

DESIGNER'S GUIDE

for games

A Book between
You and Manufacturer

Created by WinGo Games. 2017

WinGo Games

Game Designer's Guide

By opening this Kit you get access to an exciting moment in bringing your board game ideas into truth!
WinGo aims to help you talents in creating new games with Designer' s Kit. You will find more than enough guidance including manufacturing procedure, artwork design, as well as illustration creating! Come on, follow us to get rid of endless doubt! Just open the Designer' s Kit and create your own game!

WinGo has been a leading expert for 25 years in board game industry. At WinGo, you will experience a full solution of game creation from design to marketing.

Please check http://www.wingogames.com, or contact WinGo team at info@wingogames.com for more information.

Now just let' s make your dream come true with Designer' s Kit!

General requirements of artwork file

1. All files must be in CMYK color mode.
2. Resolution of all images must be no less than 300ppi.
3. Files are preferred in PDF or AI format.
4. Files must be in folders and labeled with different part numbers and names according to spec sheet.
5. All texts and fonts must be embedded.
6. Die cuts must be vector illustration and in different layers.
7. Pure Black (C:0% M:0% Y:0% K:100%) is preferred to be used for any black color element.
8. General bleed area is 3mm out of the die cut, while margin area is 3mm within the die cut.

***Tips -**
PSD, JPG and TIF files are also acceptable but less amendments can be taken by WinGo if there are any issues found.

***Tips -**
The less mixtures of color being used the more accurate print-out you will have.

You can also get in contact with your account manager at WinGo to get templates for your game components.

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Lid & Bottom Box

You can call it Telescope Boxes or a Two Piece Game Box. Our team will provide a box template as illustration as below, so you can paste artwork on conrresponding panels.



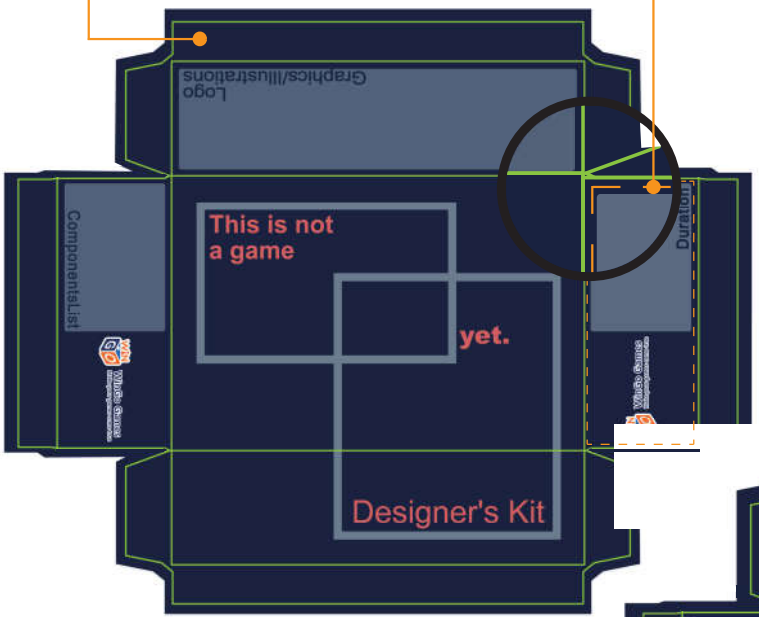


-Bleed

A 18mm of bleed area is required on each side of the box, because the flaps will be wrapped to inside of the box.

– Margin

Keep all important texts and illustrations inside the margin area (3mm away from die cut line and folding line) to avoid any of them being trimmed.



– Die Cut

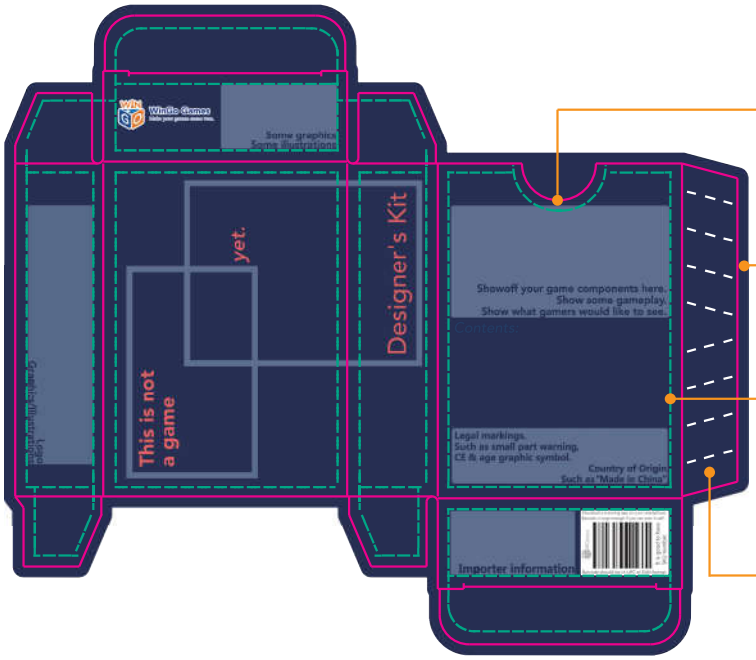
This is how the print sheet will be trimmed. Die cut lines must be in separated layers and hidden when file outputing.



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Tuck Box

Tuck Box is a very economical option for a simple card game.
You can also use it as an add-on for your card deck if you want to retail.



Finger Portion –
This will help to open up lid flap easily and you can specify how to remove it if unnecessary for you.

Bleed –
3mm bleed area around the cut line is required.

Margin -
Keep all important texts and illustrations inside of the margin area (3mm away from die cut line and folding line) to avoid any of them being trimmed.

Gluing Area –
This is a working area for gluing up the box.

Legal Markings and Information

UPC/EAN Code –
This is a unique identification code for single product all around the world. You can contact a barcode company to buy and generate a barcode number.

Age Graphic Symbol –
This is a must and diameter of symbol must be no less than 10mm, showing that the game is not a product for children under 3 years old.



Small Part Warning –
Following texts must be presented on the box according to safety testing directive as most are not designed for infants but certainly with small parts or small balls.
"WARNING: CHOKING HARZARD – Small parts.
Not suitable for children under 36 months."



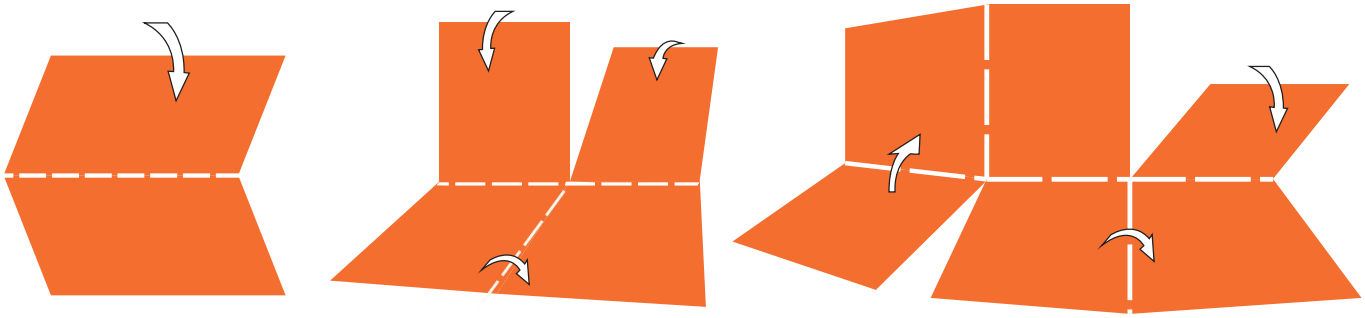
Country of Origin – MADE IN CHINA
i.e. Made in China, must be presented on the box to pass through customs.

CE Mark – CE
CE mark has to be presented on the box with at least 5mm of height for any Euro products, declaring that the product is complied with the EU directive, in case EU customer requires a test report so that you will need to send out the product to a 3rd party laboratory for EN71-1/2/3 testing. WinGo has consigned a laboratory for such kind of testing as well.

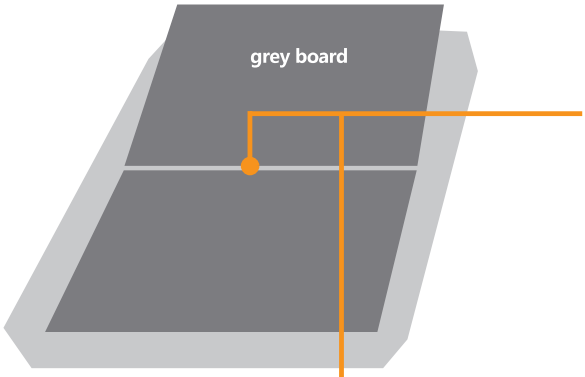
Importer Information –
If you' re the importer of your game, you need to indicate the detailed information of your company on the box, usually containing company name, address and telephone number.

Game Board

Game board is a primary component of your game. It will be 1/2 folded, 1/4 folded or 1/6 folded inside the box, helping to get a smaller box for cost saving. You can see following illustrations to understand easily.



(1/2 fold) (1/4 fold) (1/6 fold)



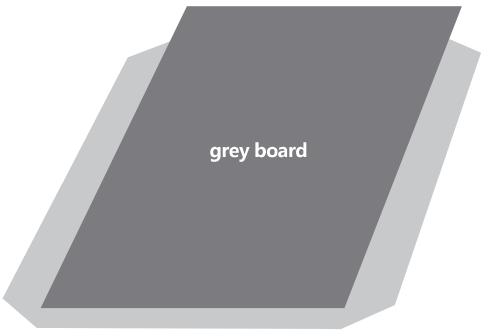
(with groove)

Groove on Board –

You' ll see on some game boards there is a goove between folding parts, that is a more cost-effective option. Since smaller grey board used inside with groove, your game board will have better duration during times of folding, but of course you can specify if you don' t want a groove on board to affect any of the function or feature.



width of groove usually is 5mm



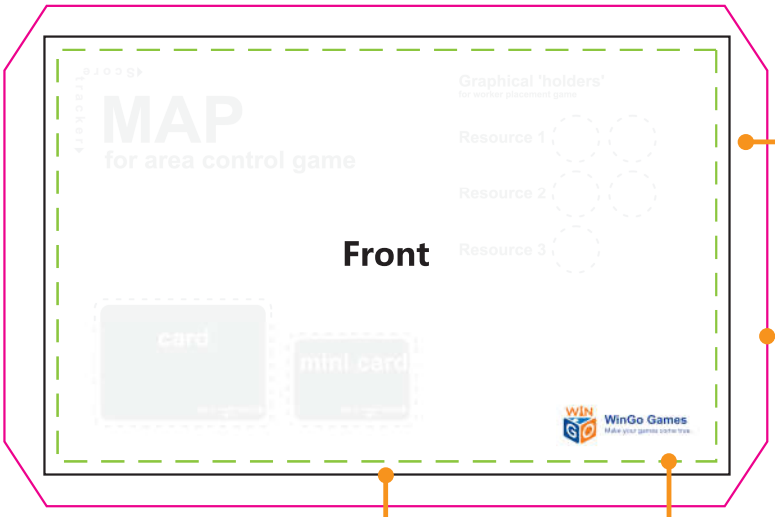
(without groove)

Size of Game Board –

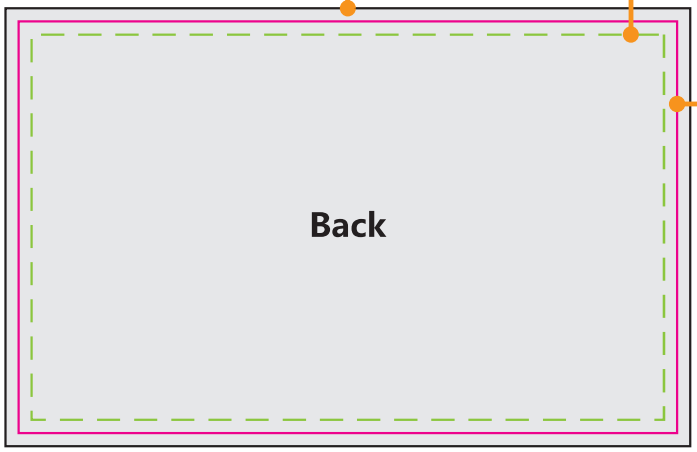
Please contact your account manager at WinGo to get a most cost-effective size of your game board.
A maximum size of 670x970mm is essential for one piece of game board.
You have to separate the game board into 2 or more pieces if the design is larger than that size.

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Game Board



Actual size of Game Board



Bleed on Cover –
An 18mm bleed area is required on all 4 sides of the cover paper, while the grey board will be wrapped inside like the box.

Die Cut –
This is how the print sheet will be trimmed. Die cut lines must be in separated layers and hidden when file outputing.

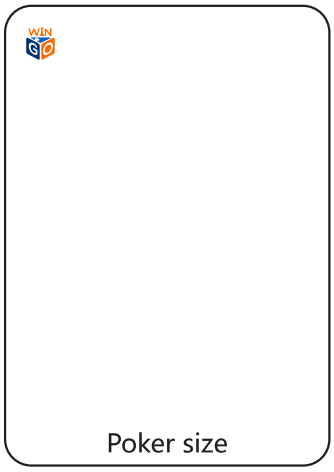
Margin –
Keep all important texts and illustrations inside the margin area (3mm away from die cut line and folding line) to avoid any of them being trimmed.

Smaller Back –
The back cover paper must be 3mm smaller than actual size of game board, which is a production tolerance for sticking print sheet on the wrapped front board.

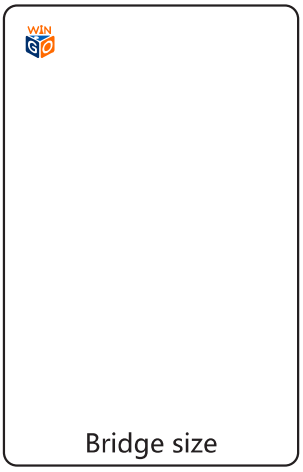
***Tips –**
You can decide your game board to be wrapped with printed paper or black paper, it will be presumed to be wrapped with black paper if you do not specify.

Playing Cards

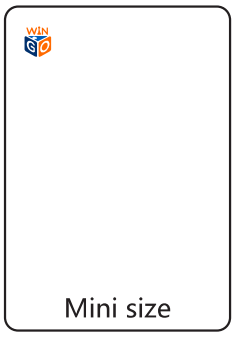
The following 3 sizes of cards are commonly used for games. Of course we have more standard sizes per the table in below so you can pick up the most suitable one for your game, or you can contact your account manager at WinGo to customize your own size.



(2.5x3.5")



(2.25x3.46")



(1.75x2.5")

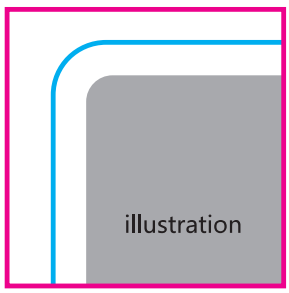
WinGo provides standard sizes as below table:

Rectangel		Square		Circle
63x88mm	87x126mm	51x51mm	70x70mm	55mm
56x87mm	58x88mm	63.5x63.5mm	80x80mm	
44.5x63.5mm	50x75mm	67x67mm	89x89mm	

Rounded Corner –

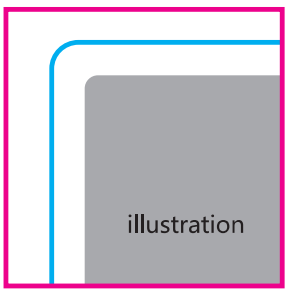
We provide regular rounded corner (with 4mm radius) and also a small rounded corner (with 2mm radius) as an option to fit your design. Contact your account manager to make a better decision.

R4mm



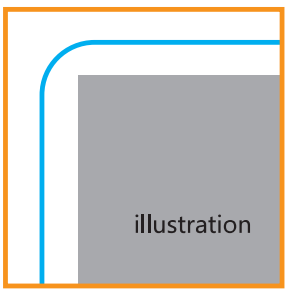
√

R2mm



√

R4mm



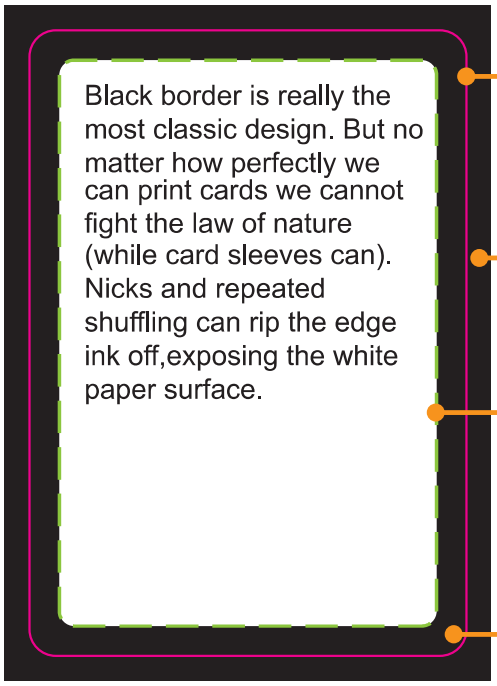
×

Cardstock –

WinGo provides different kinds of cardstocks with different price ranges for option. 300gsm grey core, 300gsm blue core, 300gsm black core, 300gsmivory core and also 350gsm ivory core are the most popular cardstocks used for games.

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Playing Cards File



Die Cut –
This is how the print sheet will be trimmed. Die cut lines must be in separated layers and hidden when file outputing.

Bleed –
2.5mm bleed area is required around the die cut.

Margin –
2.5mm inside of die cut, keep all important texts and illustrations within this area to avoid any ofthem being trimmed.

Border Area –
Fill up all the area between margins and bleed in case a border line is included on the cards design.

File Description:

- Name the file with "front" and "back" so that we can easily understand which is the corresponding file for one card, i.e.
  "card 1 –front.pdf" and "card 1-back.pdf" .

- You can also put all front and back files of the same card deck in a multipage pdf, and put the common back as first or last page.

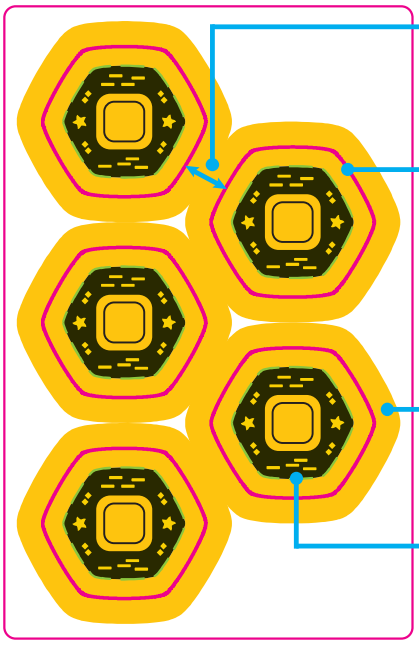
- If a file is multiply used in the same deck, you can just send one file to us with a list of file name describing quantity used for each.

***Tips –**

A certain quantity of cards will be fitted into a standard print sheet. We have various options to help you on cost saving, so you can contact your account manager to figure out the most cost-effective one for your game.

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Punchboard / Tokens Board / Sticker



Minimum Clearance –
Please keep at least 6mm as a minimum distance between each die cut cavity.

Die Cut –
This is how the elements will be trimmed namely the shape of tokens. Although you can customize the die cut design, as a production limit, the blades cannot make hard curves or deep narrow form. The more design complexities you make, the higher cost you' ll have.

Bleed –
Usualy a 3mm bleed area is required around the die cut line .

Margin –
Keep all important texts and illustrations inside the margin area (3mm away from die cut line) to avoid any of them being trimmed.

Cardboard Standee –
This is a cost-effective option to represent a miniature for your game, which is usually assembled with a plastic stand as illustration in below. If you want to make real 3D miniatures, please refer to page 13-15 of this guide and contact your project manager for more details.



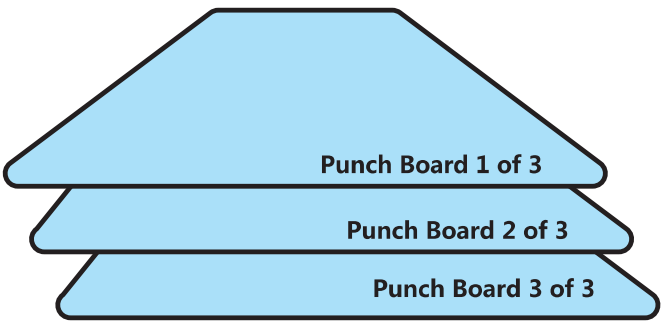
(cardboard minatures)

***Tips –**

Usually use the same die cut layout on multiple punchboards to get correct quantity of each tokens, which is a good option for cost saving.

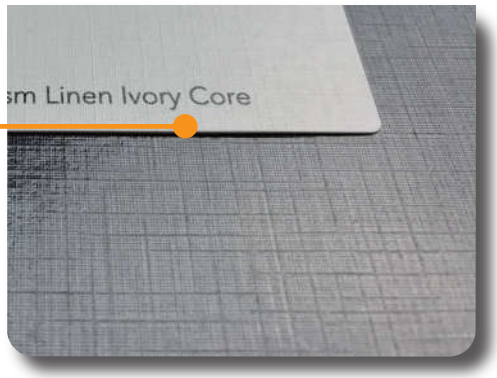
***Tips –**

Please label and number the punchboards on empty space around corners, which will help manufacturer to recognize each punchboard and won' t mix up easily during packaging. (see illustration in below)



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Special Treatment



Linen Finish –
As the most popular option, linen finish will make your game elements more attractive and better hand feeling. It is usually used on box, cards, playing mats and punchboards.



Foil Stamping –
Using this process, you will have golden or silver coating on printed sheet to emphasize elements that you want. Different from Spot UV, foil stamping can be applied on a glossy surface as well. File requirement is the same – make it as vector, and put it in different layers.

Spot UV –
With this process, you will get a special shiny/glossy area on top of any matte surface, usually to emphasize elements like logos or wordings. Make the spot UV in vectors and put it in separate layer in your file.



Embossing –
This will help to make your illustrations in different depth on a paper, usually applied on box or tuck box. You need to make the embossing area in vectors and put it in different layers in artwork file.

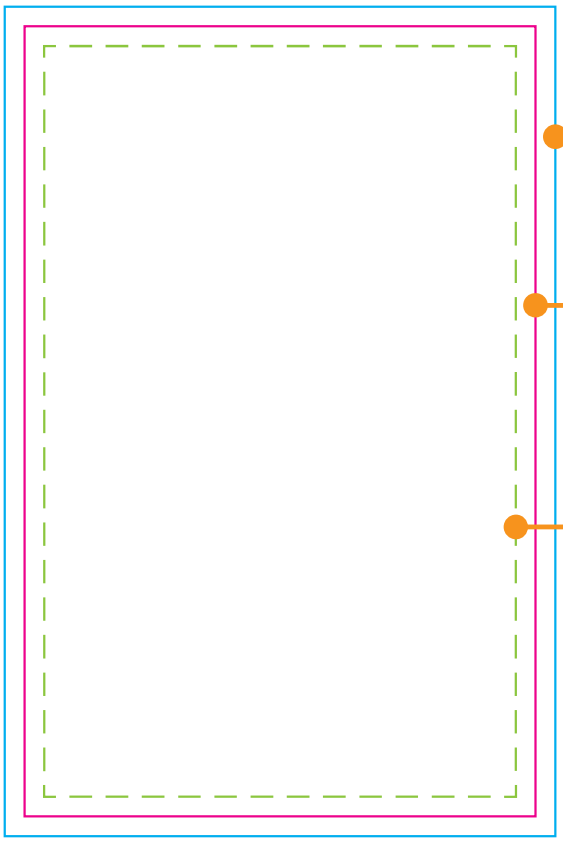
***Tips –**
Color of foil stamping is optional, please contact your account manager for more details.

Production Deviation –
As an add onto the regular production, special treatment will certainly has deviations (1 or 2mm) because of the production tolerance. You can amend your artwork design to improve such kind of issue. If you don' t know what to do, just contact us and we will provide a solution for you.



Mask area must be at least 1% larger than original illustration.

Booklets / Note Pads / Paper Sheets



Bleed –
3mm bleed area is required around the cut line.

Die Cut –
This is how the print sheet will be trimmed. Die cut lines must be in separated layers and hidden when file outputing.

Margin –
Keep all important texts and illustrations inside the margin area (3mm away from die cut line) to avoid any of them being trimmed, increasing the margin to 6mm when page amount is over 32pp.

File Description –
Separate each page in sequence into a multi-page pdf file, and WinGo will make layout for printing.

Due to requirement of production process, page quantity of a booklet must be in multiples of 4 i.e. 4pp, 8pp, 12pp, 16pp...and so on.

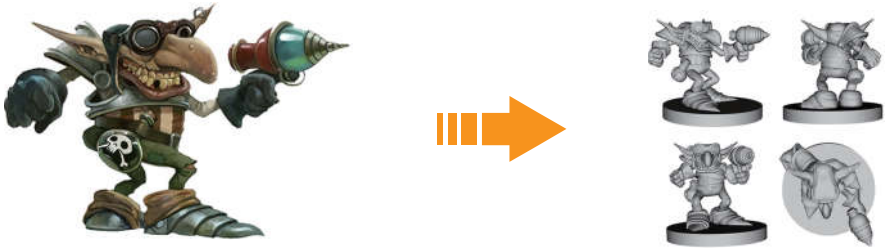
Binding –
Saddle stitch twice is a regular binding option for booklets, and you can also use adhesive binding or even better option if your booklet has many pages. Contact us for more details and figure out the most cost-effective page numbers for your booklets.

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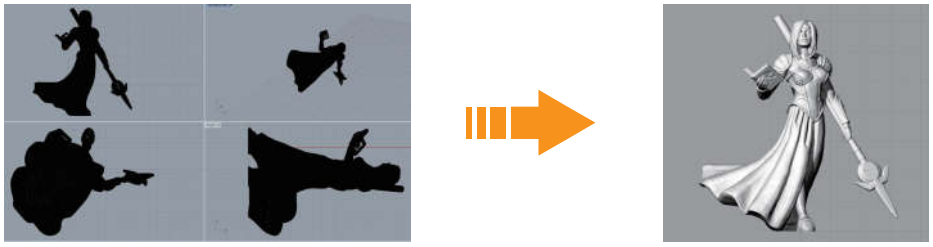
Plastic Miniature

The trend in the market now is increasingly using plastic miniatures for tabletop games. As a game designer, plastic miniatures may be taunting to you if you are not familiar with production process. Fear not! We will show you how we can help making miniatures from just a simple concept, using a number of well controlled steps.

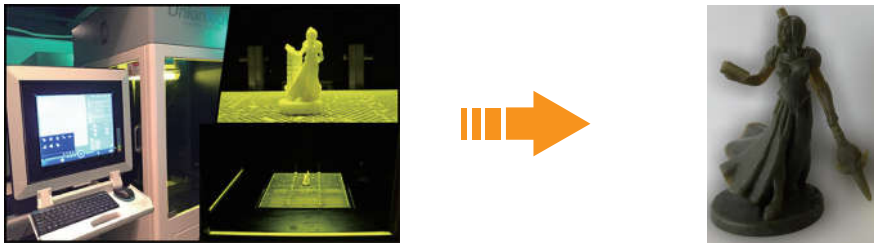
Step 1: Provide us with the character' s concept art and/or illustrations for sculpting references.
Our 3D modeler will sculpt digitally to produce a 3D modelfile. (**If you already have a 3D render file in STL format, then you can start from Step 4 directly**)



Step 2: Fine tune and finalize the 3D digital model.
We will send you pictures in various points of view around the model for your approval. Revisions will be made at this point to ensure it fits your requirements, and make sure the production process is efficient. After approval on 3D file, you are now all prepared to make master copy of your model.



Step 3: 3D print the digital file with a 3D printer.
When a 3D model is freshly printed there will be a lot of remnants and rough edges. Our sculptors will meticulously file the rough edges, polish the model and sharpen the details on the model. Your very first detailed physical model is born. (**If you already have a physical 3D model with sufficient level of details, you can skip Step 1 ato 4 and start the process directly from Step 4**)



We go through 2 different options from this step to produce miniatures according to your requirement on the level of details, quantities and pricing.

Miniatures made by PVC injection –
With better duration and lower unit price, not easily broken and requiring less care on handling, but with higher mold cost and longer production lead time. Therefore, it is suitable for large amount of quantity.

Miniatures made by polyresin –
With better details and lower mold cost, faster production, however the material is flimsy and weak, which needs extra care packaging such as a vacuum insert for transportation. What' s more, its unit price is higher than PVC, suitable for less miniature design and lower quantity.

Plastic Miniature

Polyresin

Step 4: Set up silicon mold.
Physical model will be dipped into the liquid of silicon and an initial cavity will be foamed up in few hours. Molding engineer will skillfully cut out the part line and set up the spures on mold. After confirmation of the preproduction sample, a series of silicon molds will be ready for production.





Step 5: Mass production release.
The liquid polyresin will be adjusted with your specified pantone color and casted into silicon molds when production starts. After vacuuming process of removing bubbles from material, the model will be formed up within an hour and ready for demolding.







PVC

Step 4: Make duplicates of the master model.
During casting the mold, your model needs to be physically broken down and destroyed to achieve high level of details. Duplicates will be made out of your master model to improve construction and identify undercutting spots for better mold release.





Step 5: Set up the injection mold.
Mold casting requires a series of complicated chemical, electrical and physical processes. It is proceeded by intricate and complex machinery and takes approximate 35 days to complete. After revisions and modifications, a pre-production sample will be produced from the mold to confirm quality of the model before mass production.







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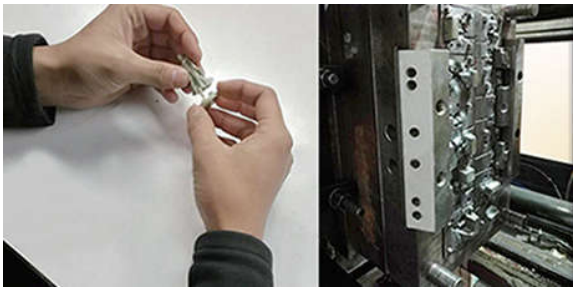
Plastic Miniature

Step 6: Final polishing.
Different from injection process, the polyresin model has unavoidable and noticeable part line which is required to be manually trimmed and polished, which takes very high labor on such work leading to a high end unit cost as well.



Step 6: Release mass production and proceed with the injection process.
Quality inspections are done during injection cycles and assemble/gluing process. This is where an army of your miniatures are completed.





Step 7: Package the miniatures.
A final inspection will be done to ensure the production is finished in the highest quality. Then, they will be packed the way you like it to be. Your miniatures are now ready for the tables. Enjoy and have fun!





Any questions, feel free to contact us!

Created by WinGo Games. 2017

WinGo Games
Make your games come true.

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