Rationale for Go Inclusivity! Game

The remixed product is a card game and my professor has it and will submit it for me.

For project two I rhetorically analyzed a commercial called “Circles” done by Levi’s. In this commercial people of all different backgrounds were used. I argued that not only was Levi’s using this commercial as a way to increase profit, but they also wanted to help spread inclusivity. As I continued to do research on Levi’s I found out that the later interpretation of the commercial was true. I created a Go Fish style card game called Go Inclusivity! that went along with Levi’s goal of spreading inclusivity.

The new rhetorical situation that I used for the game was the issue of people not being inclusive. The exigence is the importance of people learning to be inclusive at a young age. Even if kids do not understand why someone is different they will be accepting and kind to those that aren’t like them. A second exigence of this game would be kids that are not like everyone else feeling more confident in who they are. When I was creating this game and looking at models I had a hard time finding games that have diversity. When kids play this game, they may be able to recognize themselves in the cards and feel better about who they are and where they come from. I am hoping that it can help them feel more normal and like they belong.

This game is targeted towards elementary aged kids. Teachers, parents, and school administrators would be a secondary audience because they would have to approve the game before the kids could play it. The game would most likely be used at an inclusivity day at school. This game would also be a good game to have in classrooms for play time or to have in homes with young kids. The more kids that can play the game, and see that differences are okay, the more inclusive the future generations can be.
Some constraints that I faced was my inability to include all types of families. I only had fifty-two cards, so I had to omit some races and family types. I also wanted to try to add a religious aspect but because of the characters that I used I was unable to do that. I was also constrained by the options that I could use for my characters. I wanted to have each person be different, but if I did that, every character would have been in a different style. To keep every character in the same art style I had to use the same characters for each and color them to be different myself. Lastly, I had to use families that would not receive much backlash. For example, I didn’t use families with parents that are polyamorous because there is still much dispute over those kinds of relationships. I hope that someday in the near future that those types of families are accepted, but the world is not quite there yet.

There are quite a few constraints, but I felt that the use of a game and using this game were the best way to reach my goal. In sociology I learned how games were what kids used to learn the rules of society. They learn how to share and take turns from games all while having fun. Learning to be accepting and inclusive can also be a lesson that they learn from playing this game. There aren’t many words being used besides the names, but I felt that the kids seeing the differences was a perfect way to help them realize they are okay. All of the characters look different, but they are happy and represent everyday families. Sometimes seeing things like that instead of reading them, especially for kids, is the best way to get the job done.

I started off knowing that I wanted to do the card game, but I was unsure on how to execute it at first. I didn’t know what types of families to use or how diverse I should be. Once I sat down and thought about it I decided that I wanted to use as many races as possible, and include interracial families, to include families of different religions, and to include families that
had same-sex parents. This plan changed slightly when I had all of my families printed out. I had to cut the idea of adding religion because there was not a way to incorporate it into the cards. I used the “Circles” commercial to help me come up with families. I looked at all of the races that they used to help form my families. At first, I was not going to include hyphenated or different last names, but when my teacher reviewed my paper she made a comment about it. Once I read that I knew that I had to change some things. I knew it was important for my project to include that, but if the people had different last names than the other members of their family it would be hard to know who goes with who. I then decided to have each family be a certain color. Each card has a colored line on it, and each color goes with one of the families. I thought this would be a good and easy way to keep with the idea of inclusivity and differences but wouldn’t make the game confusing for kids.

For the back of the card I decided to use an image of the world with people surrounding it holding hands. The people are all different colors. I thought that this would show people accepting others, and that all people are different. I used cartoon style images because I felt that they would be what kids like. When searching for the images I used the transparent tool on google images, so I was able to layer them. I put a purple border around the world image. I thought that this could help the cards look more professional. When I printed the back of the cards out the printer was running low on ink, so the border came out purple and pink tie-dye. My teacher made a good point that the tie-dye look is linked towards peace which is a goal of this game. The face of the cards has the people on them. I chose to use a cartoon style image for the people as well because I thought kids would be more drawn to it. I colored each person with colored pencils because that is what I had to use. I decided to use clear tape to laminate the cards.
I wanted the cards to have a more card type feel, and I also wanted to keep the cards from getting messed up too easily. They were only together by use of glue, and sometimes glue does not hold so well. Lastly, I put each side of the card onto a note card because I wanted the cards to again have more of a card like feel. I also thought that the cards would be less likely to get bent if they used a notecard.

The cards needed a container, so I created a game box for them. I used an old Nature Valley box and cut and taped it to the size that I needed. I then used sticky notes to cover the outside. They were pigmented enough that they didn’t let the logo or nutritional information on the box be seen through them. The sticky notes are also fun and vibrant colors that would help to draw a child’s attention. I put a small warning on the box that says ages five plus. All kids’ games that are sold in stores have this warning. I knew that if I wanted this kids game to reach my audience it would need this warning. I also put each family member on the box, and did each one as a different race. This helps to show what the game will be like. Lastly for the box, I included a small Levi’s logo on the bottom corner. I did this because the game is based on the Levi’s commercial, so it is as if Levi’s made the game. The same thing was done on each of the cards.

I included an instructions sheet and a card on what inclusivity is. I knew that I would need an instructions sheet because not everyone knows what Go Fish is or how to play it. I hand wrote the card mainly because I did not have time to get to a printer. I included the inclusivity card because inclusivity is the main point of the game. If kids do not know what it is, they may miss the point of the game. I hand wrote this card as well because of the same reason that I wrote the instructions card.
Lastly, I chose the name Go Inclusivity! for my game. As I have mentioned this is a Go Fish style name. I wanted to keep up with that theme, so I chose that name. The use of the word inclusivity was because that is the goal that the game is trying to accomplish. I wanted the title to be simple for the kids, and easy to remember. When playing the game the players will say Go Inclusivity when they do not have the card that the person asked them for.

This new rhetorical situation and exigence is meant to help make the world a more accepting place with less hate. I hope that when kids play this game they see that people are different, and that is okay. Not every family is going to be the same, but they face the same problems that all families face.
Works Cited

“Collection of Cartoon Pictures Of The Earth (44).” Free Clip Art on Clipart Library,
clipart-library.com/cartoon-pictures-of-the-earth.html. 20 April 2018.
I used this for the picture of the Earth on the cards.

“File:Levi's Logo.svg.” Wikimedia Commons,
I used this for the Levi’s logo on the cards.

“General Conference Coloring Pages With Wallpaper Iphone.” Mayapurjacouture.com,
I used this for the pictures of the people on the cards.

I used this to help explain the directions of the game

“People Around Circle Holding Hands Clip Art.” CLKER FREE Clipart,
I used this for the picture that I put around the Earth on the card
Go Inclusivity!
A Fun Way to learn about Acceptance!
Go Inclusivity!

What is inclusivity?
Inclusivity is the inclusion and acceptance of people even when they are different from you.

This game helps people of a young age to learn how to be inclusive!

Directions
Each player gets 5 cards. Every time they have a match of 4 they put those cards down and get a point. When it is each person’s turn they ask one person for a certain family. If the person they ask has that family, they give them every person they name of that family.
If they don't have any of that family, then the person who asked draws from the card pile in the middle. When you have no cards left in your hand you are done. After all of the players get rid of their cards each person counts their number of matched. The person with the biggest number wins!
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