

RULES OF THE GAME

Total View

Time

This game is played by a minimum of one and a maximum of five players. You may calculate the number of minutes a game will last, using the graph below. Since you can play the game over

multiple sessions and you may skip certain steps once you're familiar with the game, you can use this graph to easily calculate how long it will take to play.



Amount of players	Madlibs	Base Cards	Wild Cards	Rounds of Next Level Cards				Total playtime (min)
				1 st	2 nd	3 rd	4 th	
1			6	3	6	9	12	53
2			9	6	12	18	24	68
3	20	15	12	9	18	27	36	83
4			15	12	24	36	48	98
5			18	15	30	45	60	113

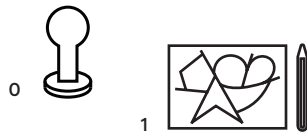
Goal

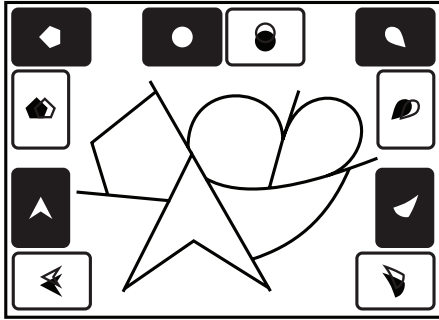
This game offers an overview of five crucial domains that are worth exploring when thinking about business. You and your fellow travellers will visit each of these domains and unlock questions and challenges that are hidden in this landscape. Over the course of one or more games, you will make this landscape come alive. Every time you answer a question, a domain is raised one level. The game is finished when all domains have been raised up to the highest level.

Be mindful, this is not a race. It's an introspective learning journey in which you will collectively come to a broader understanding of what business can be and a deeper understanding of your individual potential. This is not a competition, you're in this together. There's a lot to be won by all players and the only thing you risk losing is a limited view of what you can become.

How to start

A game board offers a journey for up to a maximum of five players. You can even play the game alone (read 'Solo play' on page 6). Start by making teams that are ideally interdisciplinary. Each player is given a Traveller⁰ and a Traveller Work Sheet¹. The work sheet has two sides that can be used to make notes on during the game. It does not matter which side you use, whatever you prefer. You can even use both sides during the game. Use any pen or pencil you like (pens are not included in the game). Also, you may wish to keep a personal notebook handy to write down or doodle new ideas and insights that the game may give you while playing.





Round One: Madlibs

At this stage of the game, you will have a bit of creative fun exploring the five domains and their interrelatedness.

For a shared definition of the five domains, please first read 'Five Domains' in this manual (page 8).

Place the board in the middle of the table and set up the game in the initial setup², with all card decks in their assigned place. Make sure that all 'next level' card decks each have one (black) matching 'base card' on top of them.



Unused landscape tiles and other elements can be left in the box for now.

Also, there's one Madlibs booklet⁴ to be used in the game. Give this to a player with a clear handwriting, so he or she can fill it in for the group.



After becoming acquainted with the domains, start on page 1 of the Madlibs booklet⁴. Choose a random Madlibs Output and Context card⁵ from the decks. Write the texts from these down on the dotted lines in the Madlibs booklet text: 'I designed ... (output) for ... (context)'. Continue by following the instructions in the Madlibs booklet.

Doing this Madlibs exercise will not only give you a better grasp of the five domains and may already generate very original creative concepts in a fun way. You may skip the Madlibs if you are already acquainted with the five domains.

At the end of this exercise, shuffle the Output and Context cards back into their decks. If there are several games being

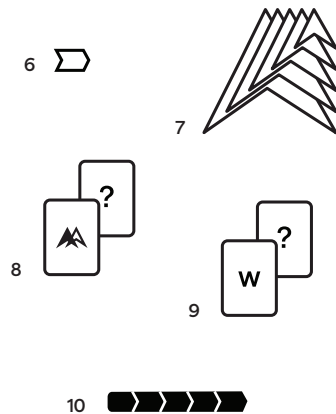
played at the same time (for instance in a classroom), it may be inspiring to ask each group to share their most remarkable sentence with the other groups.

Round Two: Base Cards

You are now ready to start your journey. We'll start by visiting each of the five domains once. Place your player characters together on the first domain. It works best to start on 'Output'. Take a card from the top of the corresponding stack. This top card should be black with a coloured icon. Flip the card and let one player read it out. Make sure the question is clear to all players.

Now move the time marker⁶ on the first step, and set your timer (on your phone) for 3 minutes. As soon as the timer starts, each player writes down the individual answer to this group question on your individual work sheet, in the according domain. When the timer stops, everyone stops writing. At this point there is no need to share what you have written down, since you will refer to it in the 'Next Level Cards' stage of the game. You do however get to place a perspex

base tile⁷ on the map, after completion of this domain. Now repeat these actions for the other domains as well. Move your markers to the domain you are visiting. After starting with 'Output' there is no specific order in which to do the other four.



Next Level Cards

Now that all base tiles for each of the domains have been put into place, we'll continue. Starting with the youngest player and then rotating clock-wise, you'll take turns visiting a domain of your choice. You can put your character anywhere and even stay on a domain if you like. Also, multiple players can be on the same domain at the same time. Every time a card gets answered,

you 'level up' this domain by adding a new perspex tile on top of the existing one(s) and you advance the time token on the time track.⁶

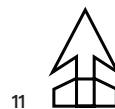
Every time a player visits a domain, (s)he takes a card and reads it out loud to the group. You are asking this question in relation to your individual answers from the 'base cards' round. For example, if you answered the first 'base card - impact' question with 'I want to empower people to create freely without ever feeling hindered by technology', you now ask the group to help you answer the question of the 'next level - drive' card: 'which values are meaningful to you?'. You may state: 'creativity, obviously!' yet another player may add: 'accessibility' seems to be equally important for you'.

Even though each player will visit different domains and in a different order, there's always the collaborative challenge to help the active player formulate answers that make sense and have been well thought through.

There are two other types of cards in the game. There are

'Tip' cards⁸ that can be taken at any time when the question on a 'next level' card does not trigger any response or is not fully understood. You may then, at any time, pick a 'Tip' card for the corresponding domain and read it out to the group to help answering the original question.

Also, there are 'wild card' questions⁹ that each of the team members will answer within the ultra-short time of 20 seconds, with a combined maximum of two minutes. These cards are 'unlocked' every time the time token passes a thick black line on the time track¹⁰. These are meant as a light and fun intermezzo. Each time one is answered, you get a 'wild card token'¹¹ that you can put on the top domain tile to liven up the landscape.



Finish

The game is finished when all domain tiles have been put into place. This visualises the progress of the many questions you have answered and thus the level of reflection you and your group have achieved. It may be necessary to play the game over the course of more than one session in order to finish it.

Final reflection

No matter if the game is finished at the highest level or not (yet), after each session it is advised to reflect on what you take away from the game. What were new insights for you? What relationships between domains had you never considered before? What impact did the questions and answers have on your positioning as a (future) professional? What were some notions that inspired you?

Feel free at any time during and after the game to use your individual work sheet to write down or illustrate interesting answers to all the questions that come up during play. This sheet you can take home with you.

Solo play

Playing the game solo, allows you to embark on a personal journey of discovery. You basically follow the same basic rules yet whenever you would discuss a question with others, you reflect on it yourself and use your player sheet to make notes.

Another way to play the game, is to take only the cards, shuffle them and use the random questions to inspire you while reflecting on your business.

LEGEND

Traveller



Avatar



Traveller
Work Sheet



Madlibs
+ Context Card



Base Card



Next Level Card



Tip Cards



Wild Cards



Time Line
+ Time Marker



Perspex Base Tile
+ 4 Next Level Tiles



FIVE DOMAINS

Drive

Your drive is what intrinsically motivates you to do or make things. By intrinsic we mean your motivation from within.

There are three elements that determine the effect on your intrinsic motivation:

1. Do you feel a freedom of choice; your autonomy
2. Do you feel competent at what you are doing
3. Do you feel socially connected.

Drive is also dynamic, so you can describe the effect your drive has on a certain context.

Make sure your drive comes from your personal convictions, but always move beyond the obvious.

Example: My drive is to make beautiful things for museums.

That's a good start but what do you mean by beautiful, and what do you mean by things and for what kind of museum? A complete description of your drive will probably contain all other domains (output, context, value and impact).

Context

The context means the world outside you. You can divide and interpret context in different ways. For example: the area of sustainability or health care; online channels like Facebook or Instagram; a scene that you want to be part of; the art market

Try to start from a big context and then define users, customers, organisations or companies. In that way you can make the context as specific as possible.

Example: Big context:

Health(care); Defined context:

Hospitals, medical centers, patients, doctors; Specific context: A certain hospital, doctor, patient(group) or medical center

To help you to define a context you can think in two directions:

1. Inside-out: For who am I relevant starting with my output (work).
2. Outside-in: Taking the context as a starting point, how can I contribute?

 Impact

The impact that you want to make is a description of what will happen if your output actually finds its place in the context. Also try to look at the effect it has on for example a certain group of people or a societal issue. It's an 'after effect', a prediction of what you expect will happen.

An interesting approach will be to describe your impact first and then think of what kind of output you need to make to achieve this impact.

Example: the effect your publication about sustainability has on others; You can describe the impact in terms of knowledge about the subject, but you can also describe or predict that your readers will start behaving more consciously about their meat consumption. Or even better, your publication will change the structure of an entire industry.

 Output

The output is what you create. Try to make a description of the appearance with characteristics but also the process of creating it. Output doesn't always have to be a product or a service. It can also be a concept, intervention, event or setting up a movement.

Example: A red chair made of reclaimed wood. It is red because you want people to be aware of the fact that a lot of material is being wasted and you want to alert people about this. First you collect the wood at a recycling company and then you try to construct a chair based on the existing shape. You want this chair to be close to the natural appearance of wood itself. The chair becomes a statement for the circular economy.



Value

Value is the field that underpins all other domains. You can attribute value to the work you make or you can assign value to things, groups or trends in the context. When you look into your own drive you will discover several values as well.

You can distinguish different types of value. Besides economic values like time and money you can look at several functional values. Literally examine what your work is or does. Also look into your design choices with respect to shape, form, colour, material use or spatial arrangement.

From a functional approach it is a small step towards emotional values. By analyzing the functional values from a perspective of emotions (joy, surprise, anger) and affect you will reach a deeper level of value.

Furthermore you can approach value from a status or identification perspective. Symbolic value is all about associating with a certain lifestyle, scene, societal force or development. This value says something about where you want to belong, your status and identity.

Example: Increasing your artistic importance, growing your eco identity or strengthen your social-economic status. Finally you can go another step further and talk about end values or transformative values. The result of your work, your project could be that a neighbourhood will become more resilient, users will become healthier or visitors will experience personal growth.

GAME CREDITS

Many thanks go out to Jeroen Chabot and René Verouden who encouraged us to explore our possibilities further after we had shared our first thoughts about the game. They gave us the opportunity to develop this game at the Willem de Kooning Academy.

Development

Born out of the imaginative mind of Mark Schotman.

Concept, prototyping, testing
Mark Schotman and Maarten Jan van 't Oever.

Game design

Playspace (Bruno Setola, Tereza Ruller)

Students

We have tested the game in its many iterations with several student groups within de Willem de Kooning Academy. They have provided us with honest feedback and valuable insights that have made the game. Many thanks to all of them!

Teachers and support
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Playspace



TOTAL VIEW

Creativity is key in contemporary society. Creatives think of new solutions for oftentimes extremely complicated problems. But how can you as a creative yourself see all these opportunities where you can be of value. Or, looking from the outside in, how can you recognize opportunities in the market where you can add value while at the same time holding on to your own principles as a designer. Total View gives you the ability to discover all these chances and opportunities.

When we started with workshops for students on how to create a business plan, we quickly experienced that many students have a compartmentalized – we argue narrow - understanding of their profession. Most creatives are focused on their own creative process, so when we started talking about pricing, market segments or other business practices we were talking on different planes.

We did not really understand each other. We did not connect.

Only teaching business skills and tools seemed too little to support a strong self-supporting position for students. At this point we started searching for a common language and relevant connections between art, design and business. We started talking about the underlying structures and values that drive both business and creative processes. It is no longer about business, but about thinking about business.

That is why Total View deals with developing a creative business mindset. A mindset which enables you to see opportunities and possibilities as a professional designer, so your work will find the stage it deserves. Playing the game gives you a chance to collaboratively discover your positions and possibilities as artists and designers.

Total View will bring you valuable and sometimes surprising insights every time you play.