

# **PROCESSBOOK: STYLE ON THE GO ,A FASHION RUSH CARD GAME**

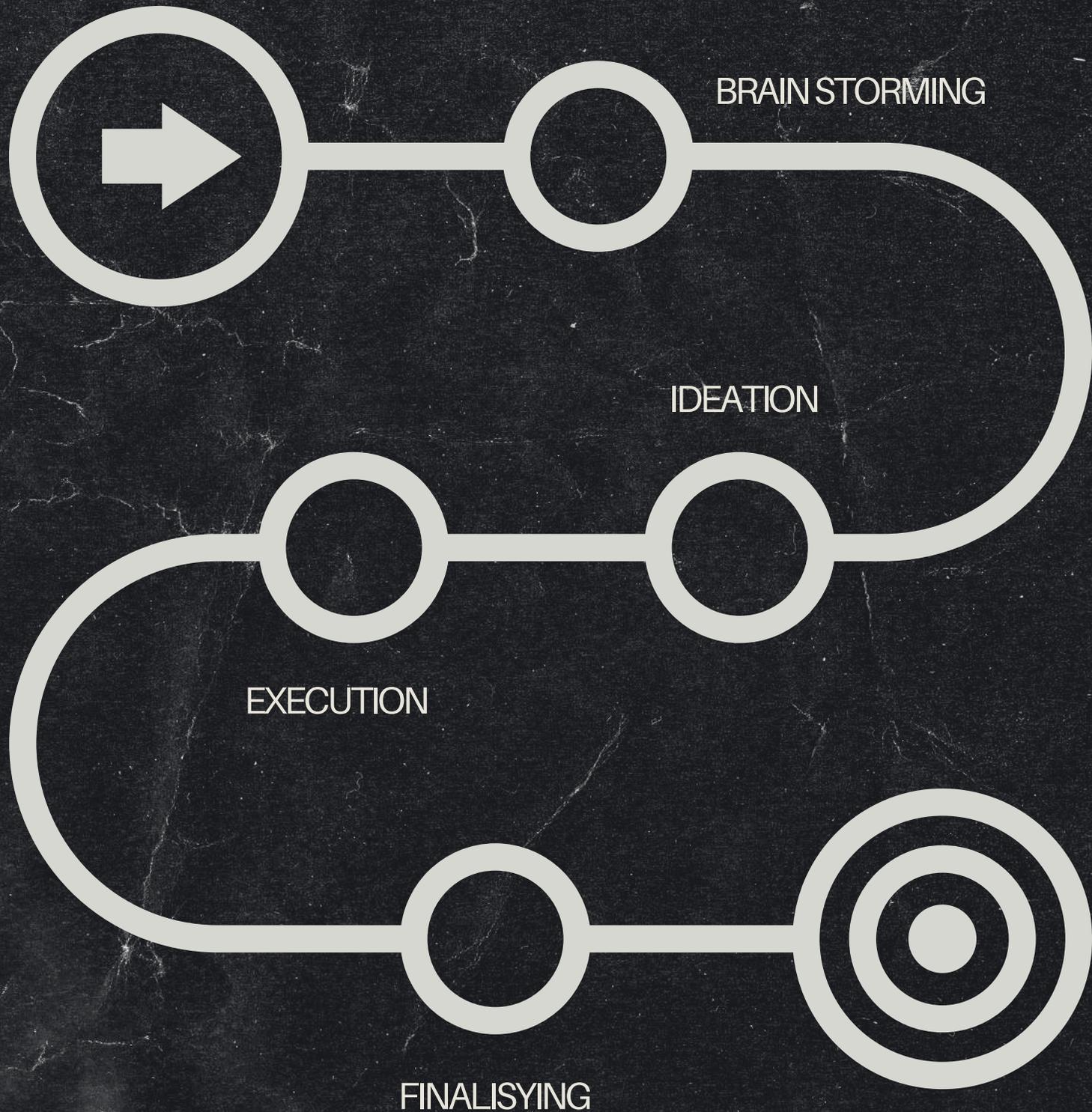
**EXPLORE THE  
FUN OF BEING A  
FASHIONISTA!**

**ADAMVA  
SRIVASTAVA  
5000020581 SEC A**



# THE DESIGN THINKING PROCESS

THE TASK AT  
HAND:  
MAKE A CARD  
GAME



# BRAIN STORMING



FIRSTLY I TRIED TO PUT ON PAPER WHAT ALL WORDS COME UP TO MY MIND WHEN I THINK OF CARD GAMES



DECK , HAND , DEAL , TRUMP , PLAY , TRICK  
, BID , WIN , FOLD , BLUFF , TAKE CARDS ,  
GIVE CARDS , THEME



I TRIED COME PING UP WITH A THEME , SO I  
RETRACED BACK TO MY INTERESTS



NATURALLY I TURNED TO MY BIGGEST INTERESTS FOR INSPIRATION. FASHION HAS ALWAYS BEEN A PASSION OF MINE, AND I LOVED THE IDEA OF INCORPORATING THE THRILL OF DRESSING UP INTO THE GAMEPLAY. COULD I CREATE A GAME WHERE PLAYERS COLLECT CLOTHING ITEMS, STYLE THEIR OUTFITS, AND MAYBE EVEN STRUT THEIR VIRTUAL STUFF ON A RUNWAY? THE POSSIBILITIES WERE EXCITING, AND I WAS EAGER TO SEE HOW FASHION COULD BECOME THE HEART OF A FUN AND ENGAGING CARD GAME.

# IDEATION OF THE CARD GAME

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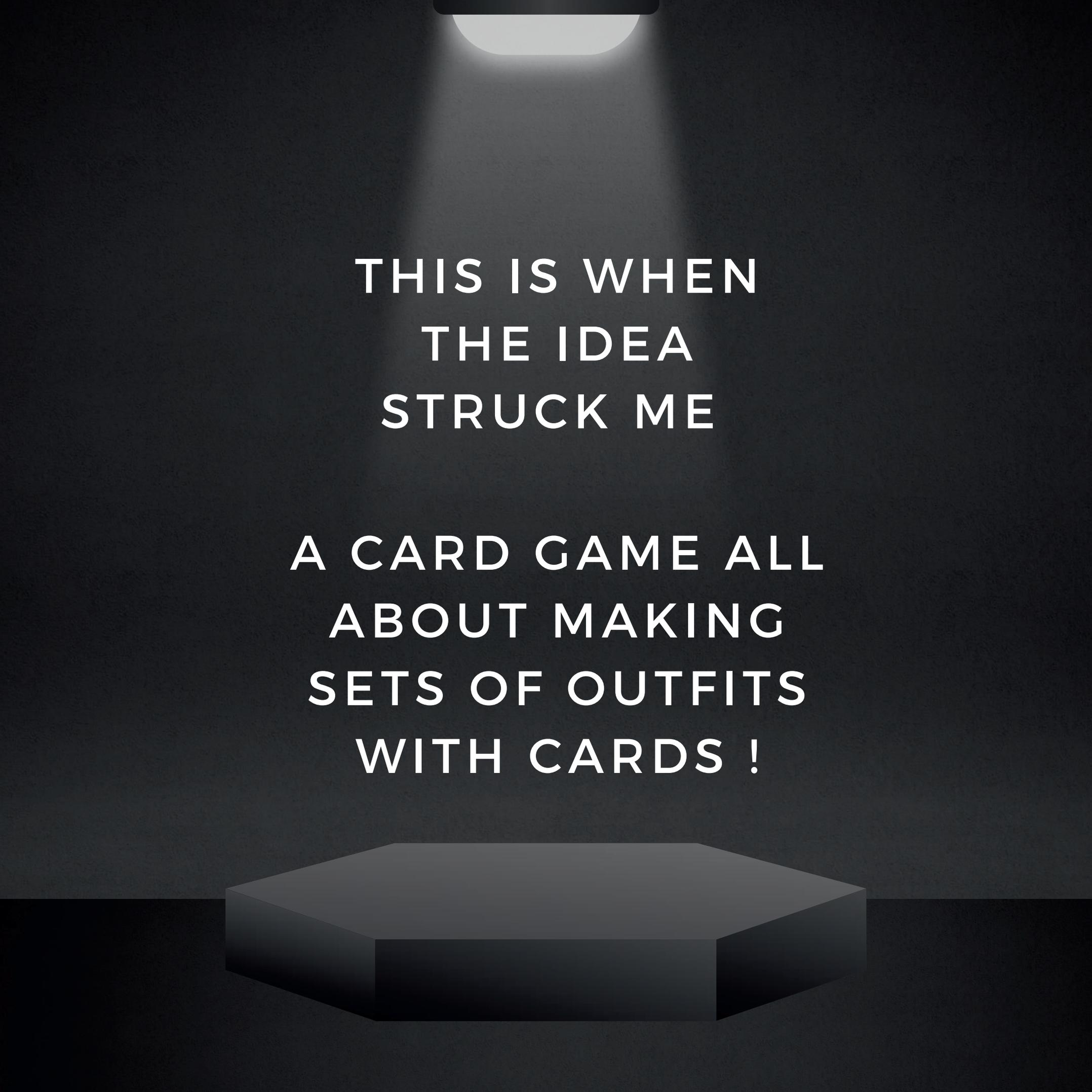
I FIRSTLY STARTED THINKING ABOUT WHAT EXACTLY I LIKE IN FASHION, WHICH WAS THE CUSTOMABILITY OF IT ALL



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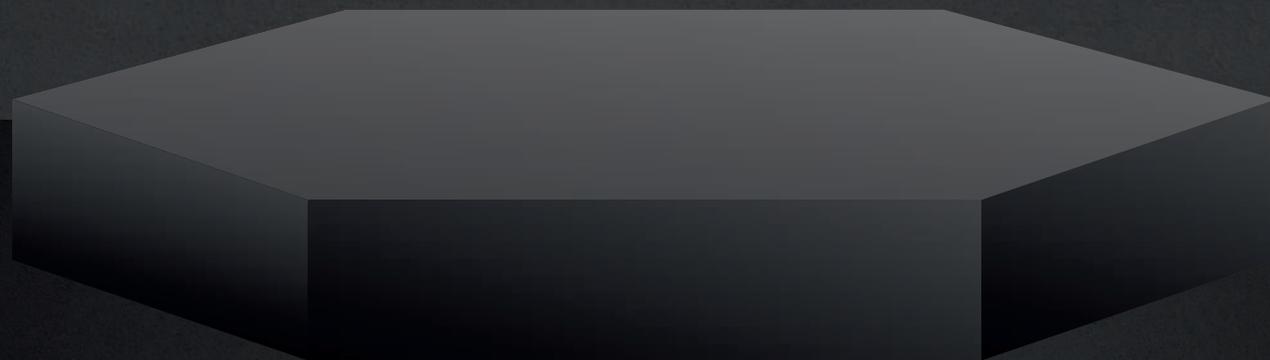


I STARTED BY BRAINSTORMING A BUNCH OF CLOTHING AND ACCESSORY CATEGORIES. TOPS, BOTTOMS, OUTERWEAR WERE A NO-BRAINER, BUT I ALSO THOUGHT ABOUT WHAT KIND OF VIBE THE GAME WOULD HAVE. WOULD IT BE TRENDY AND FASHION-FORWARD, OR FOCUS ON CLASSIC PIECES? KNOWING WHO WOULD BE PLAYING HELPED ME PICK THE RIGHT MIX.

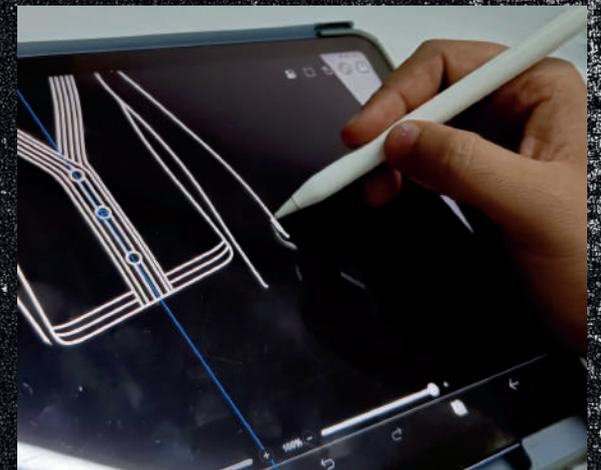
A spotlight shines down from the top center of the frame onto a dark stage. The text is centered within the spotlight's beam.

**THIS IS WHEN  
THE IDEA  
STRUCK ME**

**A CARD GAME ALL  
ABOUT MAKING  
SETS OF OUTFITS  
WITH CARDS !**



# COMING UP WITH ILLUSTRATIONS AND THE LOOK OF THE CARDS



TO ACHIEVE A MINIMALIST AESTHETIC, I OPTED FOR A BLACK AND WHITE COLOR SCHEME WITH EACH CARD FEATURING A SINGLE GARMENT RENDERED IN CLEAN, WHITE LINE ART. THIS DECISION EMERGED FROM A DESIRE FOR SIMPLICITY AND EASE OF USE. WITH 33 UNIQUE CARDS, EACH DUPLICATED FOR A TOTAL OF 66, THE FOCUS BECAME CLEAR COMMUNICATION. THE BLACK AND WHITE THEME ALONG WITH THE SINGLE-GARMENT DESIGN ALLOWS PLAYERS TO INSTANTLY GRASP THE FUNCTION OF EACH CARD, STREAMLINING GAMEPLAY AND KEEPING THE VISUAL CLUTTER TO A MINIMUM.



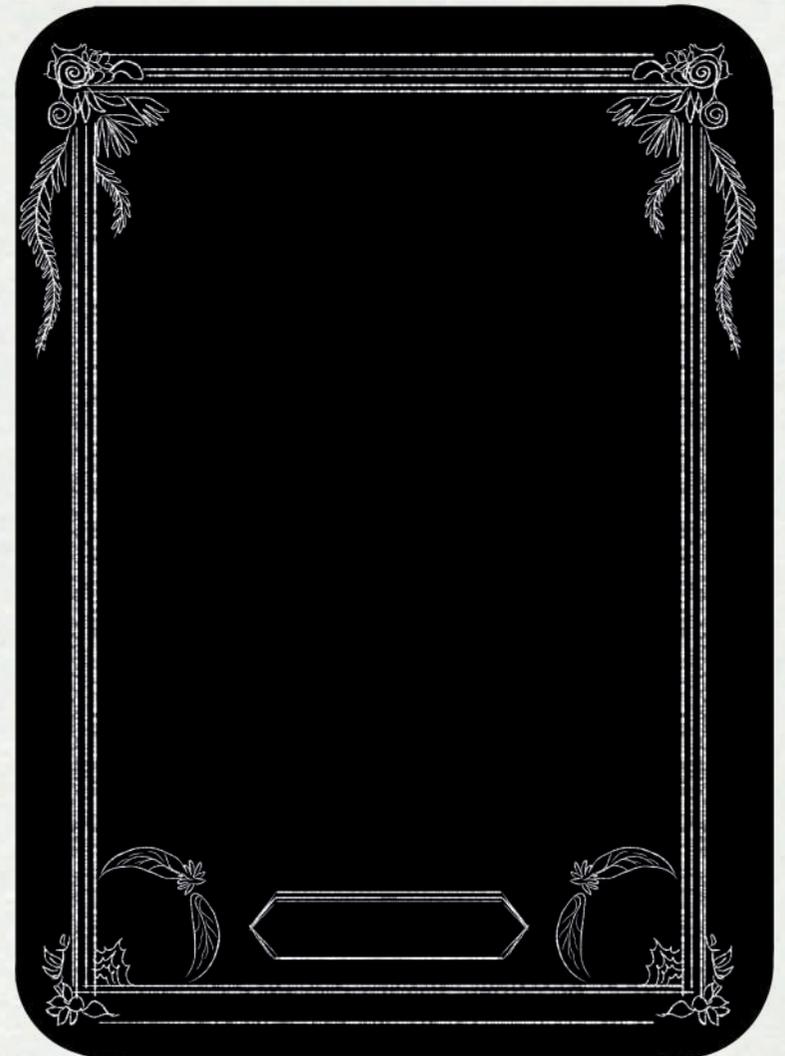
## ← THE BACK OF EACH CARD

TO FURTHER CONNECT THE CARDS TO THE CONCEPT OF BUILDING OUTFITS, I DECIDED TO FEATURE A MINIMALIST LINE ART CLOSET ON THE BACK. THIS SIMPLE DESIGN REINFORCES THE PURPOSE OF THE CARDS WHILE MAINTAINING A CLEAN AESTHETIC.

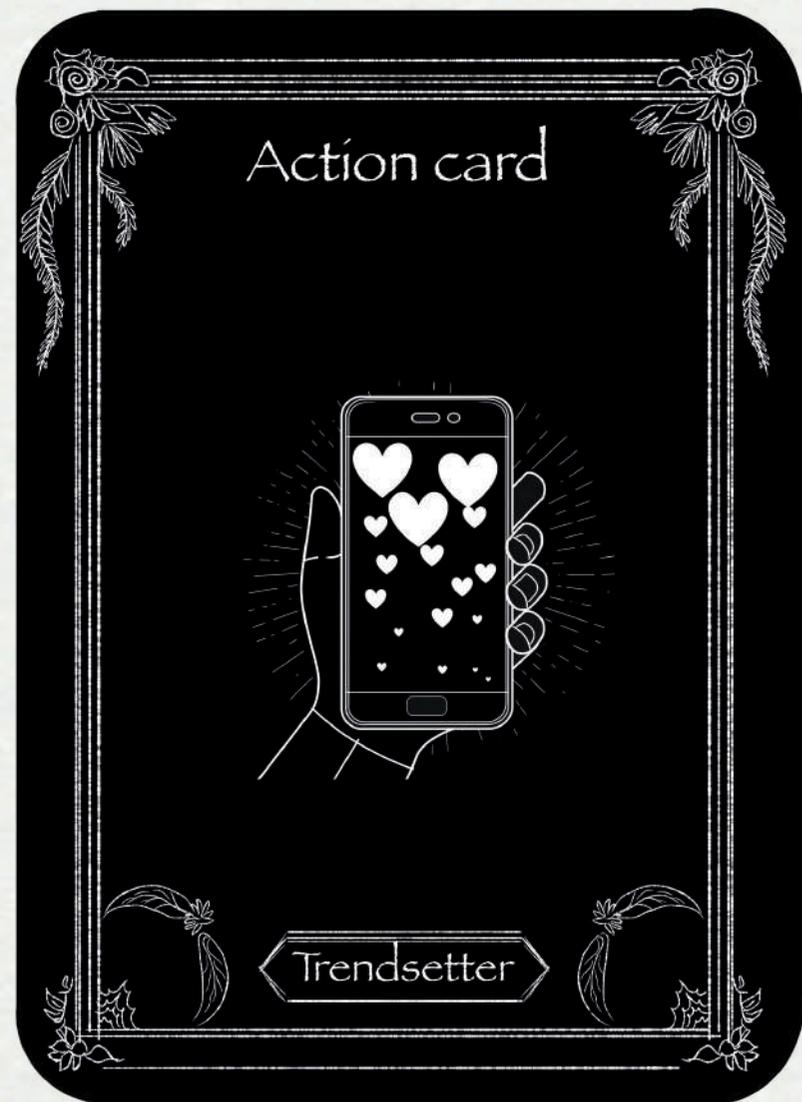
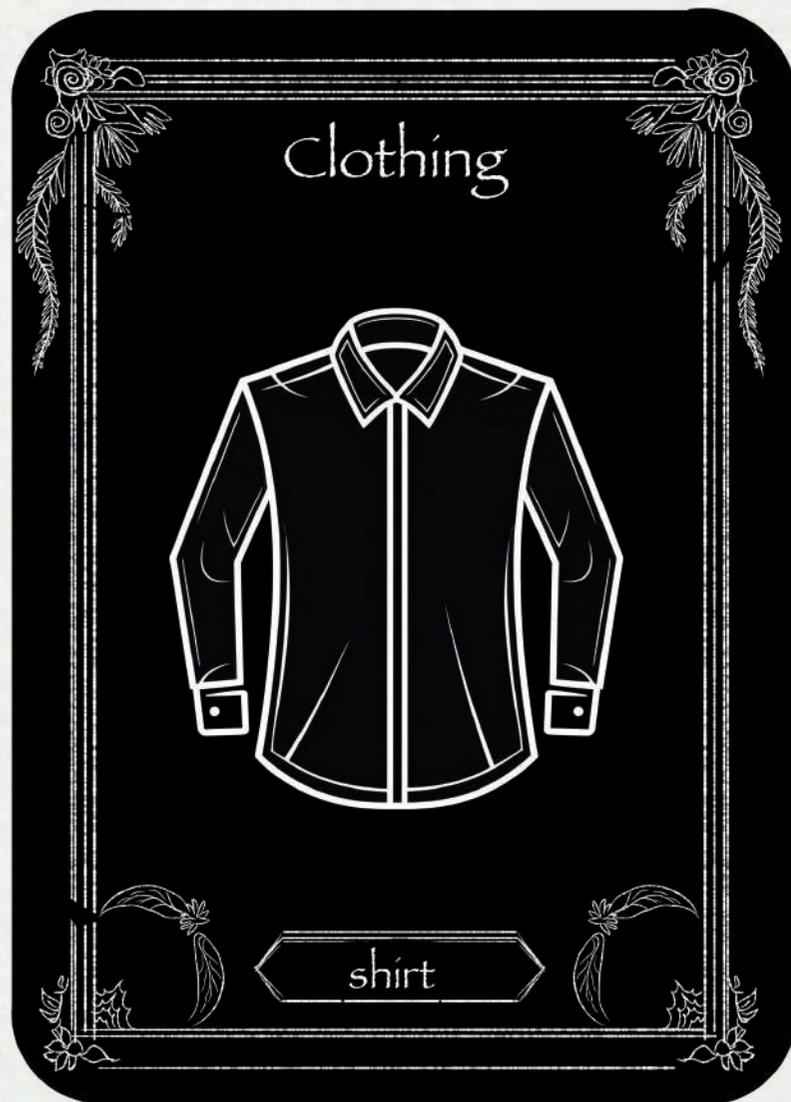


## THE FRONT OF EACH CARDS →

FOR THE CARD FRONTS, I OPTED FOR A HAND-DRAWN ARABESQUE DESIGN. THIS INTRICATE, GEOMETRIC STYLE, INSPIRED BY ISLAMIC ART, REFLECTS MY PERSONAL TASTE AND ADDS A TOUCH OF ELEGANCE TO THE CARDS. THE ARABESQUE MOTIF SERVES AS THE BASE LAYOUT, PERFECTLY COMPLEMENTING THE CLEAN LINES AND MINIMALIST AESTHETIC OF THE GAME.

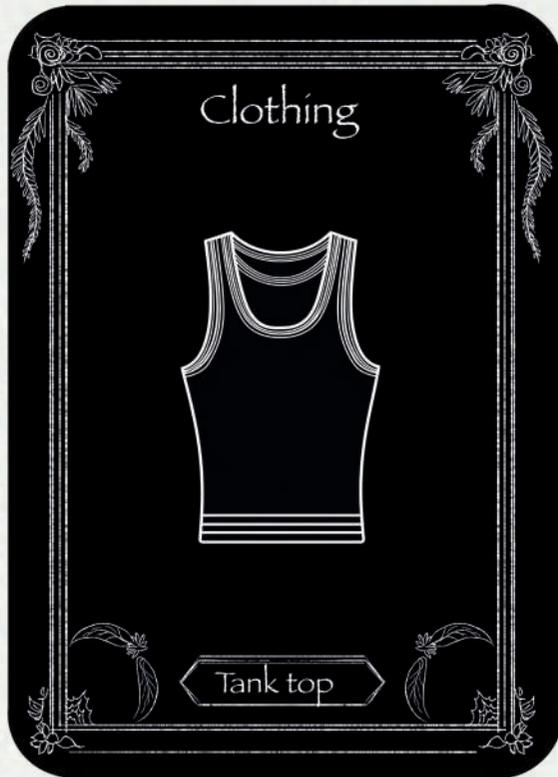
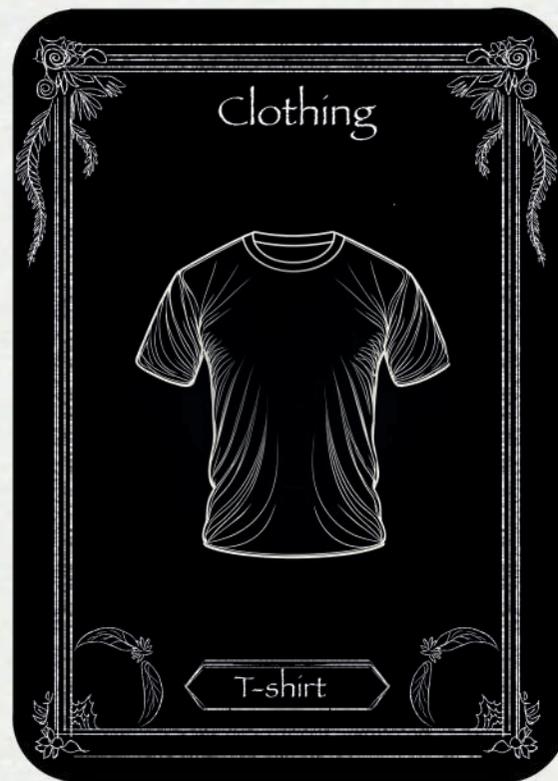
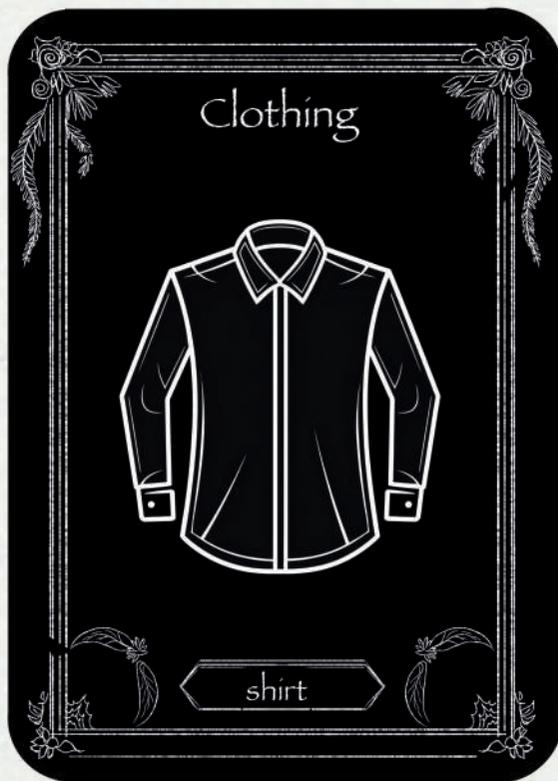


# THE DESIGN OF THE CARDS



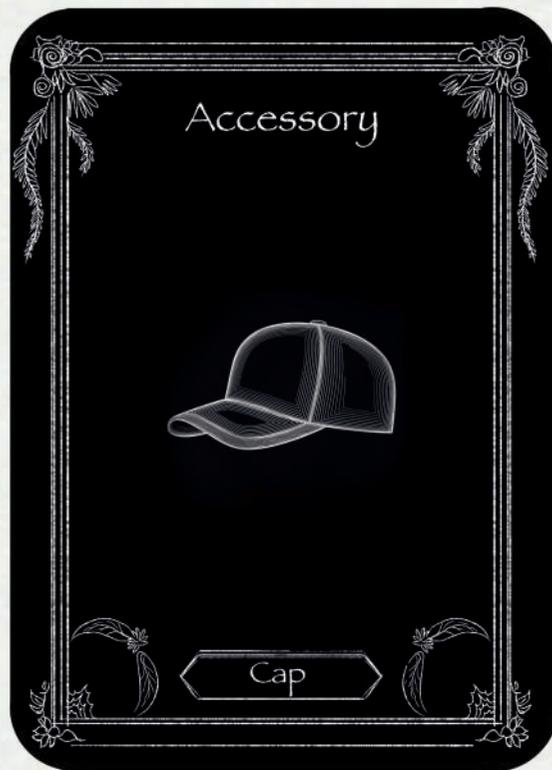
MY TASK INVOLVED CREATING TWO CARD TYPES: 30 CLOTHING, ACCESSORY, AND SHOE CARDS, AND 3 ACTION CARDS. FOR THE GARMENT CARDS, I CHanneled MY INNER FASHIONISTA! I USED REAL-LIFE IMAGES AS INSPIRATION, FOCUSING ON CAPTURING THE ESSENCE OF EACH PIECE IN A SIMPLE, CLEAN LINE ART STYLE. THE ACTION CARDS, HOWEVER, TOOK A MORE WHIMSICAL APPROACH. HERE, I LET THE WORDS GUIDE MY HAND. FOR EXAMPLE, "TRENDSETTER" IS ILLUSTRATED AS THE MOMENT SOMETHING GOES VIRAL ON SOCIAL MEDIA, YOU GET ALL THESE LIKES AND A SENSE OF WORTH IN THE WORLD.

# THE CARDS

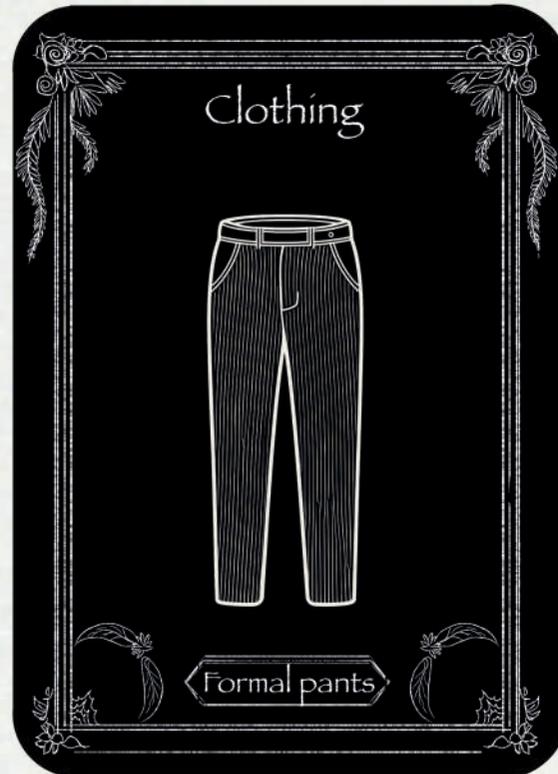
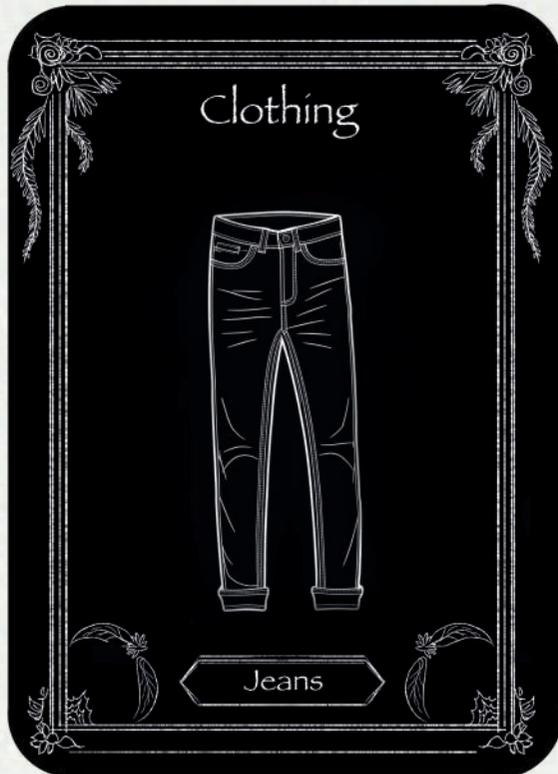
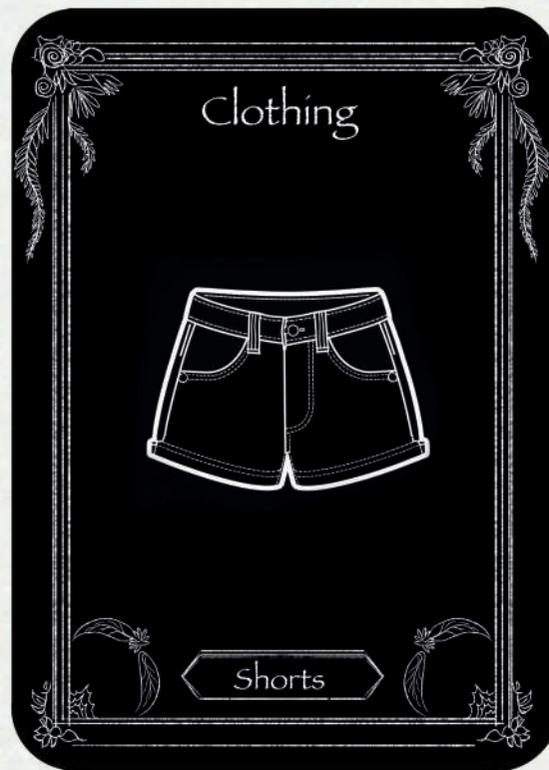
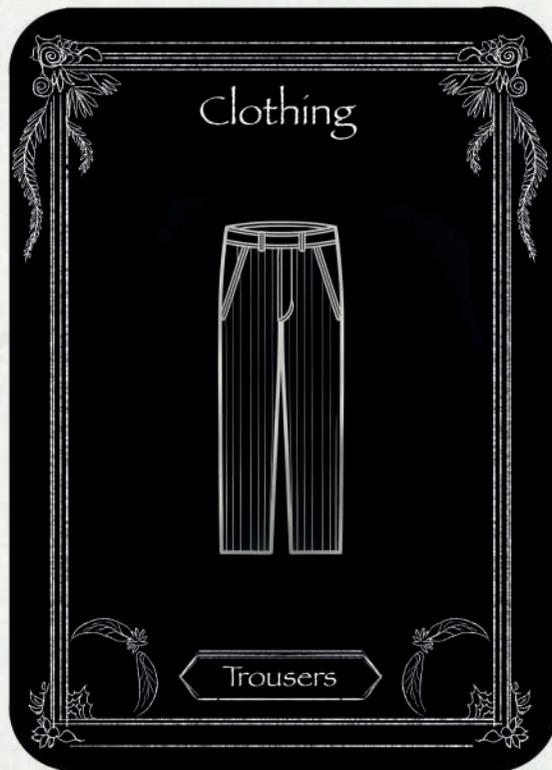


# THE TOPS

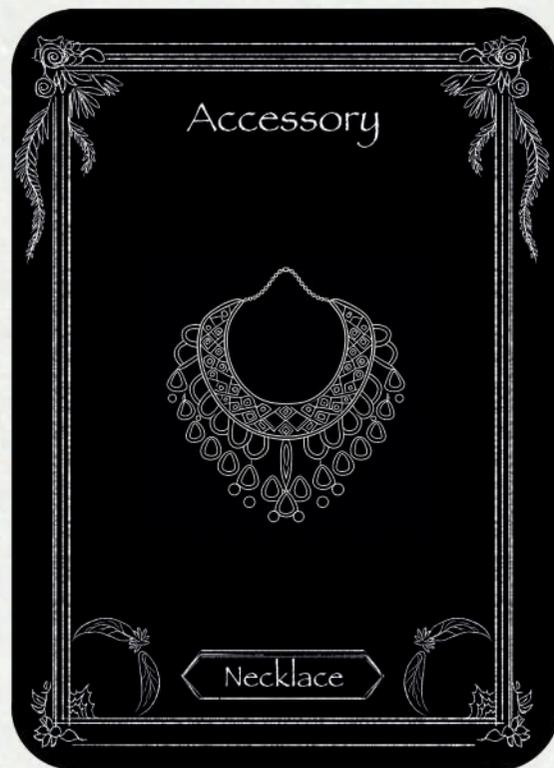
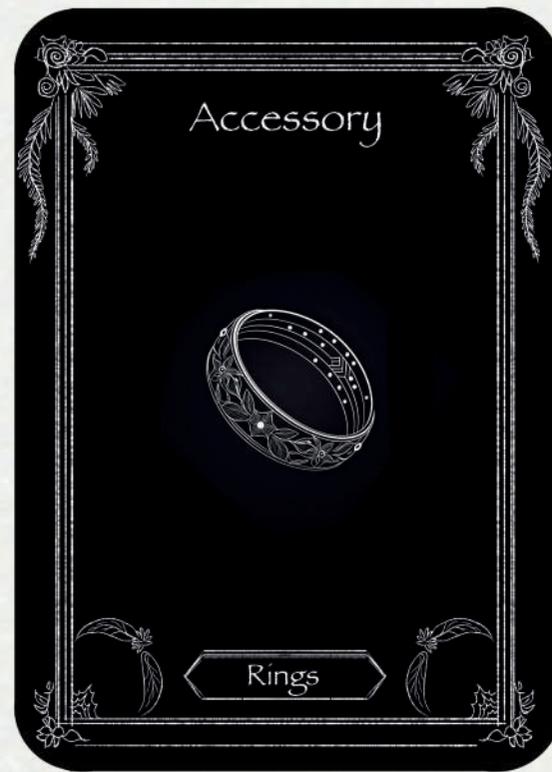
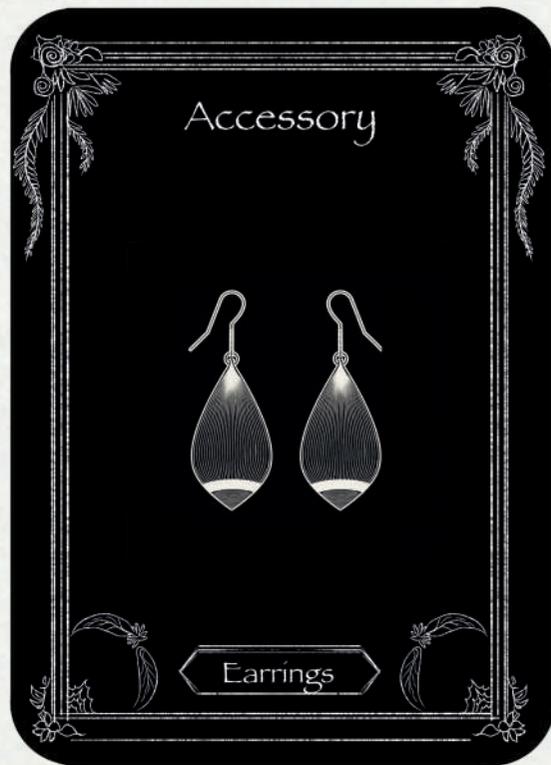
# ACCESSORIES



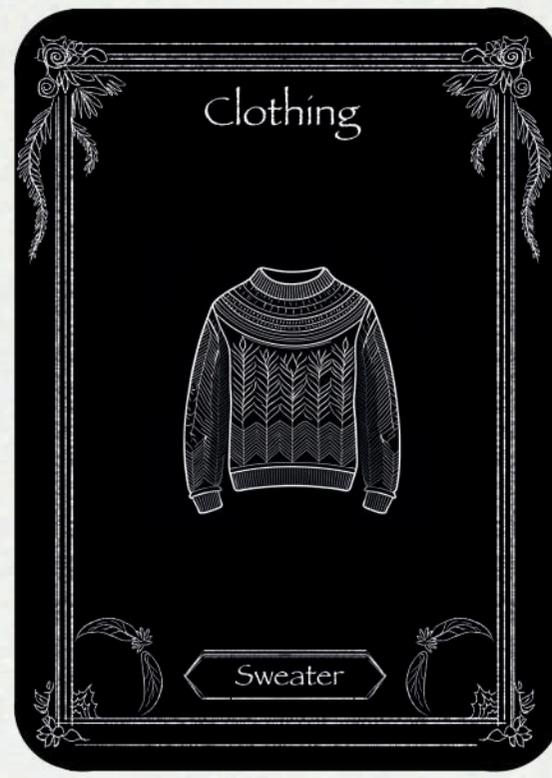
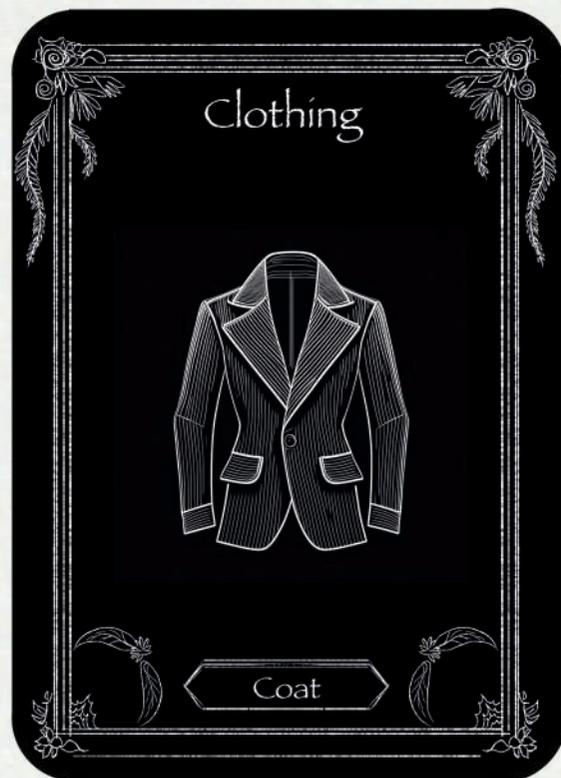
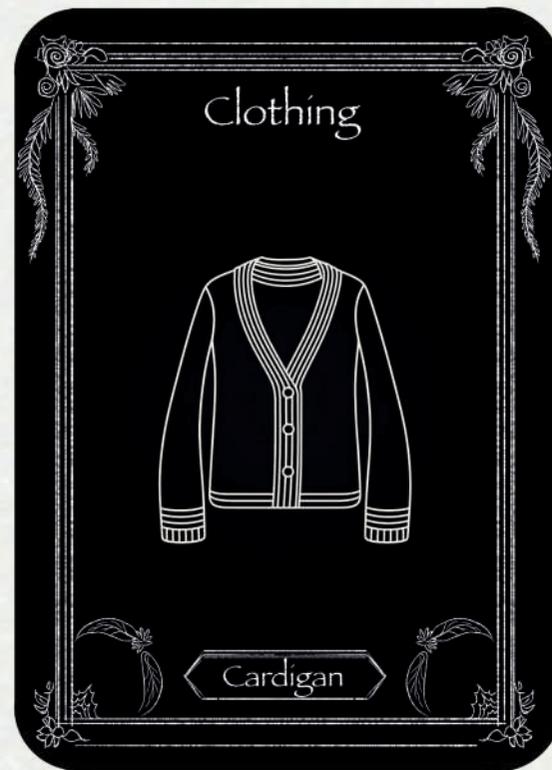
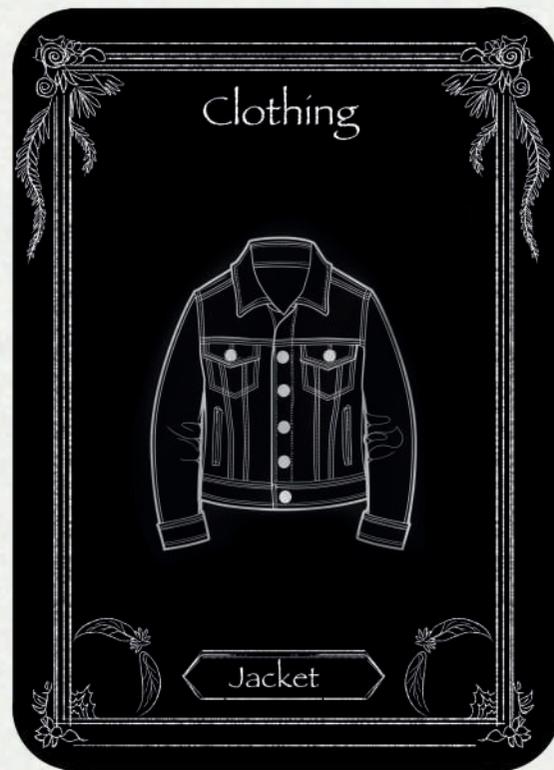
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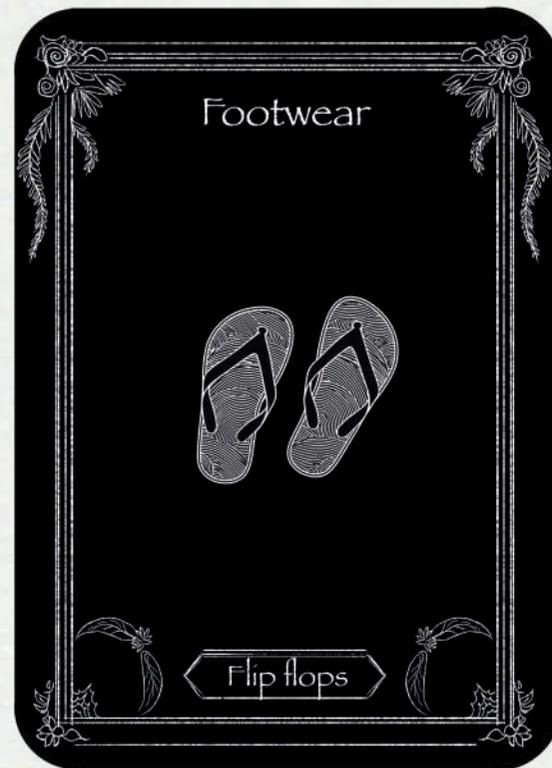
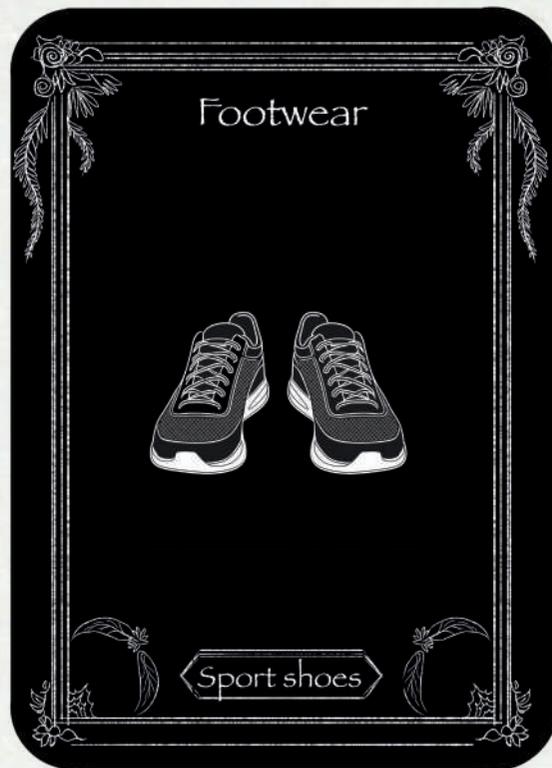
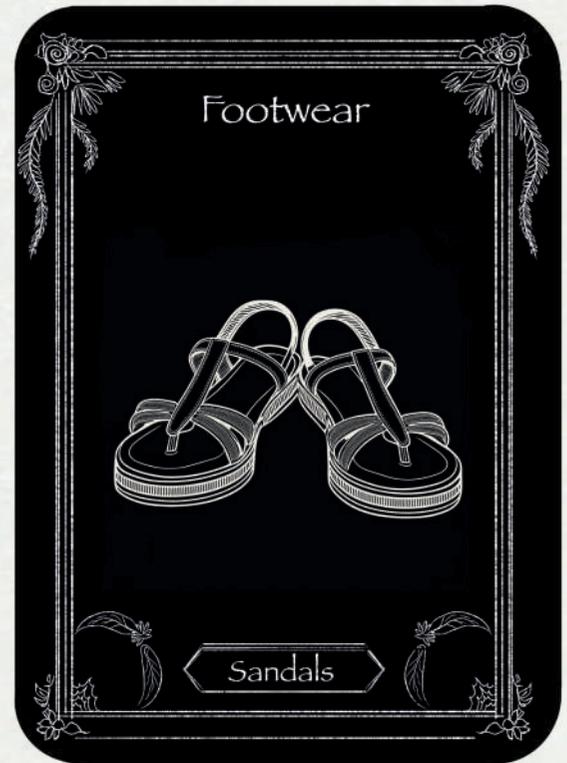
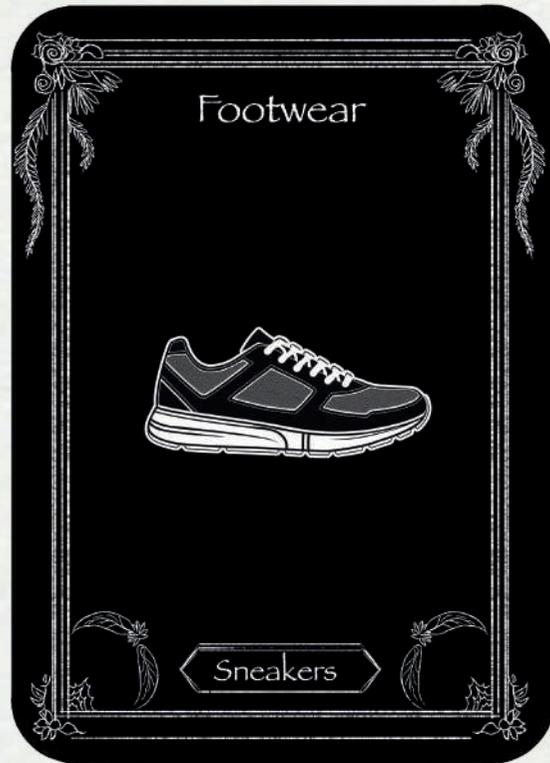
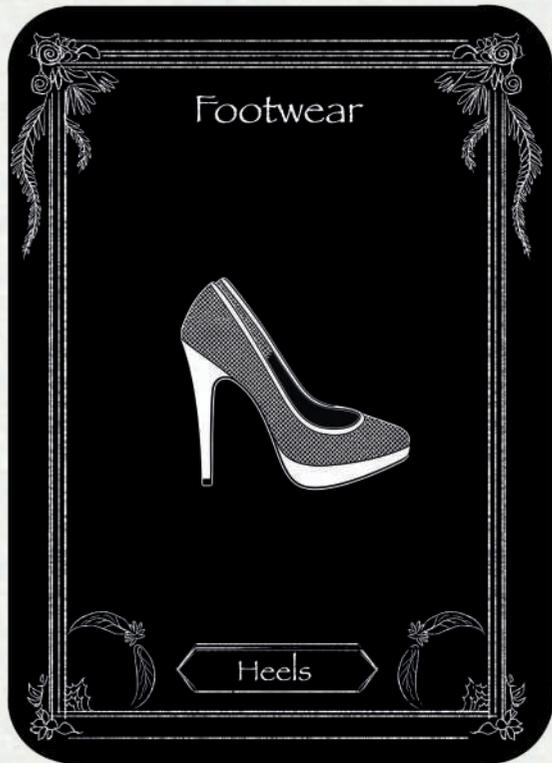
# ACCESSORIES: JEWELLERY



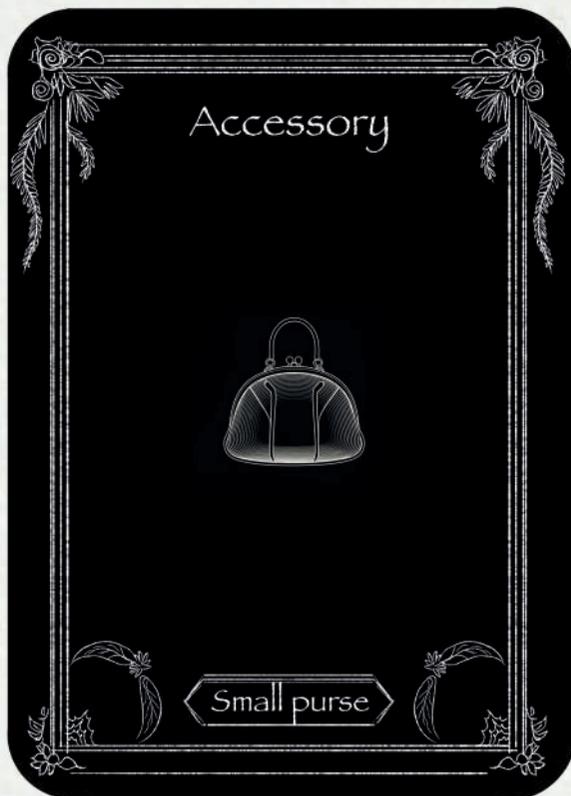
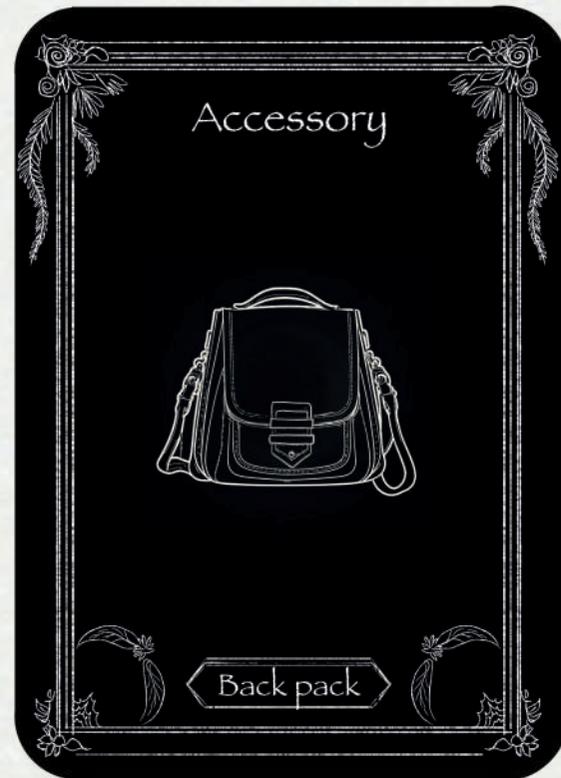
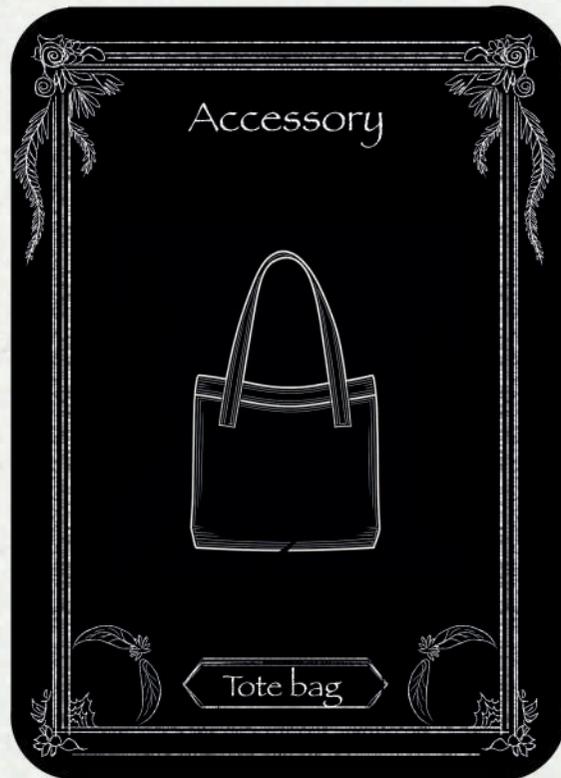
# THE OUTERWEAR



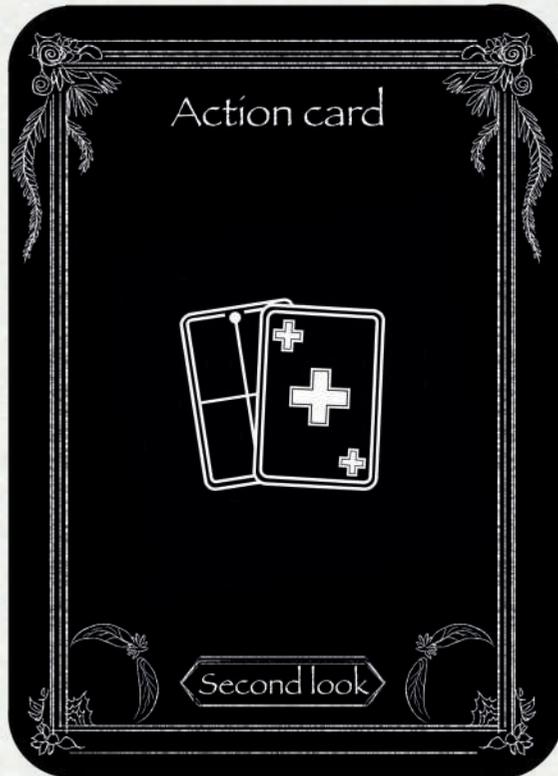
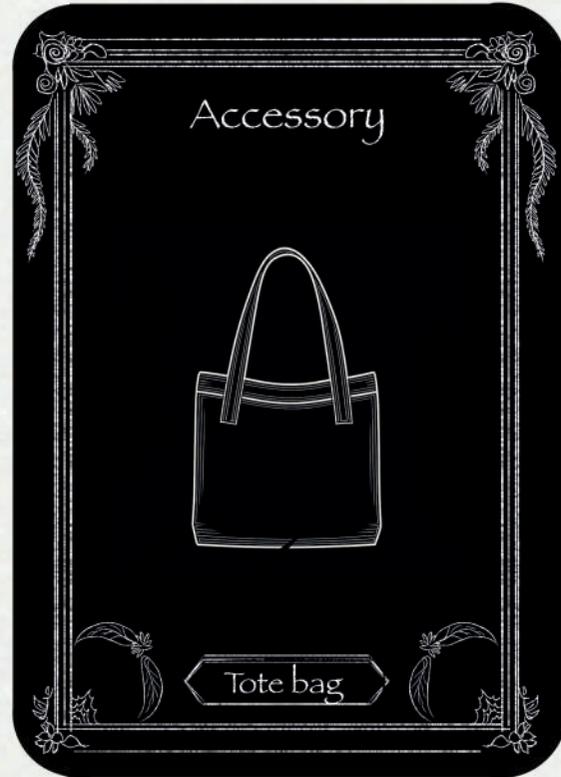
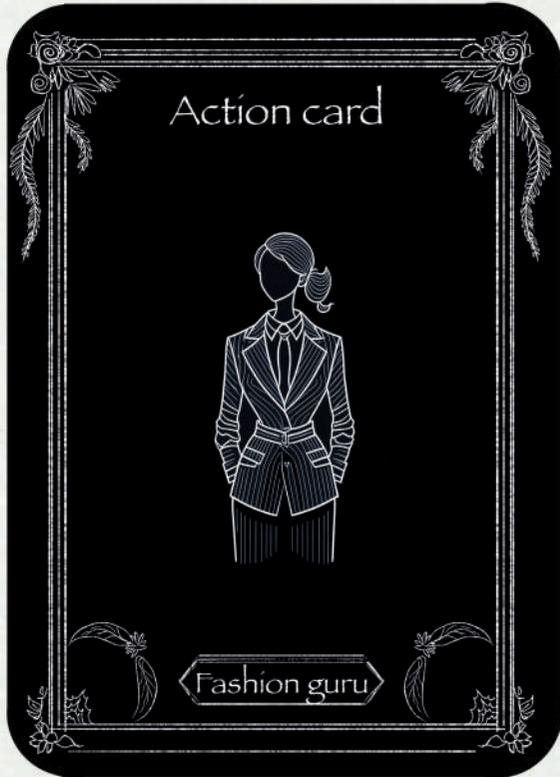
# SHOES



# ACCESORIOS: BAGS



# ACTION CARDS



THE END