



Geography Baseball (2005 released product)

The product concept was developed within the editorial and marketing groups, but design and branding were needed to solidify the concept and keep the project moving forward. During its initial design phase, the project was assigned to a senior designer. Through a series of events, and replacement of key players on the project, an agreement on the branding could not be reached. As I was prepping to do the final production on the entire set of pieces, I stepped forward to offer a design solution based on the concept, the design request, and the feedback I had been privy to.

My idea was accepted and the project moved forward. Geography Baseball consists of several modules each with their own set of question and answer cards as well as a companion teacher's guide and a board game like spinner all with the branding as the unifying element.

