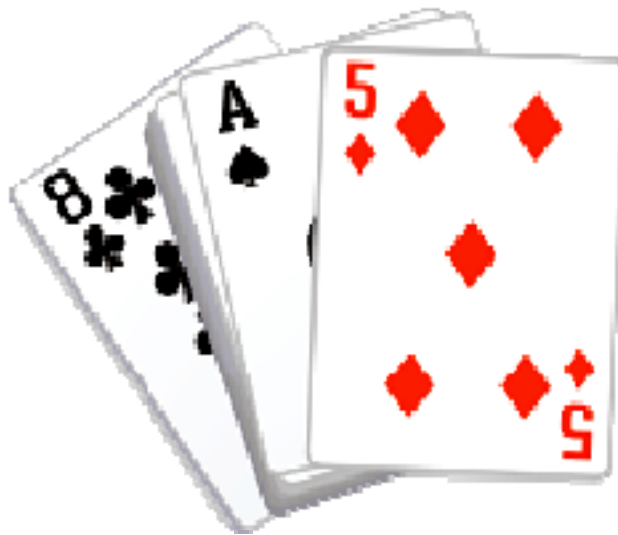




**suit
you
sir?**

Playing Card Design Challenge





Playing Card Design Challenge

Richard Edward is the UK's only playing card manufacturer. They are a local, family-run firm who supply global companies such as Winning Moves, (owners of Top Trumps and Monopoly brands etc). They have been using the same card suit design for 14 years, a design which itself dates back to 19th century.

The company has decided to update the design and, being committed to education and training, felt it appropriate to invite students in local schools to submit their ideas. The challenge is **to develop a contemporary design for a pack of playing cards with 4 suits, the numbers and equivalent of court cards and 2 joker cards.**

Richard Edward has asked Greenwich Education Business Partnership to liaise with schools on their behalf on this project. The company is also receiving the support of their client, Winning Moves, The Worshipful Company of Playing Card Makers and, its educational charity, The Cutler Trust.

500 packs will be produced at Richard Edward's premises with the winning student(s) involvement, which the school can sell with 20% of the profit going towards The Cutler Trust. The winning design will be exhibited at The Guildhall Library, in the City of London and will actually be professionally produced by **Richard Edward**. The successful student(s) will be invited to see their design in production at Richard Edward's premises. Profits from sales of the cards will go to the Cutler Trust. Should a student of sufficient talent and need come to light through this competition, it is possible that some kind of bursary might be forthcoming from the Trust to help him/her to take advantage of further/higher education in the field of design.

This challenge may be used however you wish - a coursework project, a case study, or an enterprise challenge. It also fits into the Enterprise/Work Related Learning curriculum and should provide plenty of opportunity for students to do independent research.

You may find the following websites useful:

<http://www.richard-edward.com>

<http://www.winningmoves.co.uk>

<http://www.makersofplayingcards.co.uk>

<http://www.makeyourmark.org.uk/manufacturing>

Should you have any questions, please do not hesitate to contact Paula O'Donnell at Greenwich Education Business Partnership

Phone: 020 8319 0610

Email: pod.gebp.greenwich@lgfl.net

CLOSING DATE FOR ENTRIES 30TH APRIL 2009



A Brief Background to Playing Cards

The playing card has been with us over 600 years. There is a fascination in the designs, neat symmetries and quirky symbols. The design of playing cards involves a balance between utilitarian constraints and artistic possibilities. Tradition bears quite heavily on the design of standard cards, especially the court cards, but originality can be refreshing in a well-designed pack.

The earliest playing cards were hand painted, often gilded and designed to be beautiful objects. In the past packs of cards were considered valuable and precious possessions and were mentioned in wills and inventories, and given as wedding presents.

The first mass-produced playing cards were printed in France, in Rouen and Lyon in the 15th century, through the use of woodcuts. The suits were based on the four major economic classes in the late middle ages: Spades (♠) represented the military, Hearts (♥) represented the church, Clubs (♣) represented agriculture, and Diamonds (♦) represented trade merchants.

The standard deck

The primary deck of fifty-two playing cards in use today, traditionally called a **French deck**, includes thirteen ranks of each of the four French suits, diamonds (♦), spades (♠), hearts and clubs (♣), with reversible Rouennais court cards. Each suit includes an ace, depicting a single symbol of its suit; a king, queen, and jack, each depicted with a symbol of its suit; and ranks from two to ten, with each card depicting that many symbols (*pips*) of its suit. Usually two jokers, often distinguishable with one being more colourful than the other, are included in commercial decks, but many games require one or both to be removed before play. Modern playing cards carry index labels on opposite corners (rarely, all four corners) to facilitate identifying the cards when they overlap, and so that they appear identical for players on opposite sides of a table.

Production Techniques

The typical production process, leading to the realization of a new deck, starts with the choice between the most suitable materials: cardboard and plastic. Cards are printed on unique sheets that undergo a varnishing procedure in order to enhance the brightness and glow of the colours printed on the cards, as well as to increase their durability. The cards are printed on sheets, which are cut and arranged in bands (vertical stripes) before undergoing a cutting operation that cuts out the individual cards. After assembling the new decks, they pass through the corner-rounding process that will confer the final outline: the typical rectangular playing card shape. Finally, each deck is wrapped in cellophane, inserted in its case and is ready for the final distribution.



Playing Card Design Challenge

Suggested programme for a day

Briefing assembly in the school hall

Brief the students about the day. Information about the background and history of playing cards. The task they will undertake and the deadlines they need to meet.

Work on activity in individual classes

Split class into small groups of max 5 students and give each group a Suit You Sir? Pack containing

- Task sheet
- Design brief
- Costing sheet
- Card template
- Card pack template

Go through the task so each group is clear about the activity. They will need to buy resources to carry out their task so they need to plan what resources to buy from the stores. Each group has a start up grant of £100. The aim is to see how cost effective the groups are i.e. not wasting paper, sharing out tasks. It is a good idea to give the groups some time to plan before they nominate a team member to go to the stores. You can vary the task by rationing resources or changing prices.

- Continue task – remind groups of deadline for the task
- At set time each group to display their cards and prepare a brief presentation based on the design brief
- Each group presents to the rest of the class
- A winning group is selected to present on behalf of the class in the final session
- Each group completes Evaluation identifying enterprise skills used during the activity

Additional activities: Suit You Sir Quiz, Design your own quiz, Design a game to play with your cards

Final Session in school hall

- Each Class winner presents to a panel of Judges
- Debrief the activity identifying enterprise skills used (see student evaluation form)
- Give students opportunity to enter the Suit You Sir Challenge – Entries can be from individuals or groups of up to three students **Deadline 30th April 2010**
- Present Winning Team with a prize

Resource List

Each class:

Rulers Scissors
Pencils
Rubbers

A4 paper
Coloured pens (a selection of colours for students to choose from)

NB: You can ration resources if you want to add another element to the challenge

Each Group:

Task Sheet
Design Brief
Costing Sheet

Card Template
Card Box Template



Playing Card Design Challenge

Task Sheet

- Designs must be for a full deck of 54 cards (13 x 4 suits + 2 jokers front and back) and the packaging (tuck box) Templates are provided
- Cards should be standard size and shape (57mm x 88mm)
- Designs may be drawn freehand
- Designs must not infringe any copyright or licensing restrictions
- A Design Brief to explain how you decided on your design and why the company should choose your team
 - The inspiration behind the theme of the design
 - Why the final design was chosen
 - What makes this design different/special
 - At whom it is marketed – how and why, any Unique Selling Point?
 - How the packs would be sold in school & at what selling price?





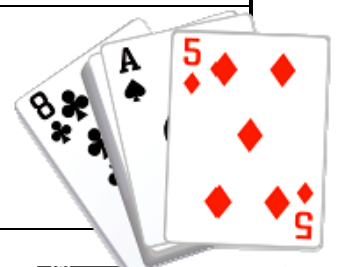
**suit
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Suit You Sir? Design Brief

Names of Team members	Form Group
1.	
2.	
3.	
4.	
5.	
6.	

Name of Design or team

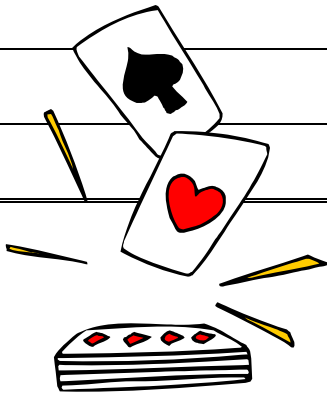
Design Brief	
The inspiration behind the theme of the design	
Why the final design was chosen	
What makes this design different/special	
At whom it is marketed – how and why, any Unique Selling Point?	
How are the packs to be sold in school & at what selling price?	





Costing Sheet

Item	Unit Cost	Quantity	Cost
Paper	£20 each sheet		
Pencil	£5 each		
Colour Pen	£6 each		
Rubber	£6 each		
Scissors	£25 each		
Ruler	£10		
Glue Stick	£10		
TOTAL Expenditure			
Start up funding			£100. 00
ACTUAL Expenditure			





**suit
you
sir?**

Playing Card Quiz

1. How many cards in a pack with no jokers?

2. Name the card suits.

♠	<input type="text"/>	♥	<input type="text"/>
♣	<input type="text"/>	♦	<input type="text"/>

3. Apart from standard card games, playing cards are also used in?

4. Playing cards are also used in which game?

- (a) Checkers
- (b) Solitaire
- (c) Chess
- (d) Pinball

5. How many cards belong to a card suit?

- (a) 15
- (b) 10
- (c) 11
- (d) 13

6. Complete the following phrase, pick a card..

- (a) but not that card
- (b) pick your lucky number
- (c) any card
- (d) a card you shall pick

7. What is a complete set of cards called?

- (a) Deck
- (b) Pile
- (c) Collection
- (d) None of the above

8. How many jokers are included in a full set of cards?

- (a) 2
- (b) 4
- (c) 0
- (d) 1



9. In what country were cards first developed in?

- (a) England
- (b) France
- (c) Germany
- (d) China

10. In the game Solitaire, how many columns of cards are there?

- (a) 6
- (b) 7
- (c) 8
- (d) 12

11. What is the English name for American Blackjack?

- (a) Poker
- (b) Draw Straight
- (c) Liar's Poker
- (d) Pontoon



12. Aces are:

- (a) Always high
- (b) Always low
- (c) A wild card
- (d) Whatever is agreed before the game begins

13. In Trumps, Bob plays the 7 of diamonds and Bill plays the 10 of diamonds. Who wins?



Playing Card Quiz Answers

1. How many cards in a pack with no jokers? **52**
2. Name the card signs. **♠ Spades ♡ Hearts ♣ Clubs ♦ Diamonds**
3. Apart from standard card games, playing cards are also used in? **Magic Tricks**
4. Playing cards are also used in which game? **B Solitaire**
5. How many cards each belong to a card symbol. **D 13**
6. Complete the following phrase, pick a card... **C Any card**
7. What is a complete set of cards called? **A Deck**
8. How many jokers are included in a full set of cards. **A 2**
9. In what country were cards first developed in? **D China**
10. In Solitaire, how many columns of cards are there? **C 7**
11. What is the English name for American Blackjack? **D Pontoon**
12. Aces are: **Whatever is agreed before the game begins**
13. In Trumps, Bob plays the seven of diamonds and Bill plays the ten of diamonds. Who wins? **BILL**



