



TICE CREATE Stage: **GRAPHICS** Project 2

Title: SHOP TILL YOU DROP

Project Outline: When parents shop, a lot of the time they will have their children with them...and to be honest, children do get bored quite easily, being dragged from store to store and needed to behave!

Retail stores worldwide have come up with a great idea on how to keep the kids happy whilst Mum or Dad shops. They have introduced interactive games instore, that keep the kids entertained whilst parents' shop.

These interactive games can be a walk-up gaming console, an interactive gaming projector, or simply digital devices where kids can choose what game they want to play...like APPLE!



Pick this project if you are interested in Game design, logo design, advertising.

For this project we are looking for no more than 15 people – we will discuss your choice at your interview.

Why interactive gaming entertainment instore? – Retail store managers recognise that children can, and often do affect the length of time their parents spend in retail stores and that children also influence their parents' purchase decisions, behaviour, and the length of time they spend instore shopping.

Retail store managers rarely provide any entertainment for children and involve them in the shopping experience and even when they do, they fail to do it in the right way.

A study in Hungry reveals that children would like to be actively involved in the shopping experience by completing little "missions" or "challenges" on an entertainment level.

The brief:

You are required to create an interactive game for kids for the retail store 'NEXT'. The theme will be 'SPACE' You will research games and entertainment consoles and understand what level of entertainment would be appropriate for the type of kids that visit the NEXT store with their parents...you don't want a game that will take hours to complete!

Have a look what's been going on: Website: www.thisiscreativeenterprise.com

Twitter: @tice_uk Instagram: @ticeuk Facebook: This is Creative Enterprise



You will visit the NEXT store and understand it's look, feel, tone and layout of the store... don't worry too much about how big or small your interactive game is, or where it's position will be, this will be discussed later.

You will work in groups of no more than 4. You will create ideas for what the game does and how the game looks. You will also need to give the game a name and logo design (brand your game). How the game will be placed instore is up to you, but you must research the best possibilities, and consider the customer experience.

Inspiration websites: <https://www2.next.co.uk> and <https://www.kiloo.com/en/kids-games/>

Which companies you will be working with: NEXT and Hedgehog Lab: <https://www.hedgehoglab.com/>

Your 3 Training Days may look like this:

**Please note: you must attend all three training days to showcase your work at the Final Show.*

Day one: (10th June) Your first day will be to research and understand games and how they look and feel as well as the experience and fun aspect they offer. You will need to research the store **NEXT**, we will be visiting the store and this will also help to understand the look and feel of your game. Let's get organised! Who is doing what? You will also need to research game branding... what your game will be called and how the logo will look. You will start to draw your ideas onto paper and really get an idea for your 'SPACE' interactive game. By the end of the day 1 you will have your game idea, the name and logo for your game in preparation for day 2.

Day two: (19th June) Bringing your ideas to life on computer. You should have your ideas firmly mapped out. Using the industry standard software, you will start to create visuals on how your game and interface will look. Create screen visuals showing stages of the game... 2/3 screens will be good. This will be the time to really tighten up what is working and what is not! You will present your ideas throughout the day; your mentor will give ongoing advice.

Day three: (24th June) Time to finalise your game and screen shots and start to show how your game will look instore. Visual instore images will be supplied where you can visualise the complete instore scene. Your mentor will show you how to do this.

Final deliverables: Interactive game design for **NEXT**

Your Mentor is: Mark Pattinson

Need help or guidance?

If you would like to choose this project but have a few questions please get in touch with your mentor.

Mark: graphics@tice-uk.com