



## Official Breakout EDU Game Template

Creating a good game usually takes thoughtful and careful planning. While each game designer may approach the process differently, we have created this template and brainstorming document to help you start the process of designing games that can work with the Breakout EDU platform.

<b>Game Name:</b> What is the name or title of the game you are designing?
--

<b>Consumer Identity: Gender Role and Subcultures</b>
---

<b>Game Designer:</b> Your Name
---------------------------------

Natalie Johnson
-----------------

<b>Content Areas:</b> What is subject or content areas of your game? Ex. Math, Fractions
--

<b>Marketing, Consumer Behavior</b>
-------------------------------------

<b>Recommended Ages:</b> Who is your target audience?
---

9-12
------

<b>Ideal Group Size:</b> Is this game intended for small groups? A whole class? Larger audiences?
---

Small groups. I have 3 boxes that I split my class into
---

<b>Suggested Time:</b> How long do you anticipate players needing to complete this game?
--

30 min
--------

<b>Story:</b> There's a locked box in the room. Why are people trying to open it? Think of the story as a script that the facilitator could read to introduce the game to the group about to play. It
---

can be a few sentences to a few short paragraphs. Many games have a story and a logical progression. If not a structured story, having a defined theme can help with the creation process. Take a look at some of the games in the Breakout EDU game library for inspiration. You can use different curriculum topics, favorite movies, or books for inspiration as well.

Congrats, you have an interview as a Marketing Intern for one of the biggest marketing companies in Colorado. During your interview, you are asked to explain how the following passage relates to your job.

Joanna wakes up early on Saturday morning and braces herself for a long day of errands and chores. As usual, her mother is at work and expects Joanna to do the shopping and help prepare dinner for the big family gathering tonight. Of course, her older brother Sebastian would never be asked to do the grocery shopping or help out in the kitchen - these are women's jobs.

Family gatherings mean a lot of work. Joanna wishes that her mother would use prepared foods once in awhile, especially on a Saturday when Joanna has an errand or two of her own to do. But no, her mother insists on preparing most of the food from scratch. She rarely uses any convenience products, to ensure that the meals she serves are of the highest quality.

Resigned, Joanna watches a soap opera while she dresses, and then she heads down to a small Polish grocery store to buy a Polish newspaper. Then Joanna buys the grocery items her mother wants. The list is full of well-known brand names that she gets all the time so she's able to finish quickly. With any luck, she'll have a few minutes to go to the mall to pick up the new Divide CD by Ed Sheeran. She'll listen to it in the kitchen while she chops, peels and stirs.

Joanna smiles to herself: Denver is a great place to live and what could be better than spending a lively, fun evening with the family?

**Lock Combinations:** What codes will open the locks on the box?

<b>3-Digit Lock</b> - 020	<b>End of quiz</b>
<b>4-Digit Lock</b> - 2824	<b>Social Media Marketing</b>
<b>ABC Lock</b> - POWER	<b>Youth market</b>
<b>Directional Lock</b> - UDLRD	<b>First 5 questions of test</b>
<b>Key Lock</b> - Where is the key hidden?	<b>In the glossary under</b>

subcultures

**Setup Instructions:** List the steps that a facilitator needs to do in order to set up the game. You can test your instructions by having someone else try to set up your game. You'll quickly figure out how they need to be improved.

STEPS	
1	In the small box, place the black light and the QR Code for the Sub culture Video (Red Herring) ( <a href="https://www.youtube.com/watch?v=HKl4yXR0ABE">https://www.youtube.com/watch?v=HKl4yXR0ABE</a> ) lock the small box with the key lock
2	Place the key in the glossary of a Consumer Behavior textbook or dictionary under the word Subculture. Tape "The key to success.." phrase on the top of the big box.
3	Lock a prize and/or the WE BROKE OUT sign in the big box. Using the clamp, attach all the remaining locks.
4	On "The Big Three American Ethnic Subcultures" write the link <a href="http://bit.ly/2zwgjOx">http://bit.ly/2zwgjOx</a> which will take students to the Gender Roles and Subculture quiz. The quiz will give them the code for the directional lock when they answer the questions correctly, and the three digit code when they answer the clue at the end of the quiz.
5	On the "Social Media Marketing" picture underlight High school or less 28 24 for the 4 digit code.
6	Place on the table - "The Big Three American Ethnic Subcultures" (directional code, and 3 digit code), "The Youth Market" (ABC code), "Social Media Marketing" (4 digit code), "Four Basic Conflicts Common to All Teens" (Red Herring), Unexpected Pregnancies (Red Herring)
7	
8	
9	
10	

**Reflection Questions:** When the game concludes, we encourage the use of Reflection Cards to have a debrief with the participants. Please include 5 questions related to your game that could be asked in a discussion.

QUESTION	
1	<i>Where there different subcultures or gender in your group that contributed more than another subculture or gender?</i>
2	
3	
4	
5	

**Tags or Keywords:** You may have selected a subject area above, but there is likely a subset of content that your game covers. For example, if you selected “Math” a keyword could be Algebra or Derivatives or anything else more specific. Please separate each word with a comma. (Example - “algebra, derivatives, etc.”)

Consumer Behavior, Subcultures, Gender Roles

**Additional Requirements (optional):** All Breakout EDU games should be able to be played with the standard Breakout EDU kit. However, some games require unique common items. If your game relies on any additional items, please list them below and explain their use.

**Does your game align to any standards (optional)?** Local country, CCSS or NGSS for US preferred

National Business and Marketing Standards

**Objectives**

Students will be able to understand our memberships in ethnics and racial subcultures often guide our consumption choices.

Students will be able to understand why they have many things in common with others because they are about the same age group.

Students will be able to understand why teens are an important age segment for marketers.

**Digital Files:** Link to any printouts or papers that are required (this is ideally a google drive folder that is shared with anyone with the link) If your game includes Google Forms, please include an editable copy of the form so that others can utilize it if the game gets published.

**Link to YouTube Video:** All games need to have a video explaining the setup and game flow. These should be less than 5 minutes. Please use the template (link below) and a screencast style video. Look at the other games in the game library for example. Here's a link to the video template: [BreakoutEDU.com/video-template](https://www.breakoutedu.com/video-template)

**SUBMIT GAME FORM HERE WHEN DONE**