



# the card game a process book

*How I fell in love, got lost,*

*and ended up married.*

*designed by: luc lagasse*

STRANGE ADVENTURES ON OTHER WORLDS—

# PLANET stories

*A* A.N.C.

NOV.  
25¢



RAY BRADBURY'S sensational  
**THE GOLDEN APPLES  
OF THE SUN**

*The half-gods were dying*

**BEYOND the  
ECLIPTIC**

novelet  
by FOX B.  
HOLDEN



# table of contents

*(In case you get lost)*

<i>Till Deadline Do Us Part</i>	1
<i>The First Date</i>	3
<i>One Month Anniversary</i>	7
<i>The First Fight</i>	9
<i>The Big Move In</i>	11
<i>The Break Up (?!)</i>	13
<i>It All Ends in White</i>	15
<i>Product Photo</i>	17
<i>Thank You</i>	19

# till deadline do us part?

*If your relationship with coffee and design is similar to mine, then yes.*

Throughout my time at Indiana University, I have had the opportunity to grow more than I have ever before. Why is that? Challenges. I have been able to watch myself be challenged through my experience as a business student, as a young adult, and as a creative mind. My time at Indiana University has very much been about finding a balance between my pursuit of business and passion for design and art. Along the way, I have discovered an entirely new thought process through design, and that is one of constant revision and self-reflection. It is not so much about the what, as it is the why behind design.

In an attempt to further my infatuation with the design process, I chose to enroll in a graphic design class. Little did I know that I wouldn't be actively learning Adobe software in class, but rather learning how to develop a process on design. For the entirety of the semester, we were told to pick a client- some business within the Bloomington Community that we could "design" for.

Due to my love of the quirky, fun loving, and caffeinated, I decided to choose Soma Coffee, a shop downtown that essentially embodies the essence of the Bloomington youth. This process book is going to take you on my journey with Soma, how I understood the personality behind the coffee shop, and how I would ultimately design a board game that was created for connecting fellow coffee lovers within the store.

My relationship with Soma and this design experience is just that, a relationship. Throughout the semester, I have watched myself visit the site multiple times ("dates", if you will), fall in love with Soma, and just about every emotion in between.

I encourage you throughout this book to think about your own design process, and compare it to my own somewhat chaotic relationship with Soma. My intention with this book is to expose you to other frames of thought, and more personally show you how I think.

# my design process

*Start*



*Revise*



*End*

**(if only it was that easy)**

# the first date

*Knowing your values, finding the right place, and getting started.*

***Myself***

---

As the first few days of class started, one of our first assignments as a class was to get into groups, and to pick a site that we felt would be an interesting study for the semester. Based on proximity, I was able to group with three other people in my class. All of us agreed that we were looking for a fun challenge, one that would allow for us to have creative freedom, as well as one that might make us leave our comfort zone.

Personally, I also wanted to make sure that my values aligned with the space that I was working on, as it would only make this new developing relationship easier as we delved deeper into the final projects. For me, that was at the bare minimum a local, sustainable, and energetic client. After a few minutes of discussion, my team and I came upon what seemed like the perfect fit: Soma Coffee House.

**Creative**

**Social**

**Unique**

**College**

**Curious**

**Friendly**

**Extrovert**

**Passionate**

**Determined**

# *Soma*

---

Diverse  
Local  
Social  
Warm  
Unique  
Antique  
Friendly  
Random  
Basement

Soma was a clear choice for us because of its prevalence within the Bloomington community, known for its quirky character and its flexibility as far as the design possibilities.

To the left, I illustrated exactly why Soma was personally a strong fit. Both Soma and I share many similar characteristics that make beginning a relationship such as this natural. I found myself feeling very comfortable within the space when I visited it for my first field site experience, and I strongly believe that this had to do with the fact that to a certain degree, I am a target demographic for the space and understand the ideals they hold dear.

Continuing on through the next set of pages, I want to show you more on my original thoughts and reactions to the space when analyzing it.

From the outside, Soma is hidden from plain sight. It sits neatly into the basement of a large limestone building, and the only major indicator of the space is the sign that hangs above the door. As soon as you pull open the door, you are immediately sent into a new environment. That's what Soma does so well- they make you feel like you're in an entirely different place. It has bold personality, one of wit, love of antiques, and a diverse set of people within the shop. One of the first things that I noticed was the heavy influence of antiques. There were post cards with 50's graphics, and the iconic TV set that doubles as a fish tank. This set up makes you feel somewhere between a relatives basement and a trendy space, and that was part of the reason that I began to really appreciate Soma. This combination created a sense of extreme comfort, and it welcomes you to either sit down and relax or study.



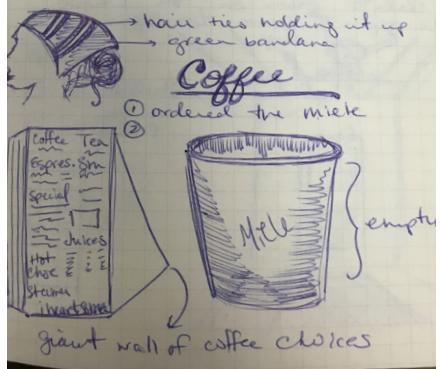
## FIRST impressions -

- ① Great smell of coffee, very warm feeling you walk in.
- ② Great vibes off of the people that work spoke to a woman @ the register for 5 min about her favorite coffee & graphic/Digital Art.

Lessons to live by: (Hanging on the wall Soma)

- "Eat good food"
- "Dress for the weather" > Yes.
- "Get lots of sleep" > Fits the in real

- ③ The woman @ the register had a great way to hold up her bandana.

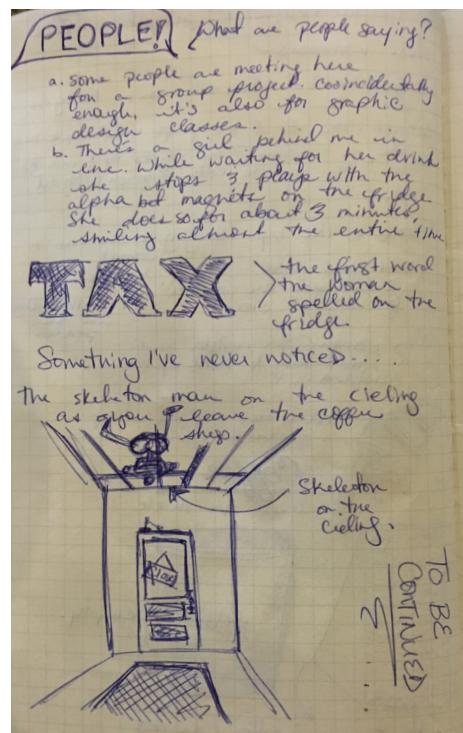


One of the first things that I noticed was the heavy influence of antiques. There were post cards with 50's graphics, and the iconic TV set that doubles as a fish tank.

This set up makes you feel somewhere between a relatives basement and a trendy space, and that was part of the reason that I began to really appreciate Soma. This combination created a sense of extreme comfort, and it welcomes you to either sit down and relax or study.

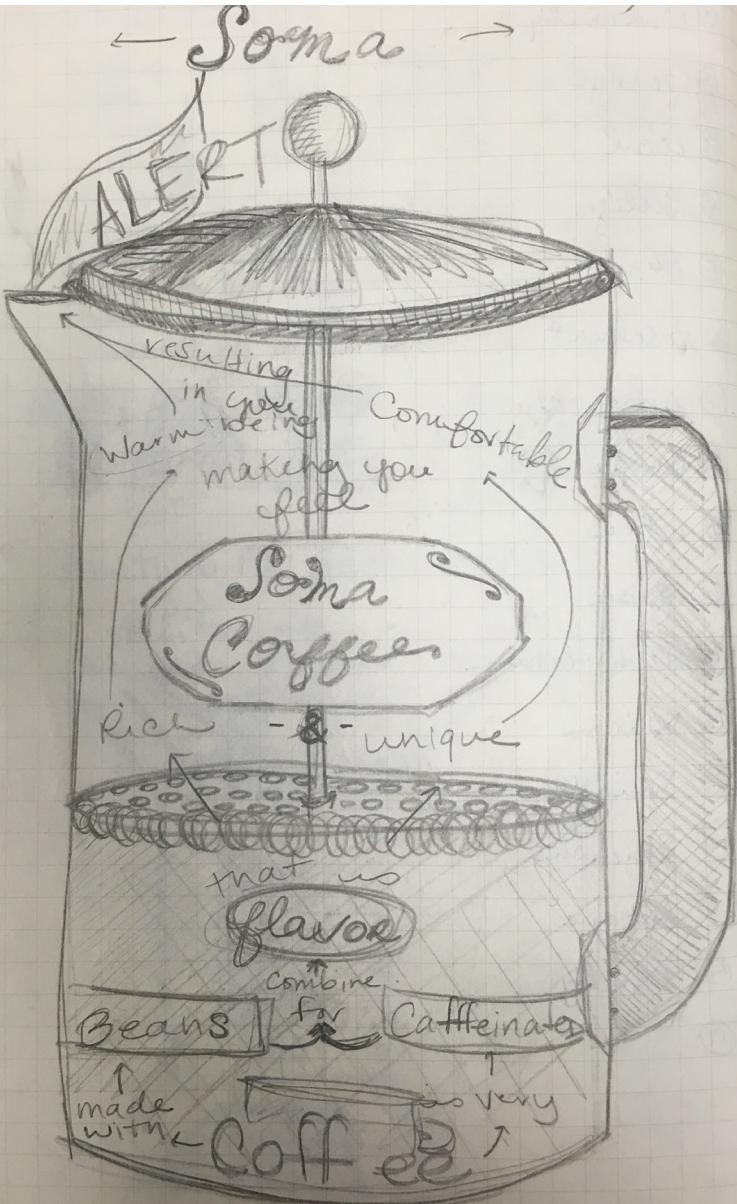
In addition to visiting the site, we were also instructed to take detailed notes on the space so that we would be able to recall information as we progressed.

My first notes played heavily to the senses that are impacted when you're in the space. I spoke on the smell of coffee, the sound of conversation around me, and the overall aesthetic of the space.



# one month anniversary

So I guess we're in this, huh?



After having spent some time visiting Soma, it was time to celebrate this newly developed relationship. We were challenged to create a concept map on our given space, in order to test our understanding.

With my concept map, I wanted it to reflect the very colorful, graphic, and fun loving nature of Soma. To do that, I wanted to break the boundaries that typically limit a concept map. My first thought on doing this was through providing a visual graphic behind my concept map, as opposed to linking words via a line. I also wanted to show progression within my map, by giving the development of physical coffee properties, transitioning to their user (students) and then finishing upon the greater purpose of coffee, which is to provide a sense of being alert. I chose to use a French press because it has a two part system, and when I designed this map I wanted to make the switch from physical properties to mental experience once the press rose from the coffee. I also chose to keep the design very flat and simplistic, in order to pay homage to the 3rd street store, which is designed very differently than the original Soma.

During the actual design of the project, I challenged myself heavily because I had no experience with Illustrator up until this point. I was forced to learn quickly, and to execute this vision to the best of my abilities. To execute my vision, I researched the software as much as possible, and used my previous experience with Photoshop to fill in the gaps on the software.

By accomplishing this concept map, I was able to learn Illustrator, develop a stronger understanding of the purpose of Soma coffee, and in turn decide how I want to progress with my vision of the space. It taught me that for my final project, I wanted to make sure that I incorporated the simple design of the 3rd Street store, as well as the quirky and old fashioned interior design of the original Soma. I also learned the value of time, as this project took me much longer than I had ever anticipated. I had tried to simplify my design in order to save time, but there was something different about working on the Soma brand that made me excited and passionate to keep pushing my work. For the first time, I could see a long standing relationship with the space.



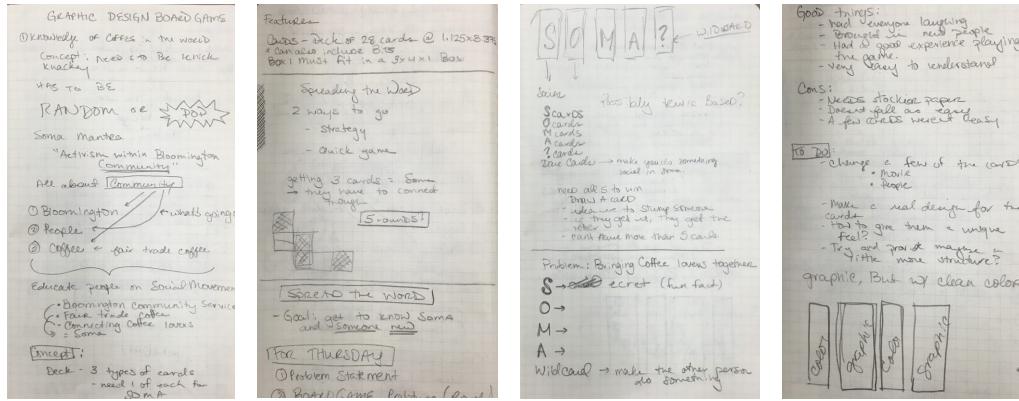
# the first fight

## Its time to go back to the drawing board.

Now that I had been spending significant time with Soma, and had begun to understand what went into the space, I had to take my findings from the concept map and apply it into a general problem statement. This was the point at which I set the stage for my board game. We had to start connecting the dots and developing a concept for our game. I had to begin my first game concepts by finding my own thesis, my central problem that I was going to solve. So what was I seeking to solve with my design in this space?

After doing more research on the brand, I found that Soma took great pride in being able to provide a space for coffee lovers to relax, and consume fair trade coffee. It was about giving the consumer more than just a means of being alert. I had my concept map wrong, and on came the first moment of frustration; I needed to revise my project and reevaluate my relationship with Soma. I asked myself some of the following questions:

1. How can I make an impact on the space, in order to make it more enjoyable?
2. What designates a positive experience for customers at Soma?
3. What is the most effective way to incorporate the personality of Soma to a board game?

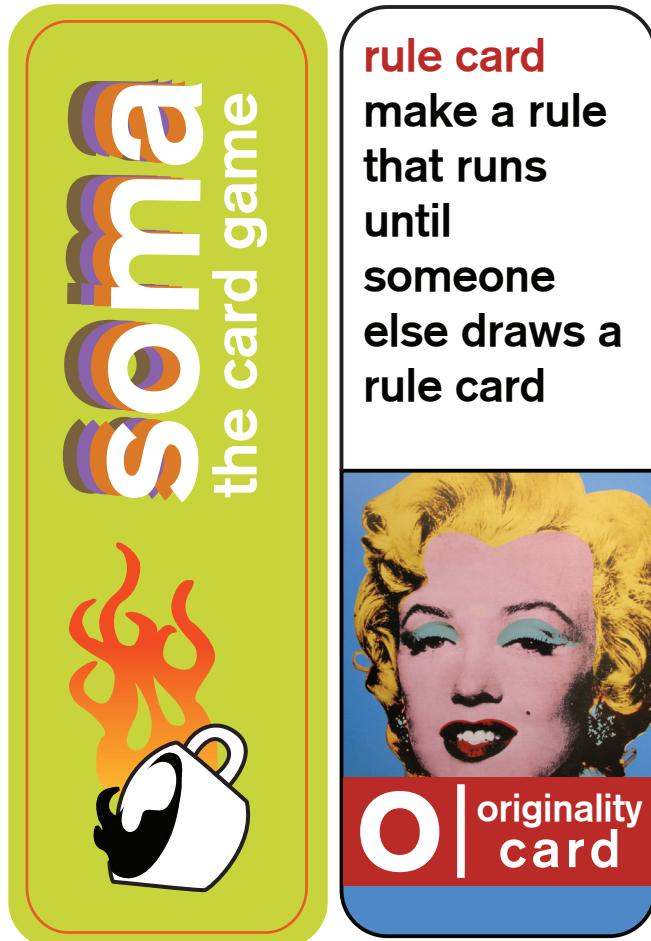


I came to the conclusion that Soma did a great job of bringing coffee lovers into their space, but I found that it was a shame to have people that share the same ideals go to this space without interacting. Above I've attached the multiple notes that I took before I was able to develop a concept. I then came to my final conclusion: I needed to find a way to make these coffee lovers interact somehow. Thus, a problem statement was born, and it seemed that my relationship was once again back on track.

attention:  
the contents  
of this board  
game must  
connect  
coffee lovers.

# the big move in

*Making a commitment, and learning from it*



Now that I had finally found my direction, I had to develop a first round draft of my cards, play test it, and refine my game once more. It was time to get serious with Soma.

I decided that in order to connect coffee lovers, they needed a light hearted game that develops conversation. I knew that I wanted it to incorporate into the space by using a coffee mug, because it makes the game seem natural to the space while also changing the scenery. Thus, the basics of the Soma the Card Game were born.

I began by designing my cards with the intention of being a balance between clean and abstract, similar to how I see both Soma stores. I did this by using a minimalist backing, contrasted with a graphic inside of each card.

From there, I went on to design a rule book and beginning concepts for the game, essentially completing my first draft of the card game for people to play.

# soma

the card game  
rule book



## introduction

hey there coffee lover! we are on a mission here at soma: to bring coffee lovers together. the soma card game is our way of doing just that. whether you are sitting down with a friend, grabbing coffee on a first date, or relaxing alone and looking for someone new to meet,



## game setup

alright, so now it is time to get things going. cards? check. caffeinated drink? check. looks like you are ready.

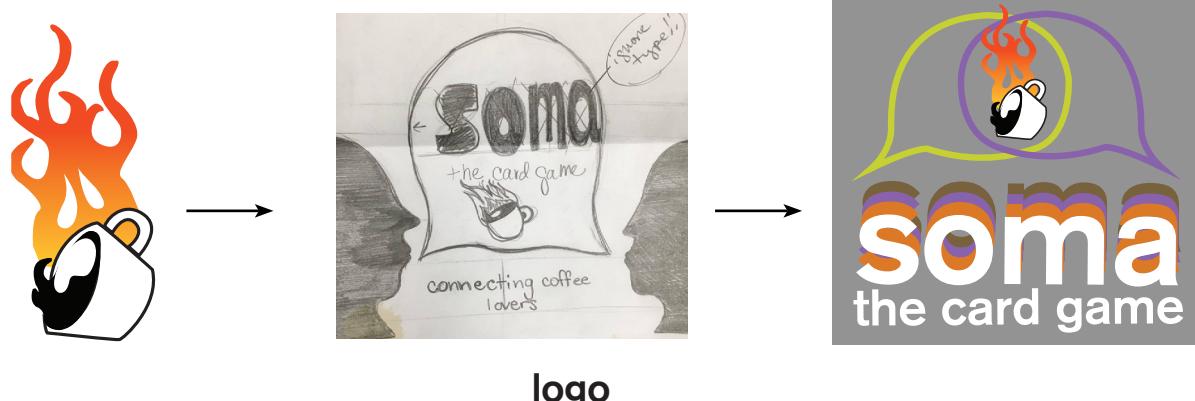
the rules of the game are as straight forward as a cup of americano:

# the break up (?!)

*Two words: creative. block.*

For every large accomplishment within the design process, there is a whole array of revision to follow it. The minute I finished my cards and play tested the concept, I was exposed to critical flaws in the game. I needed to make sure that the cards were thick enough, that the questions made people actually converse, and that I had an actual logo for the game. With all of these daunting revisions that questioned the very idea of my game, I was beginning to lose hope in my abilities to provide the right product for Soma.

With heavy creative block playing in effect, I began to ask for the opinions of others in order to help further my design. By asking other people for their perception of my designs, I was able to get feedback from people that weren't a part of my relationship with the design, meaning that they were able to provide unbiased feedback. This was one of the single most effective tools that I learned when designing, especially when you are having a difficult time. Each of the following designs underwent a revision that improved the user experience, and gave me the last push to finish the Soma board game.



**logo**

Problem: The Soma logo was only indicative of the shop, not the game.

Revision: In order to incorporate the conversation element of the game, I wanted to include speech bubbles and silhouettes. After further revision, I found that most people thought that a simpler logo was needed, and that is where the final edit came from.

## inside card



Problem: The user didn't understand where the card was to be placed on top of the coffee mug during gameplay.

Revision: After speaking to Gary about this user issue, he explained to me that some instruction like this should be explicitly designed into the cards, so that the user knows what to do. He suggested using a scale to show balance, and after tweaking that idea I came to the final design.



## outside card



Problem: The cards were no longer in sync with the most current logo revision.

Revision: While there were a multitude of ways to redesign the back side of these cards, after speaking to individuals on its design, I found that it was overall positively received. Due to this fact, I decided to only replace the old logo with the newest version.



# it all ends in white

*getting hitched, and falling in love.*

Here we are. The final stretch. After making more revisions and searching for feedback, I sought out to finalize my package and complete the game. My process was straight forward at this point in the game, as most of the design was already developed and ready to be printed. To challenge the typical idea of a box, I developed my game built into an 8oz cup of coffee, in order to incorporate more of the space into the game. Seen on the right is the final product- from the exterior and interior.

Assembly of this board game was difficult, as it incorporated lots of rounded designs, and cut out silhouettes that are backed by the comic graphics on the sleeve of the coffee cup. This challenge was the final test of my relationship. It was no longer about the digital design, but rather the physical assembly in order to complete my design.

Once the pieces were all put together, I heard wedding bells ring. Finally, I was able to translate all of my research and vision into something tangible, something that served a purpose for the Soma Coffee House. In all

honesty, this final product was proof to myself that I was able to develop a design process, and not be confined to a linear frame of thought. This relationship with Soma has been challenging both mentally and physically, and pushed me to learn a great deal about the way I think through ideas.

Personally, I plan to use this process as a frame of reference for my next projects. I think that as far as room for growth, I can continue to formalize my design a process a little further, and include more time for revision.

So what does the future hold for Soma the Card Game? Well, there isn't any definite path, but I would absolutely love to provide this idea to Soma, and to see this game become implemented across the space. My goal is to reach out to the coffee shop in the beginning of 2016 and see if there is a need for a game like this.

To four whole months of growing, challenging, changing, and to the possibility of months to come, thank you Soma, and The Soma Card Game.







# soma

## the card game



# thank you.

*For challenging and inspiring.*

Gary,

I want to sincerely thank you for all of the work that you have put into our class and myself within the last semester. From the beginning of the semester, we were challenged to think about why we were designing the things that we were. Because of this, you forced us to think about what we were doing, and in turn develop our personal design thought process.

I have watched myself grow from someone that was uncertain of my actions within design, to someone that is now taking steps to understand what it means to think and act like a designer. Design really is everywhere, and to have someone that actively makes us critique the world around us exposes our minds to so much more than simply learning a software. I also truly want to thank you for making us develop a board game. While at first this seemed like a silly concept that lacked an emphasis on graphic design, I would now say the very opposite. As you said, graphic design is so much more than posters and logos, and in order to understand that you must learn to break the design stigmas. I have learned more than I ever could have imagined through this project, and I want to thank you for inspiring me to continue my path within design.

Thank you once again for an amazing semester, I am truly humbled by the lessons I've learned.

Keep doing it,

Luc LaGasse

P.S. Please don't stop pushing people to think unconventionally. It does worlds for students who are only used to thinking in terms of answers A-D on a Scantron.

# ADVENTURES For MEN

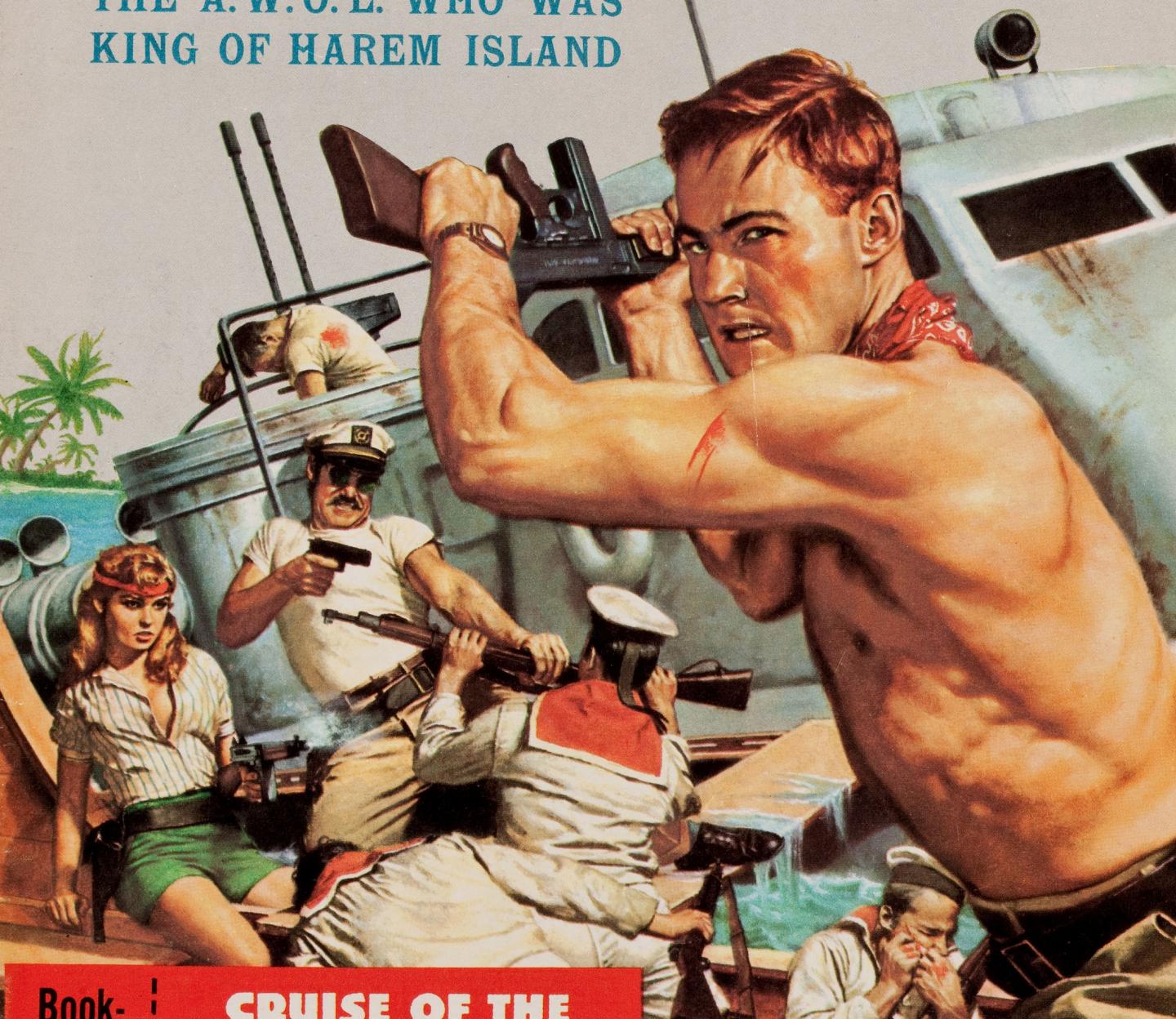
MAY • 35¢

AN INCREDIBLE  
JUNGLE MISSION—

**FIND THE  
WHITE QUEEN  
OF THE  
JAP GUERRILLAS**

Canada's Night to Remember:  
ORDEAL OF THE SS NORONIC

THE A.W.O.L. WHO WAS  
KING OF HAREM ISLAND



Book- |

**CRUISE OF THE**

