



Interior Design Studio I

IDS 271

Phase I

Exhibit Design: Little Big Planet 3 Project Overview



Image from Little Big Planet 2

Sony Corporation has commissioned you to lead a design proposal for the introductory exhibit of [Little Big Planet 3](#) at [e3](#) and [GDC](#) video game conventions. The primary objective of the exhibition space is to promote the play of Little Big Planet 3.

Project Overview:

Evolution of Little Big Planet – The exhibition space is to promote the release of the third evolution of the game Little Big Planet for the Sony PS3 console. The third release builds upon the core concepts in Little Big Planet and Little Big Planet 2. You will need to understand Little Big Planet by direct experience of game play and research of existing knowledge related to game development and players game experience in your design process. Little Big Planet 3 expands the core concepts and story line of the game in the following manner:

Machine Galaxy – A new game environment based on the discarded machines where characters must solve puzzles related to sustainability and re-use of discarded machine parts. This is an **abstracted environment** based on inhabiting a world where creations made of misused machines have been used rogue curator that wants to rule the galaxy. Your exhibit design proposal should build and explore Machine Galaxy and be a bridge between the physical and digital worlds.

Interlacing of Console and Mobile Technology – Optional game play will be available on mobile devices and allow for player captured real world images to be incorporated in the game experience. The design proposal of the exhibition space is to explore how mobile devices can be incorporated as part of the exhibition experience.

Narrative Story -- The story line of the game will be loosely based on the ideas explored in the Movie Howles Moving Castle and general themes found in Ghibli films. The visual nature of the film is **not** important, but the broad narrative themes speak to the game development team. The three strong narrative themes in the Little Big Planet 3 story are:

Rescue and Heroism
Responsibility and Consequence
Risk and Discovery

Aspects of the narrative story themes are to be part of the exhibition space experience.

Project Phases:

The design project is broken into two phases. Phase one is an exploration of the broad conceptual nature of Little Big Planet 3 and how knowledge of the game development and game play can influence the design of an inhabitable interior environment.

Phase two will explore the nature exhibition design more specifically as you will investigate and research exhibition design projects and concepts that promoting products and ideas in exhibit halls. In phase two of the project you will receive detailed programmatic information such as spatial requirements.

Game Developers Inspiration and Influences:

Ghibli Studios (narrative and story telling)

<http://www.onlineghibli.com/>

Joseph Cornell Boxes (abstraction and conceptualization)

<http://www.josephcornellbox.com/menu.htm>

http://en.wikipedia.org/wiki/Joseph_Cornell

Brothers Quay (visual story telling and use of machines)

http://en.wikipedia.org/wiki/Brothers_Quay

The film: The Way Things Go (physics and the unexpected)

http://en.wikipedia.org/wiki/The_Way_Things_Go

Rube Goldberg Machines (ingenuity and problem solving)

http://en.wikipedia.org/wiki/Rube_Goldberg_machine#Professional_artists

Game Developer Concept Art and Process (Little Big Planet 1 and 2)

http://www.littlebigplanet.com/en/media/concept_art/

http://www.youtube.com/watch?v=OSKHD7GwUbc&feature=player_embedded#!

Design Objectives of Exhibit Space

The Little Big Planet 3 Development Team has requested the following in the design of the exhibition space:

1. The design of the exhibition space reflects and promotes the **spirit of the gameplay**.

- Narrative Story – Engagement of play is supported by strong narrative themes based in a story.
- Cooperation – Players are to work together through sharing.
- Creativity - players of the game are able to develop and express creativity by:
 - Customization of character and environment
 - Creation of their own game levels that are shared with other players over the Internet.
 - Creative problem solving that advances the story line.

2. The design of the exhibition space reflect and promote the **spirit of the game environment** of Little Big Planet 3.

- Abstractions and Transformation of Machines you Inhabit
- Spatially Sequential
- Transformative and Manipulative by Users

3. The design of the Little Big Planet 3 exhibition is to **promote the game**, and generate excitement and anticipation of the release of Little Big Planet 3.

Design Proposal One – Digital Exploration of Big Concepts from Little Big Planet 3

The first design proposal is to be an abstracted “machine galaxy” environment presented as virtual (computer) space. The environment is to be based on the exploration of a single machine that is transformed in scale, form, color, texture, pattern, and space to present ideas that will lead to the design of the exhibition space for Little Big Planet 3 in Phase 2.

Your work must demonstrate a firm understanding of the concepts of Little Big Planet 3 in your design proposal for this phase.

You are to focus on the big concepts of the project listed in this document. As the project progresses you will receive more information on the specifics related to the spatial program, user needs, etc... Keep the project exploration related to the ideas found in console gaming, game playing, and concepts found in Little Big Planet 3.

Design Presentation Mid-Term Project Review – October, 21

Concepts and objectives outlined in this document are to be essential elements of exploration and proposal in the October 21 Mid-term review.