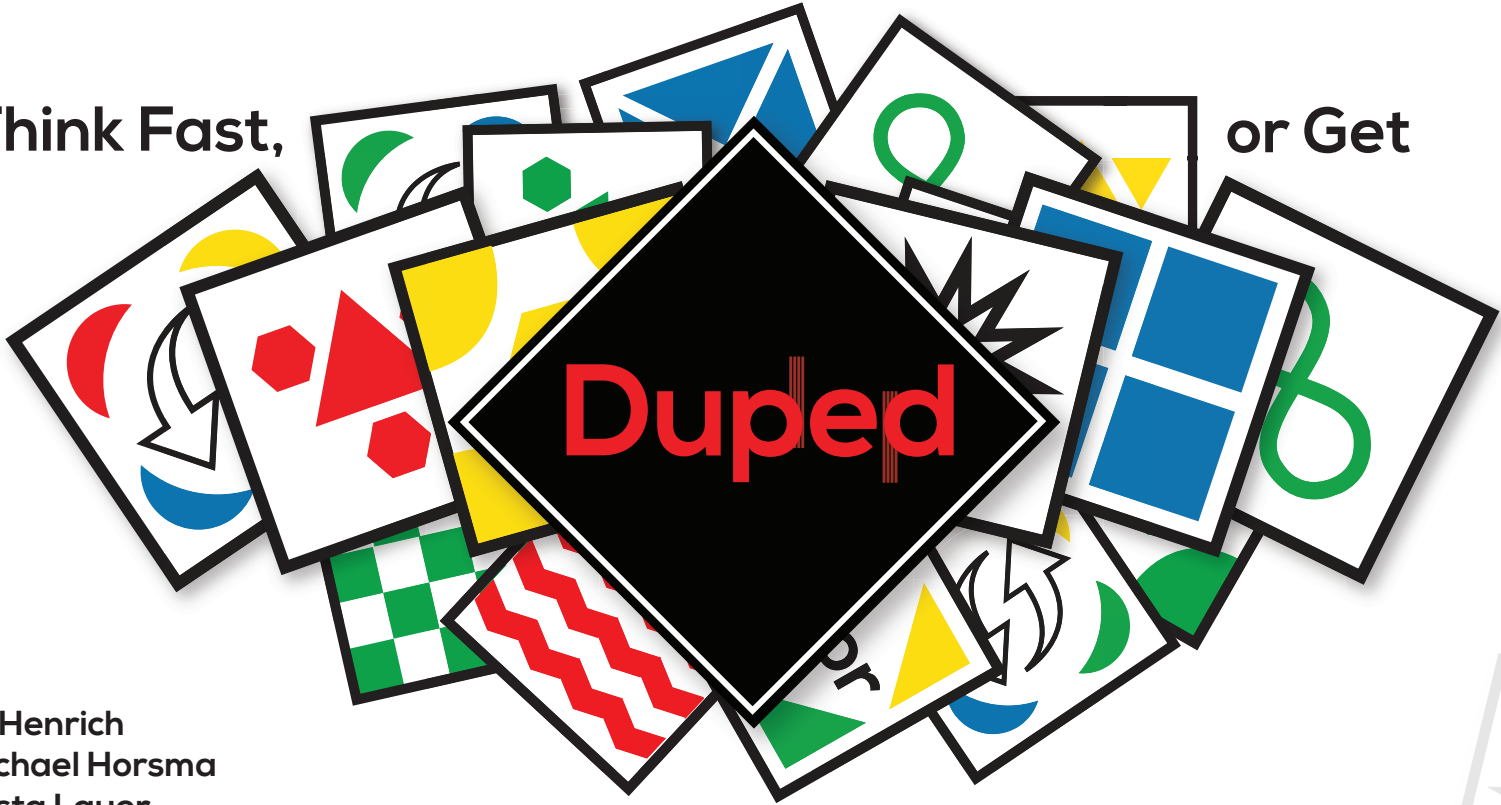


Think Fast,

or Get



Ali Henrich
Rachael Horsma
Krista Lauer
Sam Lumberg
Amanda Thompson

Objective.

Table top game.
All game elements.
Advertising campaign.
Tutorial video.



Concept.

Card Game.
Simple.
Easy to learn.
Playable by large age range.



Target Audience.

Families.
Children 7+
Competitive friends.



Logo.

Duped

Duped

Duped

Duped



Color.



c: 1
m: 99
y: 97
k: 0

r: 255
g: 51
b: 51



c: 0
m: 10
y: 95
k: 0

r: 255
g: 221
b: 21



c: 85
m: 10
y: 100
k: 0

r: 0
g: 161
b: 75



c: 87
m: 50
y: 10
k: 0

r: 8
g: 116
b: 174



Duped

Nexa Bold : Regular.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Duped

Helvetica LT Std

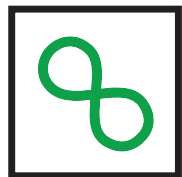
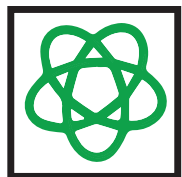
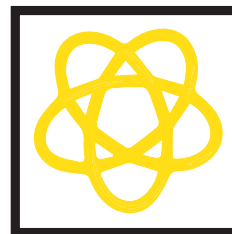
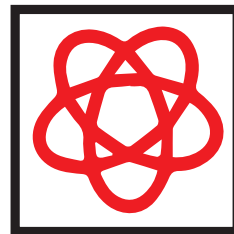
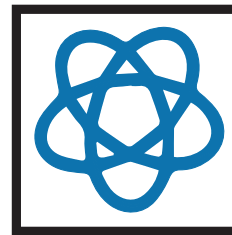
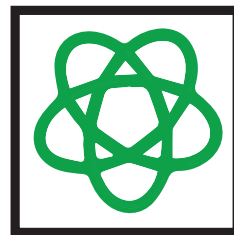
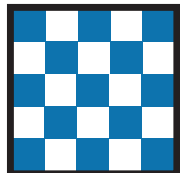
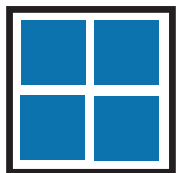
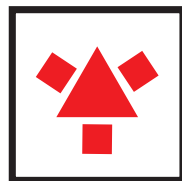
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abcdefghijklmnopqrstuvwxyz



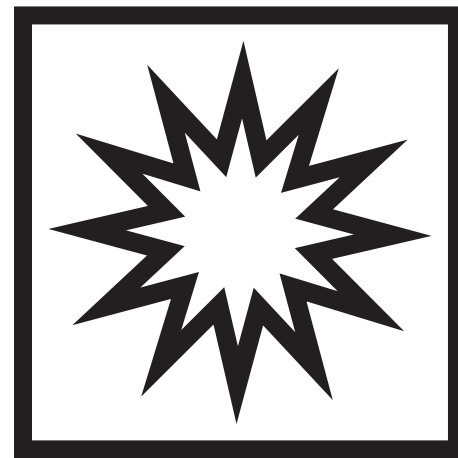
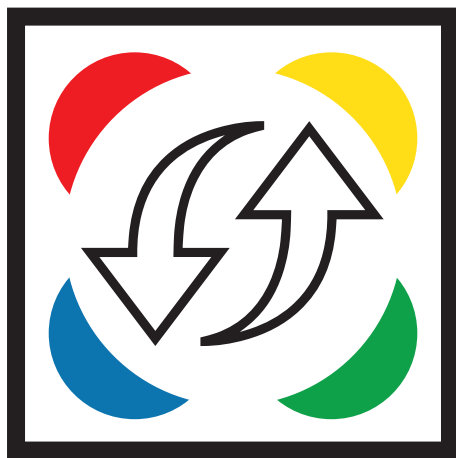
Cards.



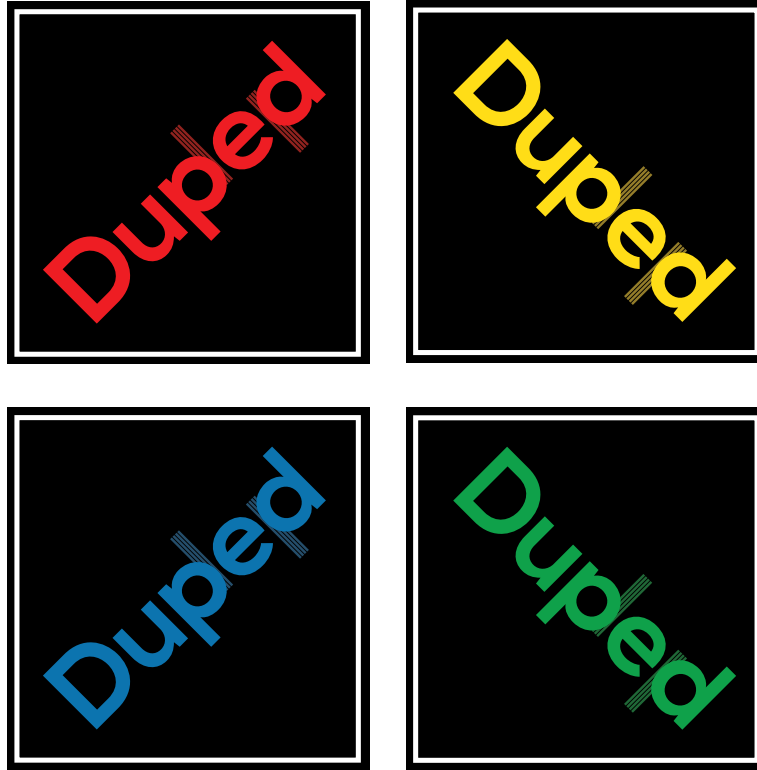
Cards.



Specialty Cards.



Back of Cards.



Center Piece. (Bean Bag)



Instructions.

The explosion card is an all out race for all players to grab the bean bag. Whoever wins places their face up cards under the bean bag. The next person to lose a match must take the winner's face up cards, their own face up cards, and the cards under the bean bag and add it to their face down pile. If a person who is on their last card waiting for a match grabs the explosion card, they win.



The reverse card changes the direction of the gameplay. If going clockwise, switch to counterclockwise or vice versa. If you place down a card when it is not your turn you must take everyone's face up cards.



Duped

Setup: The game is for 2 plus players ages 7 and up. Deal all cards evenly to the players face down. Place the bean bag in the center of the players.

Gameplay: The first player turns over the top card in their pile, creating a pile face up. The next player clockwise then turns over the top card in their pile, also creating their own face up pile. This continues until the top card of a face up pile matches the shapes on another top face up card. When there is a match, the owners of the matching cards race to grab the bean bag. The loser takes both their face up cards and the winner's face

up cards and adds it to the bottom of their own face down pile. The loser is the next to draw a face down card and continue the game. If you grab the game piece when your card does not match any other player's card, you must take all players face up cards and add them to you face down pile.

How to win: Get rid of all your cards. Upon placing your last face down card on your face up pile you must wait until your face up card matches another player's face up card. If you grab bean bag before your opponent you win.

Specialty cards: Specialty cards change the rules of the game. They are activated when they are placed on a face up pile.

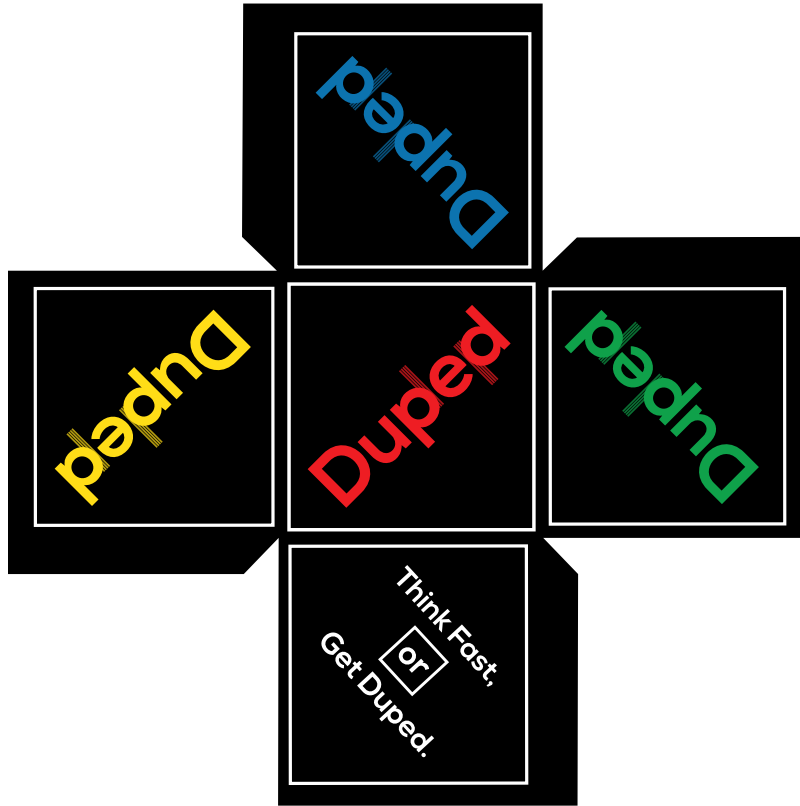


The color card means you match the color instead of the shape of the cards. The color card cannot match any other card but the color card. This continues until another card covers the color card on the face up pile.

Duped



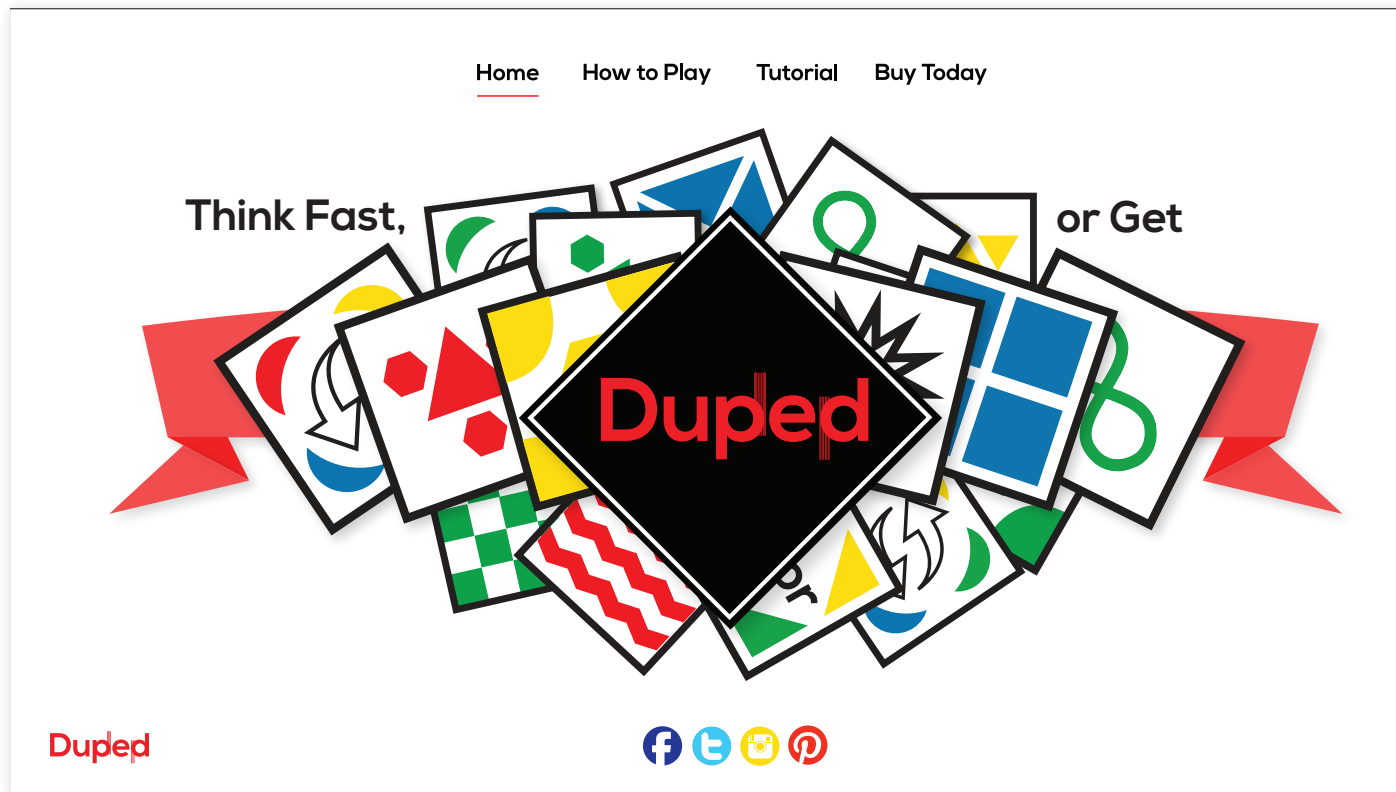
Packaging Design.



Motion Advertisement.



Website.



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Let's get started.

Setup: The game is for 2 plus players ages 7 and up. Deal all cards evenly to the players face down. Place the bean bag in the center of the players.

Gameplay: The first player turns over the top card in their pile, creating a pile face up. The next player clockwise then turns over the top card in their pile, also creating their own face up pile. This continues until the top card of a face up pile matches the shapes on another top face up card. When there is a match, the owners of the matching cards race to grab the bean bag. The loser takes both their face up cards and the winner's face up cards and adds it to the bottom of their own face down pile. The loser is the next to draw a face down card and continue the game. If you grab the game piece when your card does not match any other player's card, you must take all players face up cards and add them to you face down pile.

How to win: Get rid of all your cards. Upon placing your last face down card on your face up pile you must wait until your face up card matches another player's face up card. If you grab bean bag before your opponent you win.

Specialty cards:



The reverse card

This means that the direction of the game play is now reversed. If going clockwise switch to counter-clockwise, or vice versa.



The color card

This means you match the color instead of the shape of the shape.



The explosion card

This means that it is an all out race to grab the bean bag. Whoever wins places their face up cards under the bean bag.

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Tutorial Video.

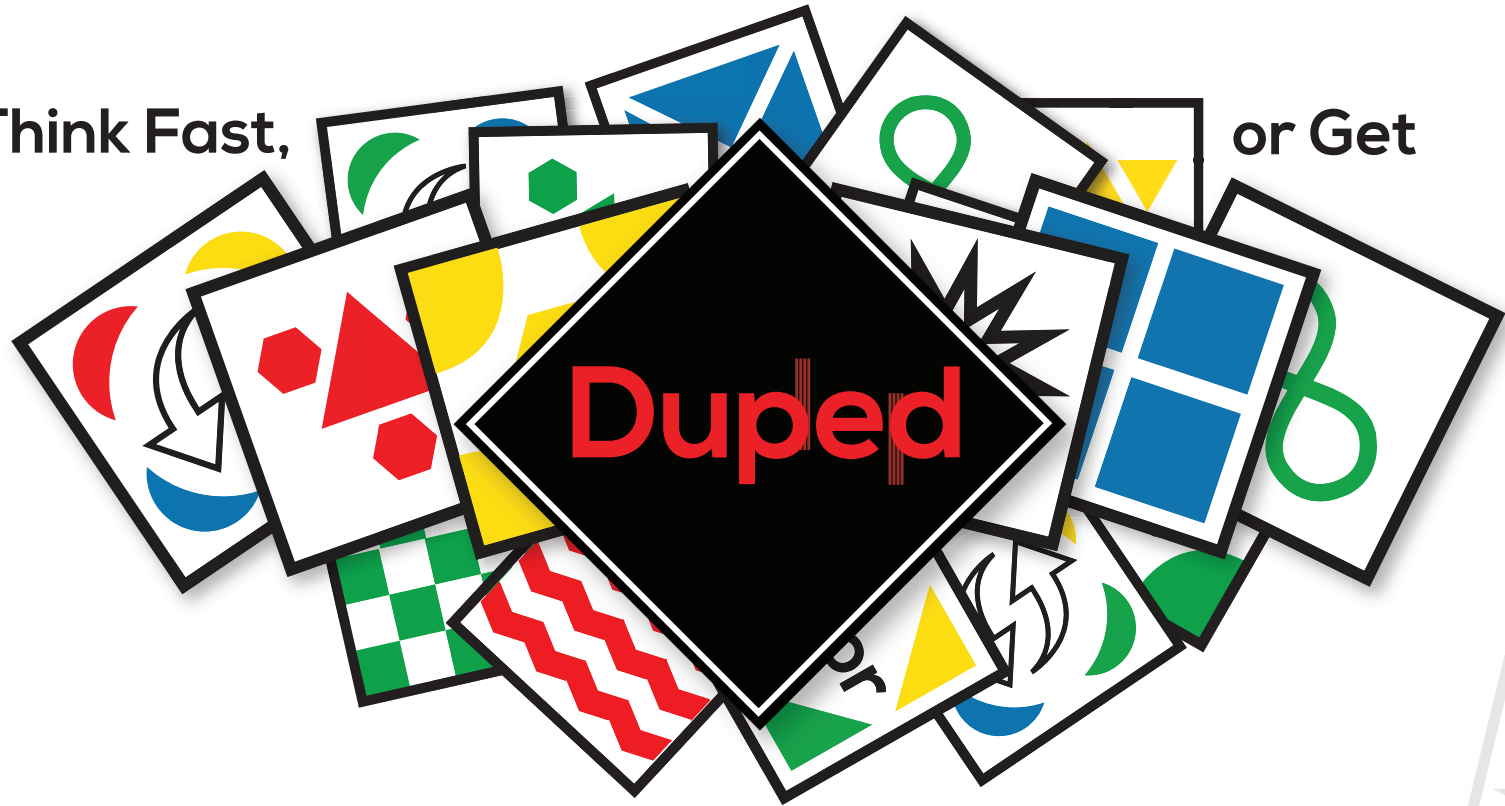


Poster.



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Thank You.