

LEARNING GAMES

Susan B. Walker

Considered a team specialty, Learning Games were a critical component for adding the “WOW” factor to any back-to-school launch. As Content Development Manager it was my responsibility to spearhead the initial development sessions for each game, create workable game concepts, research age and curriculum appropriate learning themes, and write all game copy including game directions.

Because of the interactive nature of any game, it was important that I was an integral part of helping to direct the sourcing of game pieces as well as aid in material selection, and help in the design direction of both internal and external packaging components.

