

A Love Game: The Shakespearian Way

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Project Summary

1. Guest Analysis

Interviewee 1 was an **older man local to York**. He was intrigued by our idea and seemed impressed when we told him how we were going to do it. He would be **interested in participating** if he saw it on the street.

Interviewee 2 was a **college girl from York** who thought our project was a good idea. She **liked the idea** of having the event on King's Square and thought it would be a fun and interactive event. She thinks that **people in York have become more aware and interested in Shakespeare since the opening of The Globe theatre** and that this could help increase interest in our experience.



Project Summary

1. Guest Analysis

Interviewee 3 was an **older lady from Scotland**. She said she did not know much about Shakespeare and **was not interested** in our project.



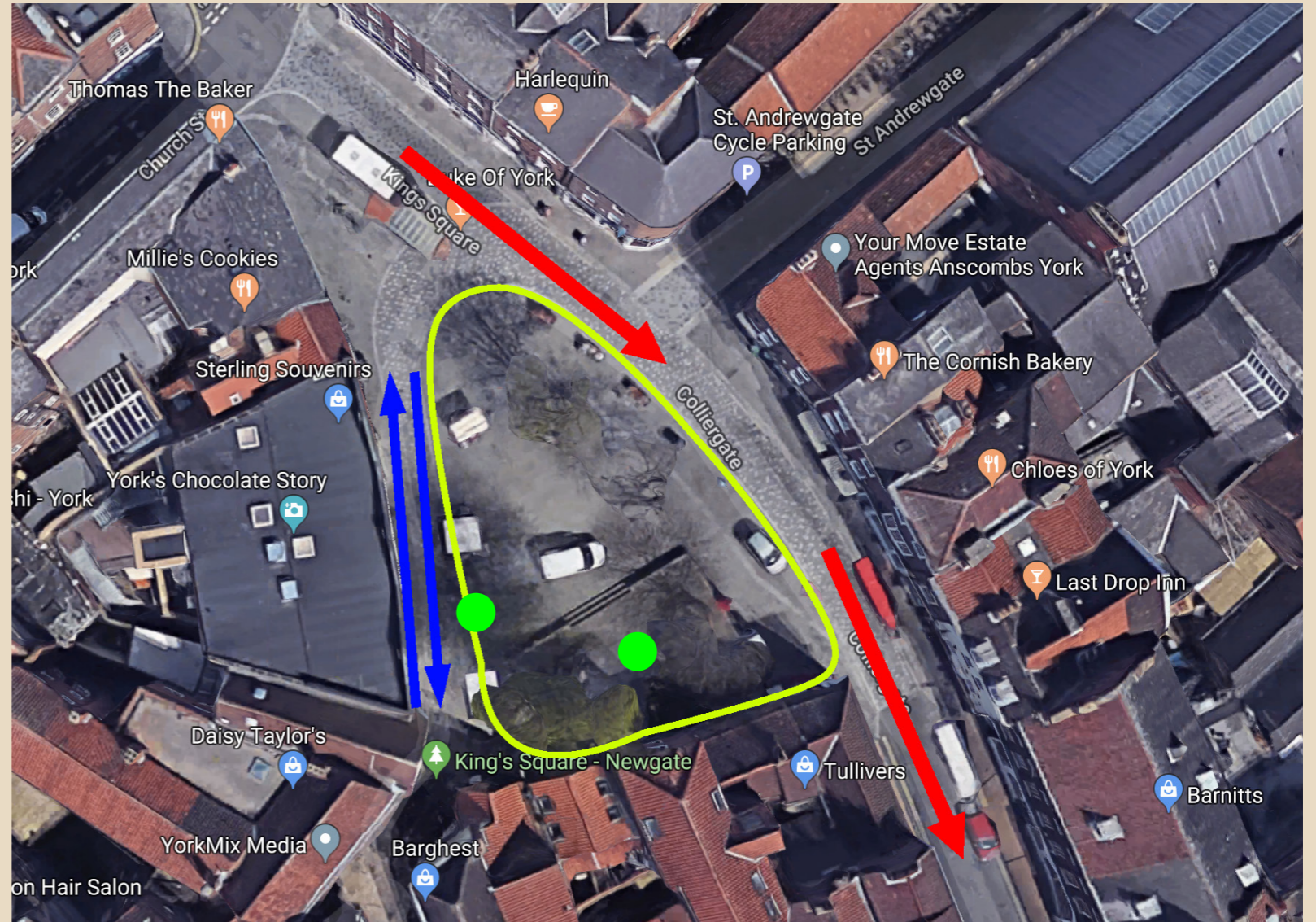
Interviewee 4 was a **young drama student**. She said that **King's Square draws a lot of people** and that she **would definitely participate** if she saw it. She noted that street performers in this area typically get large crowds and there has been a **revived interest in Shakespeare with the opening of the Globe Theatre**. These in combination should help attract attention to our experience.



Project Summary

2. Site Analysis

We chose King's Square because it is a high traffic area due to the attractions and street performers nearby. It's also a rest area, where people stop to sit on the stone steps or benches. These qualities aided us involving the community in our game.



Project Summary

3. Content Analysis

Romeo and Juliet: “My bounty is as boundless as the sea; my love as deep; the more I give to thee; the more I have, for both are infinite.”

Twelfth Night: “If music be the food of love, play on; Give me excess of it, that, surfeiting, The appetite may sicken, and so die.”

Othello: “Wear one’s heart on one’s sleeve”- To be a hopeless romantic (or be open and honest about how you feel) is to wear one’s heart on one’s sleeve.

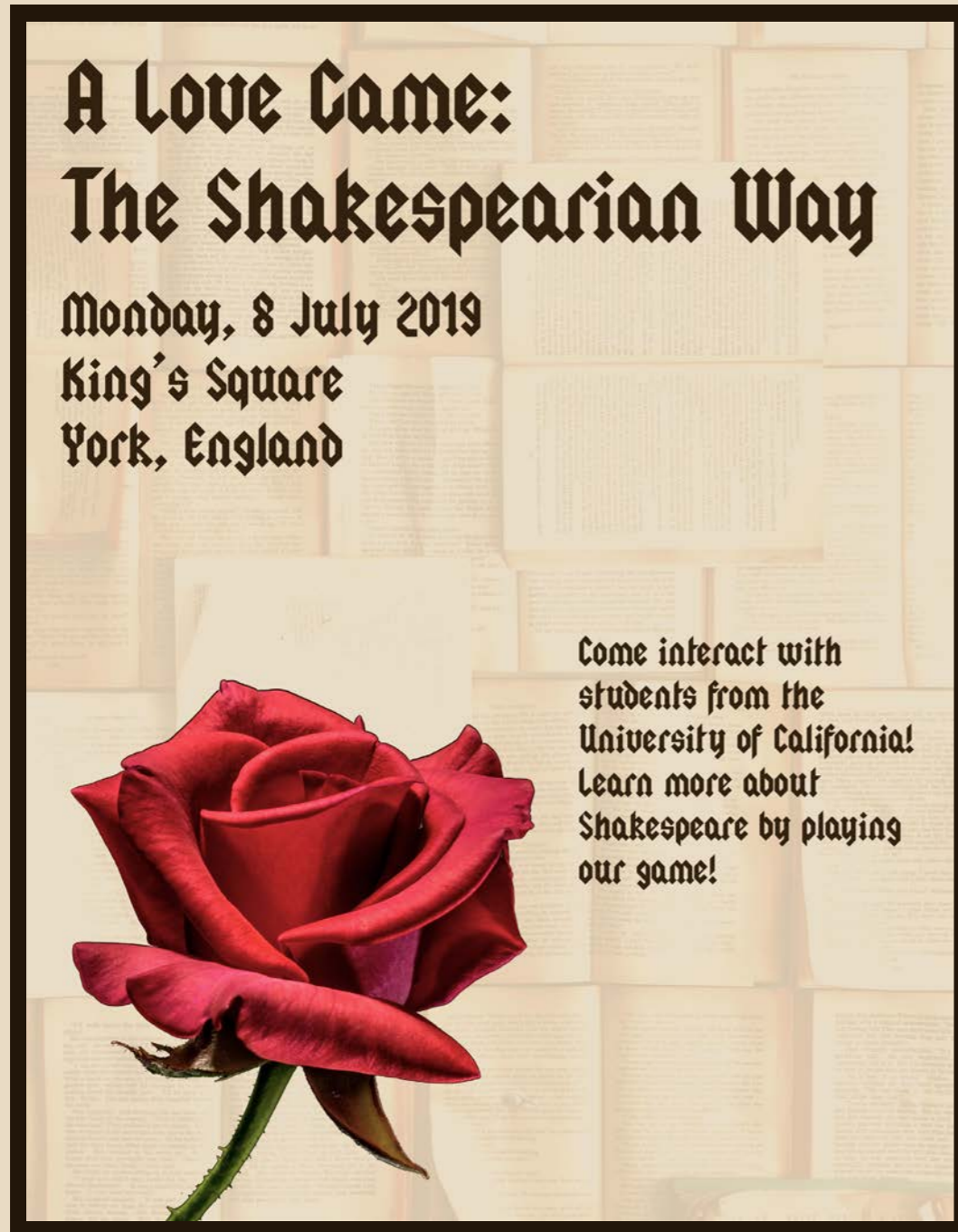


- Jaded, Green-eyed;
- **Jovial:** jolly, cheerful, merry
- **Auspicious:** favorable; promising success; a good omen
- Brave : Handsome
- Cantons: love songs (cantos). [Twelfth Night]
- Changed eyes: fallen in love; [The Tempest]
- Contemned love: love that is given but not returned. [Twelfth Night]
- Dateless: everlasting. [Romeo and Juliet]
- Grace for grace: favor in return for favor. [Romeo and Juliet]
- Leman: sweetheart. [Twelfth Night]
- **Minion:** darling, favorite. [Macbeth],

Project Summary

4. Market Analysis

We created flyers and online posts to advertise our event to the public.



Project Summary

5. Written Proposal

- Our goal for Project 1 is to **create an interactive game** for the public and **provide cards to give in return for their participation.**
- The game will be set up on **Kings Square**, where there tends to be a lot of people and events that go on. This way, we hope to gain a lot of participants due to the large crowds and street performances that happen in the area. After interviewing a couple of people, we found that a lot of them are interested in Shakespeare, or at least somewhat know about him. So the area will be good for people who have this sort of interest.
- We will create a setup of **three sticks representing 3 words that Shakespeare made up.** The theme of our setup is **romanticism**. Those who participate will take a ring and slide it on the stick towards the word that they think he made up. In the end, the public can see the stack of rings on the stick to see what most people thought was the made-up word.
- After participating, the person will receive a card that is graphically designed by us, and on the back will have a romantic message that they can give to their loved one. This way, the people will feel like they **earned the card** instead of us passively handing out the cards.
- Since our setup will be large and easy to spot, more people will participate. In the end, the audience will learn that **all 3 words were created by Shakespeare, showing Shakespeare's influence on the English language.**

Look Book

1. Concept Sketches and Studies


July 2nd - Team Meeting

- use chalk, make a game
- voting system, guess which words Shakespeare created
 - ↳ multiple choice
 - ↳ band-aid, dwindle, unaware, swagger
- £20 budget
- which Shakespeare play/character are you?

infographic, Ho

↓

Chalk? on ground?
but rain? like hopscotch
* appeals to more audience



color palette/font?

- parchment color
- red, black
- old english font?

placement?
by tourist attraction
ask theatre if we can be nearby? King's Square?

prices for printing, sound

meeting with Tim - July 4

- love card business cards
 - ↳ get ppl. to work for
 - ↳ passive experience
 - ↳ participatory

PVC pipe, tube, washers
hardware store, King's Square

Step 1 barnitt's ← * see what they have

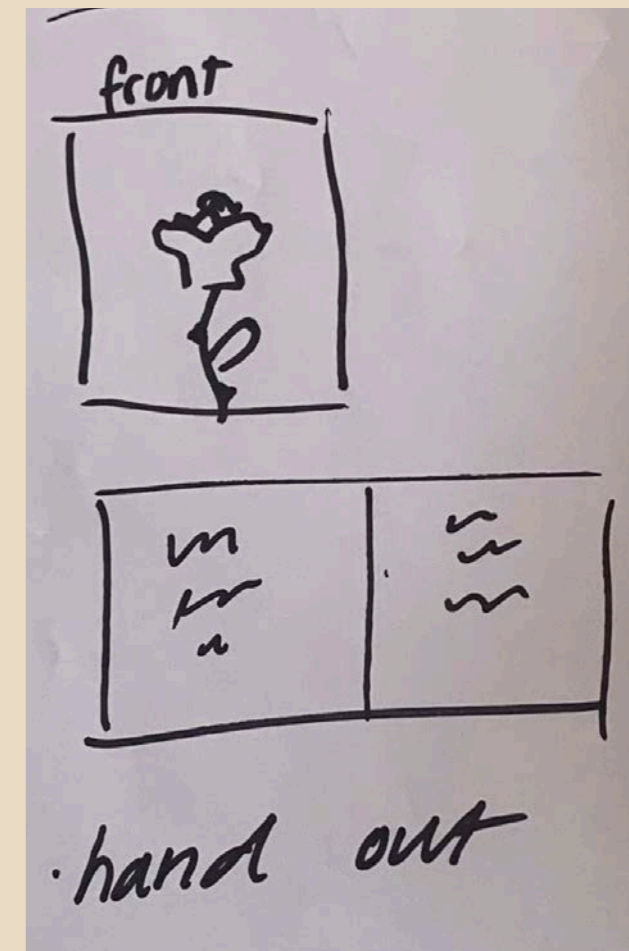
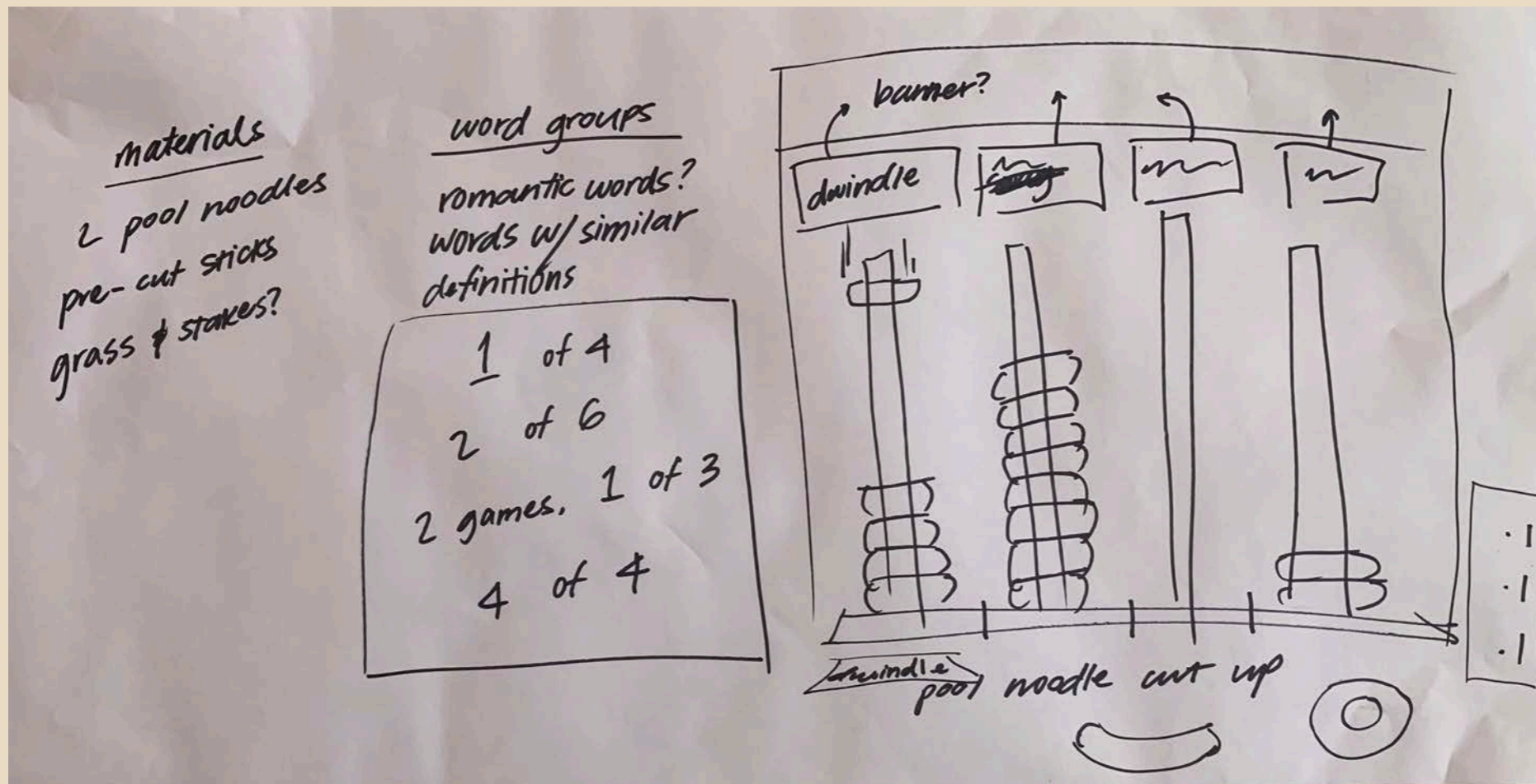
at least 3ft long

B&Q → B&Q out of town

library, print shop

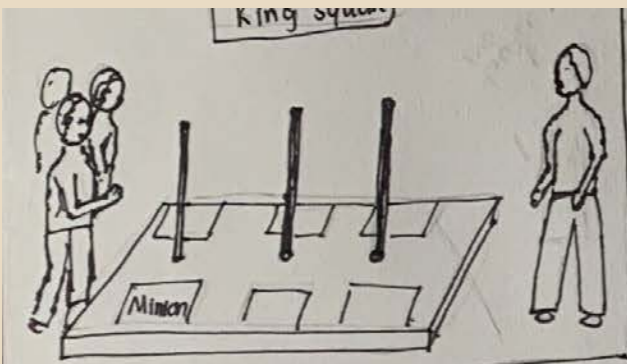
Look Book

1. Concept Sketches and Studies

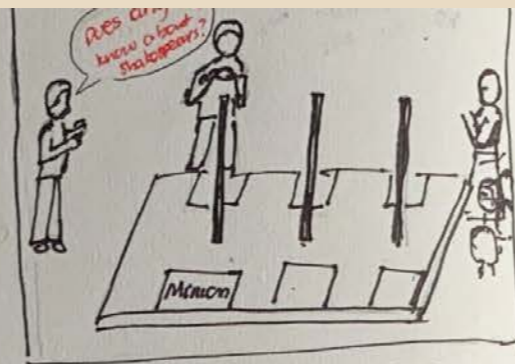


Look Book

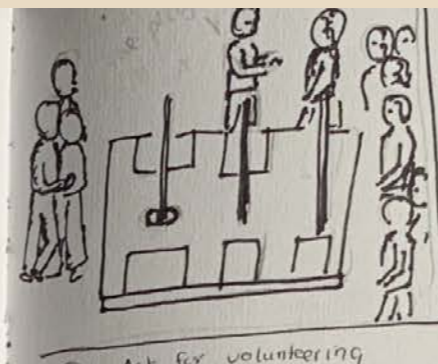
1. Concept Sketches and Studies



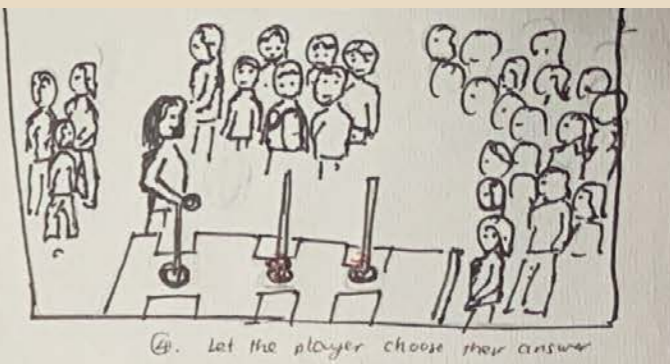
①. Setting up the location.



②. Introduce the game to everyone



③. Ask for volunteering



④. Let the player choose their answer



⑤. Continues letting the player play game



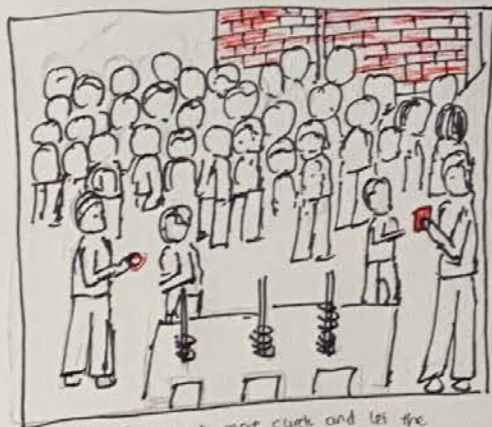
⑥. Give a gift card to the player



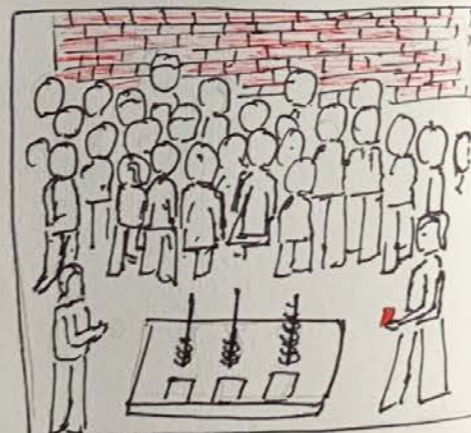
⑦. Passing the pool noodles to the player



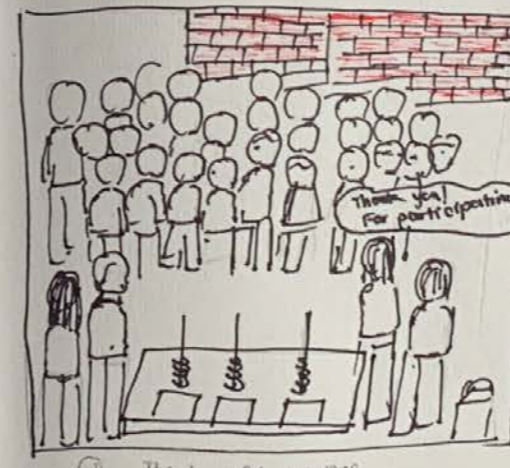
⑧. Getting more player in different ages to play the game include the children.



⑨. Giving out more cards and let the game continue



⑩. Telling people the right answer



⑪. Thank you everyone



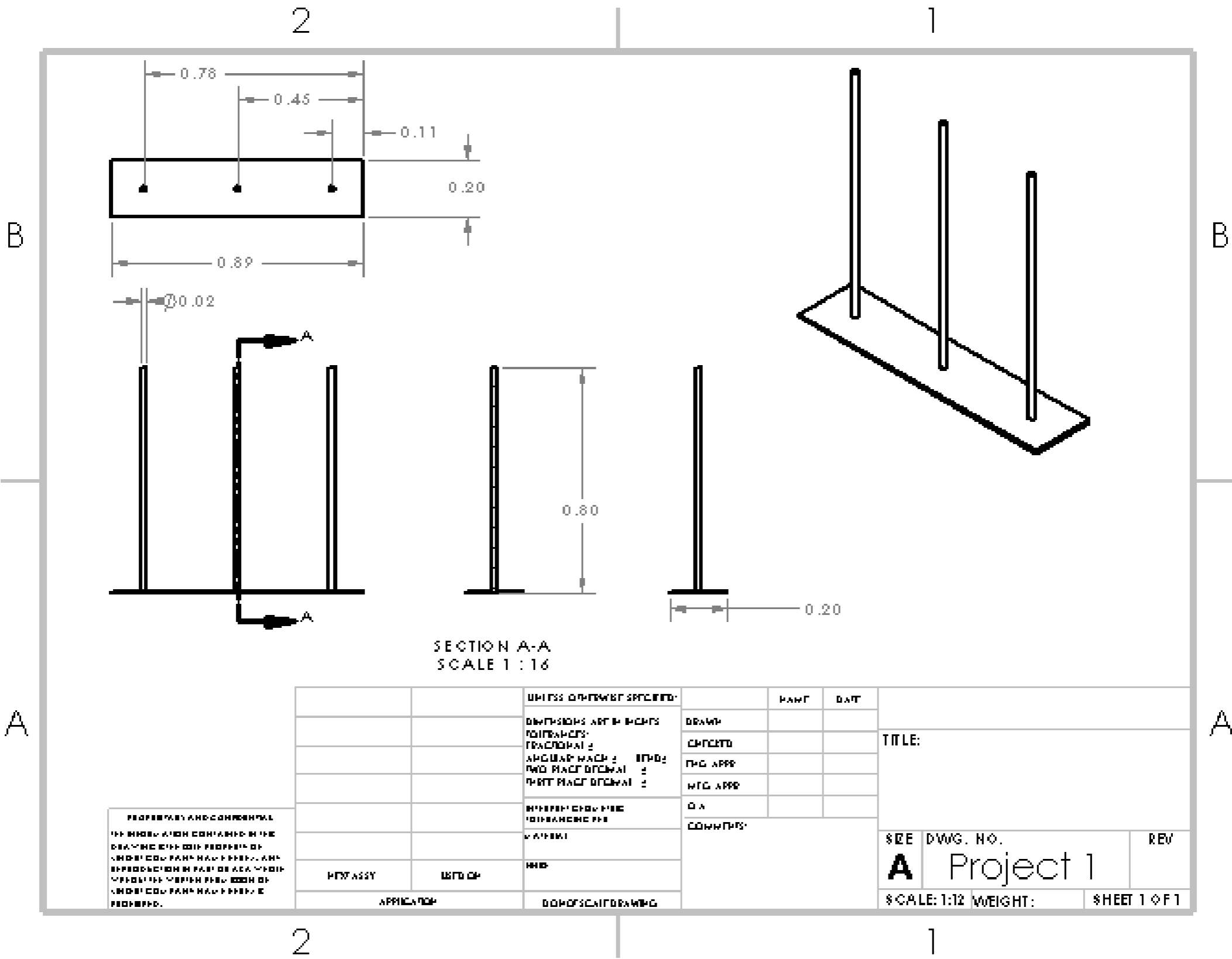
⑫. Giving out the leftover cards.

Look Book

2. Best Precedent Examples



Design Visualizations



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FINISH			
HWY ASSY	WTO CH		
APPLICATION	DOMESTIC DRAWING		

TITLE:		
SIZE	DWG. NO.	REV
A	Project 1	
SCALE: 1:12 WEIGHT:		SHEET 1 OF 1

Design Visualizations



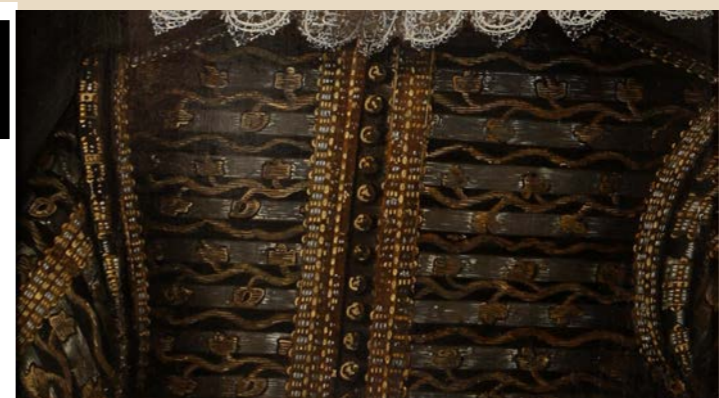
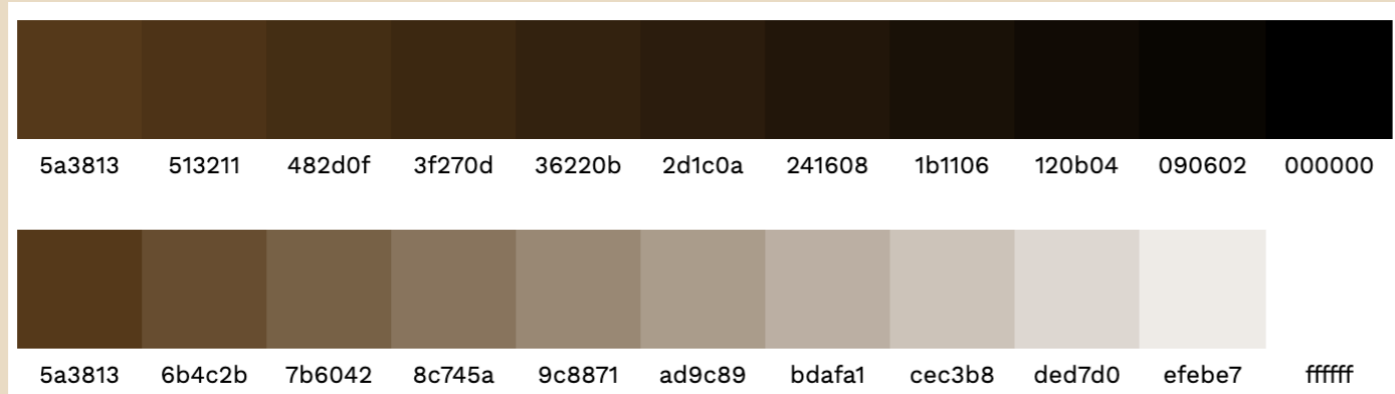
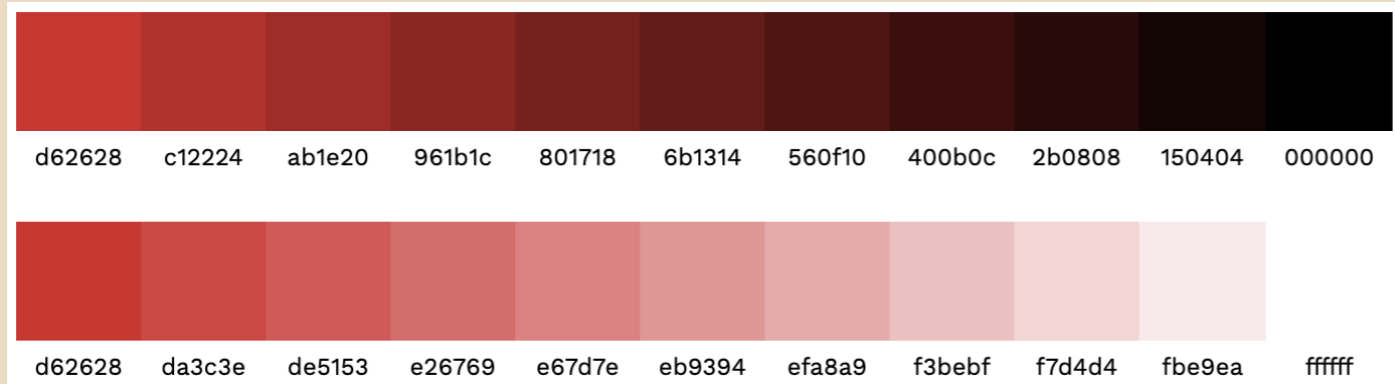
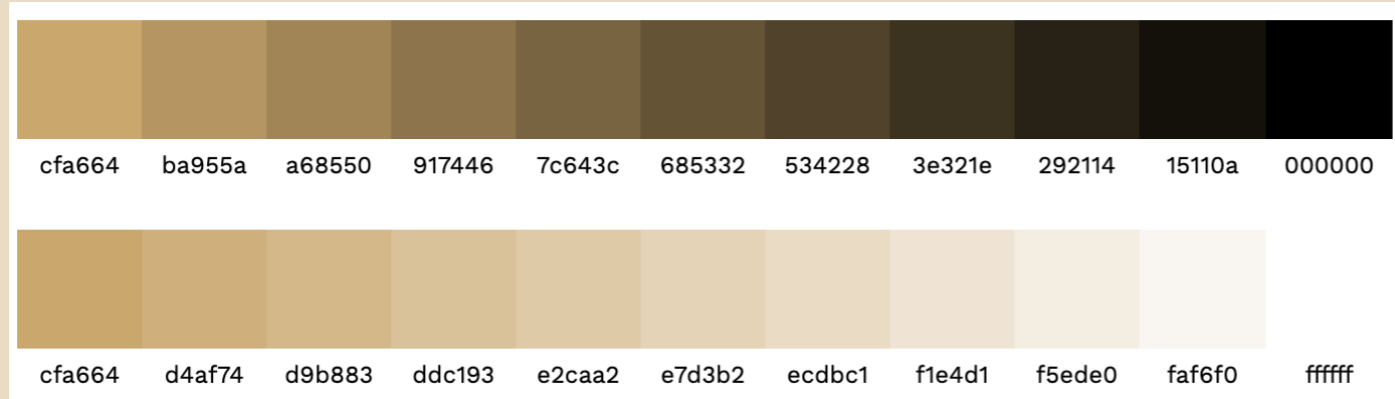
Design Palette

Blackwood Castle

Squealer

Helvetica

Respective



Prototypes & Models



