



GAMELAND®
SINCE 2006

2022

GAME DESIGNER GUIDE

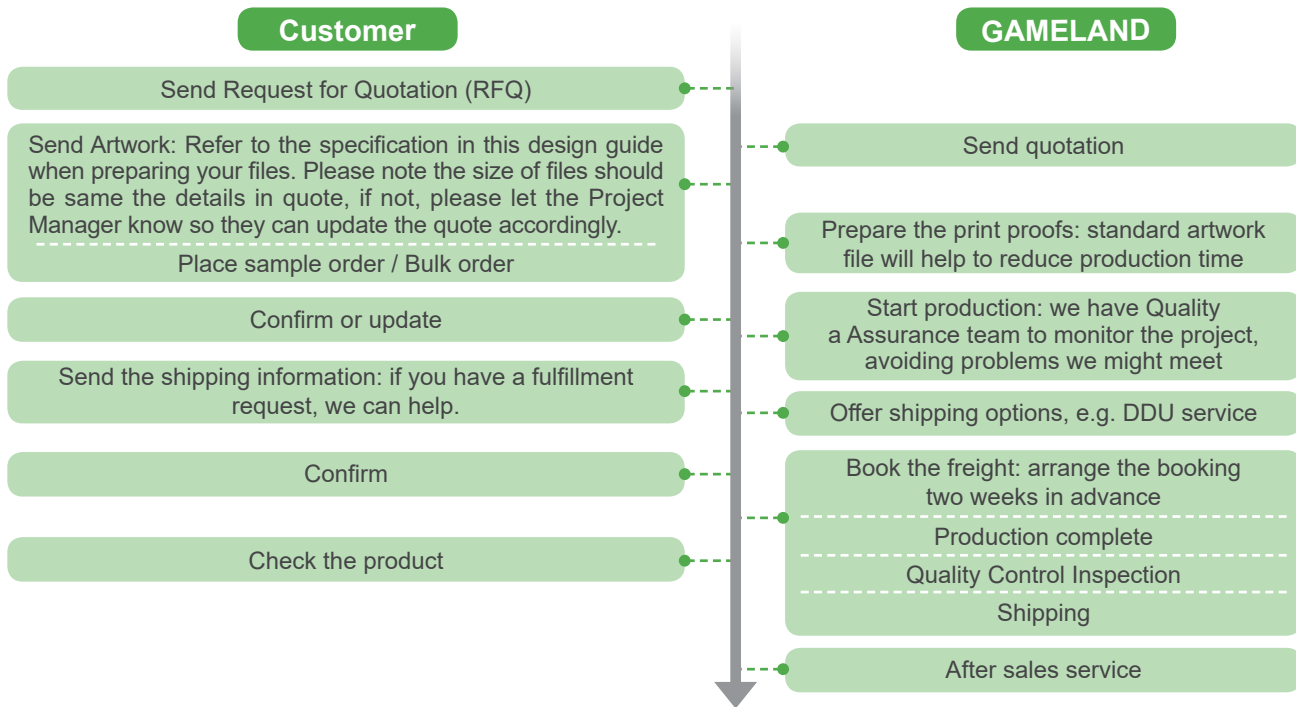
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1. General Information

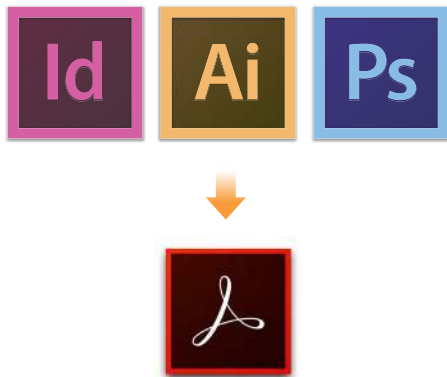
1.1 ▶ The Process



1.2 ▶ Artwork file requirements

- **Design software:**

Adobe Indesign /Adobe Illustrator/ Adobe Photoshop
All files submitted as PDFs



- **All files to be in CMYK color format**

Do not use RGB color space for your files. RGB is a format for onscreen images.

- **Resolution 300ppi or higher**

Using lower resolution images runs the risk of your images appearing blurry or pixelated.

- **Make sure pure black (C:0% M:0% Y:0% K:100%) is applied to all black elements.**

- **3mm of bleed, and at least 3mm of margin**

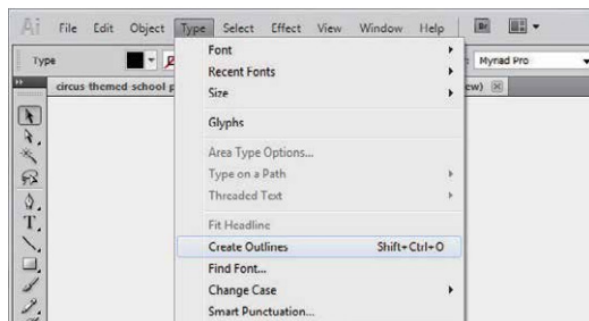
Bleed is the zone outside of the trim/cut area. It is art that is printed beyond the trim line so that it can be cut off. This prevents unprinted white edges showing up on printed components.

Margin is the zone between the trim/cut area and the content/art. The margin prevents the art from being trimmed off the document and the eye from tracking drift. In some instances, the margin is the border.

Dieline is a vector graphic used to convey to a machinist how to create a punch out. It can also be used by graphic designers to assist in the proper layout of a document that will be diecut.

Please save and upload your dielines as a separate PDF, or as a separate layer in your art files. Dielines can not be part of the regular art file layers, they need to be separate so a diecut mold can be created.

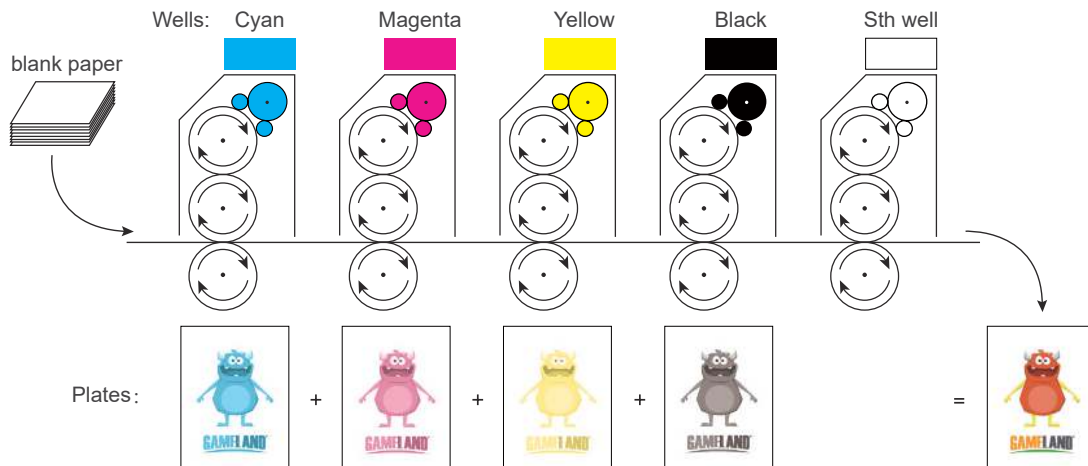
- **All text and fonts should be in embedded or converted into vector graphics, 'Create Outlines' (Shift+Ctrl+O).**



1.3 ▶ Offset printing

Offset printing is the most popular technique for commercial printing.

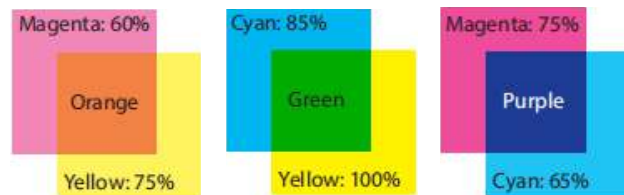
This printing technique is called 'offset' because it does not transfer ink directly onto paper like other printing methods do. Instead of going from plate to paper in two steps, ink is transferred first to a rubber cylinder and then printed on paper. The three-step offset method reduces wear and tear on the lithographic printing plate, thus prolonging its lifespan.



Offset lithography works on the principle of oil and water separation. The plates have been treated to make image areas attract ink and non-image areas attract water to repel the ink. When water and ink are applied by the rollers to the plate, the oil-based ink sticks to the image while water sticking to the non-image area repels it. Offset printing presses use four basic ink colors: cyan (C), magenta (M), yellow (Y), and black (K). Each color is applied separately, one plate per color. Small dots of CMYK are pressed in specific patterns that form what looks like a wide range of colors. Specialized offset printing can also use pre-mixed inks such as metallic and Pantone colors to create hues outside the standard printing color range.

Digital printing

Digital printing is the process of printing digital-based images directly onto a variety of materials. There is no need for a printing plate, unlike with offset printing. Digital files such as PDFs or desktop publishing files can be sent directly to the digital printing press to print on paper, cardstock, and other materials. Digital printing is usually used for producing samples.



Millions of different hues can be achieved by combining various intensities of two, three or all four CMYK inks.

1.4► Naming files

Please follows these guidelines to create file names, which will help our designers to find the correct file promptly.

Project Name	Edition	Component	Notes	Language	Version/Date
Globetrotter	Retail	Box	Top	EN	V1 / 0401
	Deluxe	Game board	Bottom	FR	V2 / 0501
	Stretch goal	Punchboard	UV varnish	IT	V3 / 0601
	Add-ons Name	Cards	Foil finish	DE	V4 / 0701

Tip: you could share your files from these services : Google Drive/Dropbox/Wetransfer

2.Components

2.1▶ Printed products

2.1.1 Game Box



Two piece box



Magnetic book box



Tin box



Tuck box



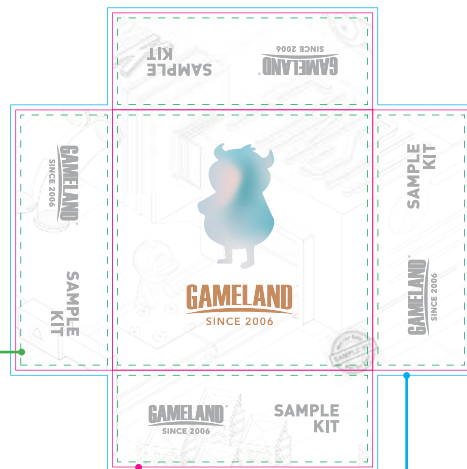
Plane box



Clamshell box

The box should be at least 15mm larger than your largest component to make sure that each component can be easily removed.

At GAMESLAND we have a lot of experience with this after doing it countless times. We will work together with you to find the optimal solution.



Margin

Keep all important artwork inside the margin area (3mm at least inside the die cut line) to avoid being trimmed

Die cut

This is how the print sheet will be trimmed or folded. Die cut lines must be vector files and hidden into a separate layer when outputting the files.

Bleed

An 18mm bleed is a must for each side of the box because the flaps will be folded to the inside of the box.

Box Marking

Games often have the number of players, the playing time, and the age range shown. Other markings may be required for the market you are selling to.

A UPC/EAN 13 Barcode

The UPC must be in pure black, (C: 0%, Y: 0%, M: 0%, K: 100%). Please leave at least 5mm of space for the GAMELAND lot number (example shown here on the right side of the UPC). GAMELAND will automatically add the lot number to your game, it will help us to track the production batch.

B Publisher name and address

C MADE IN CHINA

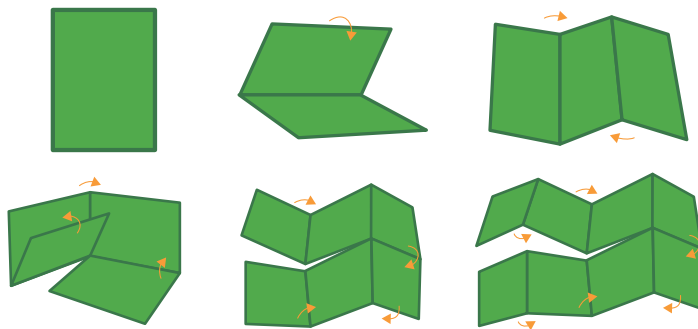
D Age forbidden label

Add a recommended age range to your box. This will determine if your game is considered a toy.

E CE label & Warning



2.1.2 Game Board



Maximum Size

please note that the current maximum size for GAMELAND manufactured game boards is 800mm x 1100mm. For playing surfaces larger than 800mm x 1100mm, consider using a puzzle construction, putting multiple boards side by side, or ask your Project Manager about a printed vinyl game board.



Margin

Keep all important artwork inside the margin area (3mm at least inside the die cut line) to avoid being trimmed

Die cut

This is how the print sheet will be trimmed. Die cut lines must be vector file and hidden into a separate layer when file

Bleed

An 18mm bleed area is necessary for all four sides of the cover paper, because it needs to be stitched and folded like the inside of the box. Game boards with double-sided printing also need to follow this bleed rule.

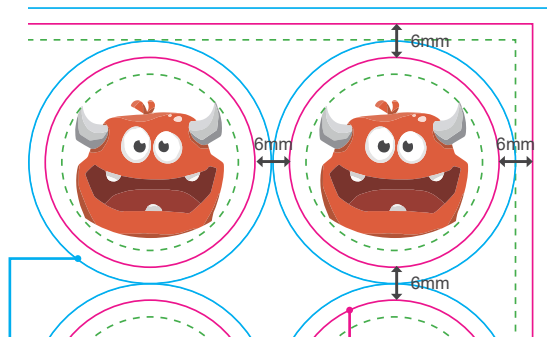
2.1.3 Punchboard

Punchboards make up a wide array of components in a game and can be used for almost any purpose. The game board, the tokens, the player boards, and anything else that you can think of. It can be single layer, dual layer, or even fit together to create a constructible cardboard component.

As a result, the punchboard is one of the most difficult print components to create. In addition to following all of the regular rules relating to any print piece, great care has to go into planning the token layout, and paying attention to special dieline, bleed, and margin requirements.

Size: at least 15mm smaller in each dimension than the box top

Tips: Smallest size of an individual token: 8x8mm
Smallest edge for any shape must be at least 3mm long



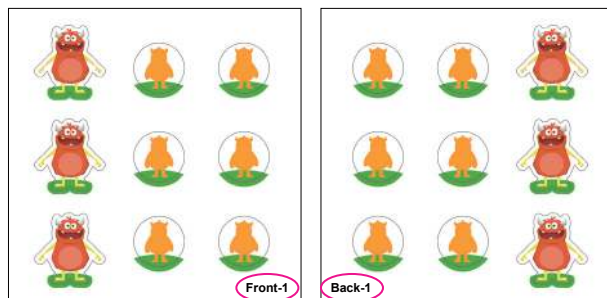
Bleed

3mm bleed area required around the die cut.
Minimum Clearance Minimum 6mm distance is needed between each die cut

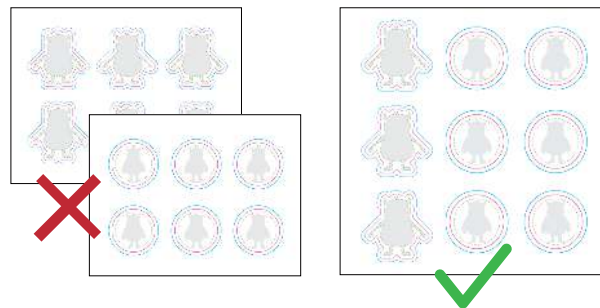
Die cut

This is how the print sheet will be trimmed. Die cut lines must be a vector file and hidden on a separate layer when outputting the file.

- When you have multiple sheets of tokens or other items that use the same die-cut, make sure to label each of them accordingly. This helps to ensure that there are no mix ups during production and packing. We can put the label anywhere on the outside of the board. During production we will cut it off and throw it away.

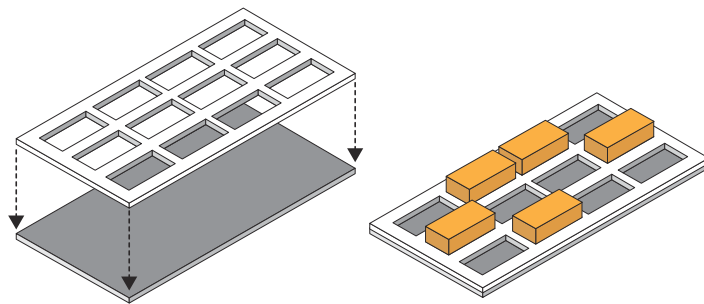


- Due to the cost incurred for each individual diecut, in some cases it is better to design the punchboard in such a way that you only need 1 diecut mold. This helps save on the molding costs. For example, say you need 24 round tokens and 12 square tokens. It more cost efficient to make one diecut with 3 round tokens and 6 square tokens and printing 4 punchboards. Instead of making 4 punchboard with only round tokens and 2 with only square tokens.



- Dual layered punchboards

In some games, a double layer punchboard is a great solution. This type of punchboard is two layers of punchboard glued together. The top layer will have areas punched out that can hold cubes, discs, meeples, or other components in a certain spot on that board. Please take extra care to ensure that any images on the bottom layer line up correctly with the punched-out portions of the top layer.



2.1.4 Rulebook and booklets



saddle stitch binding



perfect binding



spiral binding

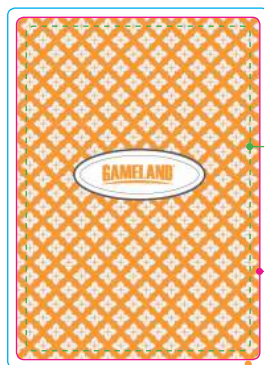


casewrap binding
(hard cover)

The total page count must be a multiple of four, rule sheets can be single or double sided.
The maximum page count of saddle stitch binding is 80 pages (128g art paper).

Saddle stitch binding is by far the most common for board game rulebooks.
With the development of the board game industry, more and more binding methods are applied, please contact your Project Manager to learn more about perfect, spiral and casewrap bindings.

2.1.5 Cards



Bleed

3mm bleed area is a must around the die cut.

Margin

2.5mm inside of the die cut line, keep all important artwork inside margin area to avoid it being trimmed.

Die cut

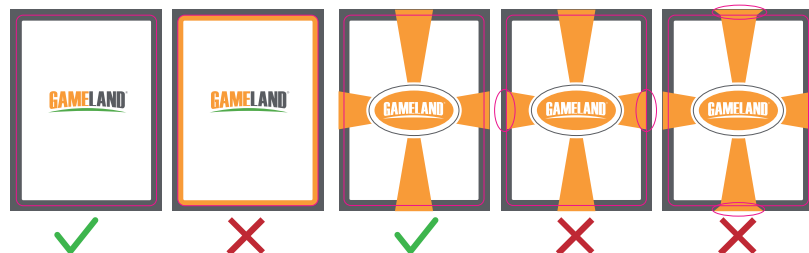
This is how the print sheet will be trimmed. Die cut lines must be vector file and hidden into a separate layer when the file outputs.

Border Area

Fill the area between margin and bleed if there is a border line as part of the card design.

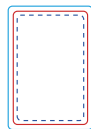
File format

When submitting cards, upload the file as a multi-page PDF with the card back as the last page. If you have multiple card backs, upload a file for the card fronts, and a second file for the card backs.



Example: Deck A has 54 cards with a single back. The PDF for Deck A will be 55 pages in length, with the 55th page being the card back for the preceding 54 cards.

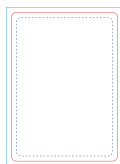
Example: Deck B has 54 cards with multiple backs. There will be two PDFs for Deck B, one with the card fronts, and a second file with the card backs. Please be descriptive in naming your file



Mini
44mm x 63mm



Bridge
57mm x 87mm



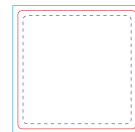
Poker
63mm x 88mm



Euro
59mm x 91mm



Mini square
51mm x 51mm



Square
70mm x 70mm



Tarot
70mm x 120mm



Tuck boxes

If your game consists of only cards, or if you need a smaller box within the main gamebox to hold pieces or components, the best container may be a lighter, one-piece tuck box.

Margin

Keep all important artwork inside the margin area (3mm inside of die cut line to avoid being trimmed)

Bleed

3mm bleed area is required around the die cut.

Gluing Area

This is an area for gluing up the box.

Finger portion

This will help lid flap easily, it can be removed if it's not required.

2.2 ▶ Miniatures

Custom plastic figures are a great way to help a game to stand out among the hundreds of games that are released each year. However, custom plastics increase complexity, cost, and length of time to produce a game.

Let GAMELAND show you that how we can take your idea from a simple concept to the final product.

Step 1

Original File, provide an STP file or 3D STL file.

STP files are the most common format for plastic designs to be submitted to GAMELAND. They are built by a 3D artist to describe the surface geometry of an object. The advantage of submitting STP files is that they can be sent digitally; you can ensure that your designs have precise dimensions, and they are easy to adjust.

When submitting STP files, ensure that your designer prepares the files to designate the final dimensions for each piece.



We also recommend that any facial features are exaggerated so that the desired level of detail is maintained throughout the molding process. When creating your miniature 3D designs, ensure all details (raised and indented areas) are visible to the naked eye. Generally, the human eye can see details larger than 0.2mm, but we recommend keeping all details at least 0.4mm to achieve optimum visibility. The molding process can obscure some fine design elements, so try to thicken/deepen the details to make them stand out in the final product.

Some miniatures have thin sections representing weapons, tails, tentacles, etc. For hard plastics such as ABS, POM, HIPS, and Acrylic, keep these sections at least 0.6mm in diameter to prevent warping and breaking during molding or play. For softer plastics, such as PVC, these sections must be at least 1.5mm thick. Our skilled plastic engineers can help to enhance your details and improve durability during production if necessary.



Tips

if you don't have a 3D file, we are able to help create them, please speak to your Project Manager for details.

Detailed 2D images from different angles may also be used.

Step 2

3D modifications

GAMELAND will review your original 3D files (STL) and make recommendations in a number of areas, including but not limited to detail enhancement, technical changes, tooling and production needs, and changes to the pose. After you review and approve the proposed changes, GAMELAND will move forward and make the 3D modifications. We will let you know which part we adjust, send you the revised 3D file for confirm.

Step 3

3D prototyping

3D prototypes are made at 104% of the final required piece size. The physical properties of PVC mean that it shrinks about 4% after cooling down from injection, so the prototypes are scale product is the correct size.



Step 4

PU/Resin masters

For casting, we first use the prototype as a blank to pour a silicone mold. The silicone mold is then used to make a resin master – this will be used for the actual tooling process.



Step 5

Tooling

GAMELAND will offer a molded work sample before production.

Step 6

Production

Once you've signed off on the final tooling samples, we move forward to production.

Step 7

Assembly and Packing

When injection finishes, we clean and assemble the pieces (if required) and pack them with the rest of the components in your project.



Tips

Why choose PVC over resin?

PVC production is much faster and cheaper than resin production. Whilst resin wins out economically over PVC at low quantities (<2000 units), for medium and high quantities the low production cost of PVC outweighs the added up front tooling cost needed for injection molds. PVC is also a more robust material than resin – with much more flexibility and higher tolerances for heavy use. PVC can be a good choice for figures in board games, where the pieces are handled a lot.

Why choose PVC over hard plastic?

PVC has more flexibility and therefore tolerance for undercuts than hard plastic. This gives you more freedom in the design. PVC tooling is also cheaper than hard plastic. Another advantage of PVC is that it tends to render soft details (such as organics) a little more realistically than hard plastic. Rounded surfaces can sometimes look a little too defined in hard plastic.

Visit www.gamelandcn.com/tools/ to find more information.

2.3► Dice

File Preparation: printing option

In theory any design can be put on a die, but there are some things to be aware of when preparing your design. Due to the nature of the material and the size of a die, very thin lines or grouping lots of different elements should be avoided. For clarity it is best to design it so that there is enough space between the different elements. As a rule of thumb, lines should be at least 0.6mm thick. Furthermore, the whole design needs a 2mm margin around the edges. This is to make sure the entire design is on the die.

The inset parts of the die can be painted too. For this, the colors need to be specified in Pantone colors for each icon. And you can only use spot colors for dice.



Engraved Dice



Metal Dice



Printing Dice



Wooden Dice

You can use one color per die face, but the die faces on 1 single die can be different. For a normal die with six faces, you can select up to six different colors!

The files containing the design of the dice should be in a vector format. This can be Adobe Illustrator, PDF or EPS. Please separate different dice designs into different files. And make sure to label them correctly.



What's the different between resin dice and acrylic dice?

- For acrylic dice, the material inside the mold undergoes a chemical reaction that turns it from liquid to solid. For resin, after the material is poured into the mold it needs to cool down to solidify and consequently be removed from the mold.
- Resin is better for dice that are transparent or semi-transparent as it is clearer. For non-transparent dice, especially darker colored ones, the differences between the materials are negligible.
- The unit price of resin dice is higher than acrylic dice.
- The mold cost of acrylic dice is higher than resin dice.
- The MOQ of resin dice is much lower than acrylic dice.

Tip

With small orders of custom dice, using resin is more cost effective.

2.4► Wooden Components

Wood is durable, cost effective, and produces a gratifying tactile experience. It can complement the theme of a variety of games, and it is infinitely customizable.

Stains and ink washes can also be applied to wood pieces. Due to variations in the wood, staining will not be as consistent as traditional painting, but can give your pieces a natural looking effect.



2.5► Plastic Components

GAMELAND offers a variety of standard components for use in your game:

- **Gems or Marbles:** GAMELAND offers a few different styles and sizes of gem pieces. They can be customized with any Pantone color.
- **Pawns:** GAMELAND offers a few sizes and shape options, and they can be customized with any Pantone color.
- **Plastic Cubes:** Cubes come in a variety of sizes and are the most basic shape. Cubes can be customized with any Pantone color.



- **Plastic Sand Timers:** We can make sand timers between 10 seconds and 3 minutes in 5 second increments. The color of the sand and caps can be customized.
- **Standee bases:** GAMELAND offers a few different styles and size of plastic standee bases to suit tokens of different thicknesses.
- **Dry Erase Pens:** Dry erase pens come in a wide variety of colors. They can also come with or without erasers on the cap.
- **Plastic Chips:** Plastic Chips are similar to poker chips. These are available in different materials and styles, including ABS, resin, and clay. Ask your Project Manager for more information on options for plastic chips.



2.6 ► Metal Coins

Customization: Metal components require creating custom molds and can be customized in size, shape, and design. Electroplated designs are limited to metallic colors. Painted colors will be less metallic in appearance, and can achieve rich, solid colors.

Budget Tip: Metal components require fixed tooling costs for the molds, and the materials are more expensive than other components. Additionally, you may have higher freight and fulfillment costs due to the heavier weight of metal. Consider keeping the quantity of metal components low.

Submitting Your Design: When requesting your quote, please send a 3D STL file for your design. For metal coins, you may also submit a black and white drawing of your metal coin to illustrate the shape, thickness, and recessed areas. Metal miniatures must have more exaggerated details than plastic minis, and we recommend keeping each detail (raised or recessed areas) above 0.2mm so they show up after molding.



2.7 ▶ Game Trays

Vacuum formed plastic trays are the ultimate in customizable component containment and are an upgrade from cardboard trays. By default, plastic trays are black, but other color options may be available at an additional cost. Plastic trays are approximately 0.9mm thick, and you can have the option to add a clear lid. GAMELAND can help you design simple trays, but more complicated designs require professional files and may be significantly more expensive. Ask your Project Manager for more information.

For custom component containers or plastic trays, submit a 2D or 3D design of your container and an inventory of what it will be containing. If you are providing a digital rendering of your design, please submit both STEP and source file. Vacuum formed plastics can be engraved or screen printed on flat surfaces. Engraved lines must be at least 2mm wide.



Tooling:

Molds for plastic inserts are commonly made from either copper or aluminum. The simple trays can be made by copper mold, but more complicated designs require aluminum molds to achieve highly detailed logos/compartments.

3.Available materials for components

Game box	1/1.2/1.5/1.8/2/2.5/3mm Grey Board + 157g art paper (cover) + 250g CCNB (interior)			
Game Board	1/1.5/2mm Grey Board + 157g art paper + 157g art paper (4c,4c) / black paper (4c,0c)			
Cards	280g/300g blue core paper	310g black core paper	300g/350g art paper	0.32mm PVC
Punchboard	250g CCNB + 1/1.5/2/3mm Grey Board			
Rulebook	60g/80g/90g/100g offset paper	128g/157g/250g art paper		
Miniatures	PVC	Resin	HIPS	Metal
Plastic Component	PS	ABS	Acrylic	PE
Wooden component	Schima superba	Pine wood	Beech wood	plywood
Dice	Acrylic	Resin	Wooden	Metal
Bag	Cotton	Velvet	polyester	
Game Tray	Paper	PS	PET	

Visit www.gamelandcn.com/tools/ to find more information.

4.Showcase

4.1 ▶ OEM (Original Equipment Manufacturer) Games

These are just a few of the games we have worked on with clients all over the world.



4.2 ▶ Yaofish Games

Part of the Gameland family, Yaofish Games publishes original games for the family and educational market. If you have a design that you think would fit our catalogue, please contact info@gamelandcn.com.



4.3► Licensed Games through Gameland Publishing

Gameland Publishing localises and published games for the Chinese market (Traditional and Simplified), if you would like more information please contact info@gamelandcn.com.





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