopped up on cinnamon rolls and Go-Go Squeeze.

You decided to channel that energy into a family game that everyone can play. You break out your new card game and the kids get INTO it! But so do the adults.

You know that in order to be a good uncle you must show no mercy and destroy your opponents no matter how small and helpless. Everyone laughs and enjoys the competition and everyone is able to enjoy some high-quality bonding time while the less-fun adults enjoy some time without the kids being rowdy.

Audience Senario 2

Meeting the Parents Senario:

It's your first time meeting your boyfriend's parents. This is mission critial.

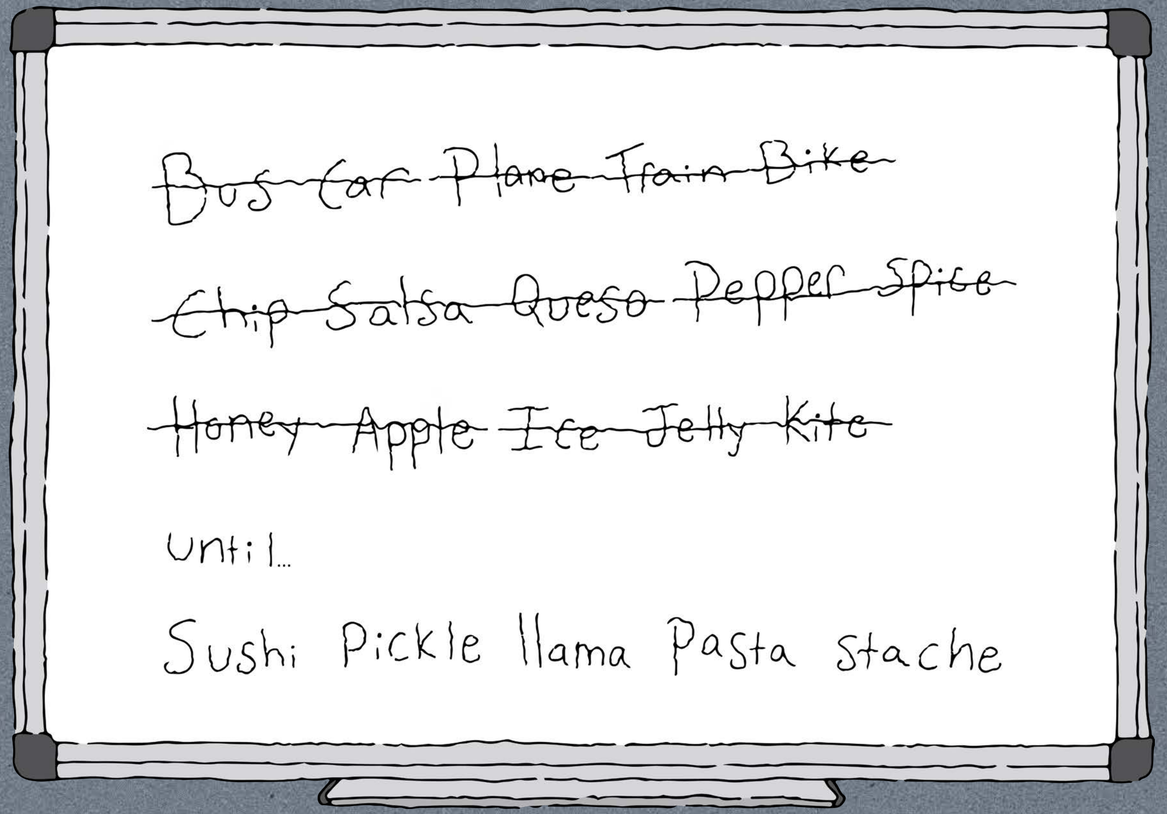
You want to make a good first impression but you also want to be yourself. The family breaks out a new game and it's the perfect ice breaker.

It's fast, goofy and your cheecks hurt from laughing. You feel silly doing the actions but everyone else does too. His parents are sold, they think you're a hoot thanks to this easy-to-learn and fun game.

How The Process Began

We hit the ground running and began brainstorming ideas for what our game could be called. Word maps began to be formed, and different ideas were born frequently.

We decided a series of words worked well together by saying them out loud. We sensed that Sushi, Pickle, Llama, Pasta Stache was the most viable option because of their uniqueness and unrelated mixture.

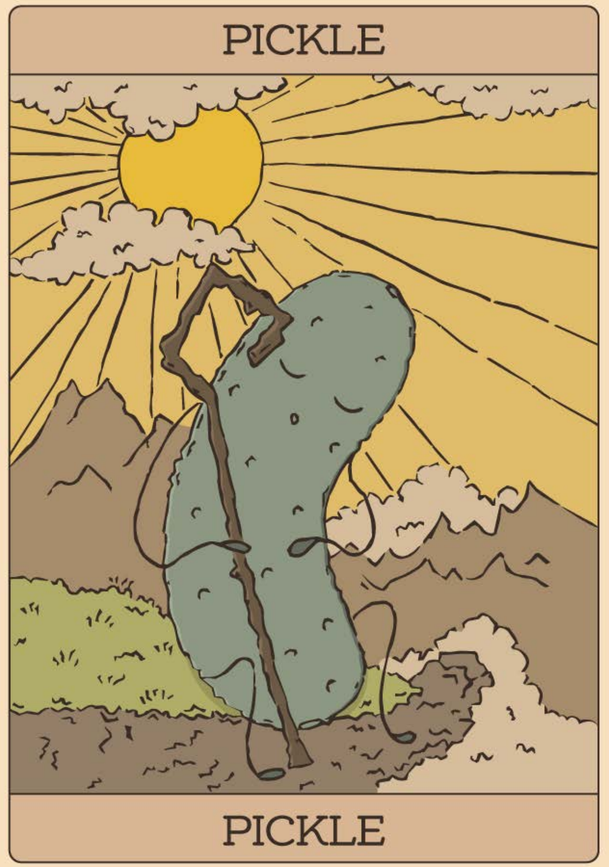


Defining Our Style

We needed to nail down a style now that we had our name. Each member in our group had the task of designing the "pickle" card. This gave each of us the freedom to create a design with no restrictions other than the guidance for it to be Pickle themed.

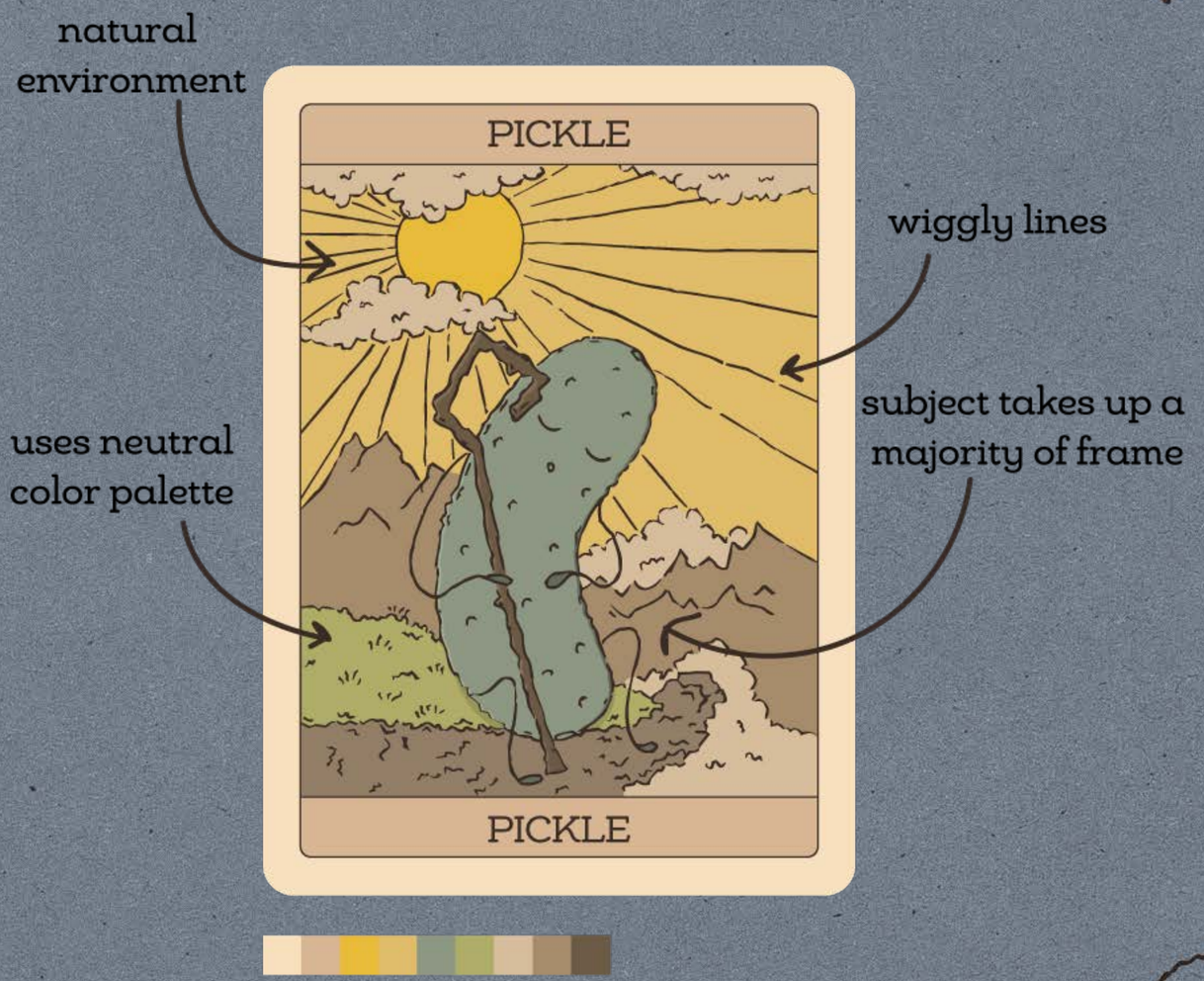
The Decision

We had to pick which direction we wanted to go in with our six new styles. To do that, we thought back about our original reason for wanting to redesign the game. We wanted to bring a more elevated style to the card game world. Having this in mind, we were able to then narrow it down and ultimately decided on the fortune reading tarot-style card.



Matching the Style

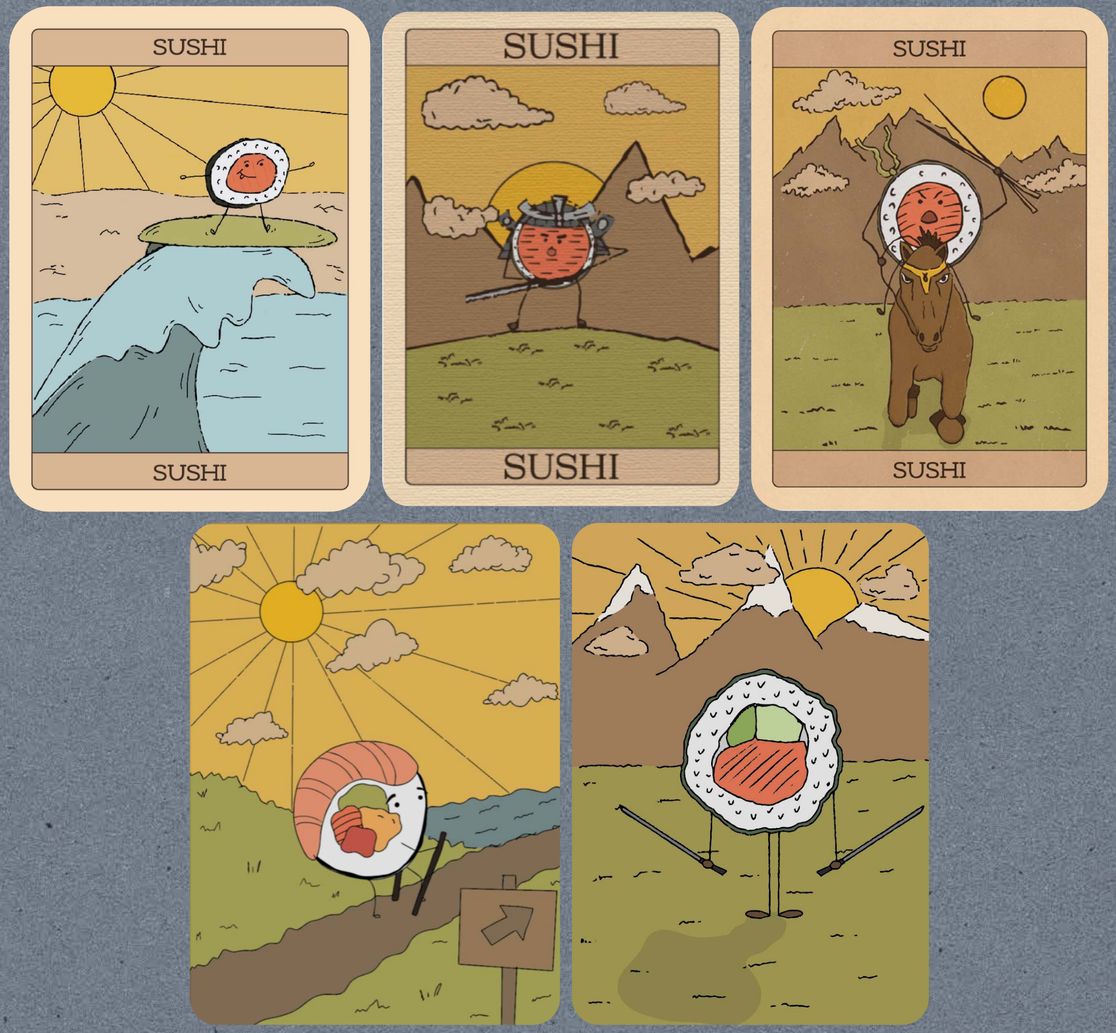
Nailing down the style would be a crucial part of making this project work. Even though we were in a time crunch, we felt like taking time to get this down would be vital. We approached it by taking the tarot pickle design and having each group member create the sushi card with that same style—a few essential design elements needed to be implemented in the card design to make everything flow together.

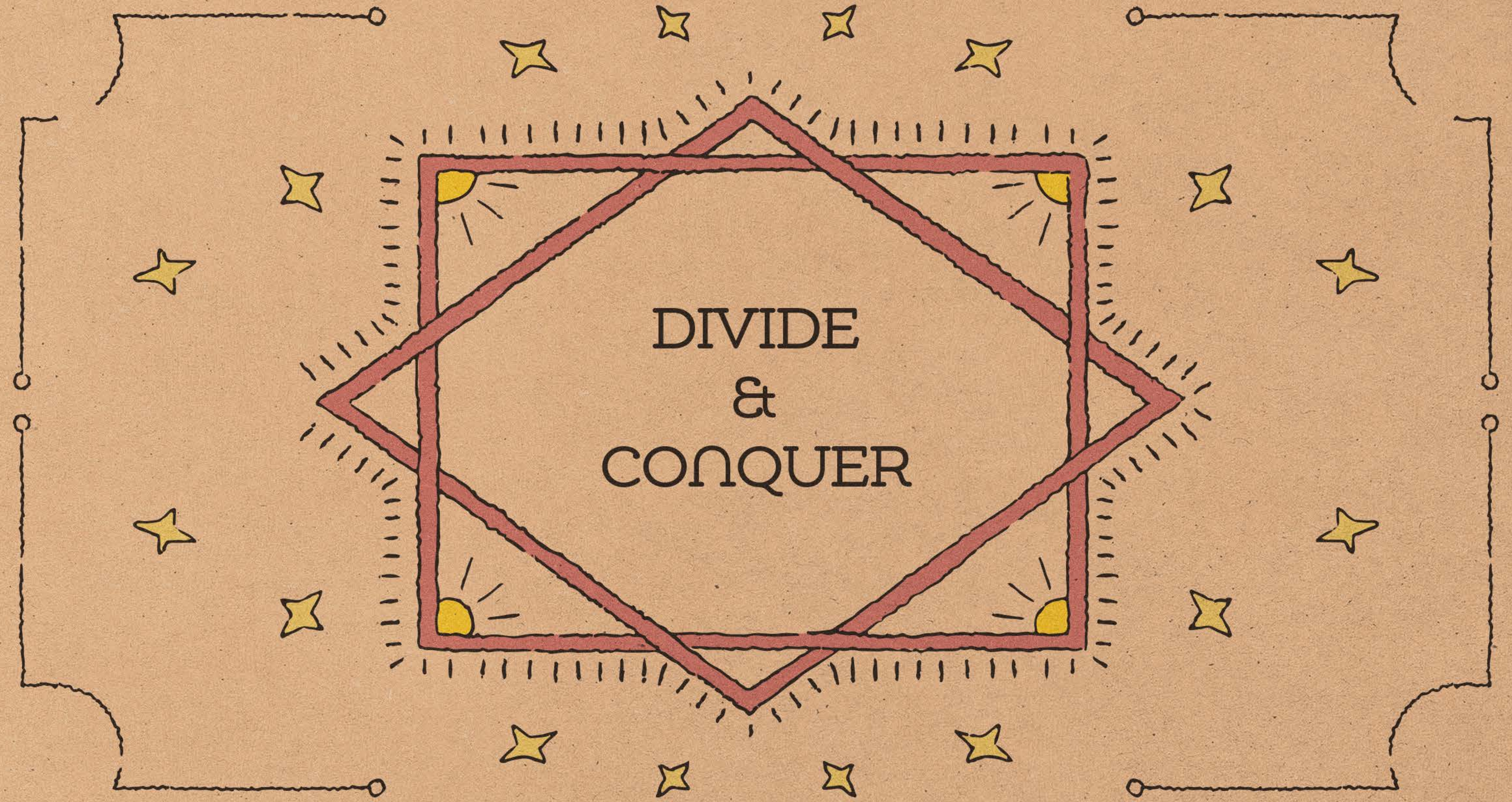


Matching the Style

We chose to execute our designs through Procreate to keep our designs consistent. Another way we made sure everything was specific and clear was by making a tutorial video (watch here) that went through the step-by-step process of how the pickle card was created. This included brush settings and file sizes, how to move your design from Procreate to Illustrator to image trace, and how to add color.

After everyone returned with their renditions, we pointed out the specific elements that were hard to copy from the original style and where the roadblock was. The biggest one we found was that the linework was a little off between everyone's designs, except for two members in our group who specialized in matching the style and lines from the original design.

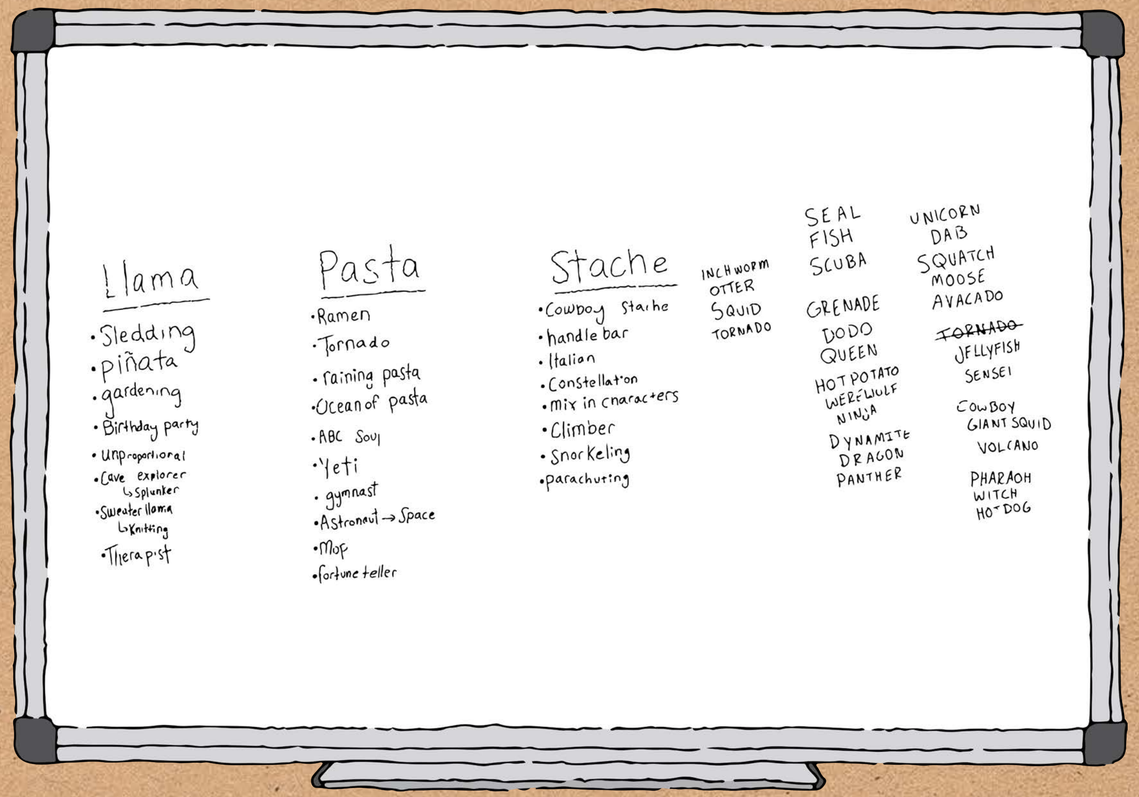



DIVIDE
&
CONQUER

Process

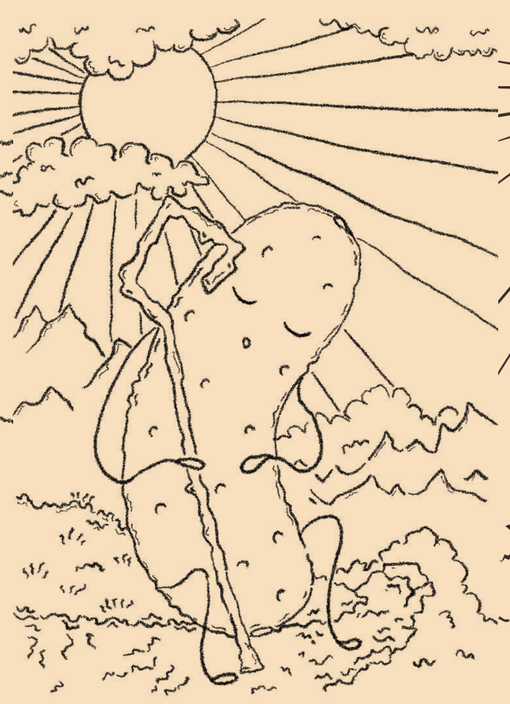
The ball started rolling with getting all 18 cards done when we divided the work amongst our group. This is what our process looked like.

1. As a team brainstorm unexpected elements for each card character
2. Distribute cards to be sketched and then refined
3. Pass it off to have linework added and fixed
4. Pass off again to add color
5. Final color adjustments

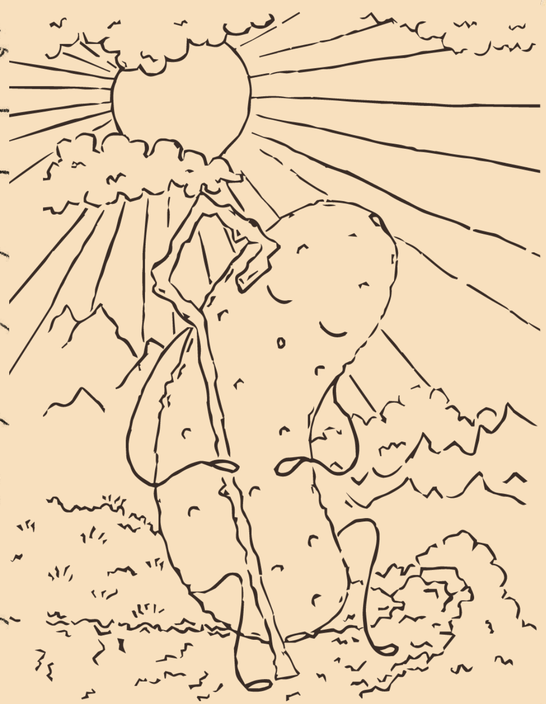


Design Process

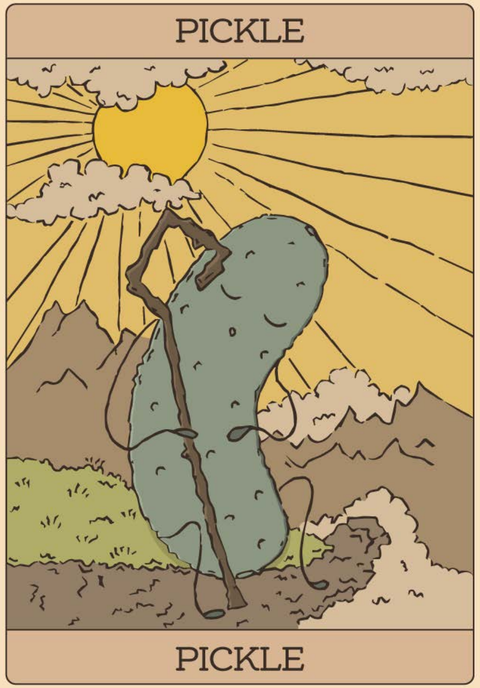
Initial Sketch



Refined Sketch



Vectorized Outlines



Final Color

Booster Cards

The original Taco Cat Goat Cheese Pizza card game that our rules are based on has three additional "wild cards" that require actions before slapping the deck. Our rendition also has three different cards: squatch, hotdog, and jellyfish. With a team of 5, we wanted to make more than just eight cards, so we decided to create a booster pack that comes separately to add to the game. This addition allowed us to design nine more cards, but it helps bring more action and difficulty into the game if desired. The exact process was done to create each of these cards as the original 5.

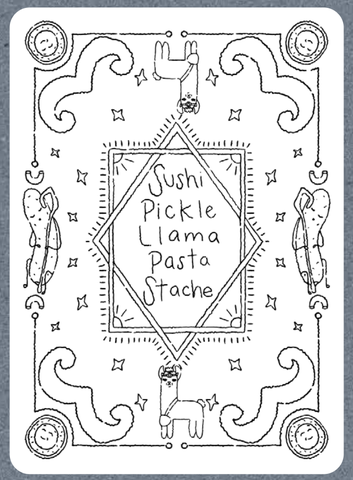
Back of the Card

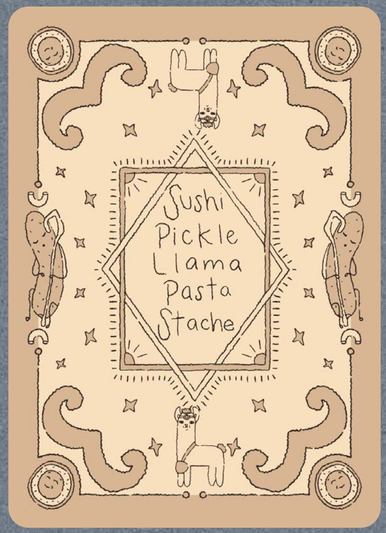
As some members of our group worked on the linework of the cards, the other half started sketching different ideas for the back design. Finally, we designed the perfect back for each of our cards using elements from the cards we had already created and a mix of the typical tarot card designs.

Sketch

Refined Sketch

Linework





Colored

Final Colors

Time to Print

Leading up to the planned date for printing, we had done plenty of research to ensure quality and timeliness. We searched for weeks to find the best printing service that would fit our needs and have a quick turnaround time so we could go back to working as soon as the cards arrived. We eventually found a location in Washington that could deliver our deck of cards just in time for the promotional portion of the project. We had a full deck of beautifully designed cards in our hands within seven weeks. Although designing the cards was a significant feat, we knew the cards alone were not a finished product without the supporting elements.

Final Print Sheet

PROMOTIONAL MATERIAL

Promoting the Game

We wanted to communicate the joy and value Sushi Pickle Llama Pasta Stache can bring. Our goal was to create solid promotional material to properly advertise and promote the game. We broke up how we wanted to promote the game in these different categories to accomplish that.

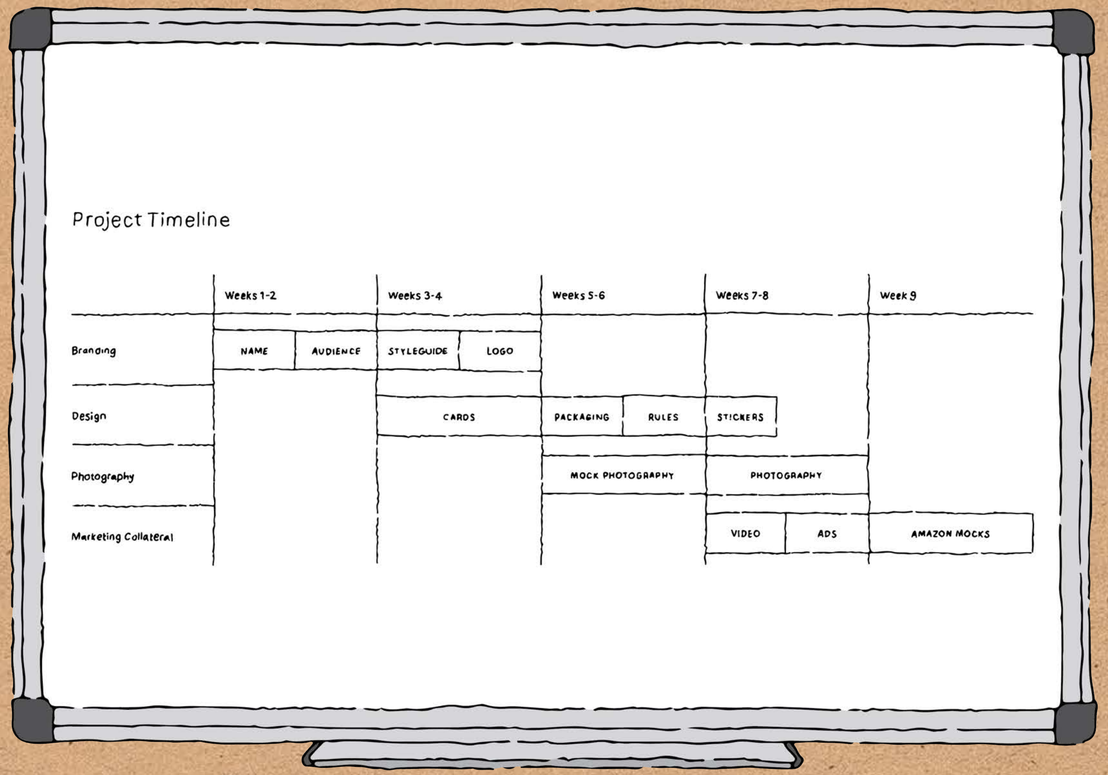
Videos

Photography

Instagram Ads

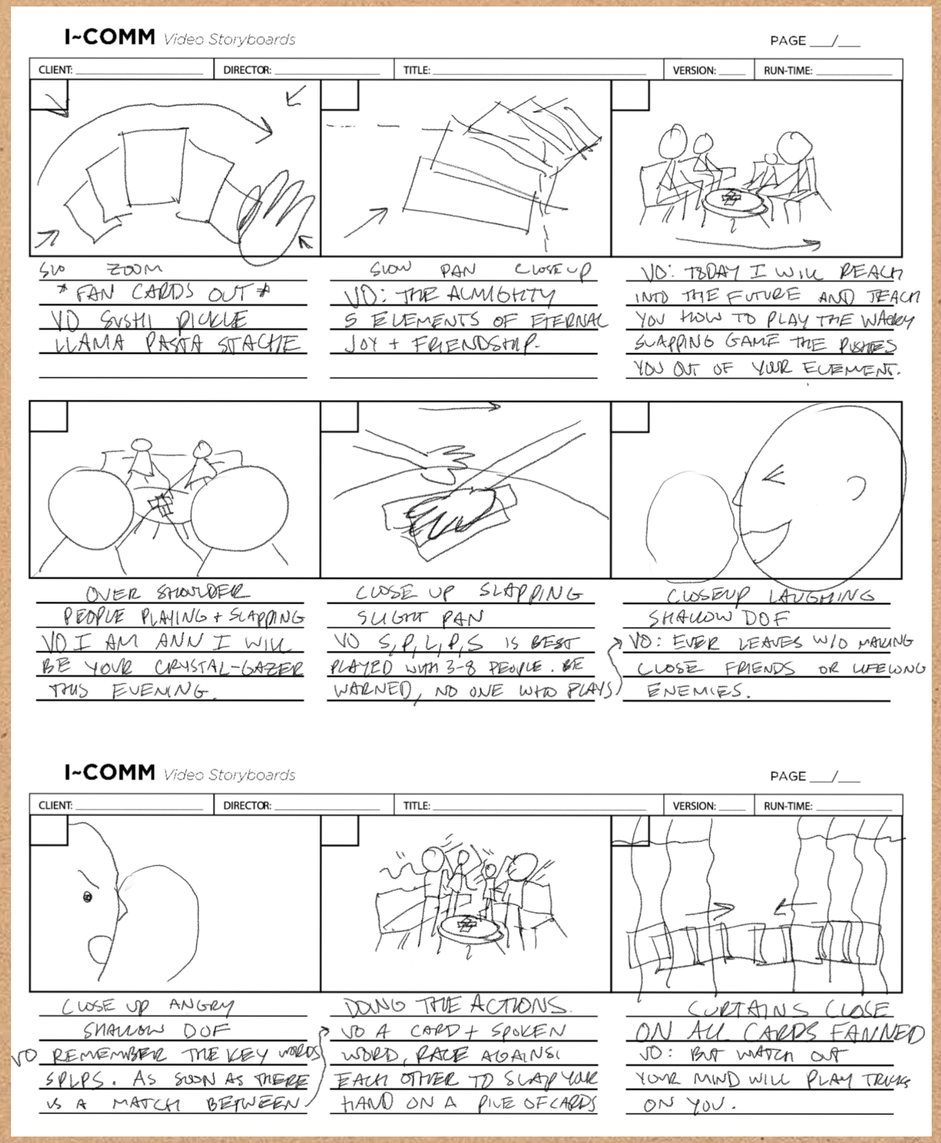
Amazon listing

Stickers



The Video Process

We wanted to create a video of sorts that could be used on social media to promote our game and the ads. We were able to enlist some help from Jean Mendoza, a talented videographer, to help us achieve the optimal quality and composition for the Video Ad. We had our first video shoot at an apartment complexes' common room. This worked for our first attempt, but we ran into some issues with the filming. The main one was that we had little to no control over the lighting. Ultimately we decided that the first shoot was good practice but that it would be worth it to schedule a reshoot. (Watch our first draft video here)



The Video Reshoot

Our reshoot was planned a couple of weeks later, and it was now inside a home with a family that loves to play games. The setup was perfect! This time, we were better prepared with lighting equipment and better understood the footage we wanted, making for a smoother process. (Watch the video here)

Lifestyle Photos

A significant motive for creating our game was to help people make connections and have fun. So when it came to our lifestyle photos, we wanted to encompass this—showing smiling faces and the joy that comes from playing the game. Having this in mind helped both the photographers in our team have a clear goal and deliver images that would work with our game.

First Shoot

Second Shoot

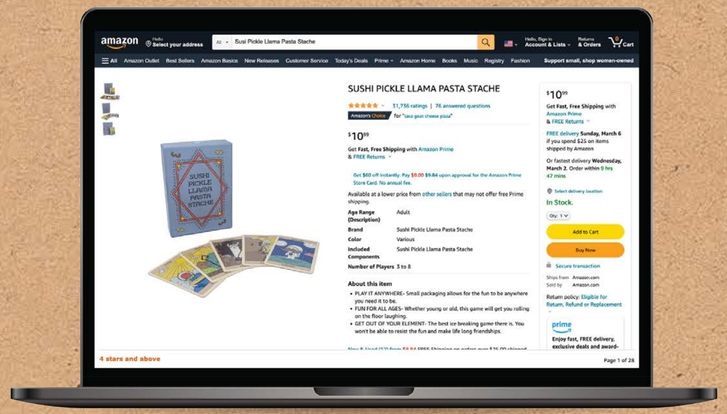
Lifestyle Reshoot

We shot these images at the same time we filmed the first promotional video, so lighting was also a big issue for the two photographers. However, we decided to move forward still and work with what we had. We accomplished our goal of capturing reactions and excitement from the young adults playing the game, but with such poor lighting, most of the images turned out grainy. Learning from this mistake, adjusting our settings, and shooting again resulted in better quality. (View the rest of our lifestyle images here)

Studio Photos

We wanted to have high-quality studio photos that could be used for our Amazon listing. Luckily, we had access to a studio where we could take the images we needed. We ended up breaking this up into several different shoots. Making refinements in between each one. This allowed us to adjust settings like our white balance and f-stop to ensure we got the clearest images. (Click here to view the rest of our studio images)

Once we took and sorted through each photo, we began by editing our product photography with the amazon listing requirements that called for pure white background. Once our best photos were chosen, a group member then used photoshop to add a pure white background to the back of each image, making it Amazon-qualified.

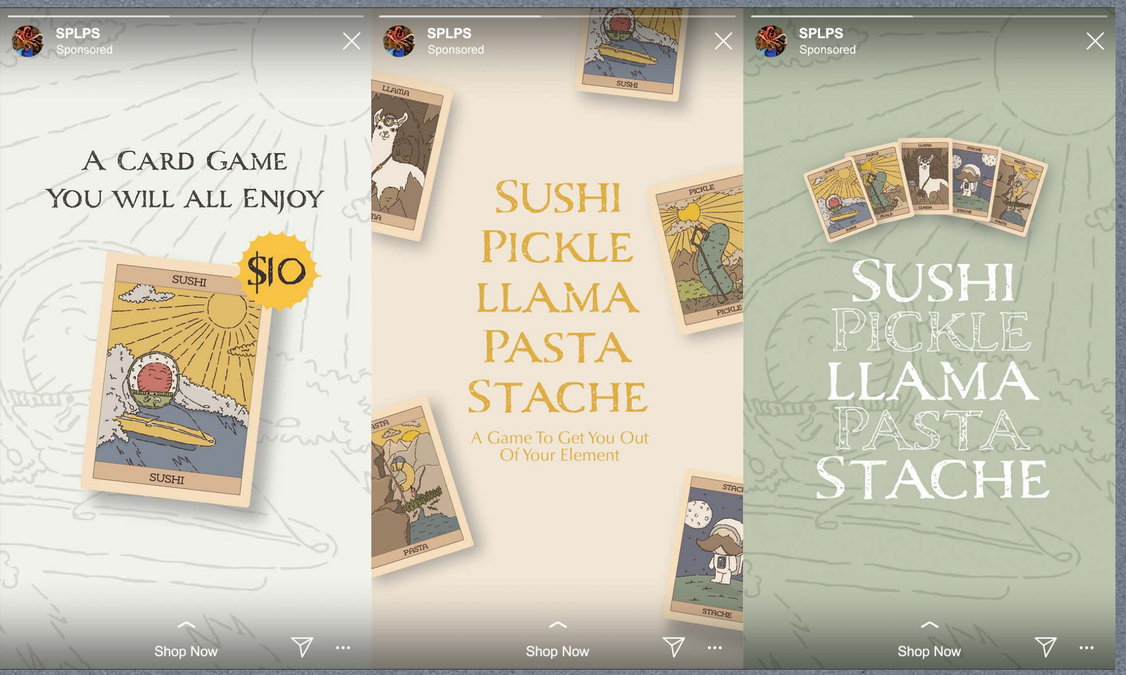


Styled Shoot

We wanted to continue with the Tarot/Fortune Teller vibe with what we had done so far. We wanted to have the images share the same feeling as the card design portrait. So we created a setup styled to act as a fortune teller's table. We used our playing cards as a play on fortune teller tarot cards. Similarly, we reshot the photos to improve the quality and lighting. (Click here to view the rest of our styled images)

Instagram Ads

Once the photography was finalized, our brand's look felt complete. We followed up by making Instagram ads to advertise the game itself. In total, we made three Instagram Story Ads. Two of them for the main packaging and one for the booster pack. The ads were designed with the "Out of your Element" motto.



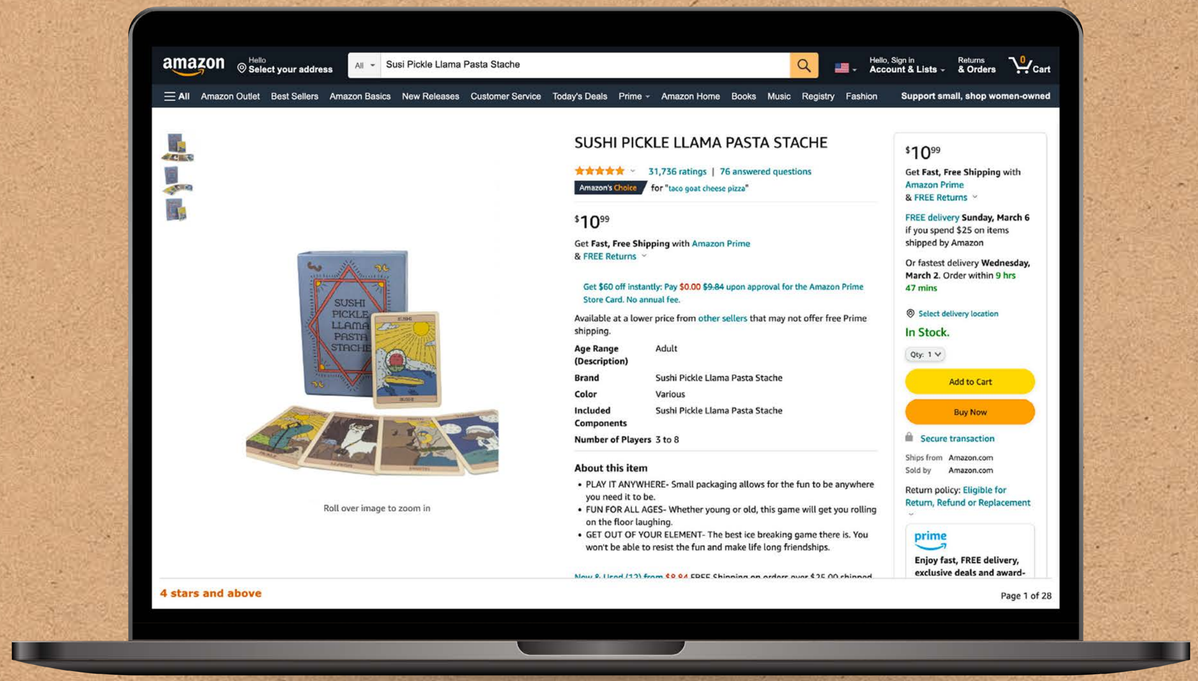
Story Ad #1

Story Ad #2

Story Ad #3

Amazon Listing

The Amazon Listing served to bring together all of the photography, branding, and promotional video. We created two separate mockups, one for the base game and a second for the booster pack. This allowed us to showcase our game in a real-world setting and show where consumers could purchase our game. (View card game amazon listing mockup here) or (View booster pack amazon listing mockup here)



Stickers

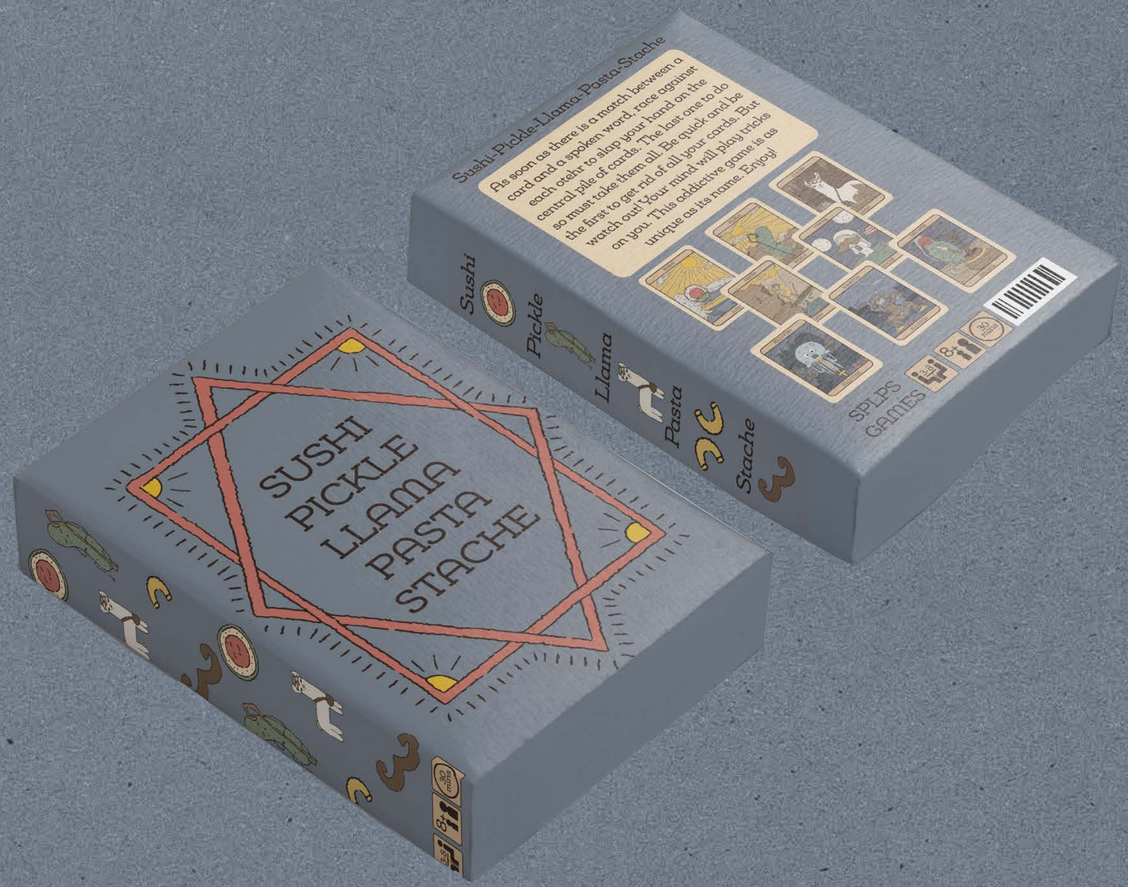
To thank our customers and add some fun to the packaging, we decided to include a sticker pack with each purchase. Stickers are like mini billboards for the game, so we thought they would make excellent promotional material. In addition, we wanted to create some fun stickers that would build on the characters' stories and be included with each deck of cards!

We started by sketching out some concepts. We knew what the characters looked like and had a good idea of their concept and story, so building off of it was pretty straightforward and fun. Our primary approach was to ask interesting questions about our characters. For example, we looked at the shepherd pickle card and asked, "What is he dreaming about?" So that is how we decided to build on the story about the Pickle dreaming of his sheep. We took a similar approach with the other stickers such as suntanning sushi, bubble-blowing volcano, and so on.

PACKAGING

Box Design

We created two different packaging to house our cards. The first was our box, which fits our main card deck and the rules to explain the game. It was a pretty simple process of using our logo as the central identification of the box, as is done commonly with other games, including Taco, Cat, Goat, Cheese, Pizza. The back of the box also features a preview of our main deck of cards, so consumers know what they are getting when buying our game.



Booster Pack Design

Creating the booster pack was a little bit different. A booster pack is a set of cards that you can buy separately to add to the game. This is often found for trading cards, but since we had extra action cards, a booster pack was a great way to include that. A common trend with booster packs is that 2-3 of the characters found inside the pack would be the main highlight of the design so that consumers know what to expect. We decided to follow that trend by having some of our favorite cards be those characters on the front.

The back of the booster pack shows the remaining characters found inside and gives more information about what to expect. These cards are additional action and rule changer cards that people can choose to purchase and add to the existing game if they want to add a little bit more chaos to their gameplay.

Rules & How to Play

When it came time for us to work on the rules, we wanted to ensure we stayed consistent with the rest of the designs that were made. We also wanted to make sure that we were highlighting the assets that we created to correspond with the different parts of the rules. We accomplished this by placing the characters near their descriptions to help solidify the different cards and their actions in our bonus pack rules.

As for the main rules, we wanted to include the main characters for the game: Sushi, Pickle, Llama, Pasta, and Stache, along with the three bonus cards Squatch, Dodo, and Hotdog. The goal was to make an easy-to-understand yet complete game guide that wasn't cluttered. We went through several rulebook revisions to make sure it hit everything we needed without any extra fluff. We felt the best way to keep the design fluid was by making sure the rules looked like they were a part of the game, so we used the same design style on the back of our playing cards to solidify them with the rest of the assets.

Pace:

You have to keep a steady fast rhythm to the game. If you break it by forgetting what you're supposed to be saying or by not noticing it's your turn, you have to pick up the cards.

No Peeking:

All Players must put cards into the pile by flipping them over facing outward. If a player clearly looks at their card before placing it into the pile, they forfeit the round and pick up all the cards in the center.

Special Cards:

All players must complete the actions below immediately when a special card is revealed, and then SLAP the pile. If a player carries out the wrong action or is the last to SLAP the pile, they must pick up all the cards.

Squatch

All players stomp their feet.

Dodo

All players flap their arms close to their body.

Hotdog

All players slap their sides with their arms.

End of the game

The game ends when a player with no remaining cards is the FIRST to correctly SLAP a match or special card!

Still Unsure?

Use this QR code to watch a short video that explains how the game works.

SUSHI
PICKLE
LLAMA
PASTA
STACHE

Introduction

Sushi Pickle Llama Pasta Stache! As soon as there is a match between a card and a spoken word, race against each other to slap your hand on the central pile of cards. The last one to do so must take them all. Be quick to be the first to get rid of all your cards. But watch out! Your mind will play tricks on you.

Object of the game

Get rid of all your cards and be the FIRST to slap your hand on the Central Pile of cards when you see a Match or a Special Card appear.

Set up

Shuffle and then distribute all the cards evenly amongst players, face down. Players must not look at their cards while placing them face down in the draw pile in front of them.

Terminology:

Draw Pile: the pile of cards each player has.
Central Pile: the pile in the center of the table.
Match: when a card matches the word said by a player.

How to play

The person to the dealer's left puts a card into the center, faceup, saying "Sushi". The next player then puts their card face-up on top of the previous card, while saying "Pickle". Play continues in this way (going "Sushi", "Pickle", "Llama", "Pasta", "Stache", "Sushi", "Pickle", "Llama", "Pasta", "Stache"... etc) until the following happens: The card that has just been put down matches the word spoken by the player (e.g., they put down a 'Pickle' while saying "Pickle").

At this point, all the players must SLAP their hands on top of the pile of cards in the center, and the LAST player to do so takes the entire pile and puts the cards on the bottom of their deck. Then that last player starts off the next round saying "Sushi", and the cycle continues.

In Addition:

When a player has used all their cards, they continue to say "Sushi", "Pickle", "Llama", ... etc. in turn, and still have to SLAP the pile when a match occurs or if a special card appears.

Flinching:

If any player slaps incorrectly or even starts to but jerks their hand back ("flinches") they forfeit the round and pick up all the cards in the center.

Explainer Video

We also created an explainer video that could replace the rulebook if people weren't into reading. It is a brief how-to video that goes over the basics of the game and some of the actions and essential things to look out for. The video is included in the rules as a QR code, so all that needs to be done is scan it with their phone, watch the video, and get to playing. (Watch explainer video here)

Takeaways

Sushi, Pickle, Llama, Pasta, Stache is a game that not only brings people together but also visually represents our true end goal to help others "get out of their element." We were able to break the trend of overly simplified, childish artwork by creating unique concepts everyone can enjoy regardless of age group or personality type. Our team's abilities grew as we used all of our unique strengths, trusted each other to do their part and pushed through our struggles like our deadly printing deadline, maintaining a consistent style, and revisions.

Next time you're gathering with friends and family, or perhaps find yourself in a new environment, we hope you choose to play Sushi, Pickle, Llama, Pasta, Stache.

Testimonials

"I loved the game and thought it brought a small group together well. I would definitely play it again on family nights."

Tabitha

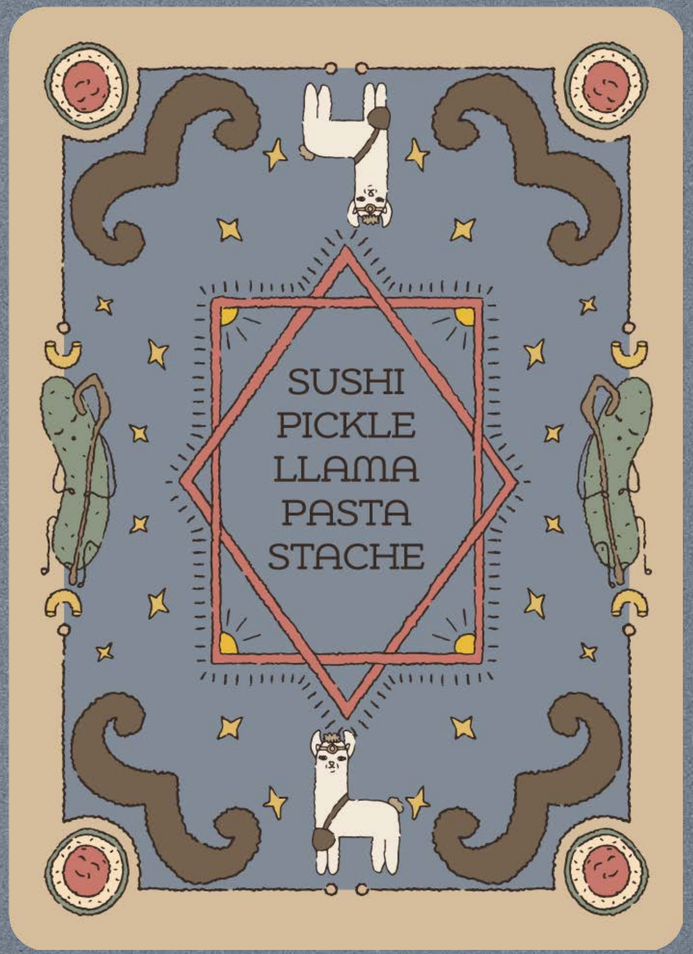
"I honestly loved the design of each card! It added a fun & unique twist to a simple card game. I also loved the versatile actions. "

Jade

"I thought it was very fun even if I got smacked a lot. It was worth it."

Kayson

FINAL CARDS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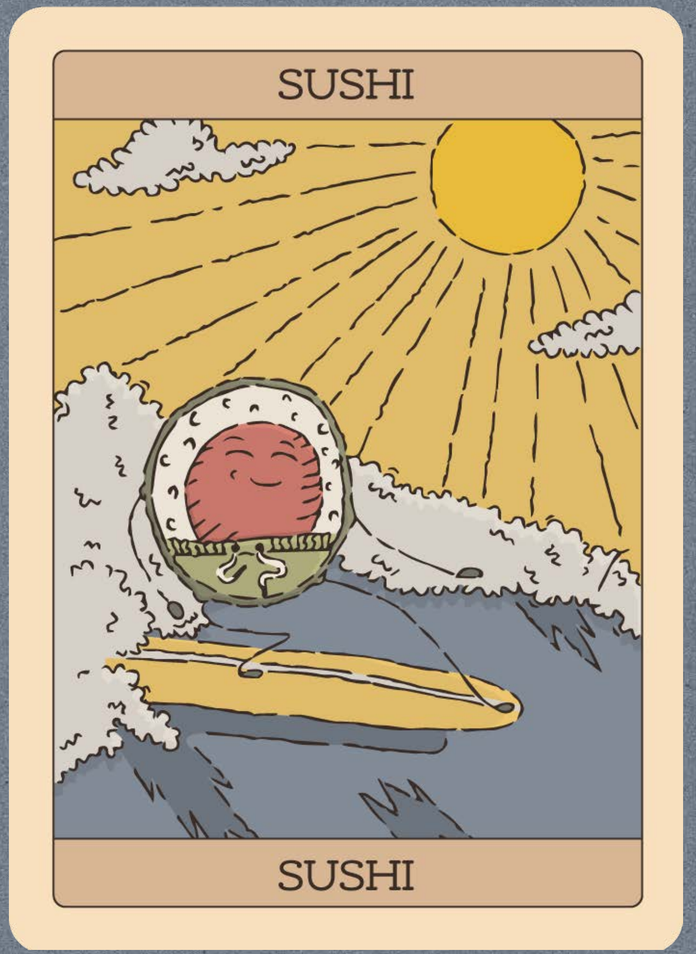
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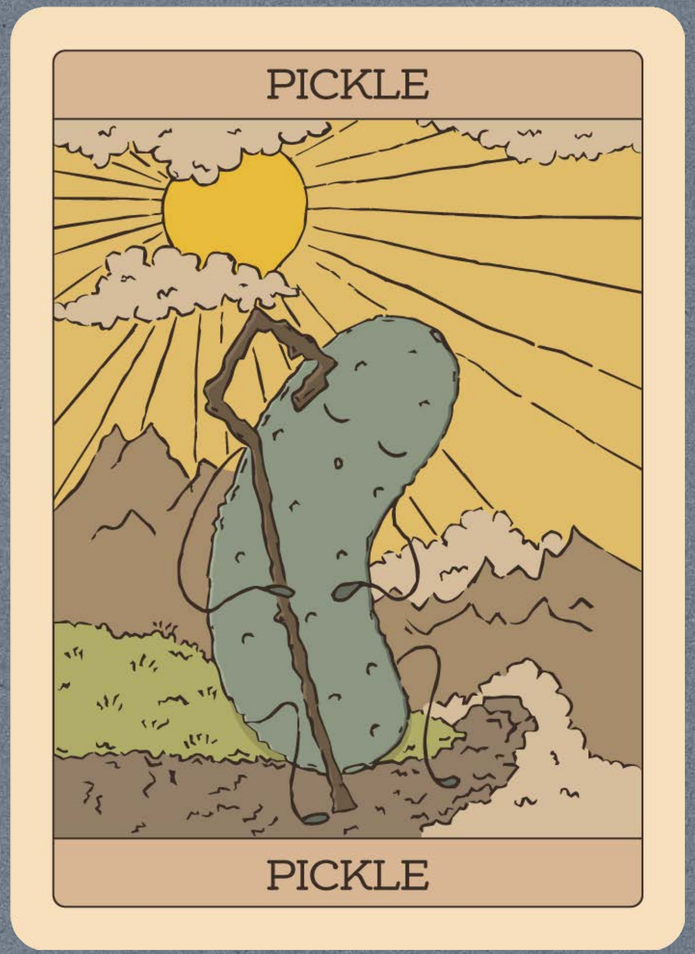
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PICKLE

LLAMA

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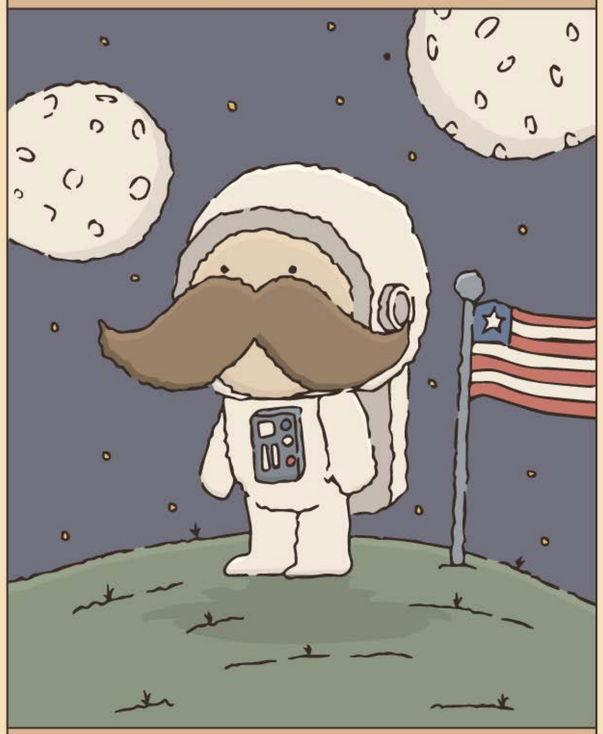
PASTA

PASTA

STACHE



STACHE

JELLY FISH

JELLY FISH

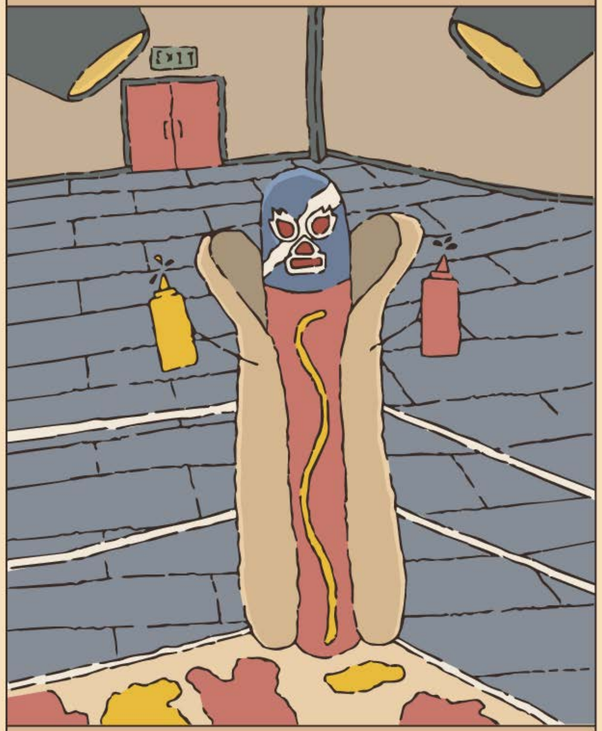
OTTER

OTTER

INCHWORM

INCHWORM

HOT DOG



HOT DOG

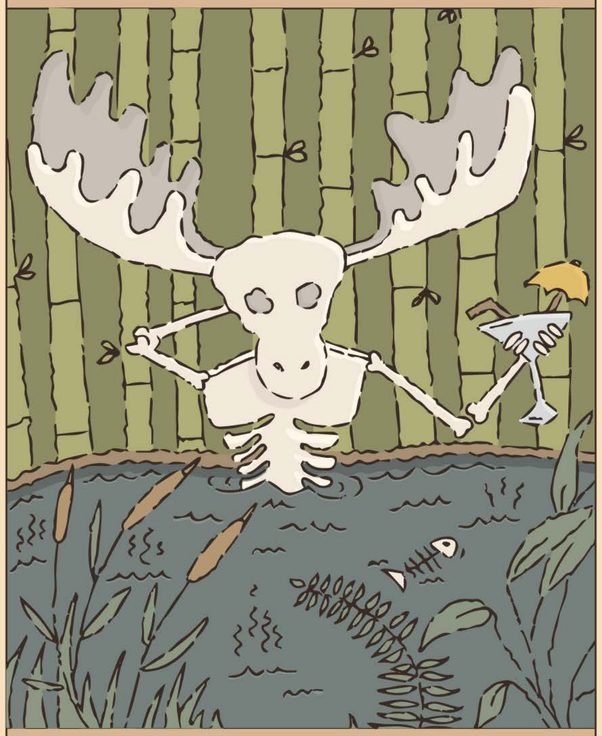
NINJA

NINJA

WITCH

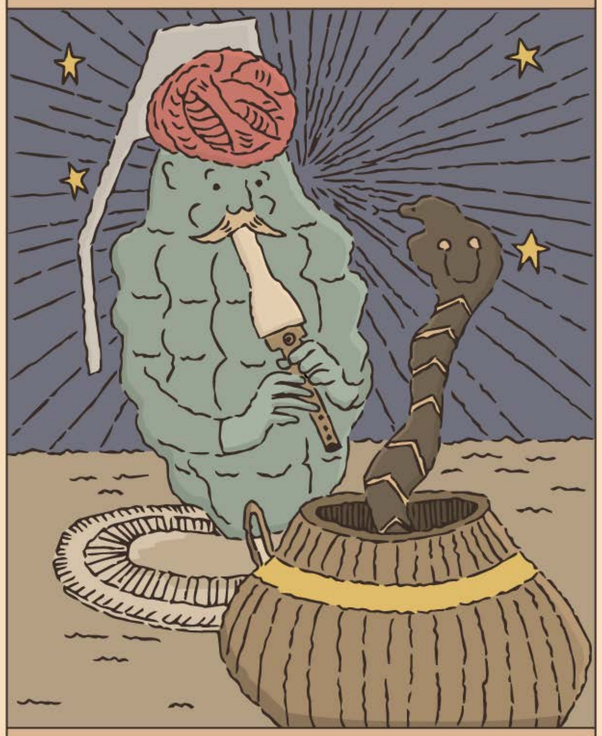
WITCH

MOOSE



MOOSE

GRENADE



GRENADE

DODO

DODO

SQUATCH

SQUATCH

COWBOY

COWBOY

VOLCANO

VOLCANO

INDIVIDUAL APPENDICES

INDIVIDUAL APPENDIX

Nick Wozniak

Hello, I'm Nick. I art directed Sushi Pickle Llama Pasta Stache and contributed as illustrator, designer and video director. I'm a California born brand identity designer and strategist with heaps of hobbies from cutting hair to collecting plants and designing shoes. In this appendix I'll dive into my specific contributions to this project. Enjoy.

ART DIRECTION ILLUSTRATION GRAPHIC DESIGN

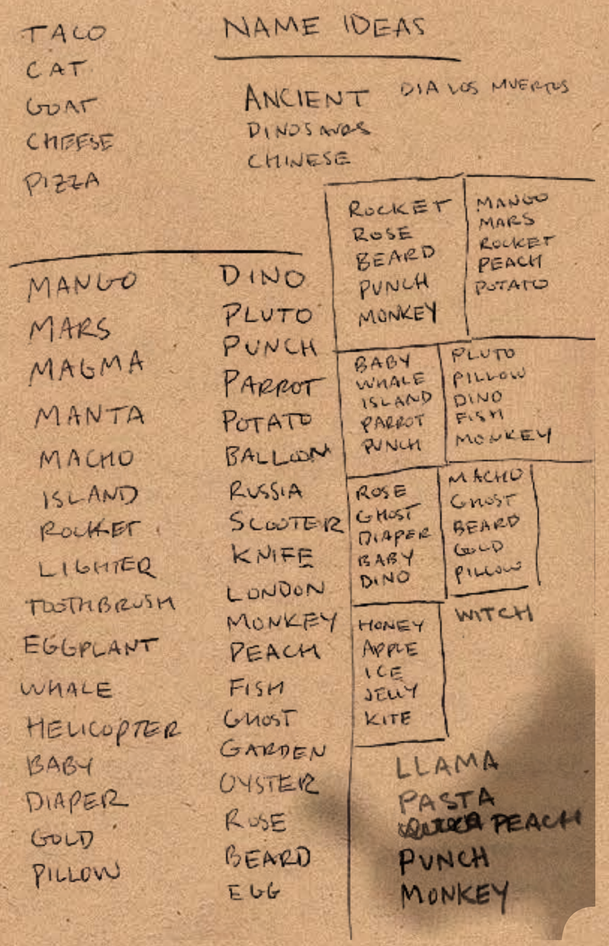
NICHOLASWOZNIAK.COM
LINKEDIN: NICK WOZNIAK

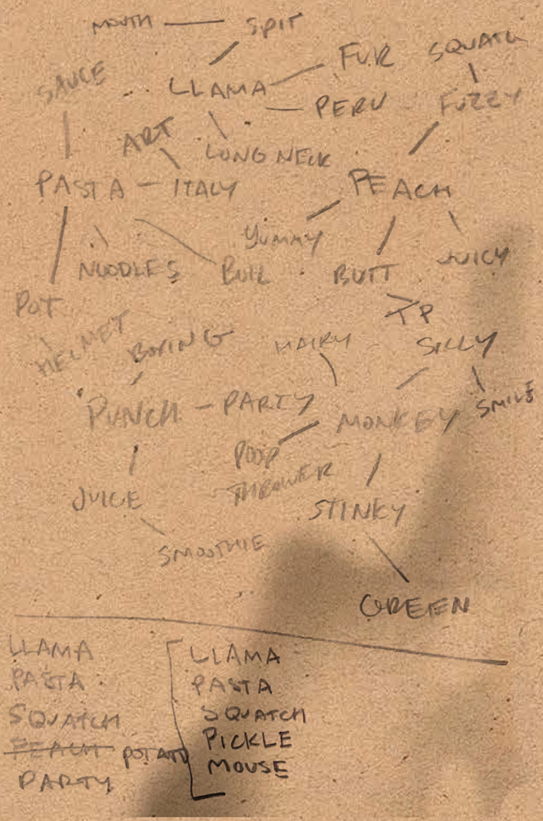
The Perfect Name

After proposing the idea to reskin Taco Cat Goat Cheese Pizza, it was time to dive in head first and figure out what that actually meant. We needed to answer 3 questions off the bat:

1. What would our game be called?
2. What style would we do it in?
3. What would the conceptual themes be?

First, I tackled what our game would be called using my favorite ideation methods: lists and word maps. I created a list of any and all crazy ideas I had. We knew that the name of the game directly affected how you'd play it and what cards were a part of the set. Taco Cat Goat Cheese Pizza is not just the name but also the very words you say and the cards you play. We were going for a combination of 5 words that were conceptually interesting because they would become the main characters of our cards and had to be phonetically fun and easy off the tongue.

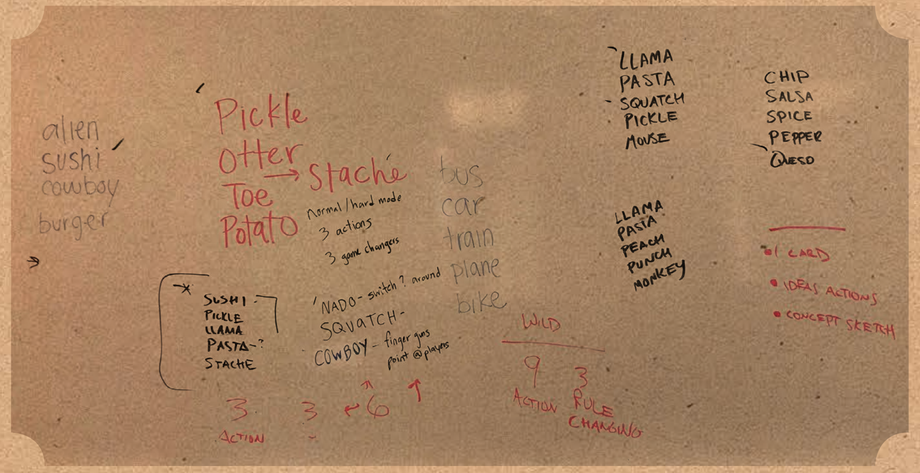


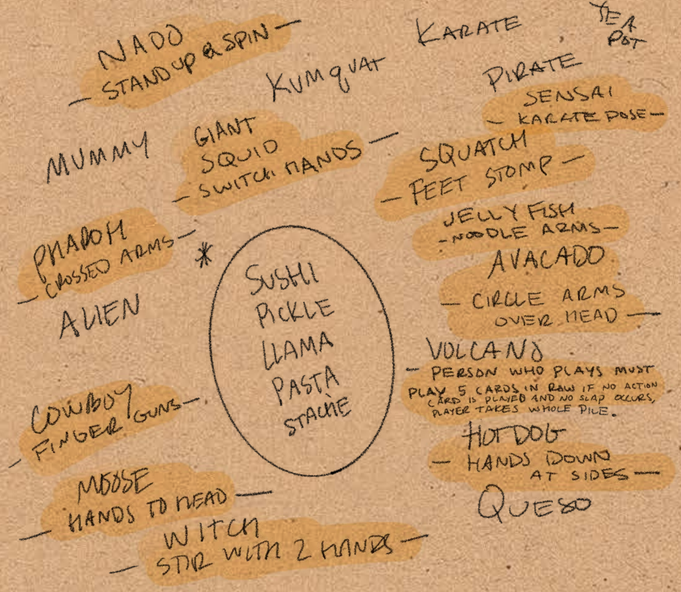


The Perfect Name

Some of my early ideas were, "Mango Mars Rocket Peach Potato" and "Pluto Pillow Dino Fish Monkey". It's far trickier than it sounds to get a set of words that would make for interesting characters and sounds good together. One of my last ideas, "Llama Pasta Peach Punch Monkey," was one of the main contributors to the final name, which was collaboratively chosen as "Sushi Pickle Llama Pasta Stache".

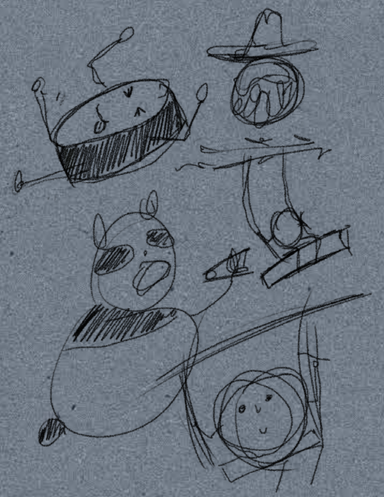
The way we selected this name was by writing each member of the team's favorite combinations on the white board, and we all tested out loud and experimented with dozens of combinations. We said them slow, fast and tried saying them over and over to see if they would work. When we finally landed on Sushi Pickle Llama Pasta Stache we weren't positive how well we would be able to execute some of the characters, but with some testing we felt comfortable that the words were just the right amount of quirky, trendy and fun to say. The extra words we created became booster cards and I spent some time figuring out what their "actions" would be in the game.





Exploratory Sketching

We wanted to start sketching immediately to test the viability of making our 5 words into interesting and dynamic characters. I started by playing with some sushi and pickle ideas that I felt had some promise. It was here where I decided I really wanted each design to have some kind of quirky twist to it. I liked the idea of a Pickle Shepard and a Sushi Fisherman. This concept would develop as we discover our direction as a key part of our story and execution.



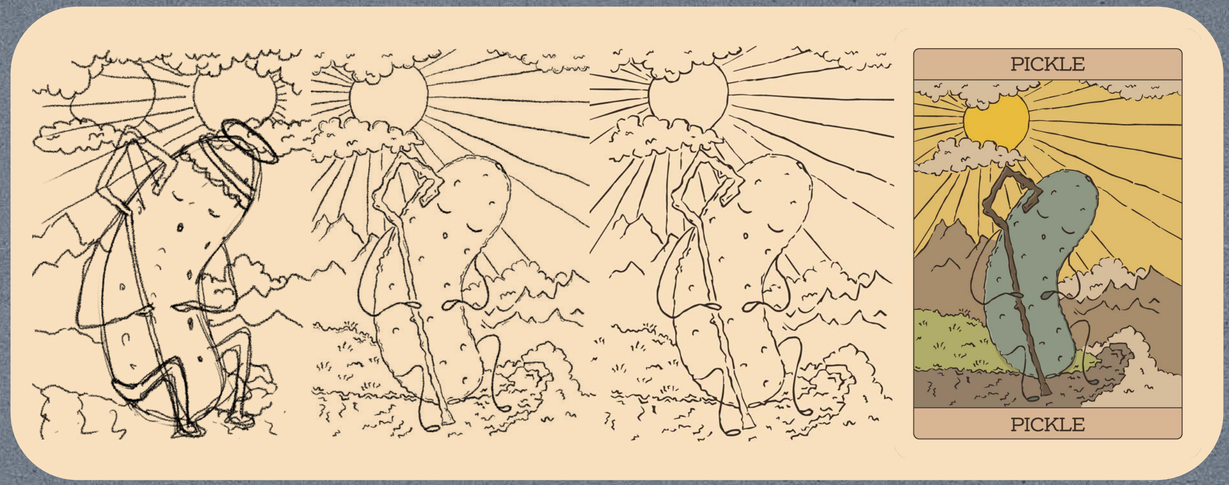
Exploratory Execution

Once our team had come up with some concepts we decided we wanted to fail fast and early by each executing a concept idea as polished as we could in a 48 hour period. We opted for this approach because we felt that the sketches were great to convey concept, but not to convey style. We had attempted to show mood boards, but the problem with moodboards is that it's not that easy to visualize a concept in a certain style that was created by someone else. So we believed that executing something early would clear up confusion between us about what styles we thought would work.

Selecting the Style

We were right. We each created a polished card that we felt was a style that worked well for our game. I was inspired by tarot fortune reading cards. Tarot cards have a very neutral, textured and hand crafted kind of look, almost like an old match box. I'd never seen a card game that took after this style. But what I was really excited about was actually breaking away a bit from the seriousness of tarot cards and using something as silly as a pickle shepherd. I thought there was something so quirky in the juxtaposition of a pickle tarot card. I can't even say tarot pickle without breaking a smile.

As excited as I was about my style, my teammates each created their own styles that were fantastic. They were all so unique it was hard to pick. Ultimately we decided to move forward on the tarot style even though not everyone on our team agreed. This was one of many times I realized that my team was truly committed to making a good card game and not worried about having their own ideas picked. I knew then that our team was going to be able to work quickly and collaboratively with our egos left behind.

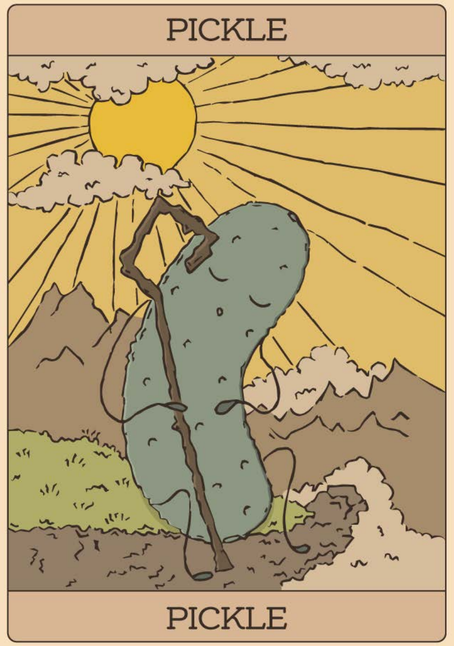


Initial Sketch Refined Vectorized Final Color

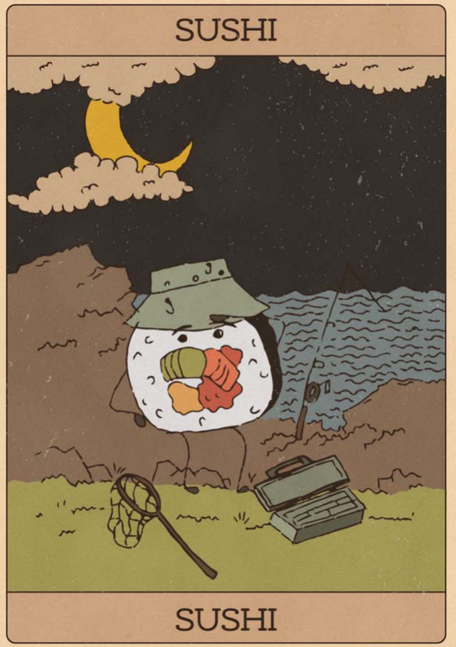
Replicating the Style

Picking a style we thought would work well for our game was one thing, but figuring out how to replicate it was a whole nother ball game. Not only did I have to replicate it myself across dozens of different characters and concepts that were each unique but unified, but I had to teach my whole team how to do it too.

You don't realize how hard that is until you give it a go. It's tricky. I attempted to explain my process in person before realizing that I hadn't really tried replicating it myself and that I needed to do that in order in order to teach it better. It's always interesting doing something specifically with the intention to teach it.



First Execution

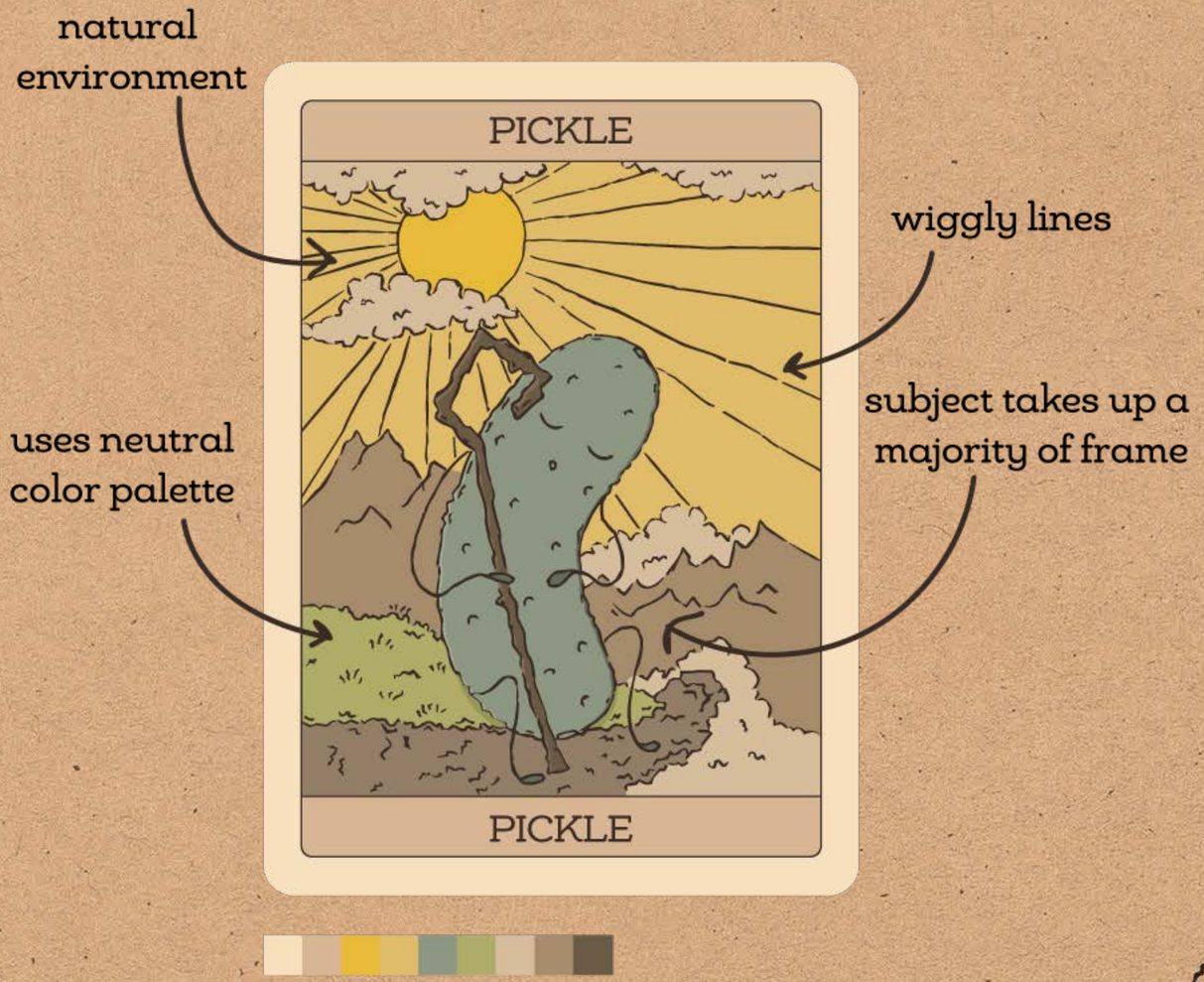


First Attempt to Replicate

Replicating the Style

Once I had replicated the pickle style on the sushi card and felt like I had a good grasp of how to explain it well, I created a video tutorial (watch here) that I sent to my teammates outlining my process. The process was:

1. Start in Procreate and create the sketch.
2. Using the Procreate pencil brush in Procreate make a thin wiggly outline over the top of your sketch, embracing the shakiness of your hand.
3. Export that line art to Adobe Illustrator and use the image trace tool to create a vectorized version of the line art.
4. Use the pen tool to draw behind the line art coloring in each section using a color pallete I had created when I made the pickle.

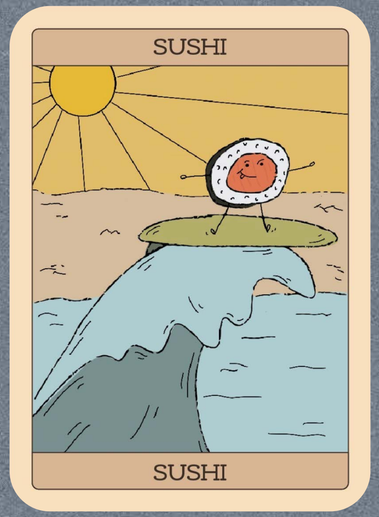


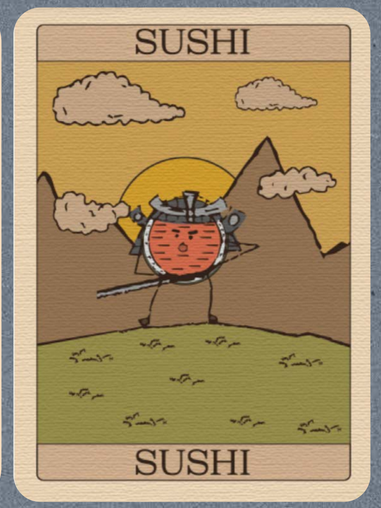
The Team Gives It A Go

Once everyone had been prepped, it was time to put it to the test and see if the tutorial would help my team to execute the style. I was pleasantly surprised when the cards came through slack and were looking good! They weren't perfect and several of my teammates had questions about how I achieved certain parts of the style, but it was a great start and I quickly gained confidence we could pull this off.

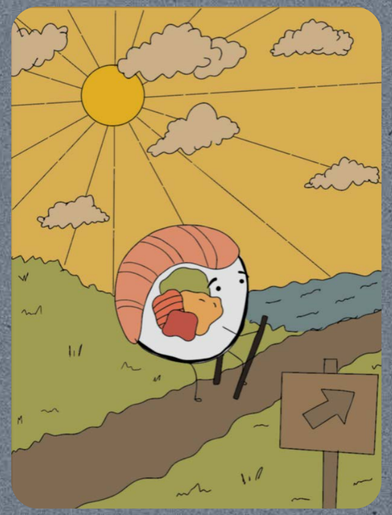
I went through again with the team exactly what I had done and was able to answer specific questions they now had after trying it themselves. It wasn't long before we had made the adjustments we needed, honed in on the process and were ready to start cranking out cards.

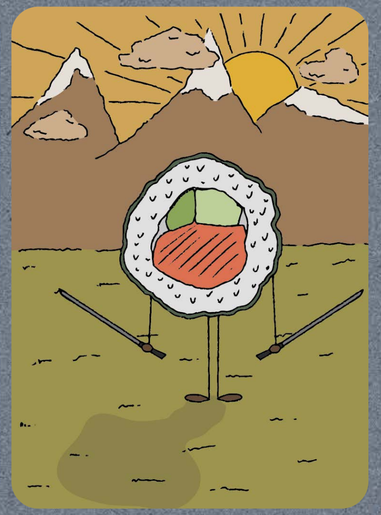
My execution





Team's first attempt at executing tarot style



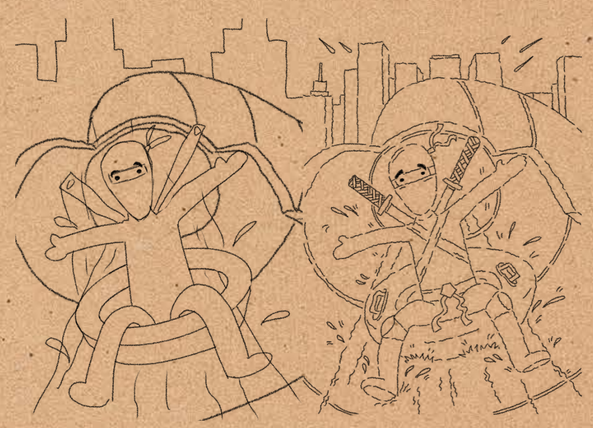


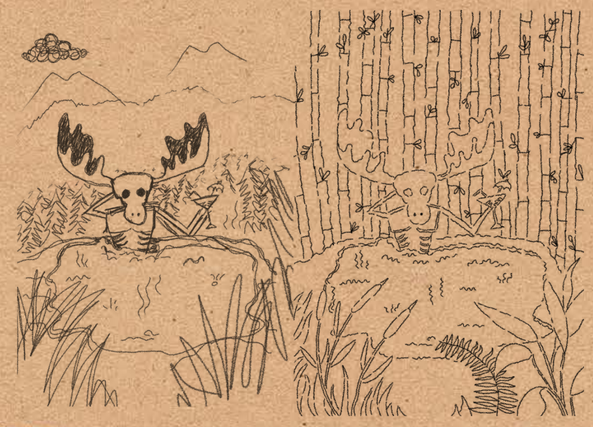
Execution Process

We decided not to execute each card entirely after this point because the method we developed was very hard to adjust if we wanted to make changes. So we decided to develop all of the concepts first and get feedback from mentors and peers, then make revisions. After the concepts were approved by me, we decided Josh and I would execute the linework and get additional feedback before making revisions and moving on to coloring.

Concepts + linework I created

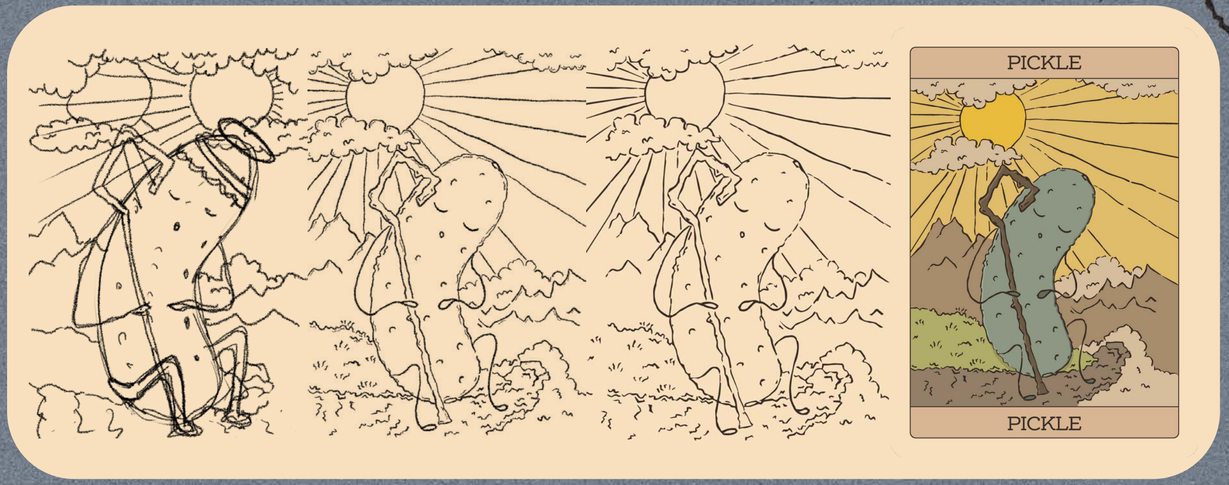
Concepts, Linework + Process





Cards I Created

Our team was fantastic at working collaboratively. Almost every team member directly contributed to each card. However, there were a few cards that I created from start to finish with some feedback from others along the way. These cards were Pickle and Llama.

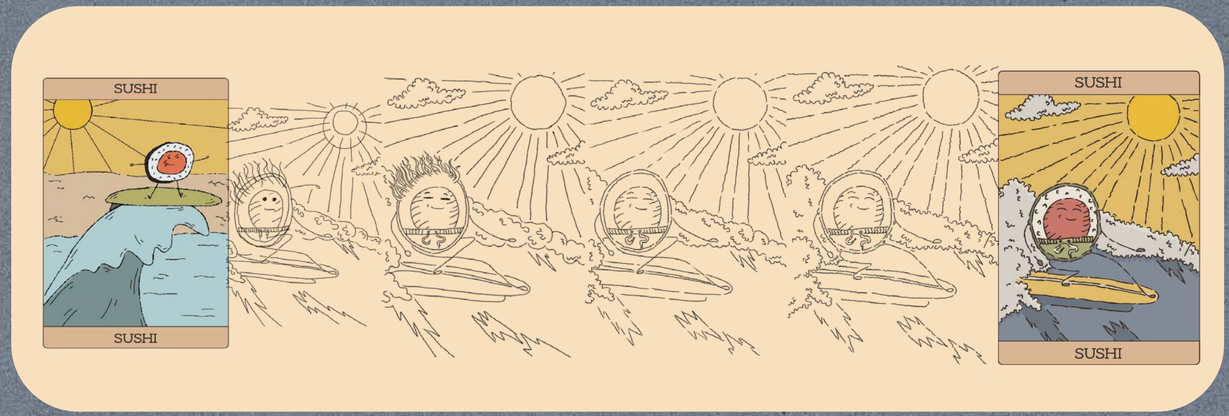


Collaborative Efforts

I also collaborated closely with others to bring strong concepts others created to life. These included:

Sushi: The concept was originally created by Brittany but we decided that the execution wasn't fitting the style so I took the same concept and executed it differently by bringing the sushi surfer closer and bringing in a more dynamic angle. I did the final sketch, linework and coloring.

Moose: The moose concept was created by Monica of a moose in the mud spa, but I decided to give it a bit of a twist by making it a skeleton moose sipping his drink. I executed the moose once but it was too far away and not fitting the style properly. To fix this, I took the same concept and pushed in and refined some of the elements to better sell the effect of a skeleton. I also simplified it to keep it cohesive with the other cards. I did the final sketch, linework, color and final details.

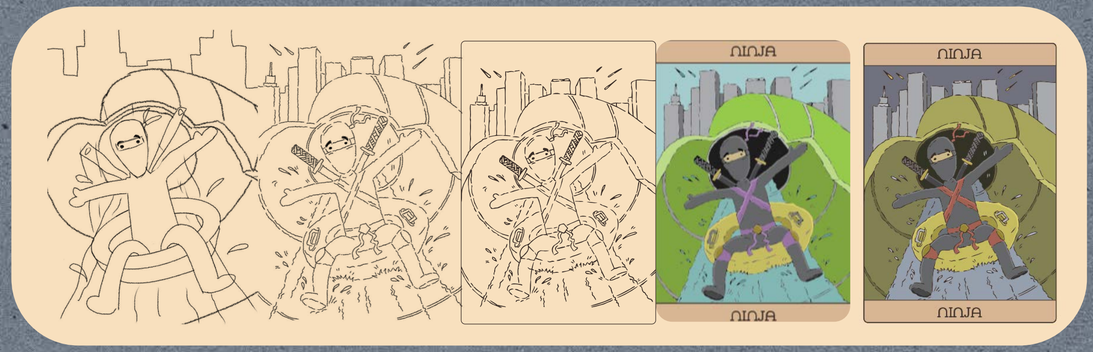


Collaborative Efforts

Inchworm: The inchworm concept had a few different iterations by my teammates, but I created the concept we felt fit best. My teammate Monica took my concept and elevated it by mixing in a yoyo concept from another teammate's concept. She then sent it back to me and I adjusted it further and executed it.

Ninja: This concept was sketched by Josh that I refined quite a bit and executed. The initial color was done by a team member and I did the refined color.

Grenade: We struggled with this one as a team. We tried a few concepts, but ultimately none of them worked out. I thought of the concept to have a grenade snakecharmer and I created the concept sketch and line work before handing it off for coloring. After it was colored it was sent back to me for final touches.



Collaborative Efforts

Squatch: This was another design my team struggled to figure out. After a few concepts that didn't work, I finally landed on "scuba squatch" and enjoyed creating the sketch's final line work before handing it off for coloring. After coloring I added final touches.

Witch: The witch concept came to me pretty fast. It was one of the first concepts I came up with, and I created the sketch and linework, then handed off the color before making the final touches.

Coloring the Cards

When all the linework was finalized the entire team colored each card individually. We didn't think it would be worth it to be overly concerned with the actual color at this point because we knew later one person would need to have a single file with all the same colors and make sure everything was uniform. We decided I would be the one to unify the colors.

As the colored cards were delivered to me I started adjusting all the colors to be cohesive, adding shadows and highlights, and making small edits to make the cards feel cohesive and uniform. Lastly, our whole team got together and created the back of the card. Jared, Monica and Brittany created some concepts, and after some discussion we merged a few aspects of those into the final concept. Josh did the linework for them and I finished them off with some color to bring them to life.

Before I unified the colors

cards I personally colored

After I unified the colors

Printing

We did some research and found the fastest possible turnaround time on professionally printed cards. We went for a company based out of Washington that turned them around in less than a week. I downloaded the template they provided and layed out all the cards as instructed, making sure everything looked perfect. The cards came and they looked beautiful. We had gone from an idea to professionally printed cards in our hands in 7 weeks. It was a good feeling but our work had only begun! With 5 weeks to go it was time to get moving on the rest of what we wanted to tackle.

Designing the Stickers

I'm a sucker for stickers. When a product I buy comes with awesome stickers, it always makes me appreciate the product that much more. Stickers are also like mini billboards for your game, so we thought they would make for awesome promotional material. We wanted to create some fun stickers based on our character that would build on the story of the characters and be included with each deck of cards!

I started by sketching out some concepts. At this point I knew what the characters looked like and had a good idea of their concept and story, so building off of it was really fun. Everytime I looked at the shepherd pickle card I couldn't help but think, "I wonder what he's dreaming about?" So I decided to play off of that and build on the story with him dreaming of his sheep. How adorable.

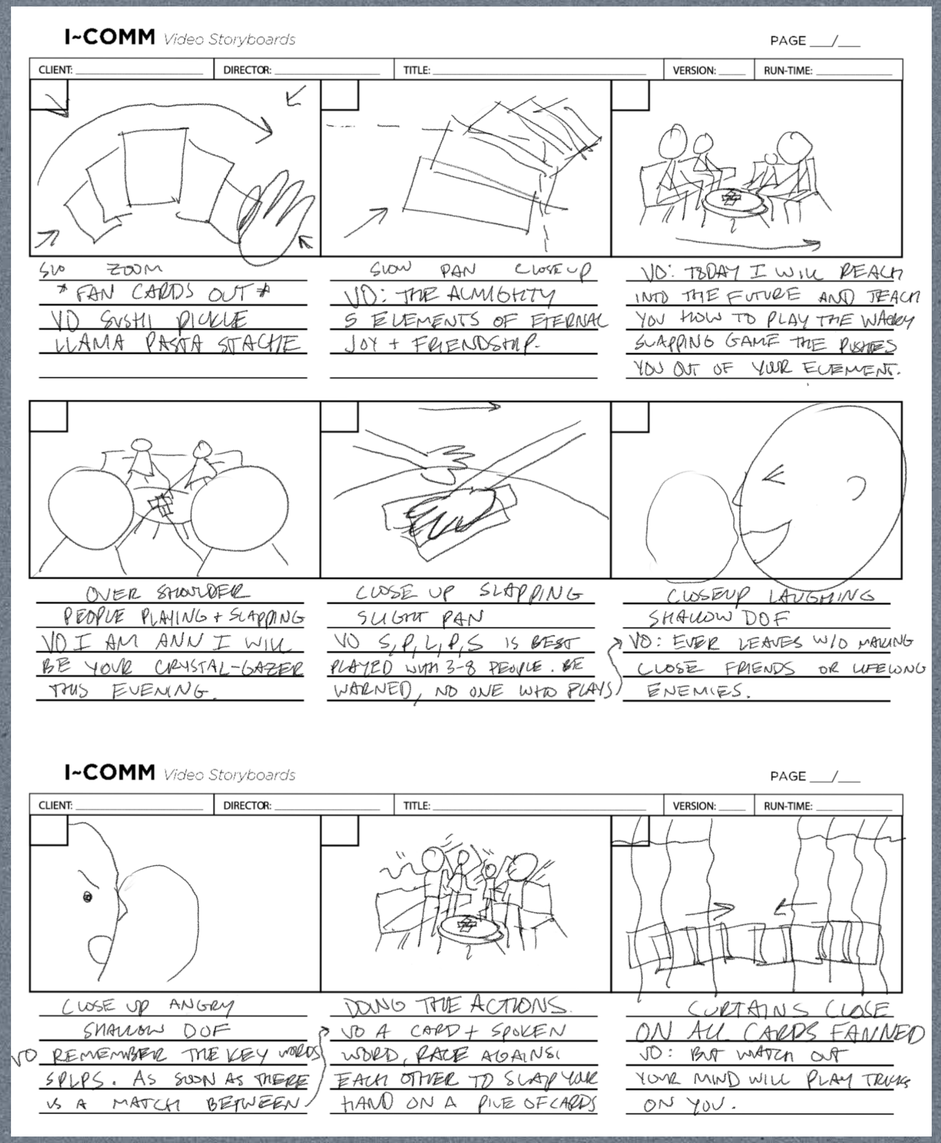
I took a similar approach with the other stickers. A sun tanning sushi, bubble blowing volcano and for the cowboy I simply wondered, "Who's he shooting at? You!"

Video Direction

One of the big parts of the project that we wanted to pull together was a promo video that would give a high-level explanation of the game while also helping people to see how much fun they could have by connecting with others through the game! I was tasked to direct and create the narrative behind the promo video.

I decided to approach it by creating a script and storyboard that told a unique and fun story. I decided that it would be fun to lean into the tarot card theme and have a fortune teller teaching people about the game while seeing people having a blast playing it.

We coordinated the shoot, making sure we had all the right equipment, talent booked, videographer briefed and location secured. My job on the day of the shoot was to work closely with the videographer and talent to make sure we got all the shots we wanted. Directing the shoot was a lot of fun. We ran into several roadblocks with some awkward lighting, but it turned out well. (Watch first draft video)



Video Reshoot

My expertise is not in video. After getting some critique I was told the video wasn't good and we should reshoot. This was pretty frustrating because I was really happy with the video, and the shoot had taken 5 plus hours. I talked it over with my team and the videographer and we decided to reshoot. We made some adjustments to our game plan around how we would approach lighting, recast a family as talent, made some adjustments to the pacing and music, and we had a new video on our hands! (Watch new video here)

I learned a lot about planning and shooting from directing this video. I especially learned how little I know about video. It's a craft of its own and as much as I loved it, I don't think I'll be making a career change to video anytime soon. The opportunity to bring my vision from storyboard to reality was a powerful experience and I'm so glad I didn't hesitate to dive in and fill a role my team needed to pull off this video.

Some BTS photos I took at the reshoot

Learnings

During this project I learned so much about the creative process. I'd never tackled a style quite like this. I learned how to implement systems to replicate a style and maintain consistency across team members. I learned how to manage a rapid pace and maintain quality through revision and approval. I learned to leave my ego aside and do what's best for the team. I learned to fail early, get your hands dirty and go for it. Finally, I learned that a strong concept and story is key to creating a memorable product.

INDIVIDUAL APPENDIX

Brittany Osmond

Hi there! My name is Brittany Osmond. I am a photographer, designer, problem solver, and ping pong lover.

As one of the group members who helped create Sushi Pickle Llama Pasta Stache, I can proudly say I brought all of those skills to the table, and yes, even the love for ping pong plays apart.

PHOTOGRAPHER ILLUSTRATION GRAPHIC DESIGN

What Started It All

I like to think I know a good idea when I hear one. That's why when a friend of mine proposed the idea to help reskin the game "Taco Cat Goat Cheese Pizza," I was on board.

How to Play

This is a wildly popular game where you put down a card one at a time in a circle and call out whichever name is next, so you place a card down and say "Taco" then the next person does the same and says "Cat," and you keep saying each word in the title. Everyone slaps the deck if you say the same name as the card you put down.

There is a reason why this game is so popular, and that's because of its fun and fast rules that get everyone laughing. However, with its overly simple design for each card, we knew we could make it better. We wanted to do this by keeping the same rules as the original game but changing the style and names. We also wanted to create 12 cards to add more action and difficulty to appeal to all ages. This would also include promotional content for the game that all had would be accomplished in under three months. We couldn't do this alone, so we proposed the idea to other creators and gained three more members to join our team.

The Process

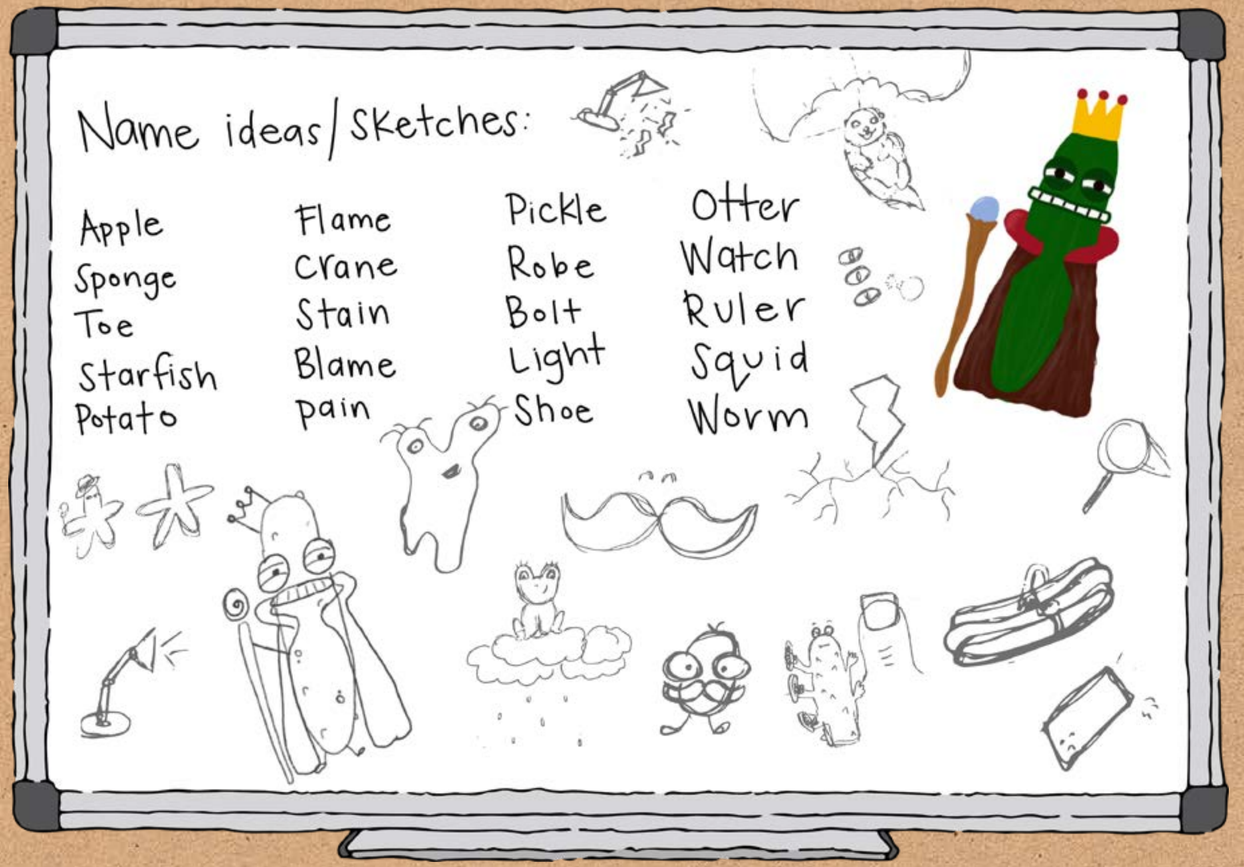
Before any designing started, we first had to pick a name for our new game. I wanted something that flowed and rolled off the tongue as Taco Cat Goat Cheese Pizza did. I spent the day brainstorming different words and combinations. I initially started by thinking of some of my favorite objects and animals. Using those words, I would try rhyming or look for random things around me to create different combinations. After creating a good size list, I wanted to get some ideas on paper and start sketching.

My favorite idea was the pickle, so I decided to add a little more color and personality to the design. Doing this helped spark more ideas in me and my group.

Choosing the Name

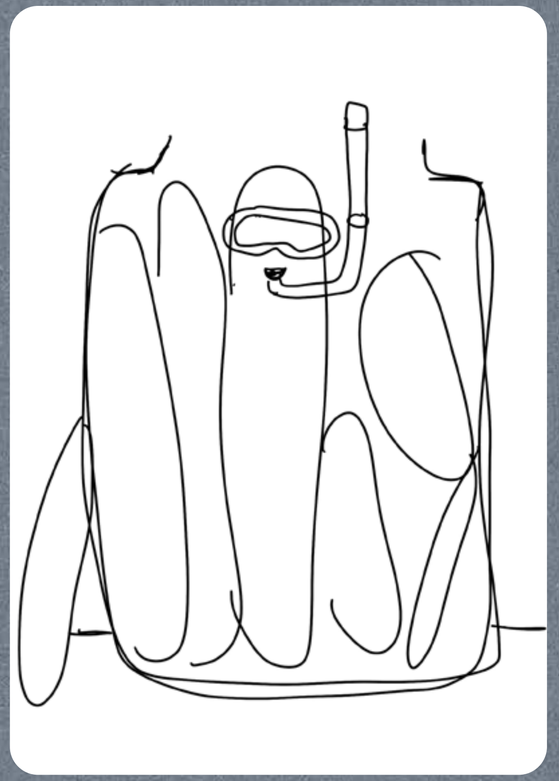
Coming back together we saw that each member came up with fun words, but none seemed quite right until we had the idea to combine everyone's favorite words, which formed

Sushi Pickle Llama Pasta Stache.



Style Exploration

With our main five cards figured out, our journey began. First, we decided that each person should design a pickle card with the style of their choice. This allowed everyone to express their ideas and style to see what direction we wanted. I still loved the idea of having a silly/ playful style similar to the original deck, but I wanted to add more personality to each card character. That's why I designed my pickle to be a snorkeler. I felt that having a style that kept things simple and adding a twist of humanizing the object helped create a nice balance for the type of style we wanted.



Picking a Style

From past projects, I have learned that the sooner you start executing, the better. This turned out to be true for this project as well. This process allowed us to see what everyone's ideas were and not just rely on mood boards and sketches.

We narrowed it down to two styles that we all liked. One of those styles ended up being mine. Although I loved the design I created, I had to take a step back and think about the true reason for our project. We wanted to reskin the cards to elevate and have more intricate designs. The other style had a lot of those qualities. So ultimately went with the fortune teller style card, also known as tarot cards. I felt good about the style we chose. I knew it was it had the potential to make our reskin everything we wanted it to be.

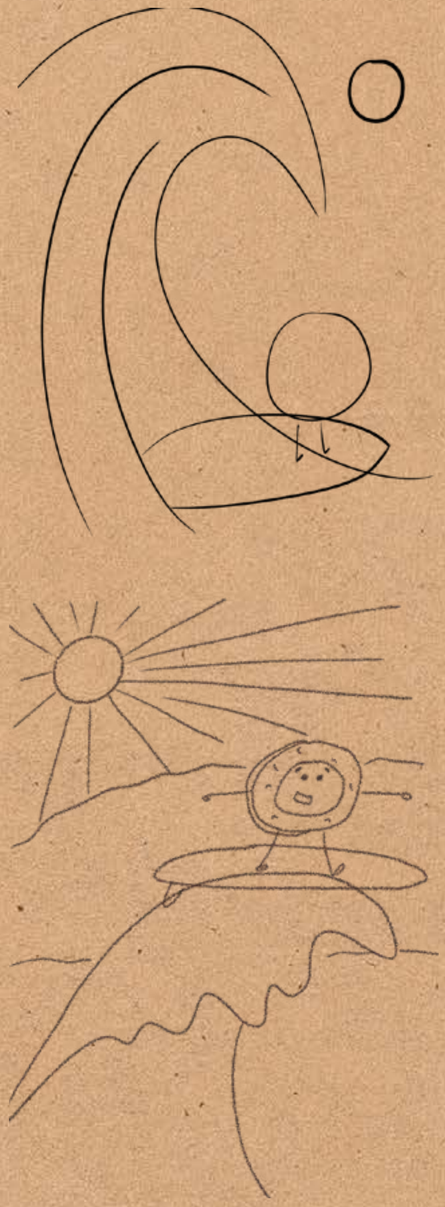
Final Card

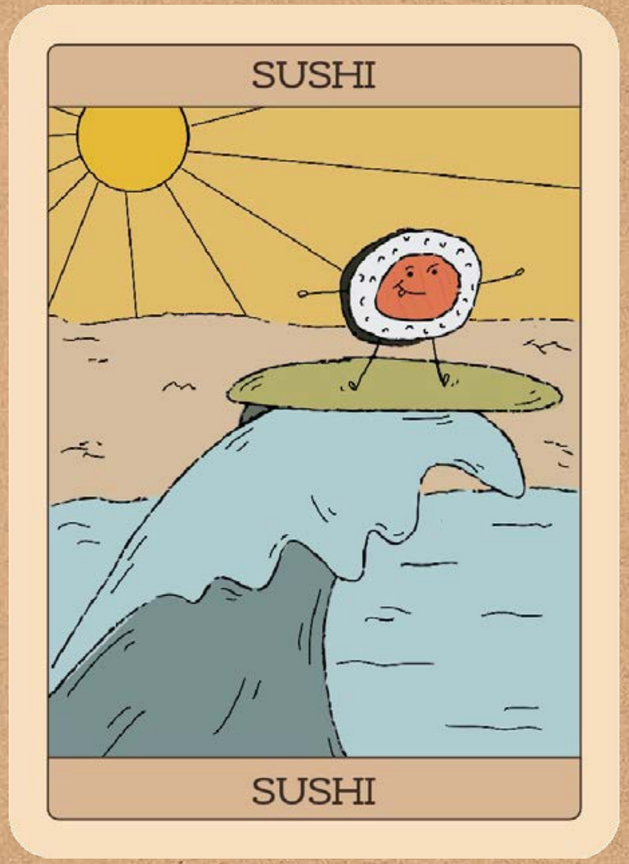
Discovering New Skills

This style was new to me, and not only was the style, but having to learn and copy someone else's was going to be tricky. But, despite it all, I was ready for the new challenge.

We decided to try executing the sushi card as a group, copying the same look as the pickle card. The primary purpose of doing this was to see if it was possible to keep the same style consistent throughout all 18 cards with five different designers working on it.

I first came up with the idea of having the sushi surfing in hopes of keeping that same silly and "out of the ordinary" concept. Then, I came up with the design composition in Procreate and then was able to start figuring out the new style. Once I finished my design, I referred to the explainer video our art director made for us to follow so we knew how to export it from procreate and bring it into Adobe program Illustrator. Once it was in Illustrator, I used the image trace feature on my sketch to get the same line work as the first pickle card. From here, I added color by tracing over each separate section.





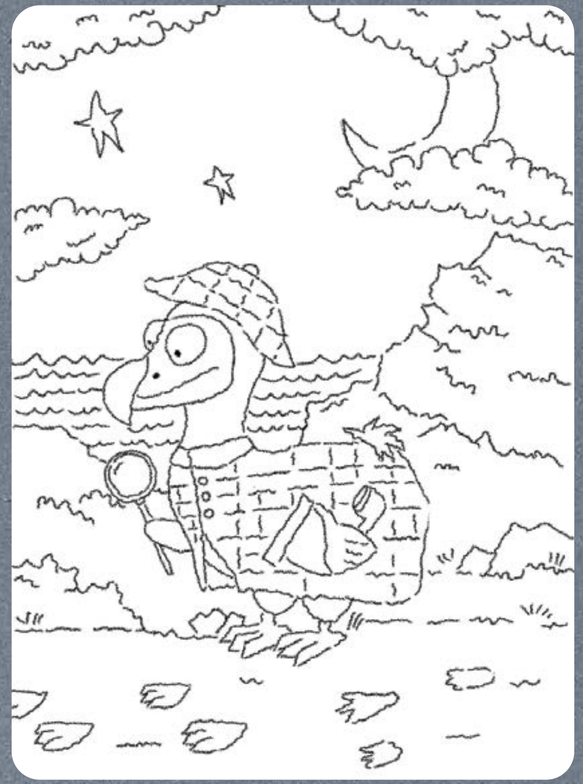
Working Together

We didn't have any time to waste. Our goal was to have our cards printed and ready to go in just seven weeks. That way, we could start all our promotional content. We found that some group members picked up on the linework quickly, and some could ideate concepts well. This is where teamwork came into play. A big focus of mine was coming up with fun concepts that could be booster cards. I loved taking different words we came up with and thinking of "out of the ordinary" situations for them to be in. Here are the various concepts I focused on during the card design process. This is also where I got to include my love for ping pong into the project by having the otter card play ping pong himself.

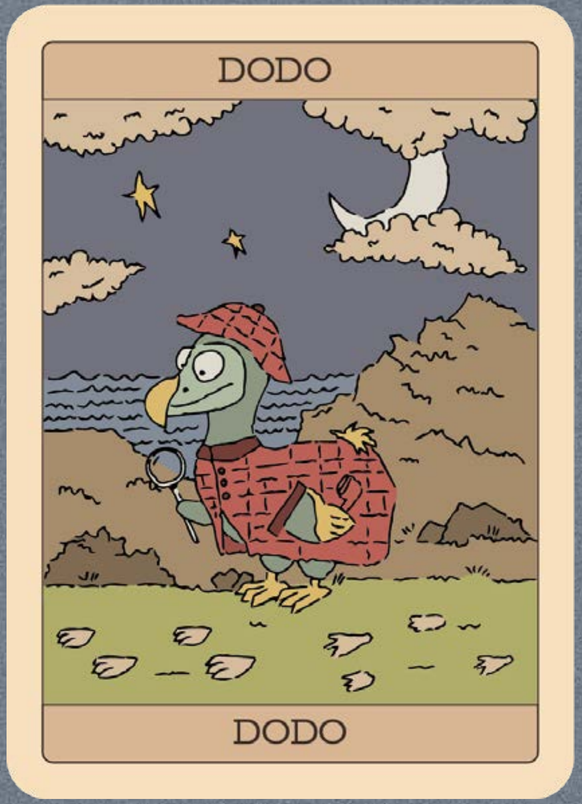
After looking at what each group member came up with, we narrowed down the concepts to the ones we liked and wanted to work with more. 8 out of the 13 ideas/sketches I came up with were picked to be used as card designs. Some of my sketches were reworked, while others stayed the same as my original designs. Each refined drawing was passed off to be traced, so it matched the linework of the main style. After all the cards linework was consistent, we split up the card files amongst our group to be colored and prepared to be finalized.

The Process

*Initial Sketch



Refined Sketch

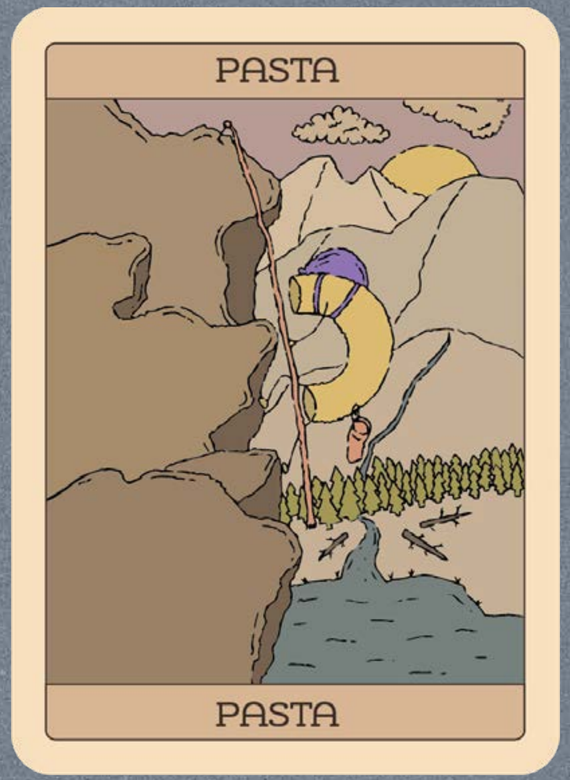


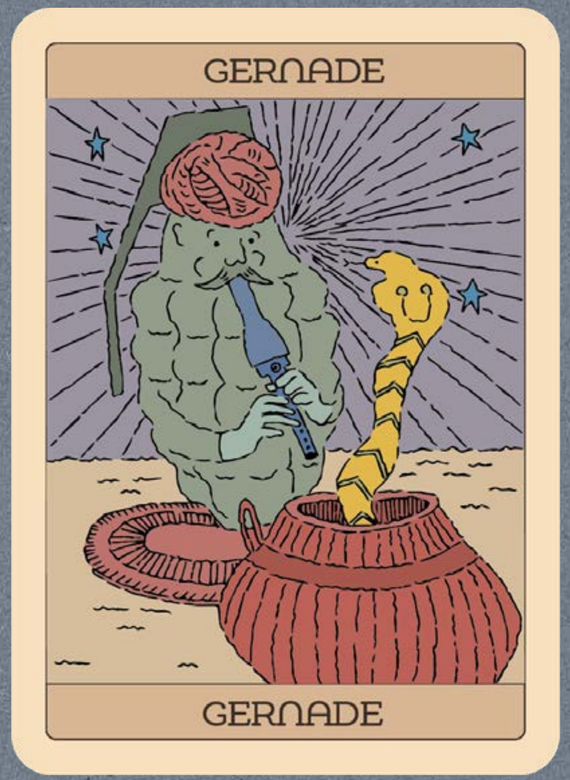
*Vectorized Outlines

Final Color

* What I worked on

Cards I Colored



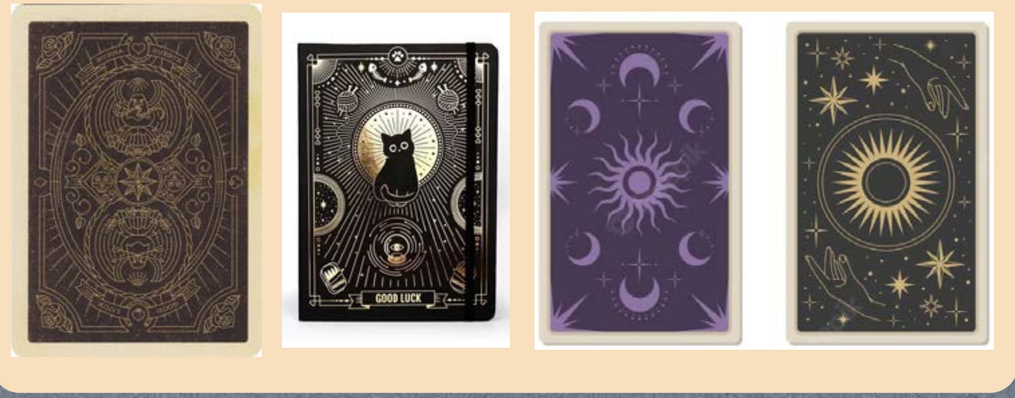


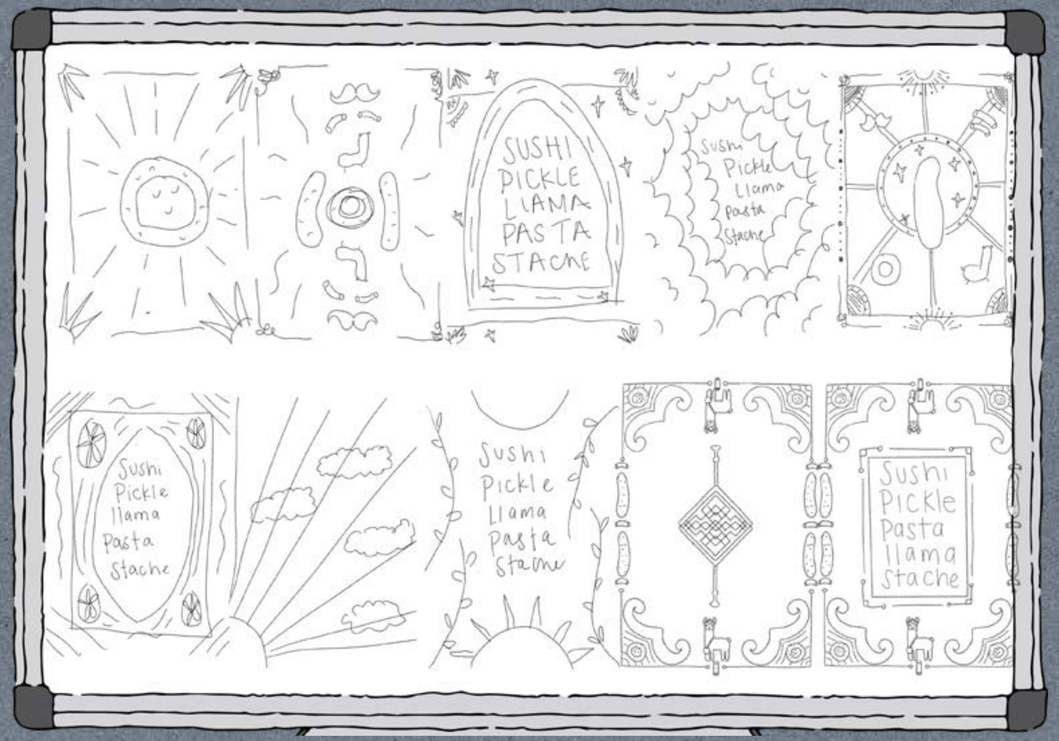
Back of The Card

While 2 of our group members were busy refining linework, the rest of us had time to start sketching ideas for the back of the card. My inspiration came from the original look and design of tarot cards.

Lots of these cards have lines and shapes that work together to make different designs and encompass traits from their cards. I drew from this concept to develop further ideas for our cards. It was also essential to include the name of our game on the top of the card. Those playing the game will use the back of the card as a reference to know what word to say next. That is why you will see that same trend of either the words in my sketches or space for them to go. After many sketches, I landed on a design our whole group liked. That had all the elements I wanted from the beginning. I then passed it off to a team member who added the linework and colors to get the final result.

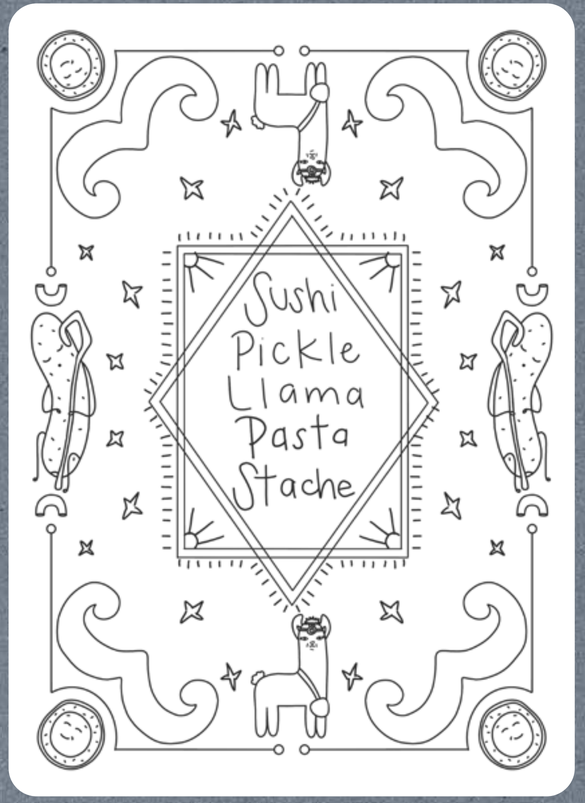
Inspiration



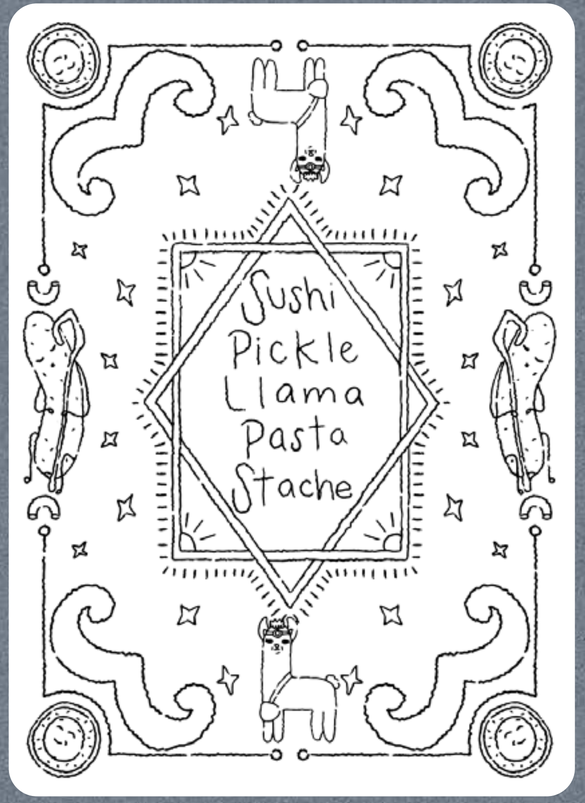


The Process

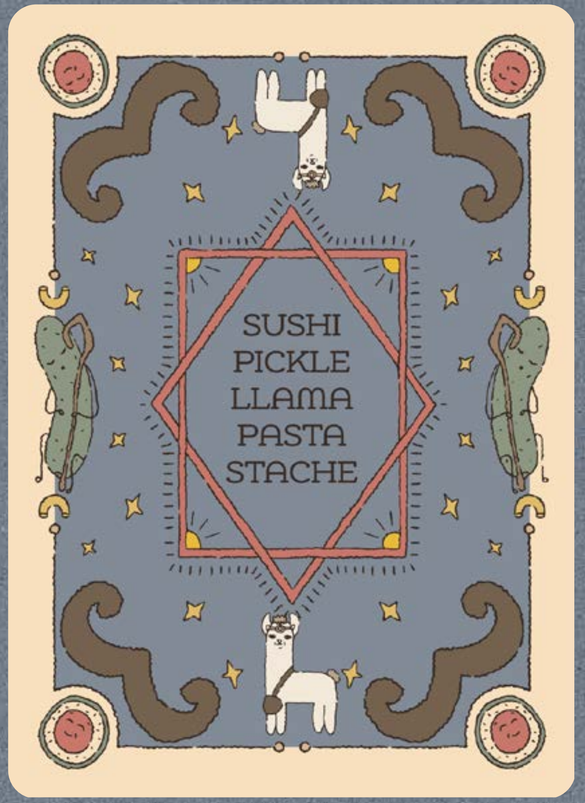
*Initial Sketch



*Refined Sketch



Vectorized Outlines



Final Color

* What I worked on

Printing

While working on all my different designs, I also researched different types of paper and inking that would work the best with printing our cards. I was in contact with many companies assuring we found the best place to print our cards and that we could get them back quickly. Since we were on a tight schedule, we wanted to make sure that we had colors and sizing right the first time, so we did test prints with a regular printer and a nearby location that was able to print on thicker paper for us. We were happy with the coloring we saw and felt comfortable sending them off to a company we found online located in Washington with a swift turnaround time.

Bringing Everything to Life

As we waited for the cards to arrive, I started planning our photoshoot. Another team member and I specialize in photography, so we mainly focused on this part of the project. There were three main shoots we wanted to have.

1. Lifestyle: capturing people playing and enjoying the game
2. Amazon Listing photos
3. Styled photos

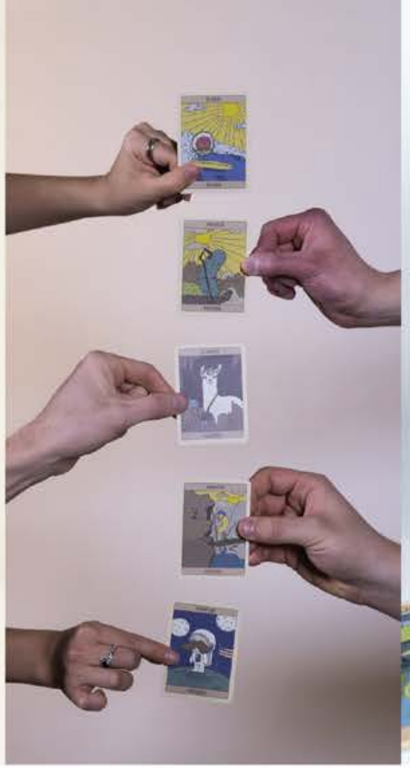
We found a videographer who was willing to shoot a fun promotional video of our game, and we wanted to use our time wisely, so we planned to do the shoot on the same day. I created a mood board with different ideas we could do for our styled shoot and amazon listing images. I also put together a list of everything we would need. This way, we knew what items to look for, which helped me stay organized. I ended up finding a lot of the obscure things we used, like the crystal ball and colorful bowls, at a local thrift store that was perfect for the look I was going for.

Ready to Go

Once cards arrived we were ready to start shooting. Since we didn't have our box yet, I used this shoot as a trial run for what compositions worked the best. This was really helpful because I learned what settings and white balance were going to work the best to get the highest quality images. I took many photos, but I chose the best to display here.

Next on my list was the lifestyle and styled shoot. A significant motive for creating our game was to help people make connections and have fun. I wanted to convey that message through the lifestyle photos. I did that by doing my best to capture the smiling faces and the joy people have from playing the game. The setup for our shoot was staged in a commons area which caused the issue of not being able to adjust the lighting the way we needed it. This caused problems with not only video but also our photos. Adapting to the circumstance, we moved forward, hoping the images would turn out with some editing. After getting the footage we needed, we moved to our styled shoot. This is where we used the crystal ball to create a scene where a fortune teller was using our cards. My idea was to help tie everything together with our style of cards and promotional content again using the tarot card style. Being able to set the stage for this shoot was my favorite. I loved being able to take different photos that helped bring our cards to life.

Product Shoot



Reshoot

Despite my best effort of working with the lighting and post-editing, the lifestyle and staged images didn't turn out as great of quality as I had hoped. Fortunately, this didn't slow us down one bit. I was ready for a reshoot, and this time we all made sure to have the best lighting we could get. Changing locations and finding different models, we reshot the video and images. Reshooting can be an issue if you are behind and struggling to hit deadlines. That wasn't the case for us, as we purposely left time available just in case we needed to reshoot. Reshooting was a great benefit to us and allowed me to get better compositions and shots for our final images.

Follow this link to view all images.

First Shoot

Vs.

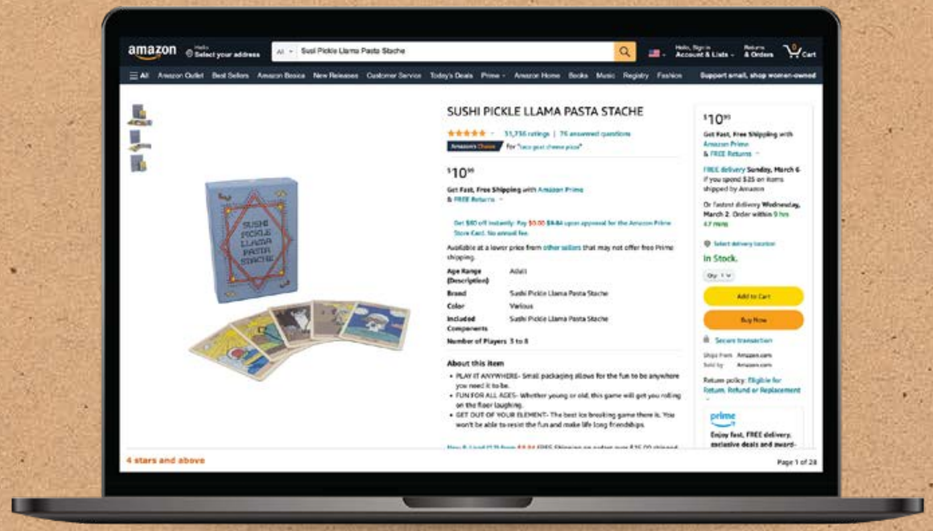
Second Shoot

Lifestyle

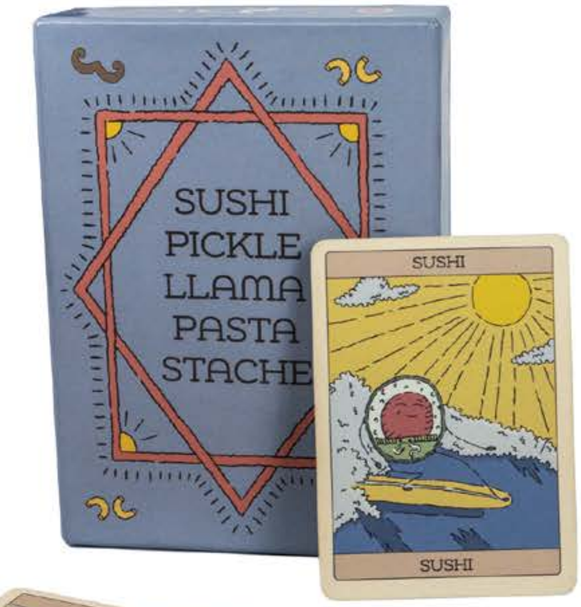
PASTA
PASTA
STACHE
SUSHI
PICKLE
LLAMA
PASTA
STACHE
STACHE
STACHE
HEINZ
TOMATO KETCHUP
OTTER
VOLCANO
PASTA
Styled Shoot

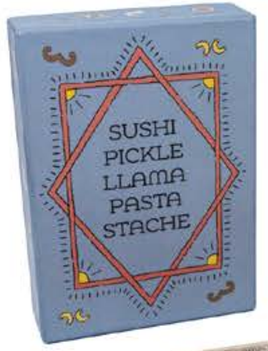
Time to Edit

A few days later, the box arrived, and I was able to go back to the studio to get images of the cards with the box. From there, I used photoshop to cut out the background to add a pure white backdrop for it to be used on an Amazon mock-up. I did this for the main card set and the booster pack.



Pure White Background





Promotional Content

One of the last things on my list was to create an Instagram ad for the booster pack. I took one of my photos and a graphic I made for the jellyfish card to bring my ad together. My goal was to quickly show and explain that the booster pack added more fun to the game with action and game-changer cards.

Wrapping Up

Each day we were getting closer and closer to finishing everything we set out to do. As each group member worked hard to finalize everything, two other group members and I created an explainer video. I have had minimal experience with video, but we wanted to try and learn something new. We wanted to be able to add this video as a QR code on the instructions of the game, making it easy and simple for the players to learn how to play. We got a few raw cuts and sent them over to another group member who had more experience with editing to put it all together and finalize that part of the project.

Takeaways

A great benefit of playing games with a group of people is creating a bond with those players and making friendships. I learned that designing a game with people has the same effect, which helped our group communicate and work well together. I was willing to put my ego to the side and listen to my group members' ideas and go with what was best for the success of our game. Not only did I learn more about teamwork, but also time management and how to be a more efficient photographer and designer.

I plan to use those skills in every project, allowing me to work effectively and provide my best work. You can check out more of my work in the links or contact me with questions through my email.

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www.linkedin.com/in/brittany-osmond

brittany_madder

Final Cards

STACHE
STACHE

JELLY FISH
JELLY FISH

WITCH
WITCH

OTTER
5 2
OTTER

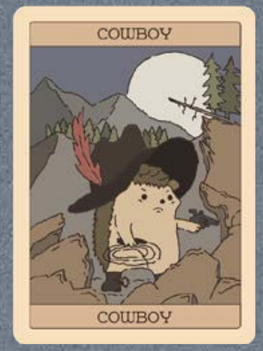
SUSHI
SUSHI

GRENADE
GRENADE

HOT DOG
HOT DOG

VOLCANO
VOLCANO

INCHWORM
INCHWORM


COWBOY
COWBOY

NINJA
NINJA

DODO
DODO

SQUATCH
SQUATCH

PASTA
PASTA

MOOSE
MOOSE

PICKLE
PICKLE

LLAMA
LLAMA

SUSHI
PICKLE
LLAMA
PASTA
STACHE

INDIVIDUAL APPENDIX

Mónica Licona

Hola, I'm Mónica! I was the project manager for Sushi, Pickle, Llama, Pasta, Stache. I contributed to the conceptualization of the characters, the photography, and the advertisements. I love photography and hope to get more into it in the future. I enjoy warm weather, all-you-can-eat Sushi, and spending time with my family. In this appendix, I'll be going into the specifics of my contribution to this project.

PROJECT MANAGER PHOTOGRAPHER GRAPHIC DESIGNER

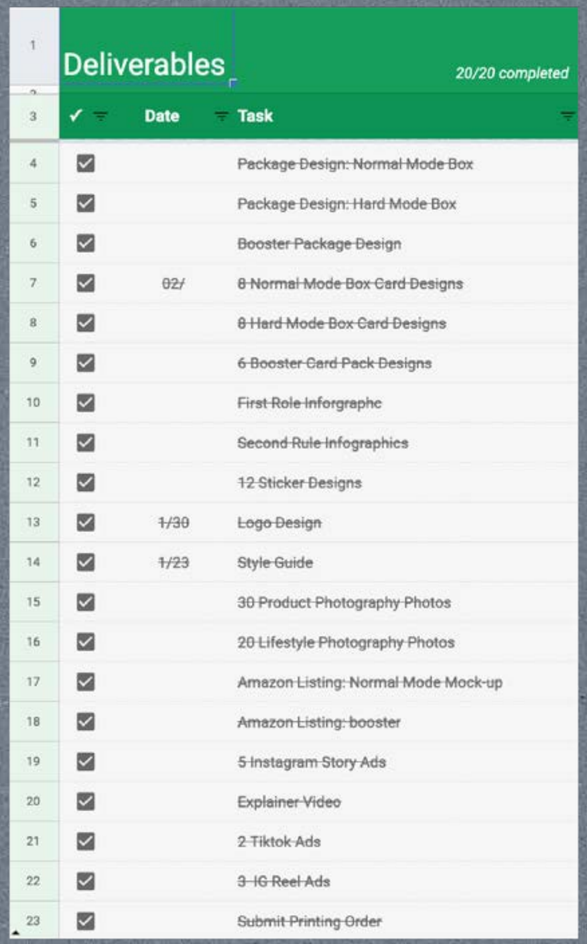
Where It All Started

One of my favorite things about being a creator is the unknown. Not knowing what my mind will come up with and anticipating the final look of designs. That is what drew me to this project. I wanted a project that would dive into the creative process with not just my thoughts but the thoughts of individuals with different strengths, skills, and workflows. The challenging part would be accomplishing our project in just a few short three months. I believe that this project is a good representation of what creativity can look like when work is done collaboratively and timely.

Keeping Us Organized

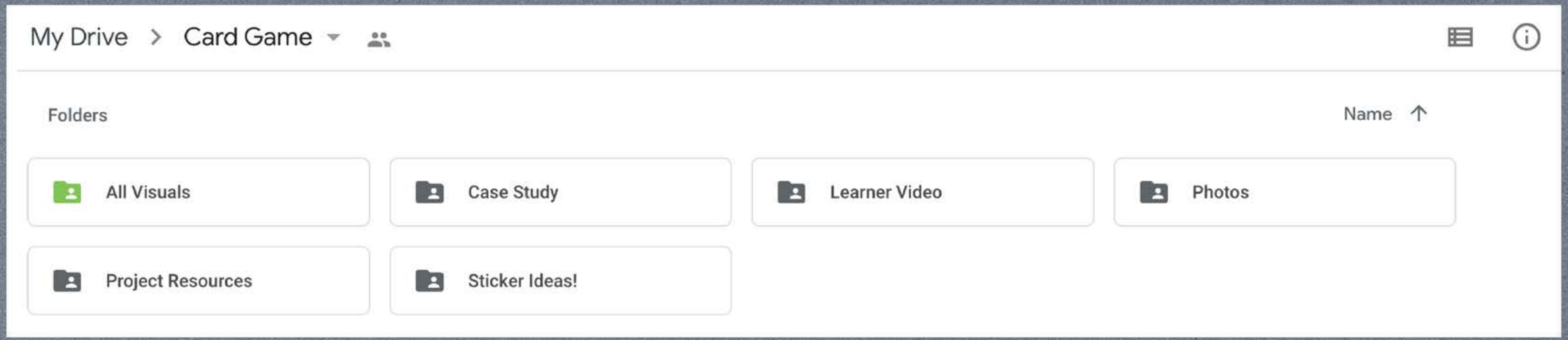
My role in this process began as the Project Manager. I was in charge of keeping track of our deliverables and keeping the team on the same page. I kept up with this by creating a google drive folder with lists, documents, and resources we would all need access to. Throughout the project, this google drive served as a way for all of us to update our work, store design files, and share photo albums. Anytime we were confused about what we needed to do, it became simpler to look through our google drive to ensure we were hitting every task we wanted to create for our project. With such time restrictions, I was also able to create spreadsheets with our deliverables and a few with our to-do lists.

Spreadsheet of Project Deliverables



	Deliverables		20/20 completed
3	✓	Date	Task
4	☑		~~Package Design: Normal Mode Box~~
5	☑		~~Package Design: Hard Mode Box~~
6	☑		~~Booster Package Design~~
7	☑	~~02/~~	~~8 Normal Mode Box Card Designs~~
8	☑		~~8 Hard Mode Box Card Designs~~
9	☑		~~6 Booster Card Pack Designs~~
10	☑		~~First Role Inforgraphc~~
11	☑		~~Second Rule Infographics~~
12	☑		~~12 Sticker Designs~~
13	☑	~~1/30~~	~~Logo Design~~
14	☑	~~1/23~~	~~Style Guide~~
15	☑		~~30 Product Photography Photos~~
16	☑		~~20 Lifestyle Photography Photos~~
17	☑		~~Amazon Listing: Normal Mode Mock-up~~
18	☑		~~Amazon Listing: booster~~
19	☑		~~5 Instagram Story Ads~~
20	☑		~~Explainer Video~~
21	☑		~~2 Tiktok Ads~~
22	☑		~~3 IG Reel Ads~~
23	☑		~~Submit Printing Order~~

Project Google Drive Folder

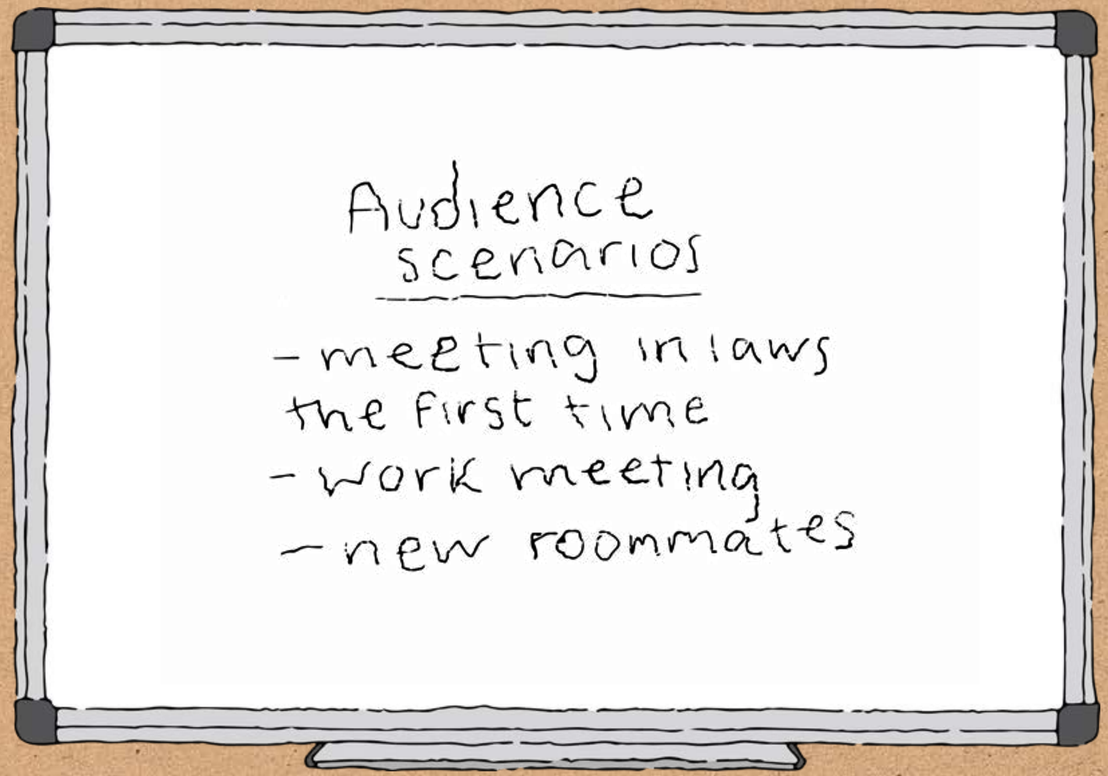


The Scope

Aside from being a project manager, I designed concepts for the card game, helped in the coloring process of the cards, photographed products, lifestyle, and styled shoots, and created Instagram ads to promote the fun game of Sushi, Pickle, Llama, Pasta, Stache. On a smaller scale, I also helped accomplish things like the rule video and the printing process of the card game. All of these responsibilities contributed to the success of our project and ultimately allowed for a smoother process.

The Preparation

Before beginning the project, we all came up with a fundamental outlook of who our demographic would be. I approached this by listing scenarios in which the type of people ideal for this card game would find themselves. Mine was on awkward situations like meeting your in-laws for the first time, a work meeting with coworkers you don't know well, and meeting your new roommates for the first time. These scenarios have one thing in common, being out of your comfort zone and needing to break the awkward barrier. Having that in mind, we wanted to create a design that fit the "out of your element" theme.



Word Associations

Since we based our game on Taco, Goat, Cheese Pizza, it was time to start by listing as many word associations to match the equivalent of Taco, Goat, Cheese, Pizza but for our game. I chose to list as many ordinary everyday things as fruit, school supplies, animals, and colors. Coming up with a word combination that would be said throughout the game would help us finalize our five main characters for our cards and characters for the booster pack. We determined a word combination worked well together by saying them out loud. These three steps helped us choose words best fit for the game:

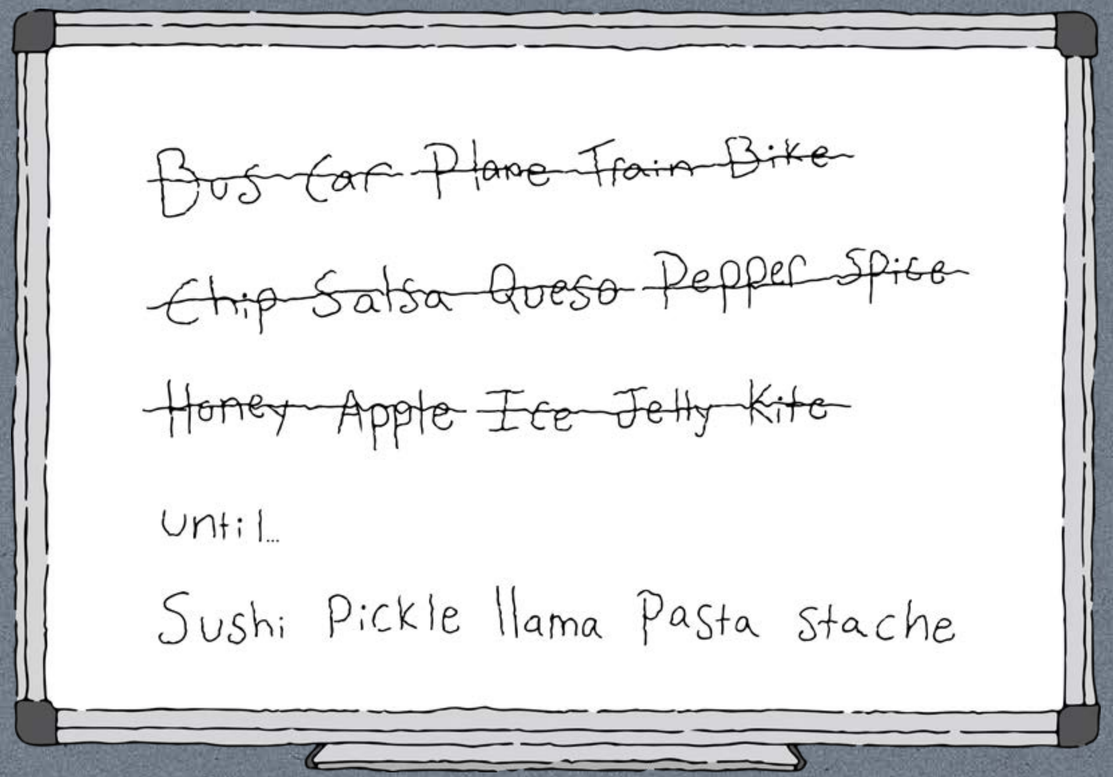
1. If it made us laugh.

2. It Made us stumble a bit

3. It Sounded catchy.

Choosing The Words

With everyone's word combinations, choosing the characters became simpler. That is how the game of Sushi, Pickle, Llama, Pasta Stache came to be! We chose one of my words, Sushi, along with Pickle, Llama, Pasta, and Stache as our main five characters of the game. Only the word deer from my list (what is known to be the Witch) made it into the game for the booster pack.

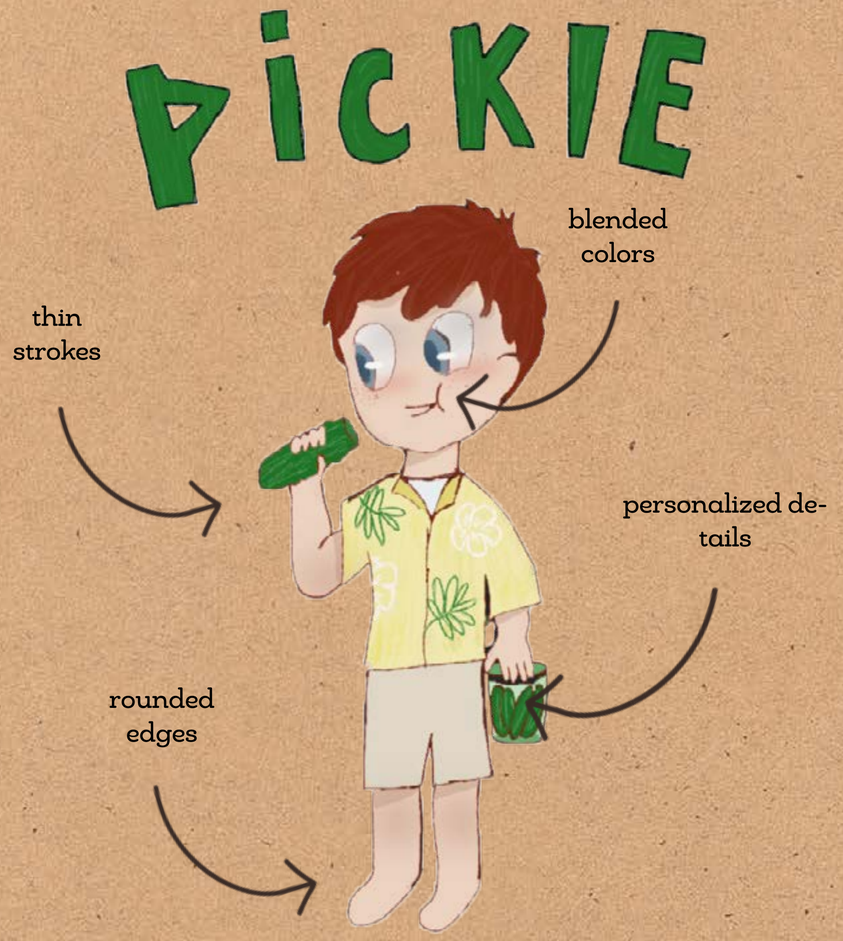


Exploring Styles

Once the five main words were chosen for, I created mood boards and sketched out the style I had in mind for the game. We all decided to develop a character based on the word Pickle. (why did you do that? Say why Pickle, what was the purpose of this) That's when I began to think of a Pickle Obsessed boy. My illustration was heavily inspired by the mood board I had put together. The objective was to get as far into the design as we could to get a better idea of the possible look of our deck. With each group member creating a different style, we were sure to have various options. My inspiration came from a game I played growing up called "Loteria ." This game was known for its sarcastic yet distinctive characters. I believed this look would be a viable option for our game as it could be used as a basis for the "out of your element" theme.

Exploring Styles

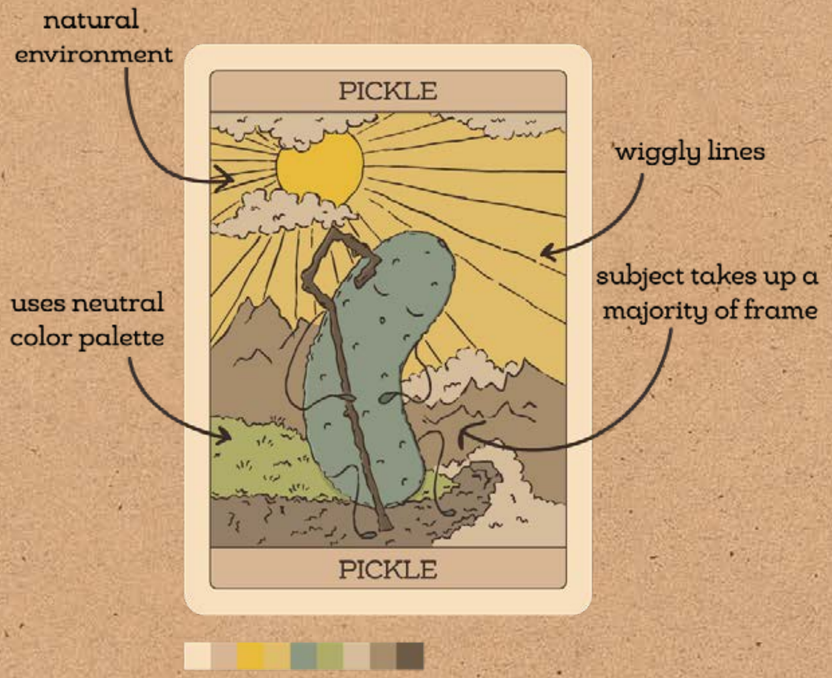
I set specific rules about my design to help distinguish the style from my group mates. My design called for rounded edges, thin strokes, blended colors, and personalized details, like the Hawaiian shirt and freckles.



Decision Making

Once we all executed the style we had in mind, we began the process of "killing our babies ." It means that we let go of some of our style designs and narrowed them down to the one style that was the best fit for the game. As mentioned previously, the most exciting part is diving into the creative process of someone else's mind in a group project.

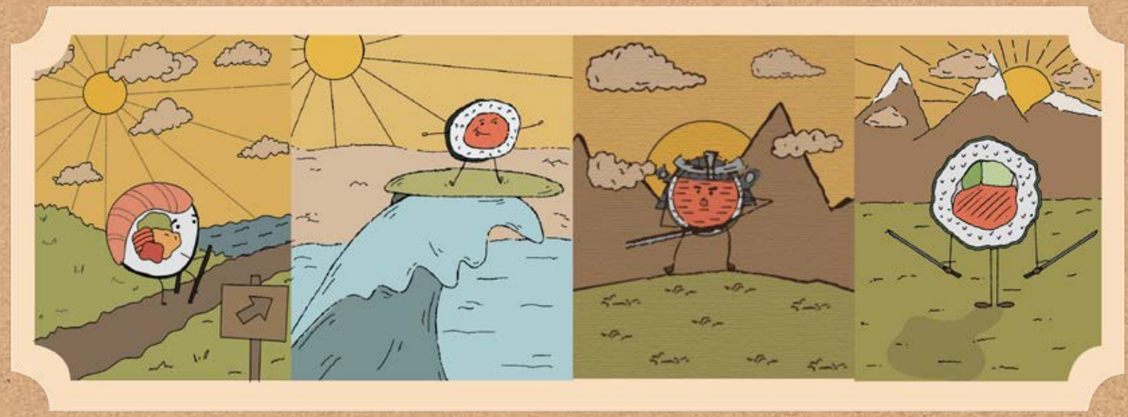
As I dove into the concept we chose from Nick; I realized how deeply rooted his idea was. Tarot, fortune-teller cards inspired it. These cards are often taken into much deeper thought, but the juxtaposition of a Sheppard Pickle chilling by a hill made it that much more silly and out of its element. It took time to reverse engineer his design, allowing for a smoother process for the next step in the project, matching our executions.



Matching Style

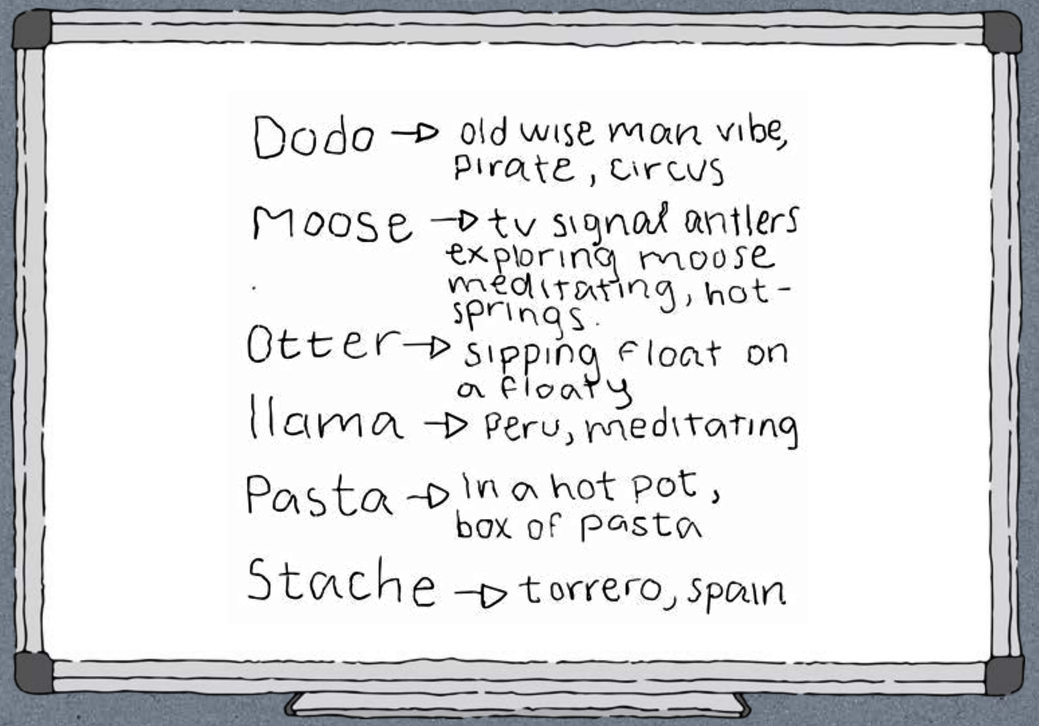
One of the essential elements of our project was keeping a consistent look, especially in the illustration of our cards. That's when we all attempted Nick's Pickle style but on Sushi! Before making any designs, I brainstormed ideas for Sushi. I learned that salmon fishes often swim upstream as part of their reproductive life cycle. That is why I drew a hiking Sushi with a salmon backpack walking upwards on my attempt. I tried my best to follow Nick's rules by adding natural elements, having the subject take most of the frame, and using a neutral color palette. The struggle I had was the wiggly lines, but thankfully as I spoke to Nick, the art director, he was able to help adjust my settings on Procreate. Ultimately, we chose Josh and Nick for the final revisions because they could execute the style the closest.

my sushi | Brittany's | Jared's | Josh's



The Concepting Process

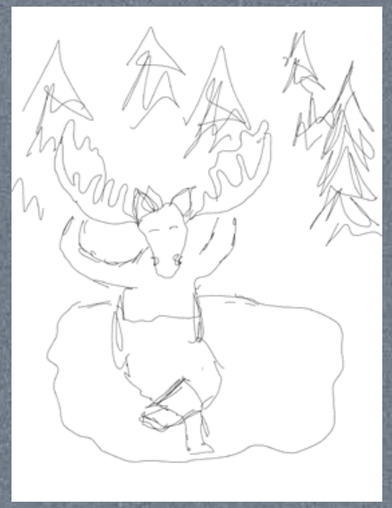
We approached all of our cards by dividing and conquering as a group. I began by brainstorming concepts for the Dodo, moose, otter, llama, pasta, and stache. For each character, I thought about their usual associations and the unusual associations. What if Dodo was a pirate? Or What if Moose liked hot-tubbing? It's hard to remember where all of our ideas came from, but that's the magic of group work. Once everyone shared their ideas, other group members would bring those concepts to life! That's how some of my concepts ended up being part of the final scope of the game. For instance, the Meditating Llama, Jacuzzi Moose, and Inchworm playing with a yoyo came into play. They went from an obvious thought process and transformed into the juxtaposition we were looking for.



Moose

One of the first sketches I came up with was the Jacuzzi Moose. It began as a sketch of a Moose sitting in a Hot Spring. Then, the refinements added some of the environmental designs, such as the sun, horizon, and later was changed to a skeleton of a Moose with a glass of wine chillin' in a Hot Spring.

My Stetckes



Nick's Refinements

Inchworm

Similarly, Inchworm. This was one of our word characters that took several tries before getting to the final look. It started as an Inchworm with a yoyo, and then as it got passed around, I thought about mixing both Nick and Brittany's ideas into one. I repurposed Nick's worm and drew in a yoyo. The dissecting method worked for me as I came up with more concepts. Working in a group is learning to dive into others' ideas and mixing your ideas with theirs.

Brittany's Sketch

Nick's Sketch

My Stetckes

My Refinement

Final Design

Volcano

Lastly, Volcano was ideated from the idea of Hot Stuff. I thought about the apparent Volcano, thinking about the phrase "hot stuff," and then thinking about Chef Ramsey.

From what I had gathered from other teammates' Ideas of Volcano, the first thought we all came up with was the conspicuous aggressive exploding Volcano. He is a famous chef known for his expertise in culinary art and aggressive language. I twisted the concept by making Volcano a calm, exploding Chef Volcano with that in mind. That way, Volcano stayed true to its "hot-stuff" thought I first came up with while incorporating the juxtaposition.

My Sketches

Nick's Refinements

The Dissecting Method

Just a little fun fact about Chef Volcano, I believe because I was thinking so much of pickles, I ended up drawing a volcano cutting up a Pickle. It's a bit of dark humor, but quite honestly, it takes dissecting ideas to come up with more! I mean by this that just like the Volcano dissected the Pickle, it was essential to dissect the little details of their personalities by creating each character of this card game. Think about their likes and dislikes, the obvious and the more surprising elements. I call this the dissecting method!

Coloring In The Cards

Speaking of the details, coloring the cards was also something I was involved in. The process was tedious and required trying different methods to know what would work best. I tried the procreate app, blob, and brush tool in Illustrator. Ultimately, I chose to use the Pen tool in Illustrator.

The Back Design

Jared, Brittany, and I focused on creating outlines and gathering ideas. My designs began as scattered patterns of the main five characters and transitioned to word lettering. The pattern making of the main five characters was done through Procreate, which took tutorial videos to make. I learned new features on Procreate, like the freeform and lasso tools. Ultimately that is what helped me create a sequential pattern.

In letting designs, I thought it would help players know the order of the word combinations for the game. Like in Taco, Goat, Cheese Pizza's back design, it could be helpful for the players to have the word order in the back.

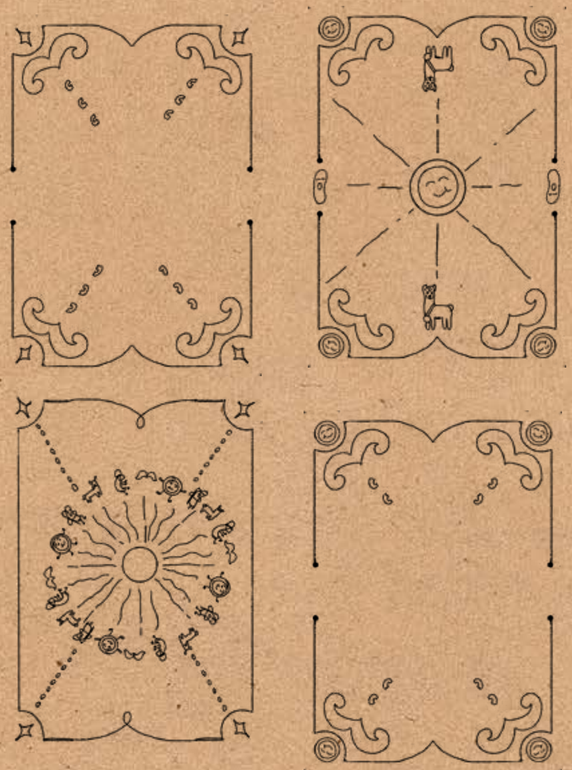
sans serif handwriting

serif handwriting

overlapping strokes

The Final Look

The dissecting method also worked wonders for the back of the card. Ultimately, it took mixing our concepts to get the back of the card design finalized. One of the things we all agreed on was that it needed to have the tarot style. That is where we chose to include all 5 of our main characters in the back design to mimic the repetition of sequences that tarot cards often have.



Final Design

Printing

The anticipation for our card game to be printed left me thinking about the physical play of Sushi, Pickle, Llama, Pasta, Stache. Would the cards be strong enough for such slapping and competitiveness? As soon as we got our hands on our first test print, I began to cut out the cards to test it out. It was evident the print material was not sustainable enough. As a group, we began researching different options that met the quality standard necessary. One of my favorite places to print is at Moo. Moo is known for its quality and variety of paper material options, but it was not compatible with our timeline planned for printing. With only a month left to do the remainder of our project, it was clear that the best option was one with fast delivery. That is when we decided on going to a printing shop in Washington. Thankfully the quality wouldn't be compromised, and we would get our cards on time.

Honorable Mentions

With all of our designs coming to life, many of my concepts were killed. Here are a few more characters that were not chosen but still hold a special place for me in creating Sushi, Pickle, Llama, Pasta, Stache.

What About Branding?

Once our cards were refined and printed, a new workflow began. It was challenging for me to switch gears after all of the concept, brainstorming, and execution, but this was also an essential portion of the project. To bring individuals out of their element and comfort zone, we began to plan for promotional ads and photography to fit the statement we were trying to communicate.

Photography

I began by creating a mood board for Product Photography, Lifestyle Photography, and Styled Photography. I also made a list of deliverables we would need to keep us on task. Brittany and I worked on getting our props together. I brought in Sushi, textured surfaces, and black curtains for our fortune teller-themed shoot. My experience in shooting photography emphasized the need to prepare lighting and settings better. I quickly found this out as we were shooting our first planned shots. We had little to no control over the illumination, causing our camera settings to lower the quality of our pictures. We also didn't quite choose the best group of people to represent the game as it was mostly geared towards families of all ages. We needed to bring external light sources, plan for a different setting and bring in a family instead.

Similarly, both the styles and product photography were reshot. The problem with both of them was mainly the lighting. We needed better control over our settings to ensure quality.

Editing

Many photos were taken throughout the process of shooting and reshooting the product, style, and lifestyle photography. I spent a reasonable amount of time culling through each image, examining the pixelation and clarity. I also looked into the composition to see if it would work well for Ads and amazon listings. My approach in editing the final photographs was first adjusting the lighting and contrast closer to what they looked like in person. This generally helps me determine whether the photos need to be cleaned up or cropped. Then I went in and adjusted the edit to fit the shoot itself.

Styled Shoot

For the styled shoot, Brittany and I decided that adding a fortune-teller would tie in the vibe we had already executed. We wanted to keep each photograph moody and desaturated to bring in the mysterious, unknown element.

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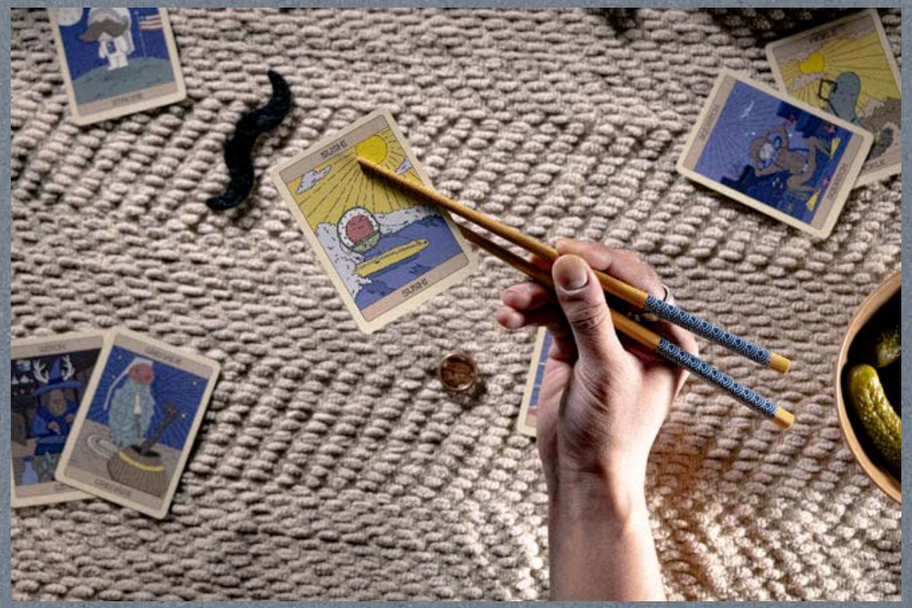
1st Shoot



Reshoot

Product Photography

The edits needed to be crisp, clear, and with a pure white background for the Product Photography. I attempted this by selecting the subject and inverting it to the background. Once the selection was made, I increased the brightness and contrast to meet the Amazon Listing requirements: the pure white background.

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1st Shoot

Reshoot

Lifestyle Photography

The process for the lifestyle photography was a bit different since it was both a representation of our brand and a visual model of how fun the game is meant to be. I kept photos with the most expressions and visual explanations of the game. Meaning that photos of them slapping the cards and doing the actions were kept. I again adjusted the brightness and contrast to edit them and continued by changing the color, saturation, and clarity.

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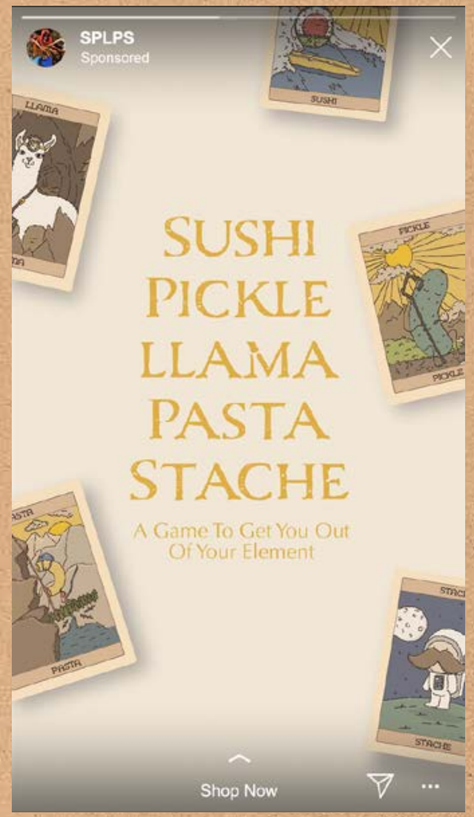
1st Shoot

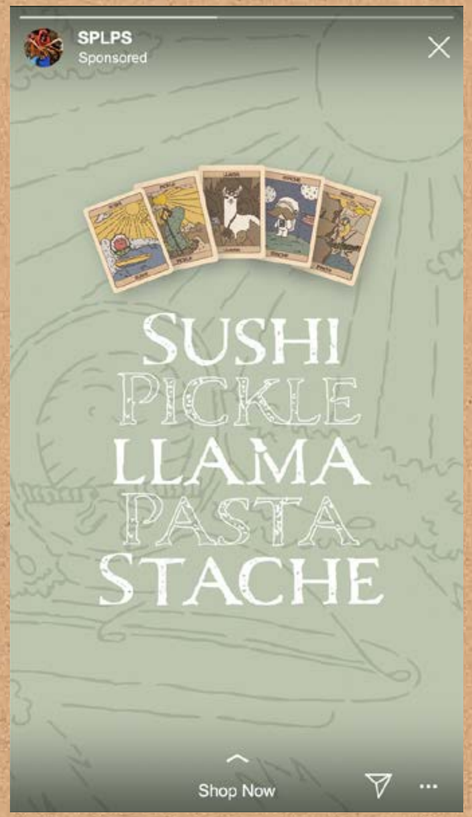
Reshoot

Instagram Ads

Once the photography was completed, I began designing the Instagram Ads for the leading pack. Each ad features the card in different setups and gives you a small preview of the characters. I thought it would be most effective to include the original artwork in the design to help associate the game's feel. This was one of the finishing touches for our card game.

1st Shoot





Reshoot

Wrapping Up

In reflecting on the process of creating this card game, I was reminded of the importance of collaboration. I learned that everyone's strengths and weaknesses could work together to create something fun! It took being willing to experiment, asking for guidance, and being willing to revise that pushed my abilities as a graphic designer and photographer. I plan to apply what I have learned here in all projects in the future. To reach me, contact me through my email to chat!

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Email: Monica.anahi.licona@gmail.com

Linkedin: www.linkedin.com/in/monicalicona

INDIVIDUAL APPENDIX

Jared Rigby

Hey there! I'm Jared, one of the designers for Sushi, Pickle, Llama, Pasta, Stache! I contributed to the team as an illustrator, designer, and video editor. Born and raised in Idaho, I love the great outdoors and being able to share my talents with others. This appendix is all about what I did to contribute to the project. Let's get into it!

ILLUSTRATION GRAPHIC DESIGN VIDEO EDITING

Overview

I wanted to get involved with this project because I love games. One of my fondest memories growing up was the game nights that we would have with friends and family. Since there were lots of people, the most common option we went with was card games. Card games are a staple in today's society, and so when the opportunity arose to be on a team to create one, I was all for it. What made it even better was that we already had a game template to base our own game off of with Taco Cat Goat Cheese Pizza, so all that was needed was the designers. I was able to meet with the team and volunteer my help, and we got to work! My goal for the project was to use my skills in graphic design to help out in whatever way I could.

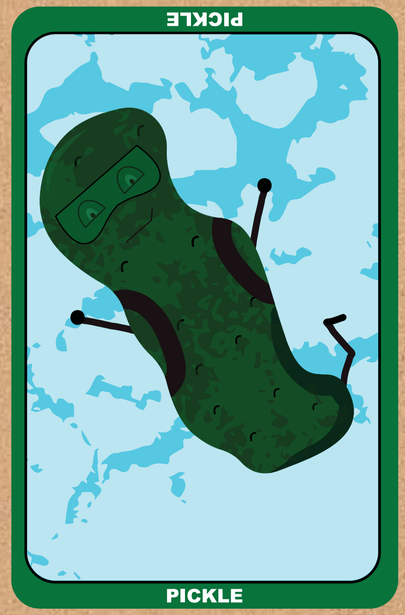
While coming up with the card concepts was such a crucial aspect of our project for meeting our printing deadline, there were other assets I was able to complete. Working on each of these parts of the project had their ups and downs, but I was able to overcome these struggles as they arose. This case study helps navigate through my process for tackling each of these tasks, so let's get into the nitty-gritty on some of the highlights of this project!

Starting Out

The first thing we did as a team was deciding what the name of our game was going to be. Since Pickle was a word that we all liked and wanted to include, we all took a stab at a Pickle concept. My variation was an adrenaline junkie parachuting down from the sky. My initial sketch took some turns while I "finalized" the idea, and then we shared our ideas with the group. To execute the card, I tried two things. The first was adding color directly to the sketch in Procreate, and then redoing it with shapes in Illustrator. The end result was wildly different from what the rest of the team had done, but it was a great start.

Initial Sketch

Procreate Version

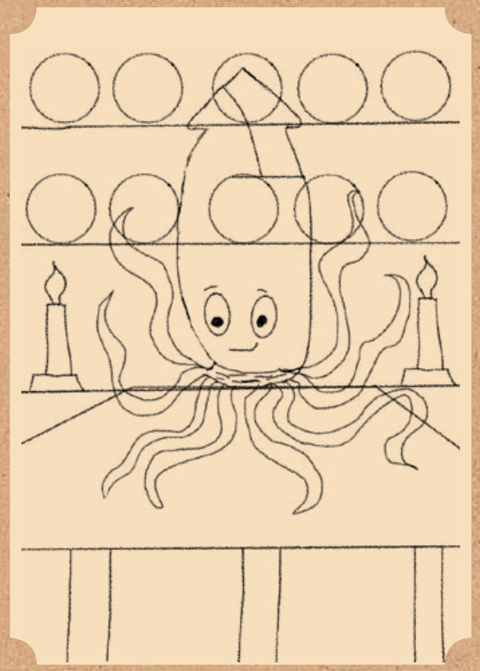


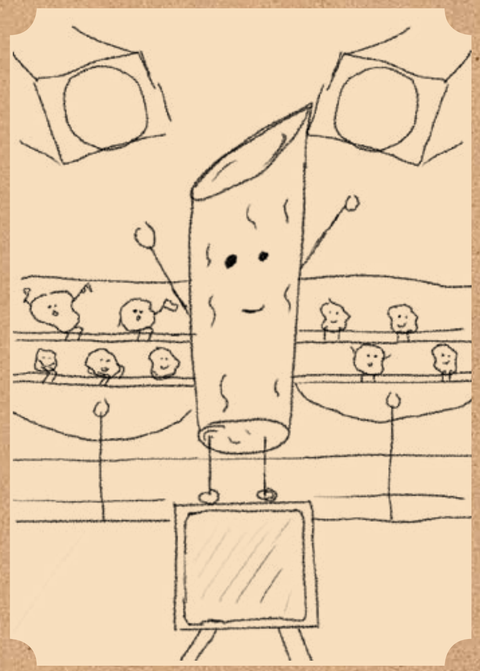
Illustrator Version

Sketching Concepts

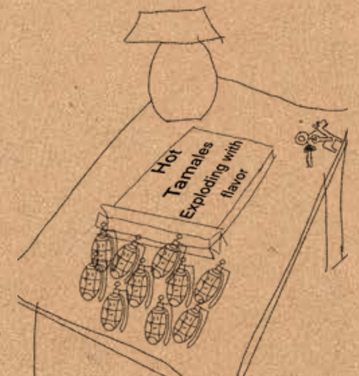
From there, we all started sketching out ideas for more characters. My first sketches were done on paper in my sketchbook, but then as a team, we gravitated towards using Procreate since we all had access to that software. This was super useful, as we could keep our sketching more unified.

My process for coming up with concepts was to think of some random combinations of characters and settings like I had done for my first Pickle. I also tried things such as a Sushi Samurai or Gymnastics Pasta. Most of my concepts were really weird, but it was enjoyable to come up with them.





Card/Character Concepts



Sticker Ideas

Back of Card Design

Since the initial approach to our deck of cards was following the tarot card style, I wanted to have the back of our cards reflect that. I came up with ideas for the design by looking at the intricate designs of tarot card examples and pulling some of their elements. For example, I noticed how many of the cards used aspects of astrology (suns, moon, stars, etc), so I attempted various ways of including those. I also tried different layouts while sketching, and kept going back and forth between the various ideas.

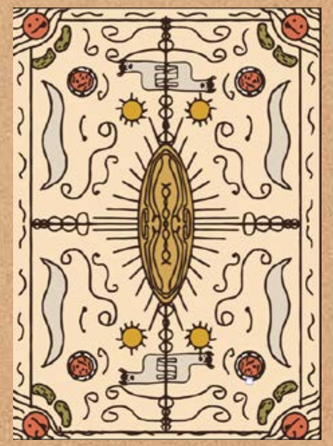
Examples

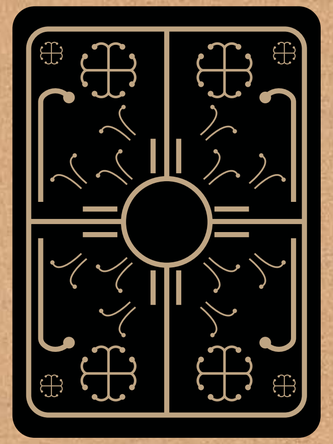
Sketches

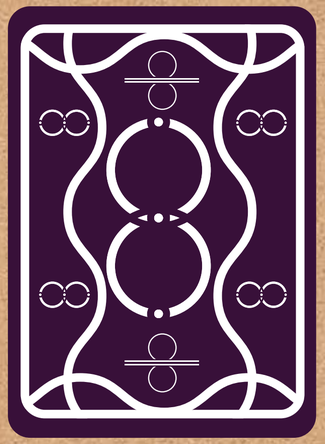
Back of Card Execution

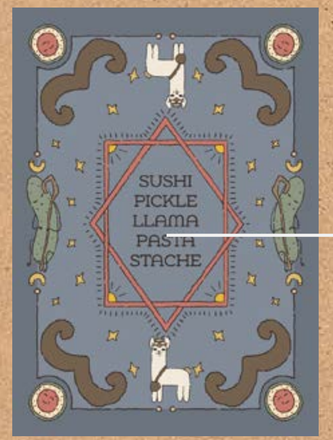
I also took a turn at trying some simpler tarot card styles that emphasized the current trend. Most of these versions didn't make it past the draft stages, but they were still helpful to me. Throughout this entire project, I was trying to match the styles of the team and was wanting as much practice in that as I could.

As the sketching continued, there were aspects I had thought of that match the style of both the existing cards, as well as what the rest of the team members had done. These were small details like the Stache on the sides, Sushi in the corners, etc. It was neat that we had all thought of similar ideas since these design elements stuck around as we did more refinement.









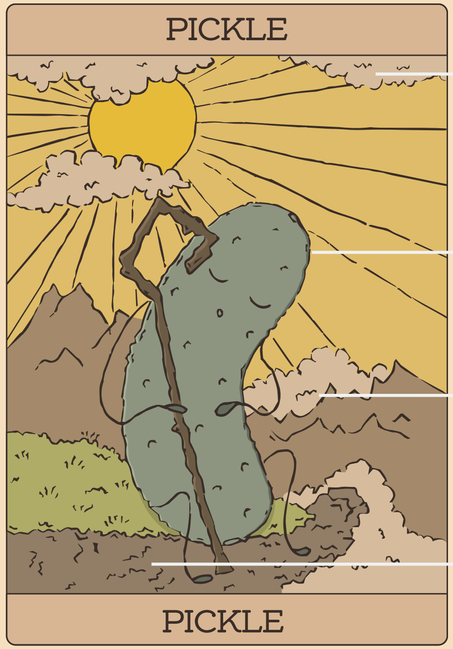
Card Back Final

Executing Concepts

Aside from the massive amount of sketching that I did, I also wanted to try my hand at executing a few concepts. The reason for this was to see how well I could match the style that Nick had established with his Pickle design. I decided to give my own Pickle a try by recreating the same scenario. I attempted to follow the same rules that Nick had done with the colors and line strokes, but the main part was the setting. Nick's Pickle was a shepherd, so I went with that same scenario. Being able to replicate a style that wasn't my own was a learning curve, but thanks to the practice I was getting better at it.

Shortly after that, we all decided to execute another card idea. This time the chosen card was Sushi! Nick had already done a card for this too, so this gave me another chance to try my hand at his style. My Sushi design followed his style pretty closely, although there were differences in the linework. This helped me see what we were looking for in our cards, and what elements I should consider in future concepts. As time went on, I tried executing more ideas as practice, even though they didn't make the final cut.

Nick's Pickle



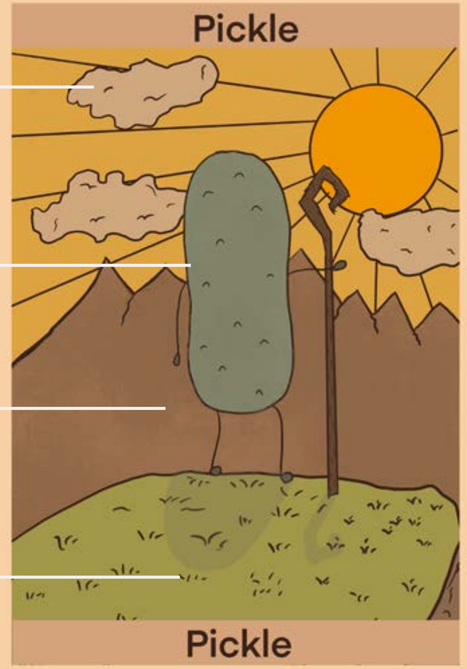
Colors

Line Strokes

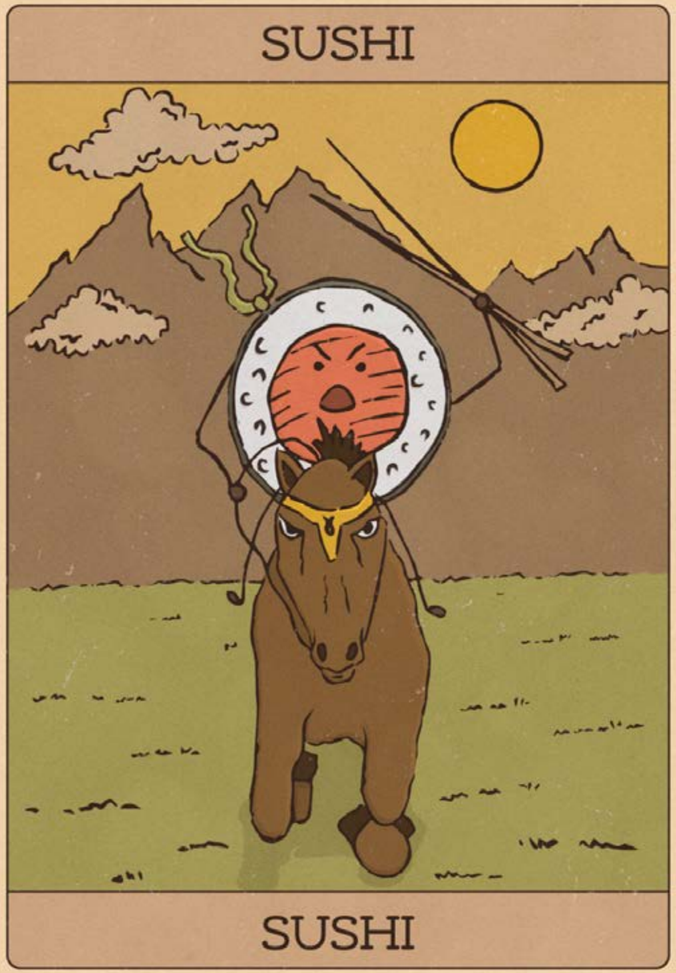
Character

Small Details

Replication

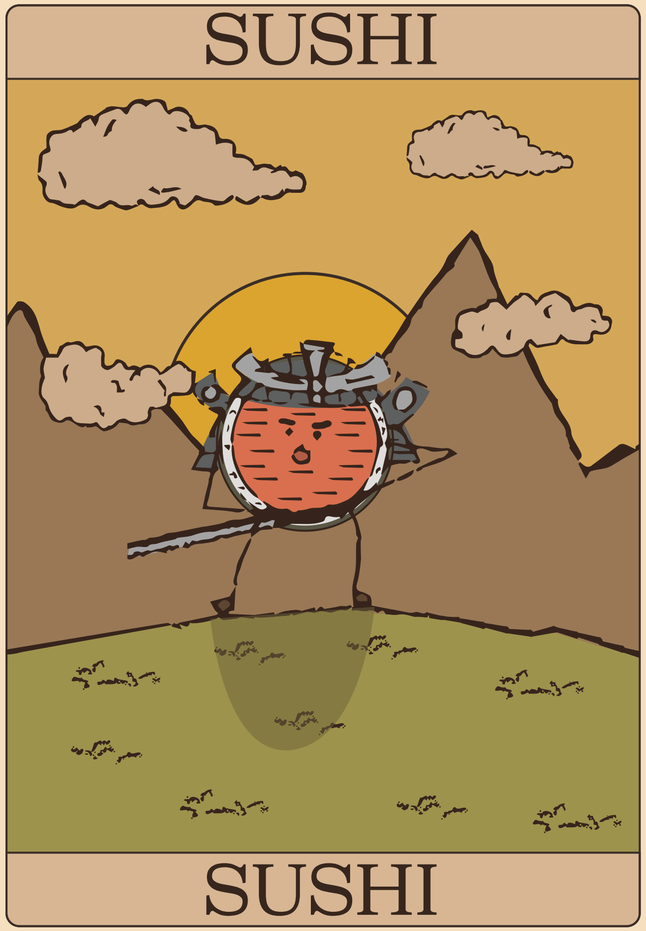


Nick's Sushi



Sketch

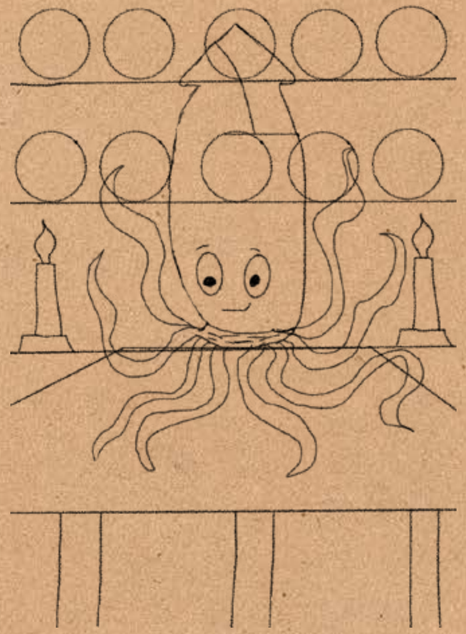
Replication

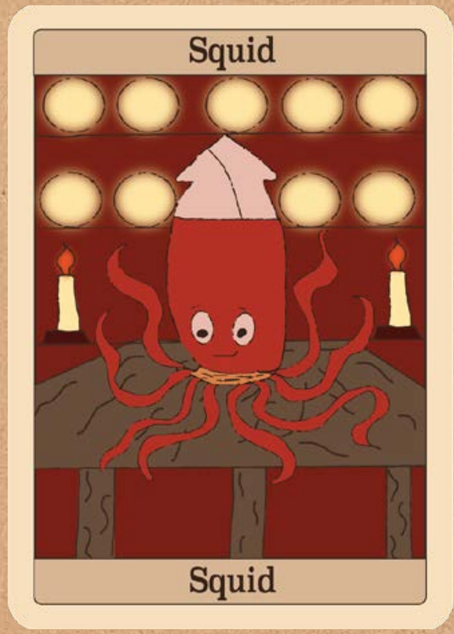


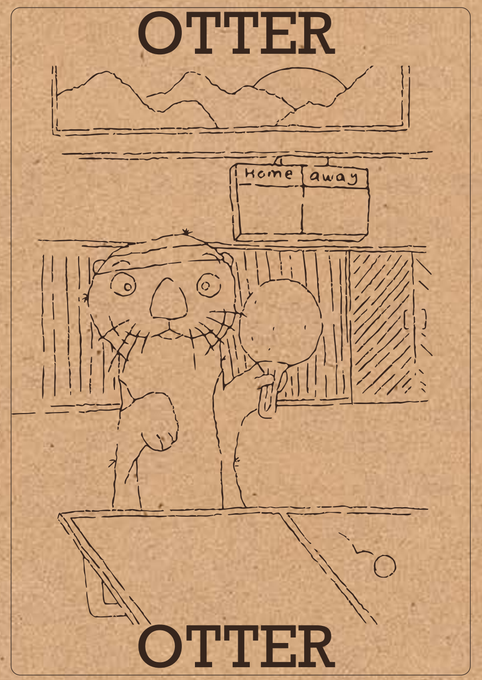
Executing Concepts

These are some of the other concepts I tried executing. The first was a Squid idea of a Sushi Chef! I wanted to see what it would look like when it was vectored, as well as practice the method of coloring behind the lines in Illustrator. This rendition was rushed, so I didn't spend the needed time to make it look better.

In the future, I would take the time to be more careful in the coloring process, like with what I did for my first Otter attempt. Brittany had done the linework, but we needed to see what it would look like in color. I took some extra time to get the colors in, which helped pave the way for coloring the remaining cards later on.







Logo Ideation

Once we had narrowed down Sushi, Pickle, Llama, Pasta, Stache as our name, I took some time to try and come up with some logo concepts. My idea for the logo was type-based, so I explored different fonts and colors that we could use. I also tried different layouts to see if there was anything in particular we liked. We liked the direction of the unified text that was explored, but we took it in a slightly different direction later on once the logo was finalized.

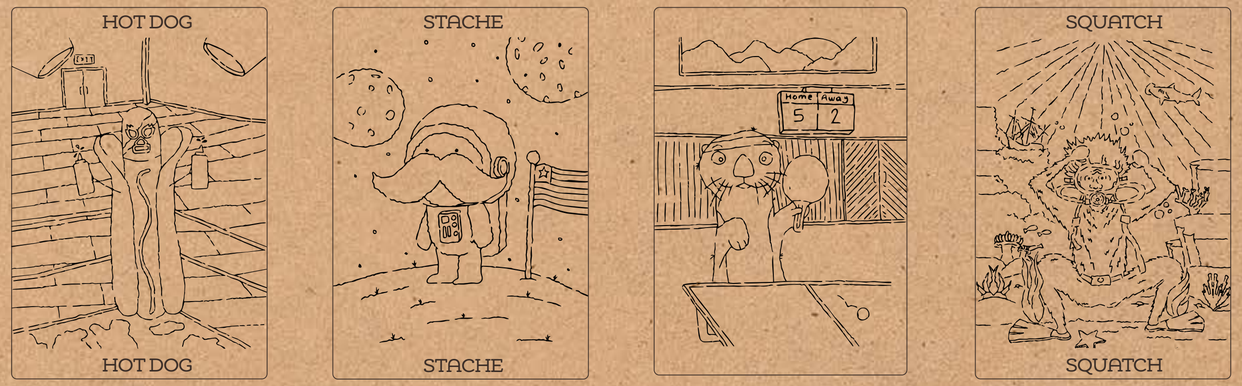
Final Logo

Coloring Final Cards

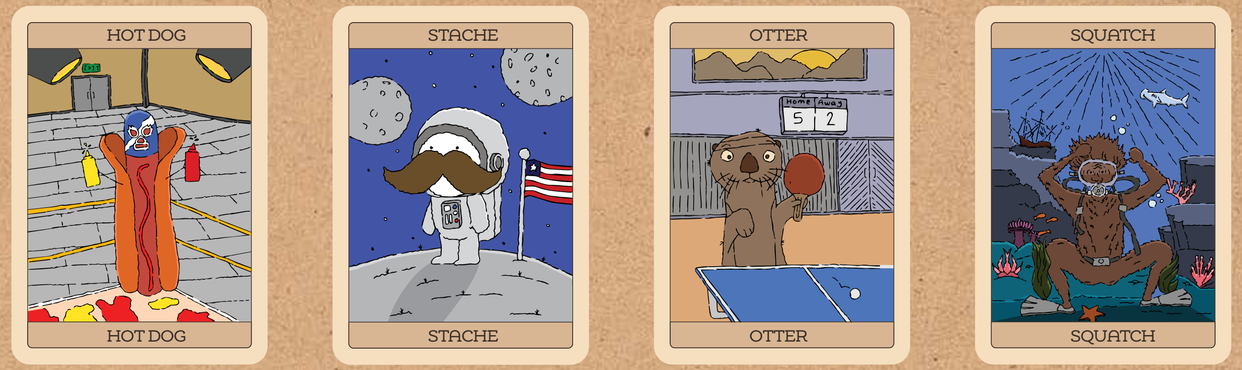
After a few weeks of sketching and creating concepts, we had decided on the final cards. While Nick and Josh took the bulk of unifying the linework, the act of coloring was divided up amongst the team. I was tasked with adding color to four of our final cards: Otter, Squatch, Stache, and Hot Dog. Nick had vectorized the linework in Illustrator and then passed the Ai files to each of us to add the color. This was done by creating colored shapes behind the linework which allowed me to get the colors added quickly, but meant that they could easily be adjusted later if needed. The hardest card to color was Squatch, but it was also the most fun. The intricate details and small shapes caused it to take me the longest to do, but the process was surprisingly fun.

To help get it as far along as possible I tried to follow the same type of color scheme that had been done on other cards. Once I got my cards back to Nick, he was able to finalize the colors and touch them up where needed. It was a fun part of the project and was a super exciting moment since now the cards were finished! We were able to get the cards ordered and the deck was on its' way!

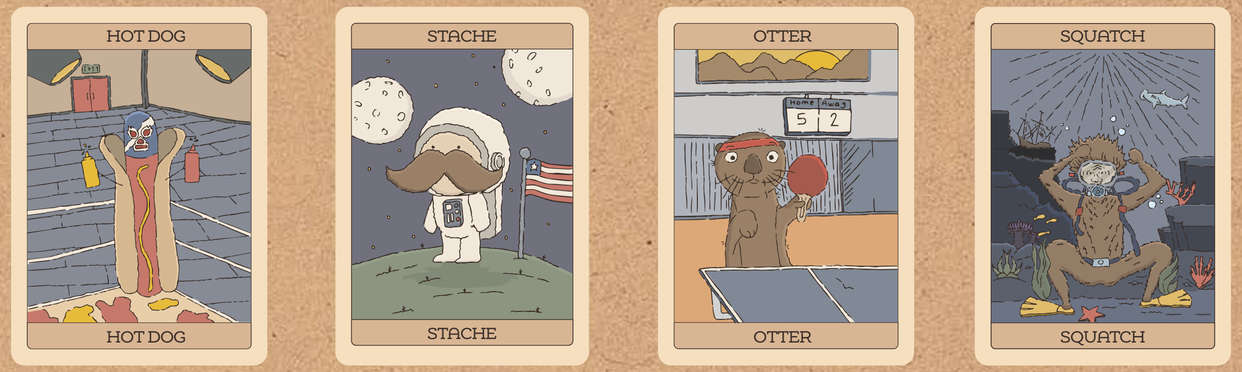
Vector Sketches



Adding Color



Final Adjustments



Packaging - Front of Box

With the cards complete and the deck on its way, we could move on to the remaining designs for the project. As we divided up the work, I was put in charge of designing the packaging. Getting the box finished was most important, so that's where I started. In order for the packaging to feel cohesive with our game, I used elements of both our logo and cards. To add some pizazz to the box, I pulled small versions of the card characters that I spread around the front. I was following a sizing template from the company we would be ordering it from to make sure that the dimensions were correct, which also meant I had to take the perspective of the box into account as well. I had to make some adjustments once I noticed how some of the sides would be upside-down when printed, but thankfully those changes were easy to make.

Packaging - Back of Box

For the back, I utilized our card designs. I put them in a stacked format to showcase them, and I also created the icons for the age, time, and the number of people who can play. Then it was a matter of writing the content, getting it all together in the template, and ensuring that everything was aligned well. We had talked as a team about making the barcode be the shape of a mustache, and the team was able to assist me in getting that finished since my initial attempts were less than ideal. Once the designs were finished, the box was ordered!

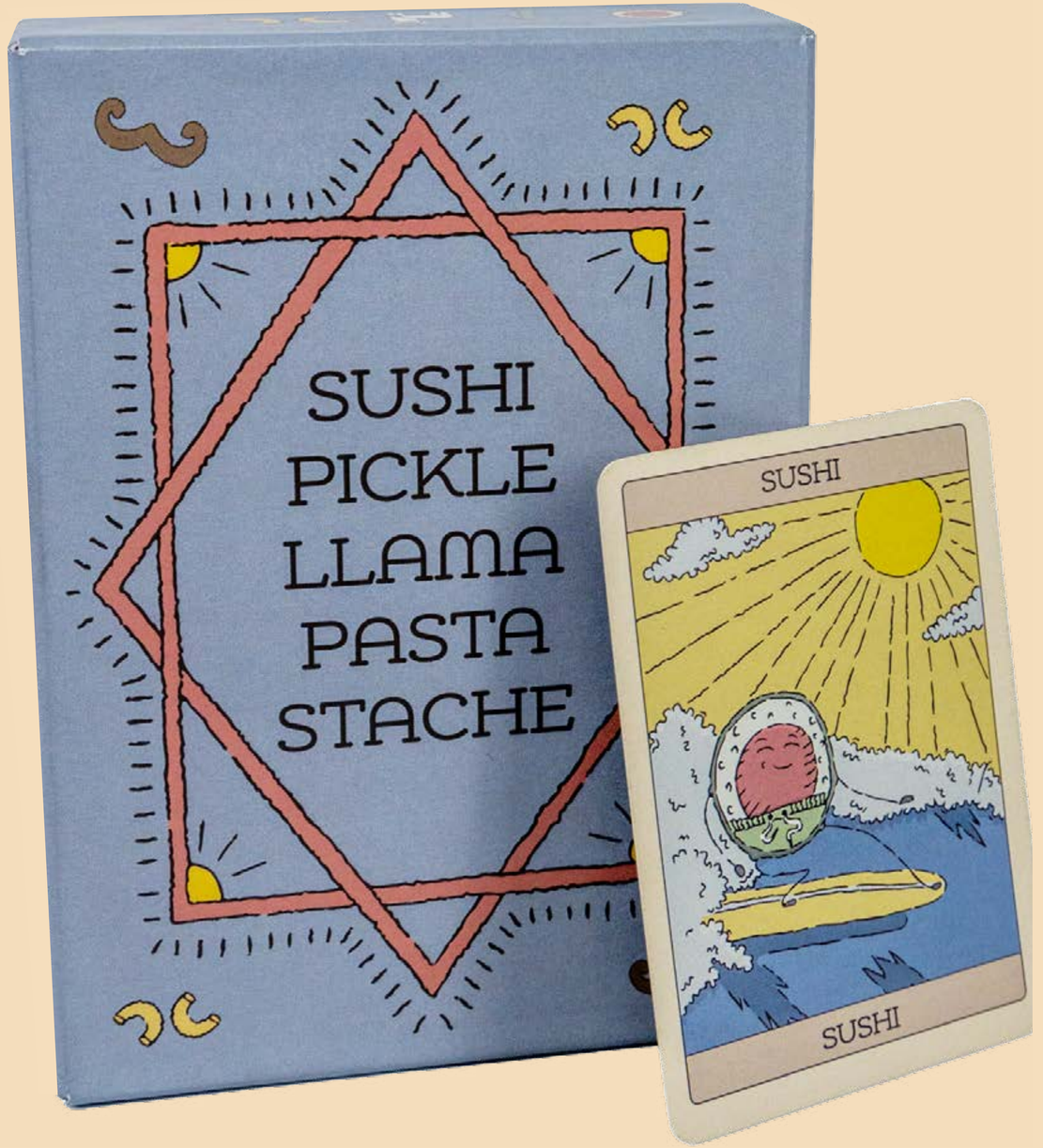
Icons

Barcode Progress

Packaging - Final Box

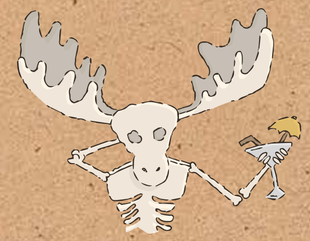
Mockup

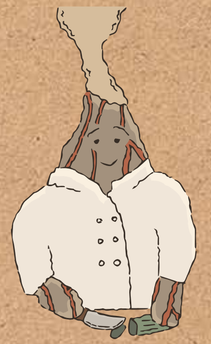
Printed Box



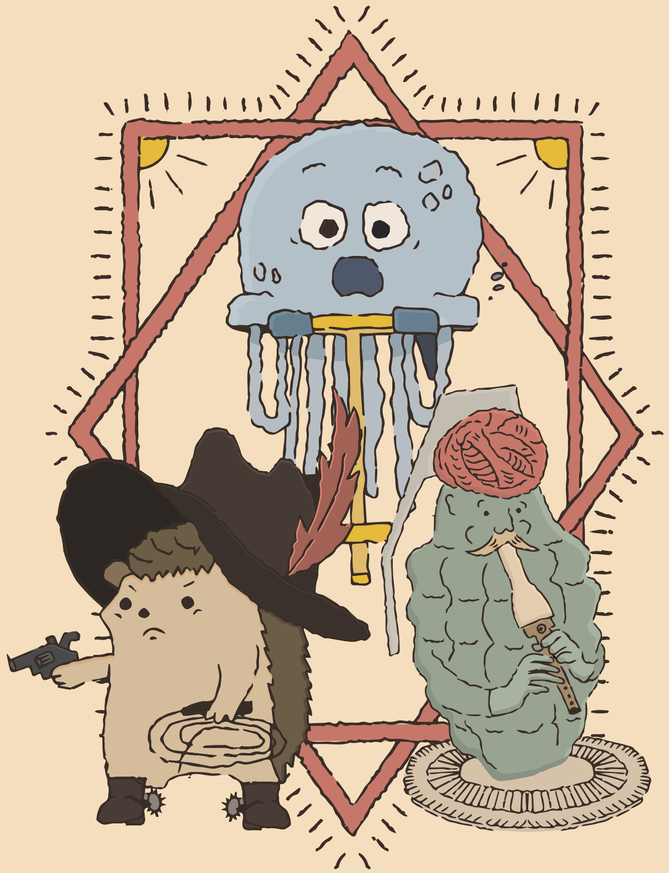
Packaging - Booster Pack

The next step in packaging was the booster pack. Since I had little to no idea how to design something like this, I did some research and found a set of Star Wars packs. I liked how the characters overlapped, and thanks to the hard work that the team put in to get our cards printed, I was able to use the same characters from our cards. I was happy with how the front looked, and the back was a matter of putting some basic information of what the pack entailed. To add some more designs to it, I also included the remaining characters from the booster set that I hadn't used yet to help entice people to buy our pack. To help tie this all together, I was able to get some assistance in finding a mock-up for me to use to better show the designs. This also was used for the Amazon listings.





SUSHI PICKLE LLAMA PASTA STACHE



Booster Pack

Front

This booster pack is for Sushi Pickle Llama Pasta Stache. This is to increase your fun, add to the challenge, and continue to get you even more out of your element.

Includes: 6 Additional Action Cards & 3 New Rule Change Cards

SUSHI PICKLE LLAMA PASTA STACHE

Visit us on social media!

Back

SUSHI PICKLE LLAMA
PASTA STACHE
Booster Pack
This booster pack is for Sushi Pickle Llama Pasta Stache. This is to increase your fun, add to the challenge, and continue to get you even more out of your element.
Includes: 6 Additional Action Cards & 3 New Rule Change Cards
Visit us on social media!

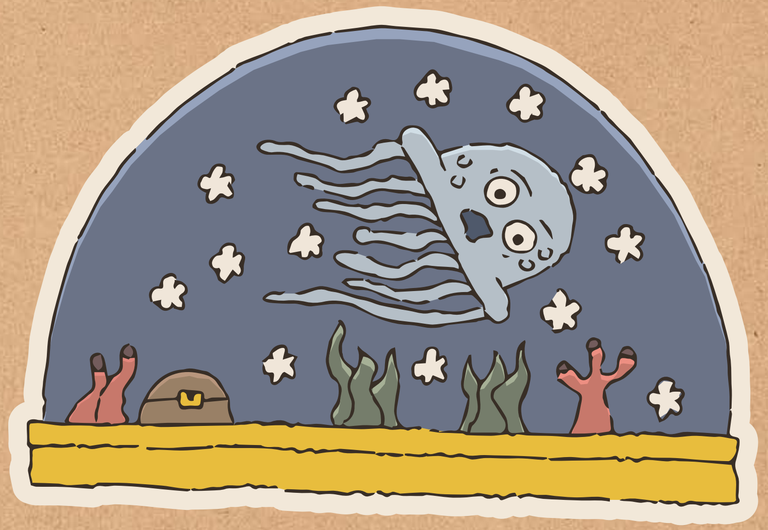
Mockup

Stickers

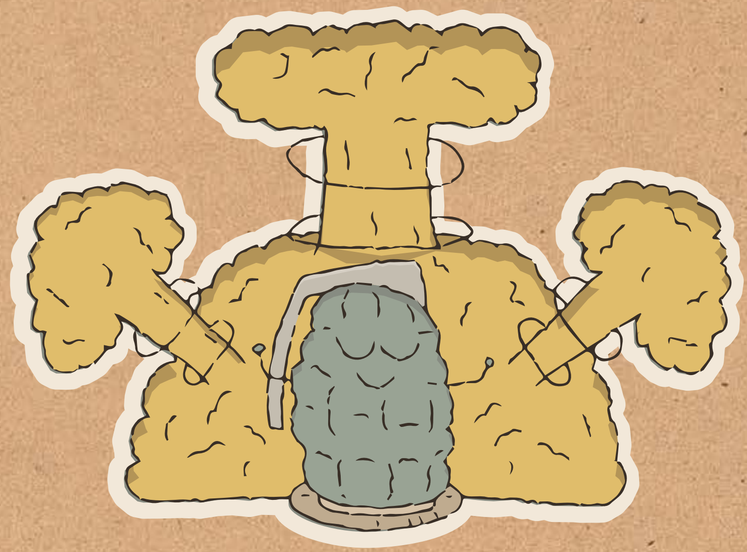
After the bulk of the packaging was complete, the next big task was assisting in creating the sticker pack. For my part, I sketched out concepts and created 4 stickers. I completed a sticker design for the following cards: Inchworm, Pasta, Jellyfish, and Grenade. My method for coming up with the concepts began with sketching. I wanted to use the same characters that we had already created, but place them into new environments.

Creating the concepts was a fun challenge. I was able to come up with a few ideas that were fun to think about as they took our characters out of what people had already seen. I decided on the idea of the snow globe Jellyfish and the meditating Grenade pretty quickly, and then after reflecting, came up with the designs for Pasta and Inchworm.

To keep our designs unified after I had finished with the concept and designs, I passed them off to Josh. He had done lots of the linework on our cards, so doing this made sure that everything was cohesive.

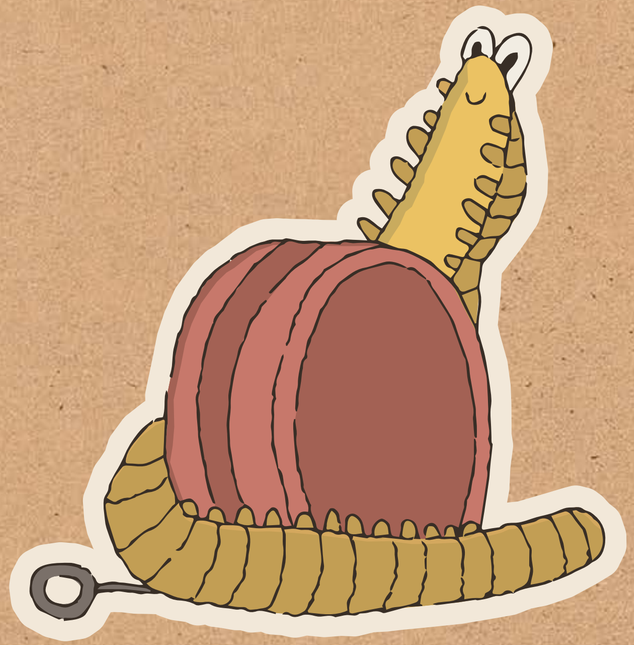


Final Jellyfish



Final Grenade

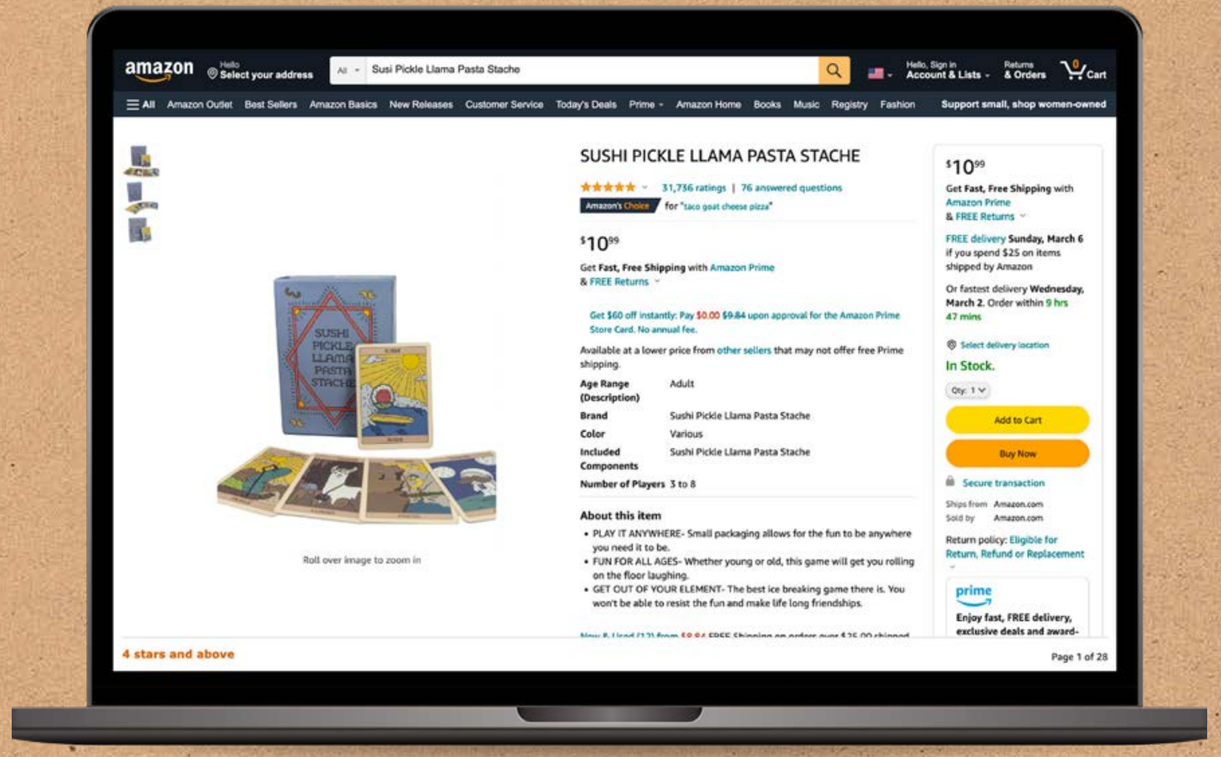
Final Pasta

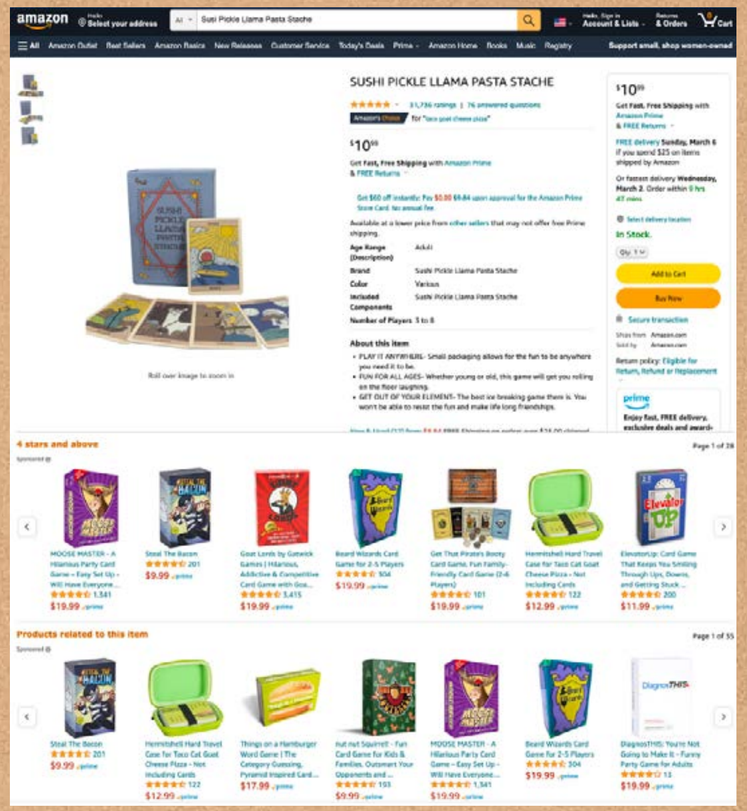


Final Inchworm

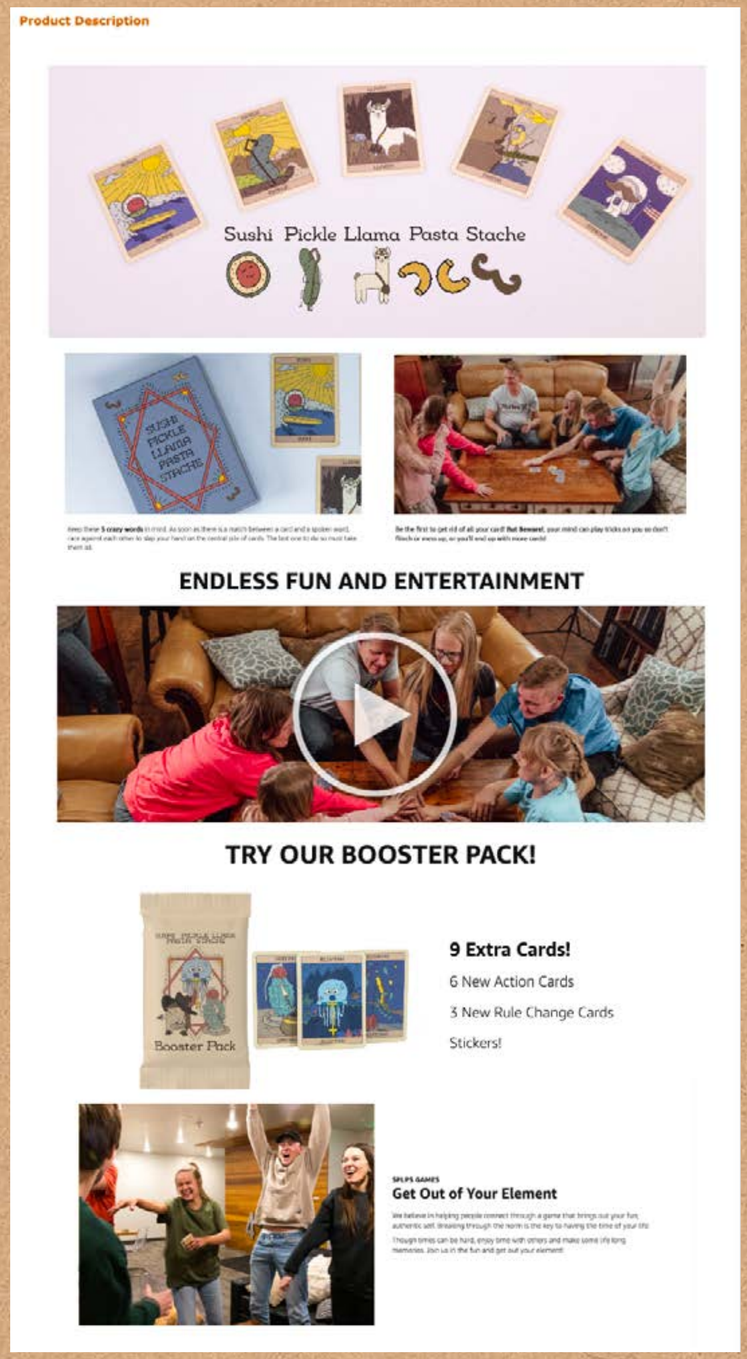
Amazon Listings

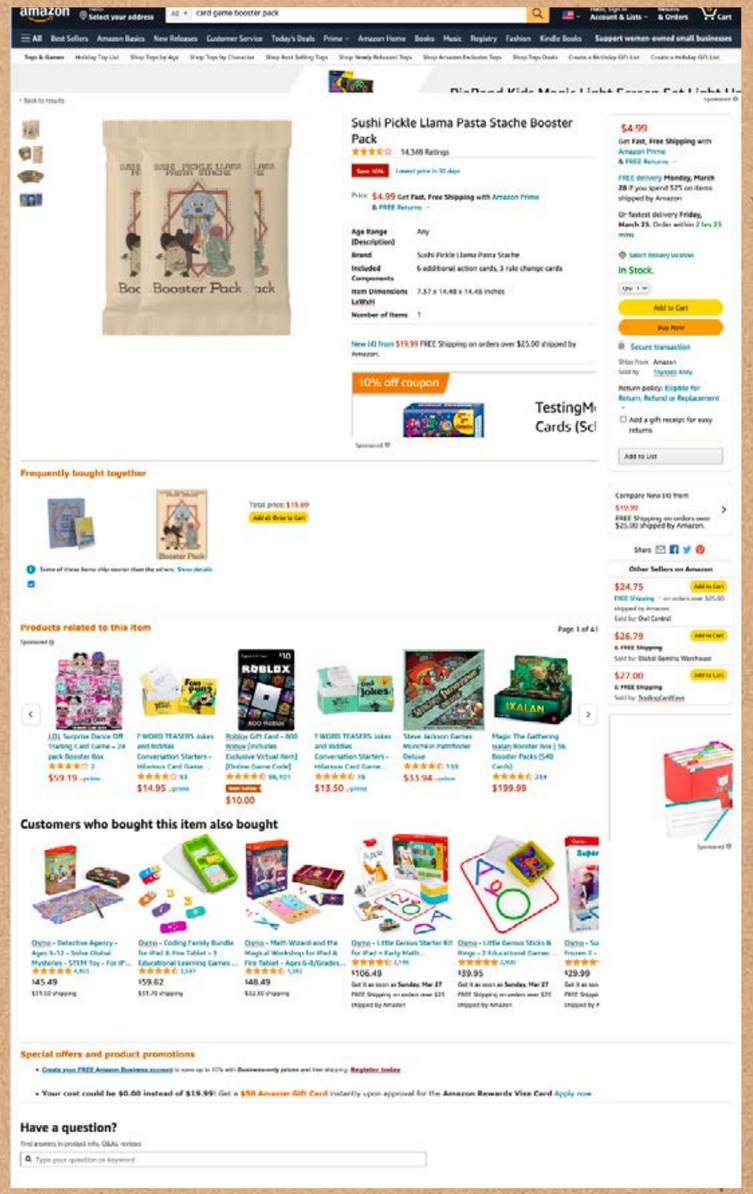
The next part of the timeline was creating the Amazon listing mockups. The purpose of these was to show off our game in a real-life format, and also would serve as a platform to sell our product if we were able to do so. The method for creating the mock-up was using a website plugin which allowed me to alter the text of an existing card game listing. I then used a series of Adobe software to replace the existing photos with ones taken by our team. I first tried Photoshop, but couldn't figure out how to do it. I then swapped to Illustrator and Indesign for the initial drafts, and then ended up using XD for the final as it helped show a website version easier. Links to the mockups are found here:
[Full Game]
[Booster Pack]





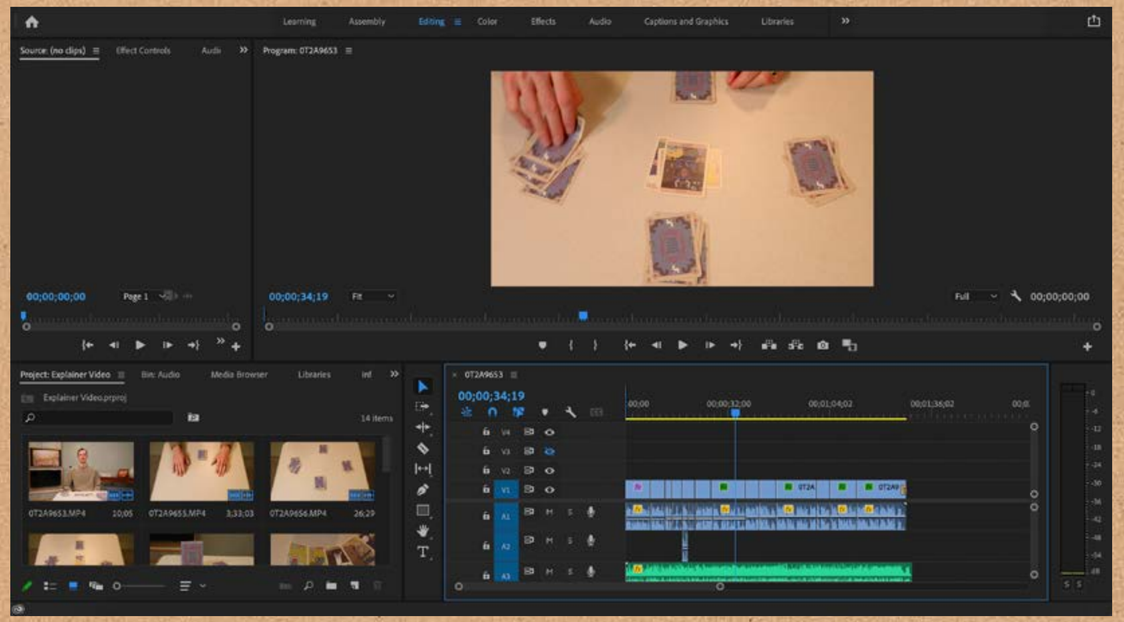
[Card Game Listing]





[Booster Pack Listing]

Editing Explainer Video



The last main thing that I helped contribute was the explainer video. The team did the filming and then passed the footage off to me for editing. The end goal for the video was to provide another option for people to learn how to play the game rather than reading through the rulebook. To help accomplish this, I kept the video simple and straightforward by keeping the editing minimal but interesting. I looked into finding music tracks that were around the same length that could add to the video, and also watched a couple of example videos for Skipbo and Go Fish. These videos didn't have music, so I felt that it could work without if I wasn't able to find the perfect track.

However, that opinion changed when I found the perfect track! An explainer video should be simple and easy to follow, but it also needs to be enjoyable to watch. I found a music track with an upbeat tempo which added in the quirky feeling I felt was missing. The fact it was the perfect length was just an added bonus. After I had done some final tweaks on the video and added the music track, it was ready for export. You can watch the video by scanning the QR code found here!

Click Here to View

Conclusion

So there we have it! I helped create the amazing game known as Sushi Pickle Llama Pasta Stache. Having a printed card game was definitely the best moment of the project, but without my contributions to the packaging, mockups, and video, it wouldn't be complete. Even though some of my initial concepts didn't end up becoming final designs, they helped get the team to where we needed to be. I loved working with the team and building up my talents as a designer.

I can now say that I have experience with designing packaging, which is something I have never done before. Working with a team has its downsides, but this team was incredible. We worked so well together and had many successes. I loved being able to learn from both them and this project, and am already excited for the next adventure that comes my way.

So do you need assistance on a project? Whether it is a solo arc or a team combo, I am down and ready to be your go-to guy. Feel free to contact me at any of the methods found below. I would love to meet and chat about how I can best assist you.

Contact Info:

Jared.Rigby18@gmail.com

Jaredrigbydesign.com

LinkedIn

Behance

208-313-3389

INDIVIDUAL APPENDIX

Josh Dayley

Hello, I'm Josh. I am from Texas and have been following my passion for graphic design and illustration for the last eight years and have loved every second of it. I played a big part in illustrating the characters you see in this project. I also created the rule book for the base game and expansion. In the following section, you will see everything I delivered due to working on this project.

ILLUSTRATION GRAPHIC DESIGN

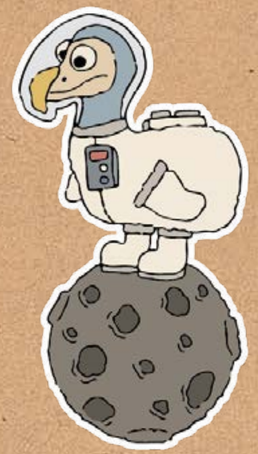
BEHANCE.NET/JOSHDAYLEY

LINKEDIN: JOSH DAYLEY

Responsibilities

When it came time for us to begin working on our project, I knew where my strengths were and where I may lack experience in different fields. I have spent a long time honing my graphic design and illustration skills. Due to this fact, I knew that I would be able to help out the most within these two fields. Although I have experience in a few other areas, like photography and video, I knew that I wouldn't be able to bring a high enough skill level to those aspects of the project if we decided to pursue them. Thankfully we had a team that was able to bring their skill sets to the table so that we could create a product we all loved.

When it comes to what I was responsible for in our project, I focused primarily on illustration. That came in a few different forms. I was responsible for sketching concepts with the rest of the group, but after that step, I helped create the finalized line art for all of our cards. I also played a big part in creating the stickers, where I made 4 of the 12 we finally ended up using. Lastly, I was responsible for creating the rule book for the base game and the bonus pack, which contained nine additional action and game-changer cards.

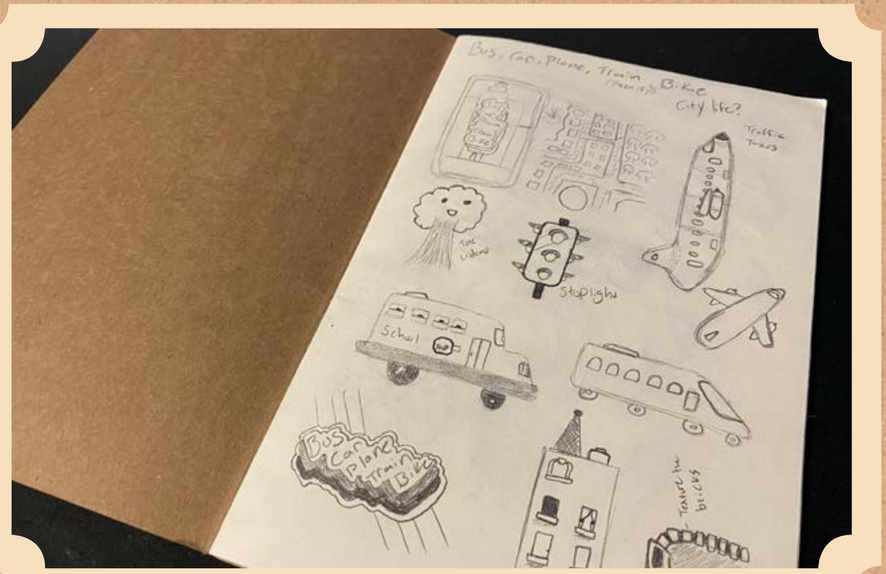


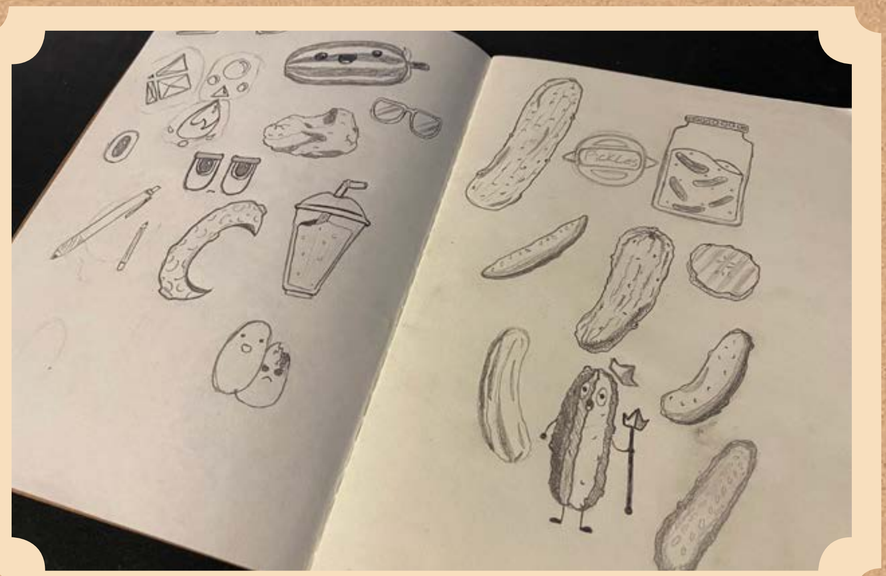
Prep Work

I wanted to create some sketches to help sell the idea for the game. I went through many different ideas for the designs and concepts we wanted. This round of sketches occurred before we even settled on the name for our game, so everything was still in the air.

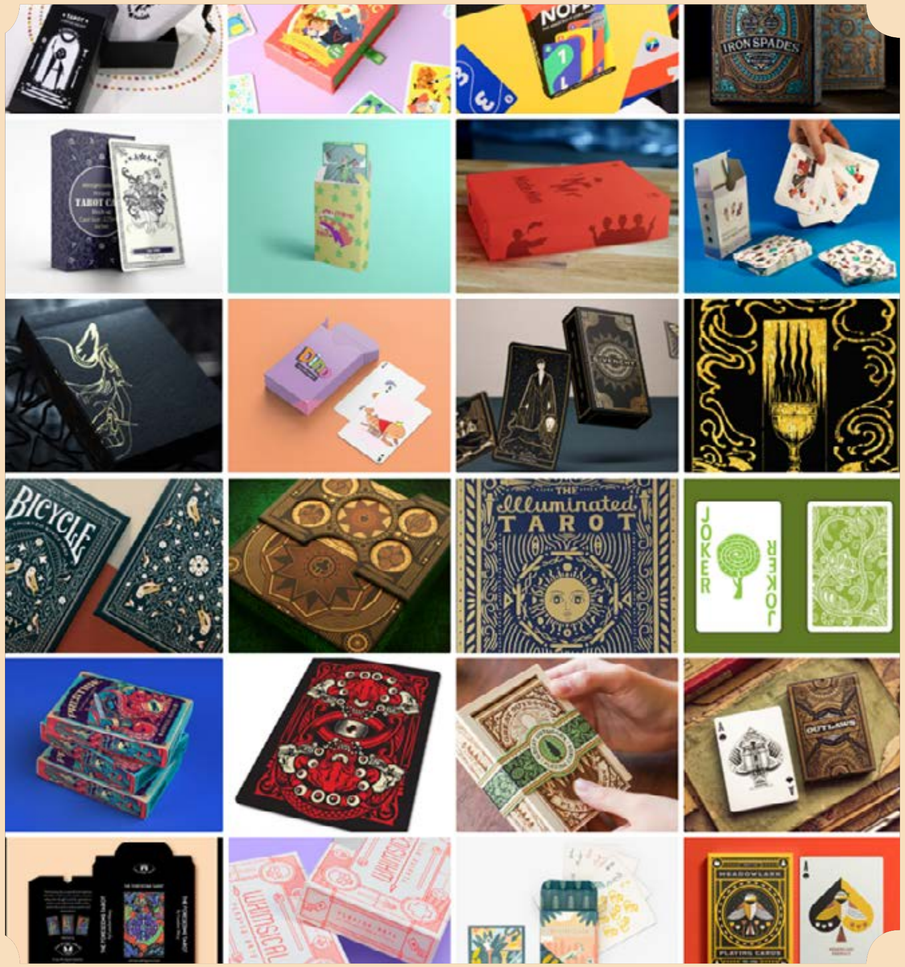
These were the sketches that resulted from my time trying to create a solid idea for the game. Although there wasn't a lot within this part, it helped me get into the right mindset for creating a cohesive story within different cards and characters.

I also took some time to venture out and create some mood boards to help put me in the right mindset for making these cards. I created two separate boards, 1 for the cards themselves and 1 for card packaging. Ultimately I wouldn't be the one to focus on packaging, but it helped me as a whole to see how these aspects could come together.

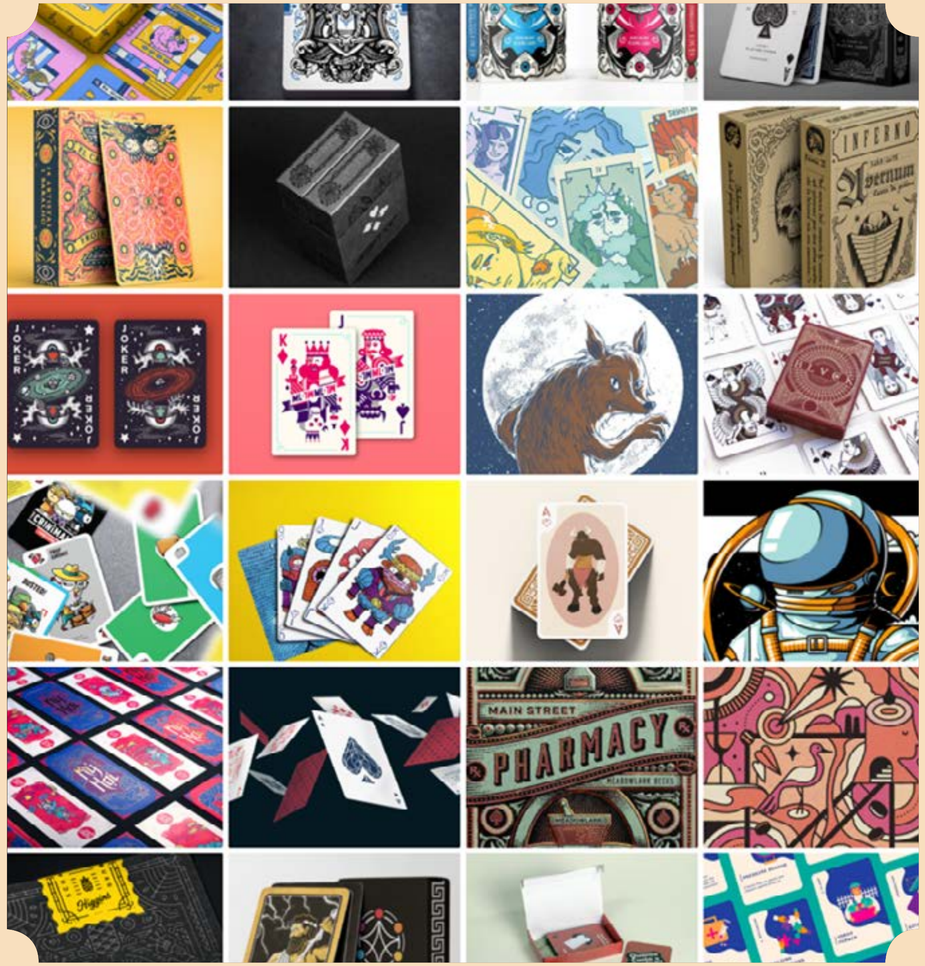




Packaging Mood Board



Card Design Mood Board



The First Exploration

After coming up with some initial ideas for our cards, we decided that we all needed to start executions and find our style. We decided that we would begin our process by creating our own interpretations of
the pickle card.

I wanted to create something that was more illustration-based, which led me down the path of creating more of an icon that focused on merging illustration and realism. For my pickle car, I featured a jar of pickles with thicker lines to eventuate the features of the jar like the lid, outline, and label. I also wanted to add a new element I hadn't played with before, which resulted in using a paper texture on the label of the jar but also as the background of the card.

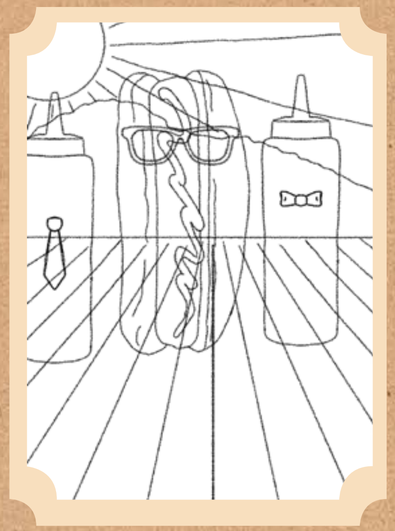
Although I loved the card I had created, it didn't hit the mark we needed for this project. It looks pleasant to me, but the design isn't as in-depth or complex as we were hoping for in the end.

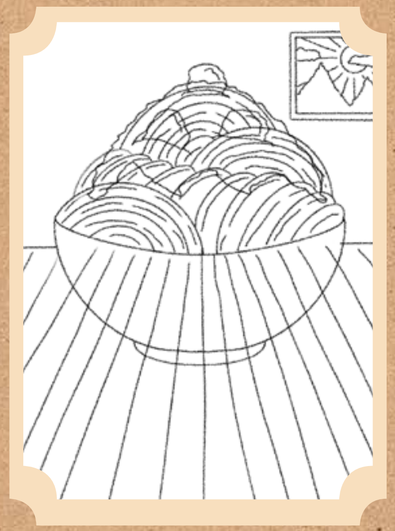
Let the Games Begin

I went through many different ideas when it came time to start making concepts for our cards. Not many of my ideas were used, but some of the assets that I created were beneficial to help create the end products of some of the other cards.

I loved how much freedom there was at the beginning for everyone to take the time to explore all of these different ideas and to help get some thoughts out on paper. This was crucial to the group and me personally because it helped me focus on how to replicate this style we were aiming for.

There were a lot of different avenues I could have taken these cards, but in this stage, it was vital for us to focus on establishing solid concepts that made everything come together as a whole.





Design Drafts

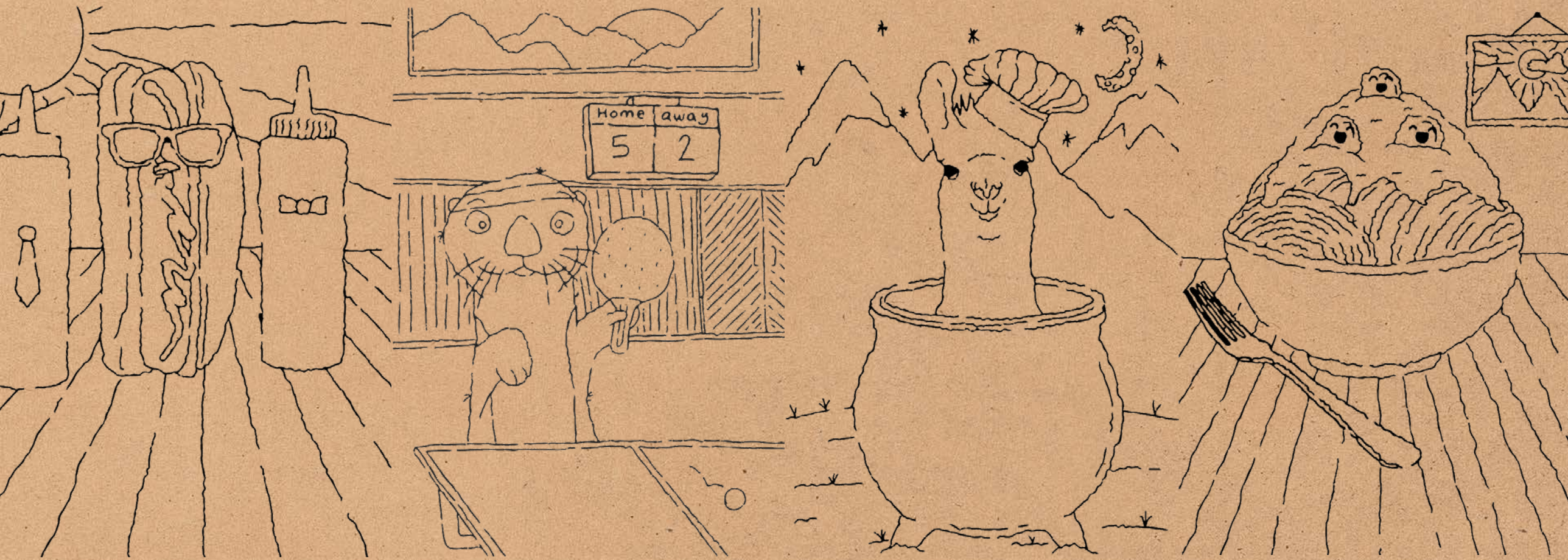
These are all of the concept sketches throughout our conept exploration. Some of these ideas would come back in later steps in our card creation.

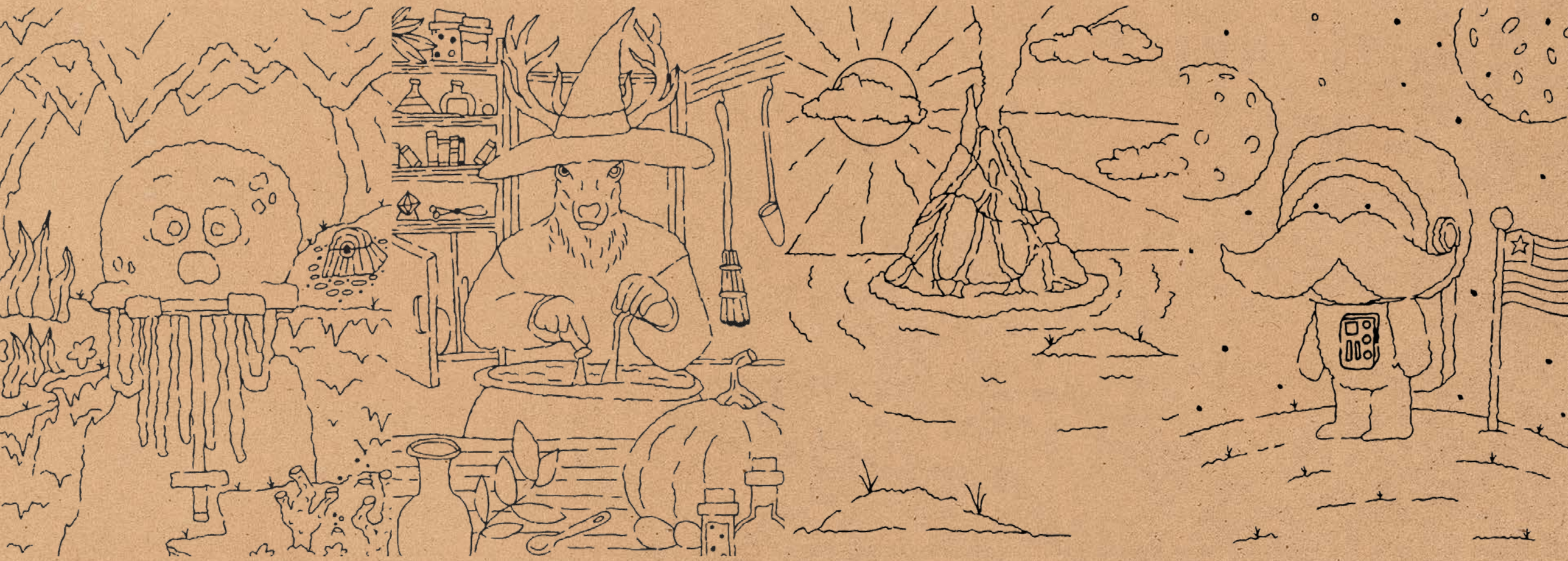
Bringing It Together

Even though most of these didn't get used, I wanted to work on getting used to the line art in different situations. I didn't realize how beneficial this would be as I continued working on the cards.

Doing these cards sometimes took me upwards of 20 minutes from start to finish to completely trace with the style, but I could do them in a little under half the time. This was one of my favorite parts of the whole project because it was so exciting to see the cards come together as one solid piece.

I did a couple of different concepts outside what we wanted just as an exercise, and in case we needed other cards to fall back on.


Home
away
5
2



Final Product (Cards)

Every single one of us was responsible for certain cards when it came time to execute the coloring of the cards. In my case, I was in charge of coloring the witch, the cowboy, and the ninja. This was an enjoyable process because it introduced me to things I had never had to do before. It was exciting to find out how to add color to all of the cards and help emphasize different aspects.

Our job was to do some basic coloring that we could later adjust to match the rest of the cards and unify them with our color scheme. I had never done character illustration in Illustrator before, so discovering the most effective way of coloring in each section was an interesting new challenge I had to adapt to.

You can see the difference between the cards that I created and colored vs. the final result after Nick had gone in and color corrected them. The slight tweak in color drastically impacts the design and truly helps the cards come together as one project.

My Coloring

Nick's Color Correction

Final Product (Rules)

The idea we had in store for the rule book was constantly evolving and changing as we kept progressing through the game's development. This led to us pushing the rules back until we had a more solidified idea for our concepts.

This was a blessing in disguise because I meant that I was able to focus primarily on the rule book and not have to worry about the process of creating new graphics for every asset within it.

We went through several revisions to get the rule book to a point where we were finally happy with it. There was a lot of struggle trying to balance between showing off the characters and having the text explain everything. This struggle led to some iterations having a surplus of blank space that felt lacking or a lot of text mashed together, which would leave the player overwhelmed.

Eventually, we landed at a happy middle, which allowed us to implement the characters and text in a way that was pleasing to look at and provided the necessary information for a person to understand the game.

Booster Rule Book

Base Game Rule Book

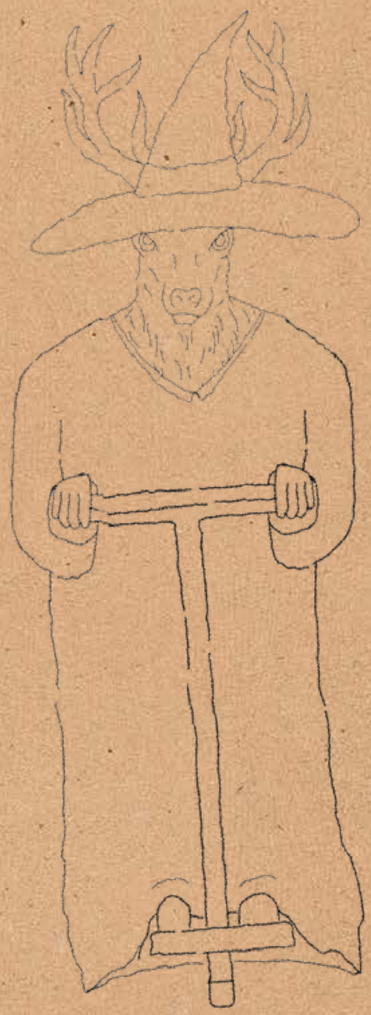
Full spread at end of personal appendix

Final Product (Stickers)

This section of the project was fun personally because I revisited some ideas from the ideation section of our project. I spent a lot of time trying to implement new ways of showing off the characters. I wanted to find a way to merge some ideas, which led to what you see within the stickers I designed.

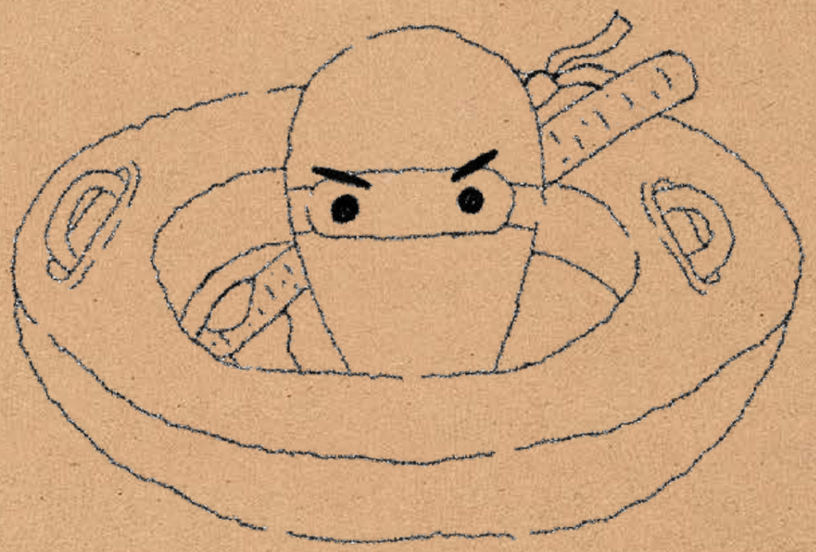
You will recognize aspects of other cards within the stickers I created, like the llama in the pot or the dodo in the astronaut suit. I had to go through a few different revisions to have every piece play together with the next. Some of the things I did for this were having the llama look more like the one in the game instead of the original design I had done and making the dodo feel not so flat and out of place.

Witch Sticker Development

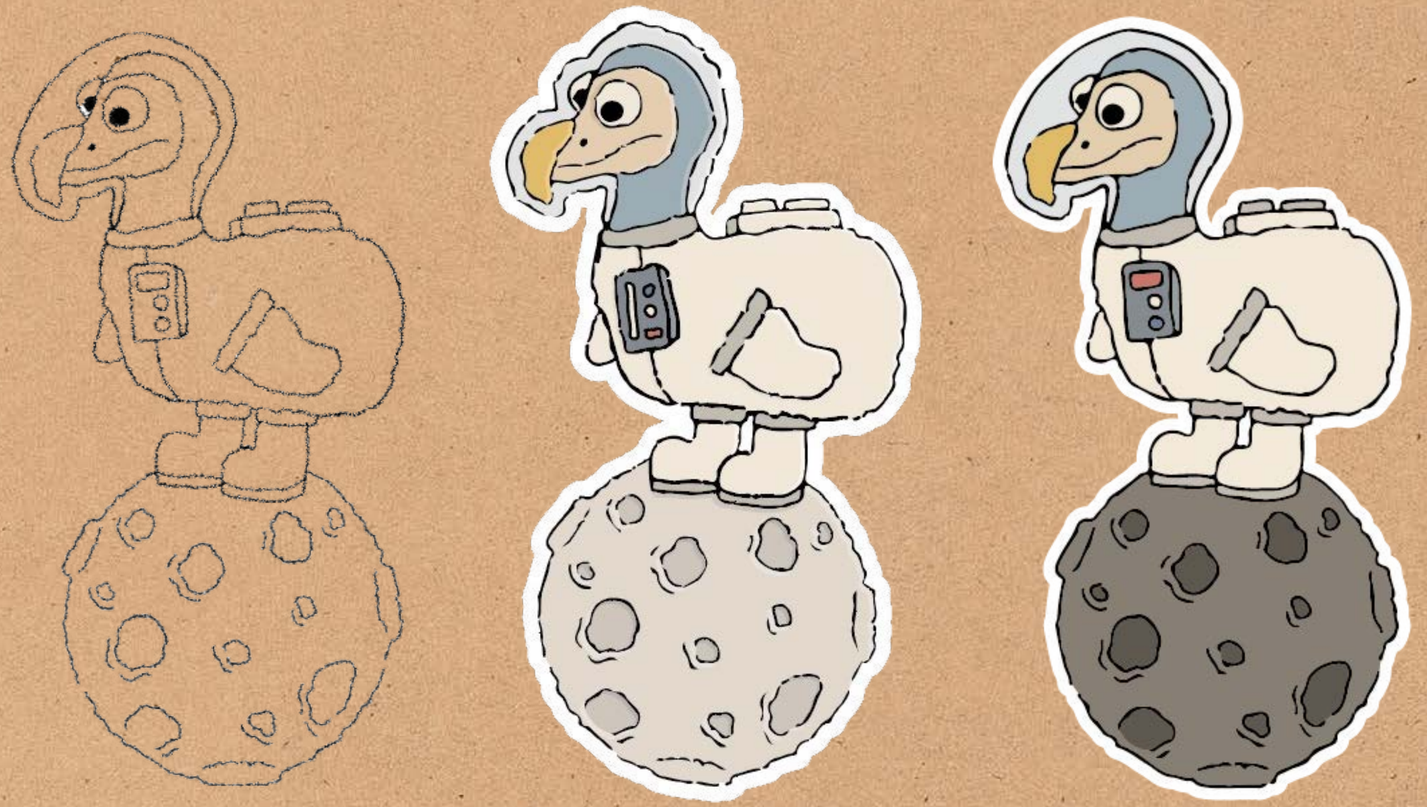


Llama Sticker Development

Ninja Sticker Development



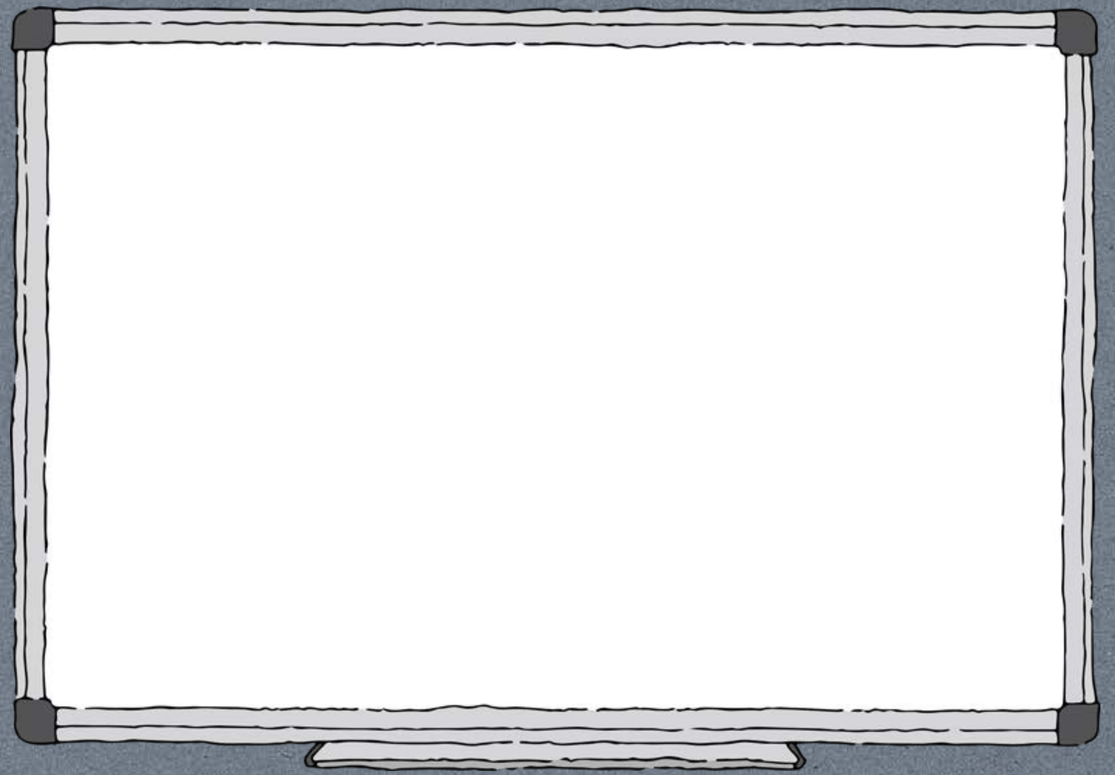
Dodo Sticker Development



Case Study Graphics

This was something that I didn't even think I would have to do. It had never crossed my mind, and by the time we got to the case study, we had more or less moved on entirely from designing new assets. We knew we needed to change that quickly.

We needed a few different things to help bring our case study together and look more clean and professional. For this part of the project, I got to create some new assets explicitly meant for the case study. The most significant part of this was creating a whiteboard graphic to house information that would look out of place if it were inserted as just a picture. This included our initial deliverables, our process for coming up with our name, the list of possible concepts for our cards, and our timeline.

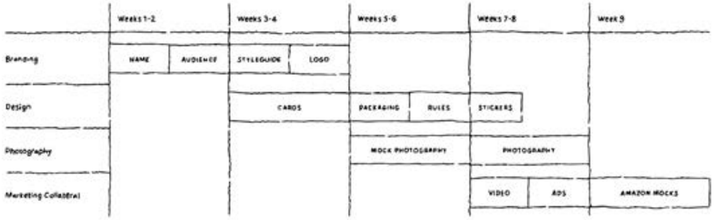


Case Study Graphics

Deliverables

1	PACKAGE DESIGN (3)
2	CARD DESIGN (24)
3	RULES (2)
4	STICKER PACKS (12)
5	LOGO DESIGN
6	STYLE GUIDE
7	PRODUCT PHOTOGRAPHY (30)
8	LIFESTYLE PHOTOGRAPHY (20)
9	AMAZON LISTINGS (2)
10	INSTAGRAM STORY ADS (5)
11	EXPLAINER VIDEO

Project Timeline



Llama

- Sledding
- piñata
- gardening
- Birthday party
- Unproportional
- Cave explorer
- Sweater
- Sweater llama
- Knitting
- Therapist

Pasta

- Ramen
- Tornado
- raining pasta
- Ocean of pasta
- ABC Soup
- Yeti
- gymnast
- Astronaut → Space
- Map
- fortune teller

Stache

- Cowboy Stache
- handle bar
- Italian
- Constellation
- Mix in characters
- Climber
- Snorkeling
- parachuting

INCHWORM
OTTER
SQUID
TORNADO

SEAL
FISH
SCUBA
GRENADE
DODO
QUEEN
HOT POTATO
WEREWOLF
NINJA
DYNAMITE
DRAGON
PANTHER

UNICORN
DAB
SQUATCH
MOOSE
AVACADO
~~TORNADO~~
JELLYFISH
SENSEI
COWBOY
GIANT SQUID
VOLCANO
PHARAOH
WITCH
HOTDOG

~~Bus Car Plane Train Bike~~

~~Chip Salsa Queso Pepper Spice~~

~~Honey Apple Ice Jelly Kite~~

until...

Sushi Pickle llama Pasta Stache

Takeaways

This was the first time I had to work with such a large-scale group of people that I had never met before. Frankly, I didn't know what I was getting myself into when we started this project but I don't think I would have had it any other way. The biggest takeaway I will carry on with me for the rest of my life is that it is okay to let go of an idea in pursuit of something greater. You never know what might emerge as a result of such a simple thing. I had to learn to value my teammate's ideas as much as I valued my own and as soon as I took that to heart, everything started to come together.

This was also the first time I tackled creating brand new concepts for characters and scenery, especially for a card game. My dreams of coming together with others and creating something of this scale have finally become a reality. Working on the cards, spending time at video shoots, and designing all new assets are all things I can add to my toolbelt to bring more value to employers in the future.

I am so proud of what I was able to achieve with such a fantastic group of people and will hold this as my gold standard for working together with others. We had some hiccups but we were able to quickly move past them when we reached those low points. The way I was able to open up to people I had never met and bring something together that we are all proud of was an experience I will never forget.

Base Game Rule Book

Pace:
You have to keep a steady fast rhythm to the game. If you break it by forgetting what you're supposed to be saying or by not noticing it's your turn, you have to pick up the cards.

No Peeking:
All Players must put cards into the pile by flipping them over facing outward. If a player clearly looks at their card before placing it into the pile, they forfeit the round and pick up all the cards in the center.

Special Cards:
All players must complete the actions below immediately when a special card is revealed, and then SLAP the pile. If a player carries out the wrong action or is the last to SLAP the pile, they must pick up all the cards.

Squatch
All players stomp their feet.

Dodo
All players flap their arms close to their body.

Hotdog
All players slap their sides with their arms.

End of the game
The game ends when a player with no remaining cards is the FIRST to correctly SLAP a match or special card!

Still Unsure?
Use this QR code to watcha short video that explains how the game works.

Introduction
Sushi Pickle Llama Pasta Stache! As soon as there is a match between a card and a spoken word, race against each other to slap your hand on the central pile of cards. The last one to do so must take them all. Be quick to be the first to get rid of all your cards. But watch out! Your mind will play tricks on you.

Object of the game
Get rid of all your cards and be the FIRST to slap your hand on the Central Pile of cards when you see a Match or a Special Card appear.

Set up
Shuffle and then distribute all the cards evenly amongst players, face down. Players must not look at their cards while placing them face down in the draw pile in front of them.

Terminology:
Draw Pile: the pile of cards each player has.
Central Pile: the pile in the center of the table.
Match: when a card matches the word said by a player.

How to play
The person to the dealer's left puts a card into the center, faceup, saying "Sushi". The next player then puts their card face-up on top of the previous card, while saying "Pickle". Play continues in this way (going "Sushi", "Pickle", "Llama", "Pasta", "Stache", "Sushi", "Pickle", "Llama", "Pasta", "Stache"... etc) until the following happens: The card that has just been put down matches the word spoken by the player (e.g., they put down a 'Pickle' while saying "Pickle").

At this point, all the players must SLAP their hands on top of the pile of cards in the center, and the LAST player to do so takes the entire pile and puts the cards on the bottom of their deck. Then that last player starts off the next round saying "Sushi", and the cycle continues.

In Addition:
When a player has used all their cards, they continue to say "Sushi", "Pickle", "Llama", ... etc. in turn, and still have to SLAP the pile when a match occurs or if a special card appears..

Flinching:
If any player slaps incorrectly or even starts to but jerks their hand back ("flinches") they forfeit the round and pick up all the cards in the center.

Expansion Pack Rule Book