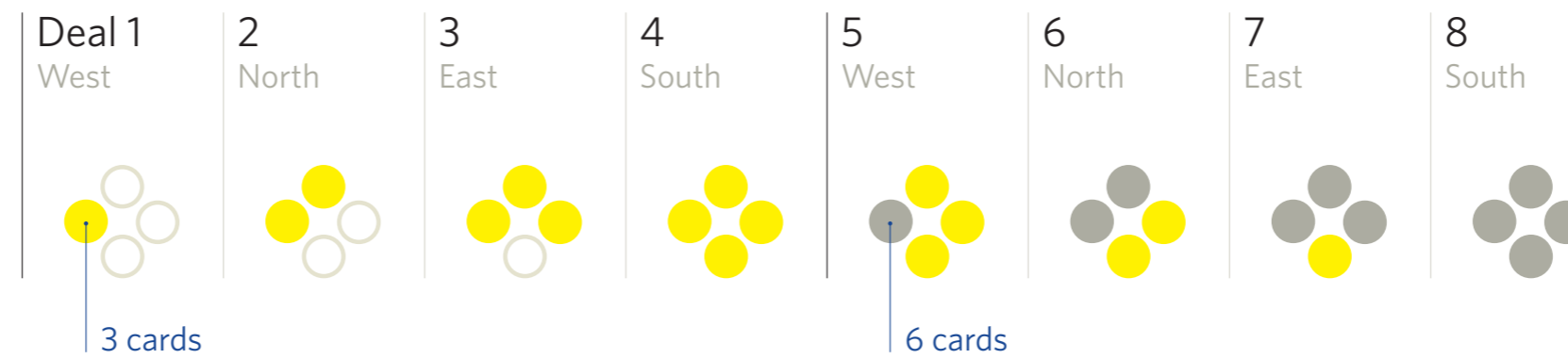


Home reference manual

How to play pitch



CONTENTS

	DISCOVERY		TRANSFORMING		MAKING
3	Competitor analysis	15	Mood boards	24	Design
8	Task analysis	17	Sketching	27	Grid & format
		19	Layouts	28	Colors
		22	User testing	29	Typography
				31	Cover

Background & task

The home reference manual genre uses a combination of text, images, and diagrams to explain a particular subject to its readers. My project focuses on explaining how to play a card game called pitch.



A sample hand in pitch: 6 cards, arranged by suit from high to low.

Background

Pitch is a popular card game in the United States and Canada. It is pretty straightforward to play, but it can be a difficult game to learn because the language and many of the concepts can be confusing and difficult to explain.

Task

The task was to design a hand to show how the final spreads would function as a whole and to communicate the flow of the content.

Audience

This project was aimed at an audience that doesn't have specialist knowledge of pitch or similar games in the high-low-jack family.

How the game is played

The game can be played either *cut throat* (every player for himself) or in teams. It is best suited for four players or four teams of two players each, but it can be played with anywhere from two to eight players.

There are four points in play each hand, these are: *high*, *low*, *jack*, and *game*. At the beginning of each hand, the cards are shuffled and dealt. Players then place their bids based on the number of points they think they can win with their hand. The highest bidder wins the lead and the right to name trump by putting a card on the table face-up. Each player, in turn, plays a card. The highest card on the table takes all the others. The player who wins the trick, leads the next one. The hand is played out (finished) when all six tricks have been played, or each player has played all of his or her cards. Points are then added up and tallied on a sheet of paper. The deal shifts to the next player and the next hand begins. Play continues like this until a player reaches eleven and wins the game.

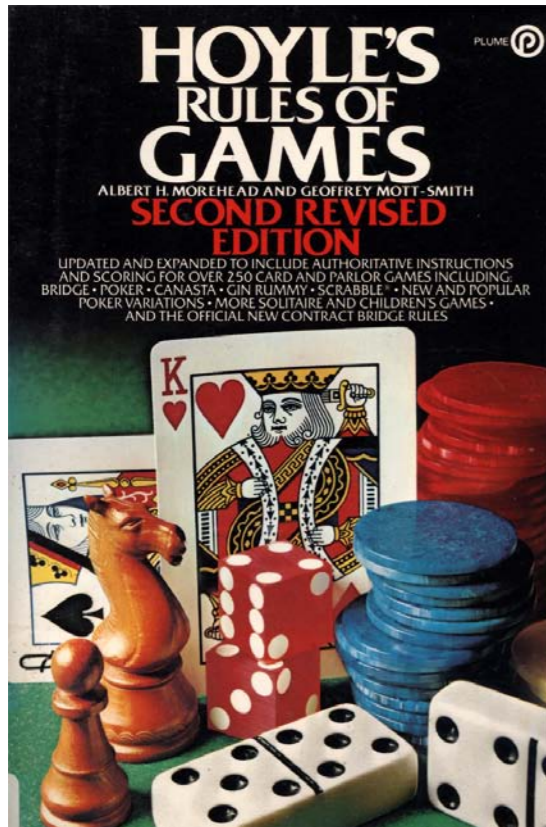
DISCOVERY

- 3 Competitor analysis
- 8 Task analysis

In my competitor analysis, I evaluated 5 books in the card playing genre. Each analysis looked at the cover, content and design, and thought about how these elements worked together to inform and guide users through the books.

The task analysis studied the process of playing through a hand of pitch. I identified the major sections of play and the information that was necessary to show and explain.

Competitor analysis



Hoyle's Rules of Games

Albert H. Morehead & Geoffrey Mott-Smith, 1983

5.25 IN. W × 8 IN. H | 264 pages

A small-sized paper-back book of 264 pages that describes the rules for over 250 card games, a few board games, and some children's games. Originally written in the 18th century, this book is a classic that has set the standard for other rule books.

COVER

The cover of the book (left) shows game pieces used in play. By showing a selection of familiar pieces photographically, the reader is able to connect in a very direct way with the content of the book. This use of imagery, however, is common in the game playing genre, and the cover doesn't help the book stand out from other books in this same genre.

CONTENT & DESIGN

The table of contents lists the games alphabetically, which is confusing since it acts more like an index and doesn't show how the book is organized. The games are arranged by family, but this isn't made clear to the reader.

The book is extremely text heavy. There are very few illustrations or diagrams to help explain the content. Where they do exist, they are typically found with the board games, or at the start of each family of games.

The text is fairly straight-forward, but can be extremely confusing in parts, for example: "a hand able to follow suit to a lead must either do so or (to a no-trump lead) trump; that is, he may trump even when able to follow suit."

Subheadings are set within the main text in small-caps followed by a period. They are difficult to find in the text, so if a reader needs to reference the text on 'bidding', it doesn't jump out right away. The indents help, but the text still requires searching.



Pros

- Game concepts are explained in the text.
- Point values are clearly explained and easy to reference.
- Additional concepts related to play are also explained e.g., misdeal, shooting the moon, setting, and in the hole.



Cons

- Text can be confusing.
- Text heavy; no images to help explain concepts.
- No examples of play.
- Headings are difficult to find.

AUCTION PITCH or SETBACK

SEVEN UP grew into Pitch, in which the maker of the trump had the first lead and had to "pitch" (lead) a trump; and this game became Auction Pitch when bidding was added. Now the earlier game has vanished and Auction Pitch is often called simply Pitch.

PLAYERS. Two to seven; best for four. There are no partnerships.

CARDS. A regular pack of 52. In each suit the cards rank: A (high), K, Q, J, 10, 9, 8, 7, 6, 5, 4, 3, 2.

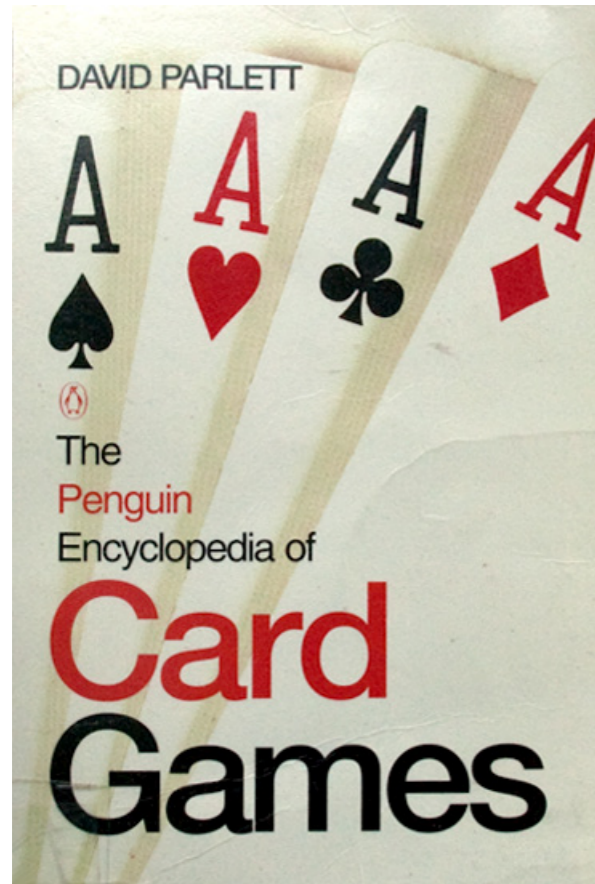
THE DEAL. Each player receives six cards, dealt three at a time.

THE BIDDING. Each player in turn to left of the dealer has one chance to bid or pass. The only possible bids are one, two, three, and four. No suit is mentioned. A player may indicate that he bids four by pitching (making an opening lead).

THE PLAY. The high bidder (*pitcher*) makes the first lead, and its suit becomes trump for that deal. (If he names one

A sample of text from the book describing Pitch.

Competitor analysis



The Penguin Encyclopedia of Card Games

David Parlett, 2000

5 IN. W × 7.625 IN. H | 658 pages

A small, thick book of 658 pages that focuses solely on card games. The games are arranged by family, such as the bridge-whist family, solo family, quick trick games, and the high-low-jack family where pitch is found.

COVER

The cover of this volume is simple and graphic. The photos of fanned cards pull the reader into the action, as if they were viewing their own hand. It makes me want to pick up the book and play.

CONTENT & DESIGN

The volume is *extremely* text heavy. There are very few diagrams in the main text. The only visuals are very small text-based tables and lists that require the reader to constantly look back at the text.

Game play is explained well and the language is easy to follow and understand. There are, however, references to other games for explanations about key game playing concepts, such as: high, low, jack and game which take time to find. This doesn't seem to make a lot of sense.

The main body copy is set in 9.5 on 12.5 point Adobe Minion, which is very easy to read. The structure of the text is simple. Bold headings with a horizontal rule over the capline and a thick vertical rule along the left edge of the text are used to signal the start of an explanation for each game. Sub headings are used to guide the reader through the key concepts of the game.



Pros

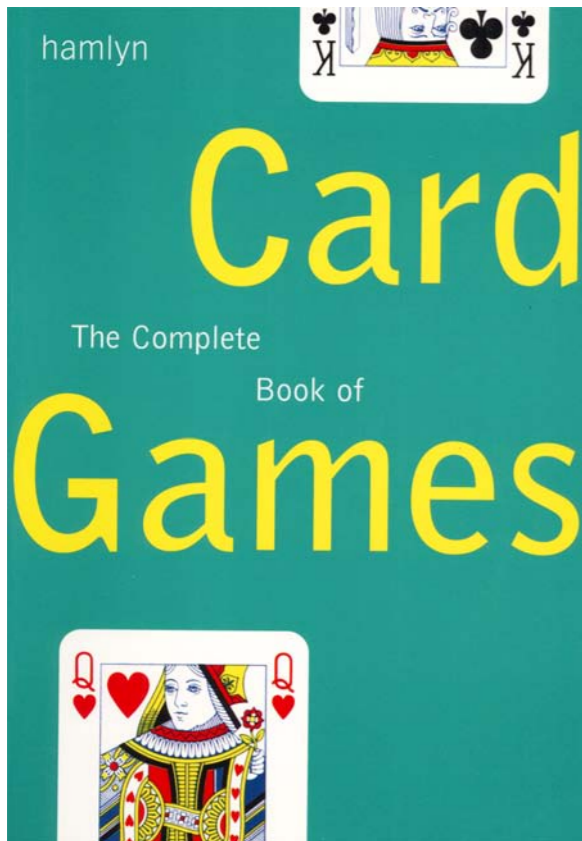
- Text is easy to understand.
- Short and concise.



Cons

- **Lack of visual aids to support the text.** It's difficult to see exactly how the game is unfolding and to get a sense of play in general.
- **Diagrams are difficult to understand.** The players are named with the conventional geographic locations, but because they're not shown that way, the reader must think about and visualize the direction of play.
- **The text does not state the direction of the deal, nor does it indicate which player bids first.**
- **The reader must refer to other parts of the text to get information relevant to play.** To get the value of the cards for game the reader has to refer to another game. This is done in a confusing way. Since the name of the game is given and not the page number it's found on, the reader must flip to the index and search. And if the reader doesn't flip to the game referenced, they will miss out on important information relevant to game play and scoring.

Competitor analysis



The Complete Book of Card Games

Ted Smart, 2002

6.375 IN. W × 9.125 IN. H | 256 pages

This 256 page book of card games arranges games by the number of players they're best suited to. It starts with games for 2, then goes up to 3, 4, and 5+ players, to party and banking games. This book is a slightly larger format than the paper backs, but it's a nice size that's easy to hold. The stiff binding, however, makes it difficult to keep the book open.

COVER

The cover is simple, yet playful. The cards entering the space from opposite sides hints at two opponents and a game in play. The main title is playfully set in the area of play between the two cards. The text 'card games' within the title is emphasized with color and size, and the solid background color helps this book stand out.

CONTENT & DESIGN

It's a very basic, short text that's easy to read and understand. The headings are easy to follow and stand out from the main text. The biggest down side is that many of the explanations are all text and there aren't any illustrations to help show game content.



Pros

- The text is easy to understand.
- Page numbers are given when the text references another game.
- Game related terms are explained clearly and are easy to find.



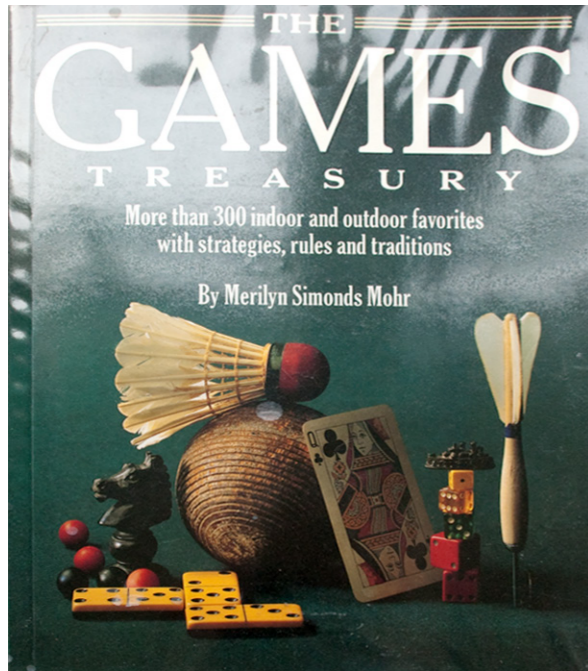
Cons

- Difficult to quickly access key information, such as point values for game, which are described in the body of the text.
- Lack of descriptive illustrations to support the text.



An example of a spread with illustrations, which tend to be basic and show the cards that have been dealt. Play is explained in the body of the text.

Competitor analysis



The Games Treasury

Merilyn Simonds Mohr, 1994

8.5 IN. W × 10.875 IN. H | 351 pages

This large volume of games covers a range of games in 351 pages.

COVER

Like *Hoyles Rules of Games*, this cover also focuses on the game pieces. The title and descriptive text beneath it tell what the book is about and the kind of information the reader will find inside. This is a nice introduction to the content of the book.

CONTENT & DESIGN

There's a lot of text in this book, but it is supplemented with hand-drawn illustrations, bullet points, and tables. The games are categorized by kind of play. At the beginning of each section there is an overview of what characterizes the games found in each section and it describes the principles of play that characterize the games within that section.



Pros

- The text is easy to understand.
- Scoring is pulled out of the main text and easy to locate — provides a quick reference, which is nice.
- Page numbers are given when the text references another game.
- Game related terms are explained clearly.



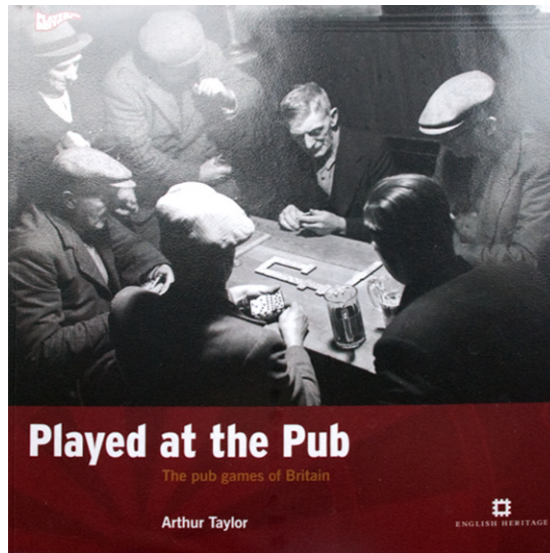
Cons

- Difficult to quickly access information such as point values for game. These are described in the body of the text.
- Terms related to game play, such as misdeal, shoot the moon, and setting the bidder aren't explained.
- Lack of illustrations to support the text.



A typical spread.

Competitor analysis



Played at the Pub

Arthur Taylor, 2009

8.25 IN. W × 8.25 IN. H

This book provides brief overviews and touches on the history of some of Britain's most popular pub games.

COVER

The cover of this book is extremely appealing. It stands out from other books because the focus isn't on the pieces related to play, but on the people. The black and white photo accurately describes the content, providing context showing where these games are played, but also signaling a different time, describing the historical nature of the content.

CONTENT & DESIGN

There's a small section in the back that's devoted solely to card games. Pitch isn't mentioned here, but the text looks at *Cribbage*, *Euchre*, and *All Fours*. The games aren't reviewed in detail, instead the book offers more of a historical perspective, describing the evolution of the games and giving a quick overview of the different ways they can be played. It doesn't go into any great detail as far as how to play. This isn't a book one could learn from, but anyone interested in the origins of these games would really enjoy this book.

The design is clean and accessible. Titles are set in a large, bold sans-serif face. Red tabs in the upper left corner help orient the reader to navigate the different sections. Captions and additional notes are clearly distinguished from the main text. The book is a nice size that's comfortable to hold.



Pros

- Nice size, easy to hold.
- The book stays open, easy to reference.
- Clear, informative design makes the text and different sections easily accessible to the reader.



Cons

- Doesn't explain how to play the game.



A sample spread from the book. The information is clearly presented. Section labels and headings are easy to read, and the different levels of information are nicely distinguished through the use of space and typography.

Task analysis

playing through a sample hand: dealing

My task analysis focused on **playing through a hand of Pitch**, which is the basic unit of the game. I used photographs to document the process and to think about how the stages of a hand unfold and what information is required in order to play the game.

MATERIALS USED

standard deck of 52 cards

ASSESSING COMPLEXITY & IMPORTANCE

a complicated idea *needs explanation*;
understanding is essential for play

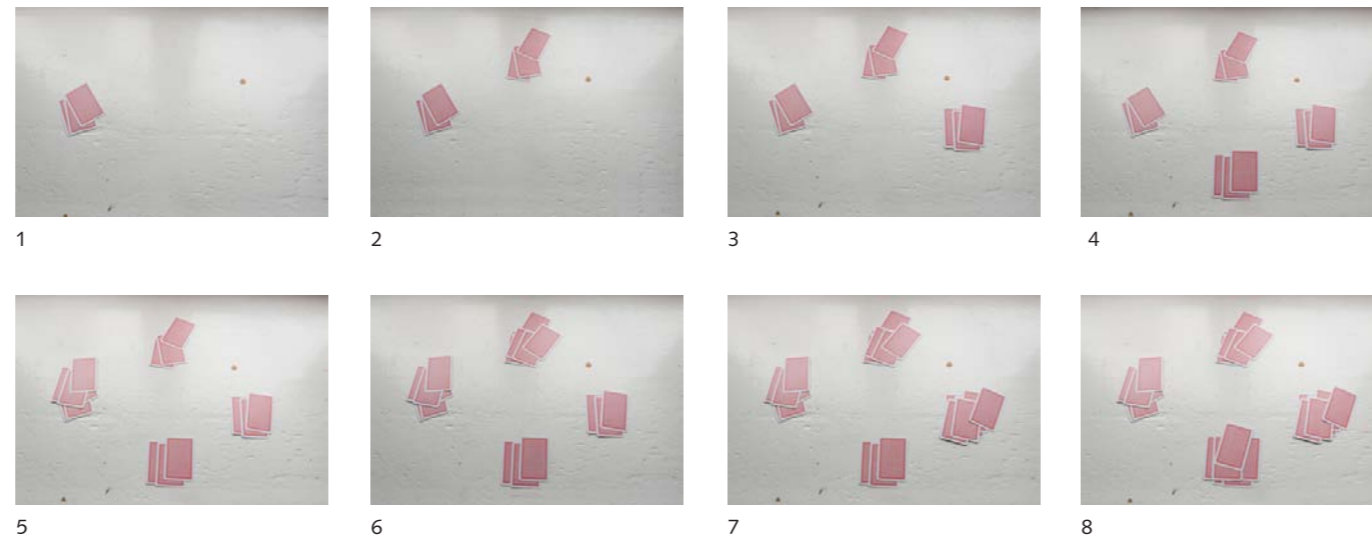
Actions

shuffling the cards *okay*

dealing *needs explanation*

- *direction*
- *number of cards*

The deal



At the beginning of every hand each player is dealt a total of 6 cards, 3 at a time. The deal starts with the player to the dealer's left and moves around the table clockwise.

Aspects of bidding

bid values *needs explanation*

- *pass, 2, 3, 4, shoot the moon*

scoring/points *needs explanation*

- *high, low, jack & game*

trump *needs explanation*

Actions

placing a bid *needs explanation*

Bidding



1 First bidder (West)



2 Second bidder (North)



3 Third bidder (East)



4 Last bidder (South, the dealer)

After the cards are dealt, each player evaluates his or her hand and places a bid based on the number of points they think they can win with their hand. The bidding starts with the player to the left of the dealer and moves around the table clockwise.

Play

There are 6 tricks in every hand. Each player plays one card in every trick. Players must follow suit if they can, or they may play a trump.

In this hand, East has won the bid and leads the first trick with the ace of clubs. The suit of the first card led becomes trump for the hand. In this case, clubs are trump.

Key words related to play

- trick *needs explanation*
- hand *needs explanation*
- suit *familiar*
- trump *needs explanation*

Actions

- naming trump *needs explanation*
- leading a trick *needs explanation*
- following suit *familiar*
- trumping in *needs explanation*
- taking a trick *needs explanation*

First trick

Naming trump, leading the first trick

South follows suit

West follows suit

East takes the trick (high)

Second trick

West takes the trick

Third trick

East trumps in

South trumps in

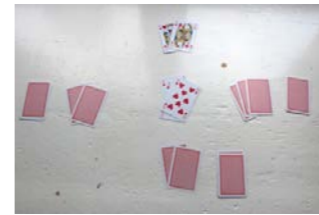
South takes the trick

Fourth trick

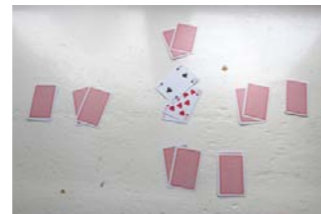
Task analysis

playing through a sample hand: play

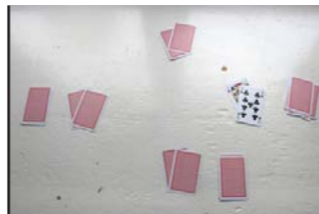
play continued...



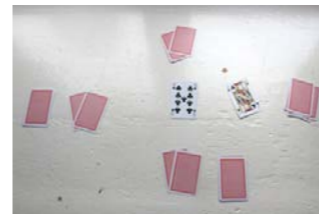
East trumps in



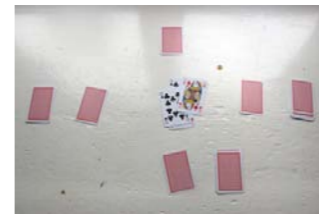
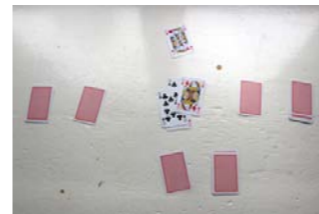
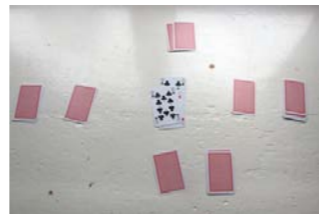
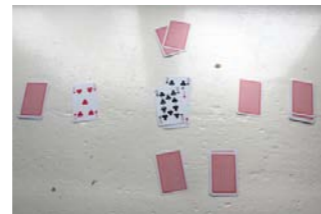
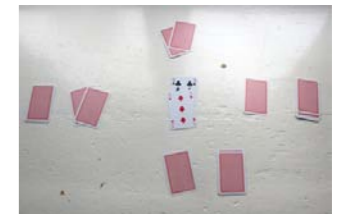
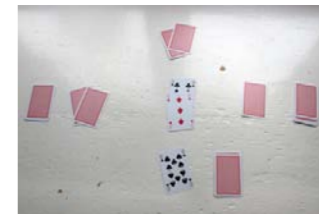
East takes the trick (low)



Fifth trick



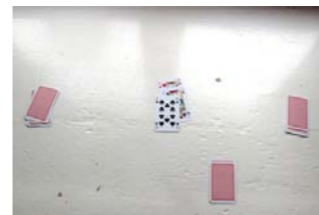
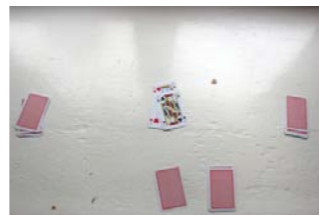
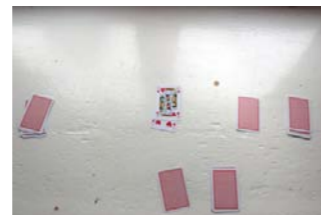
East leads the trick



West takes the trick



Sixth trick



End of the first hand

East trumps in

East takes the trick (jack)

Scoring

Aspects of scoring

points *needs explanation*

- *high, low, jack & game*

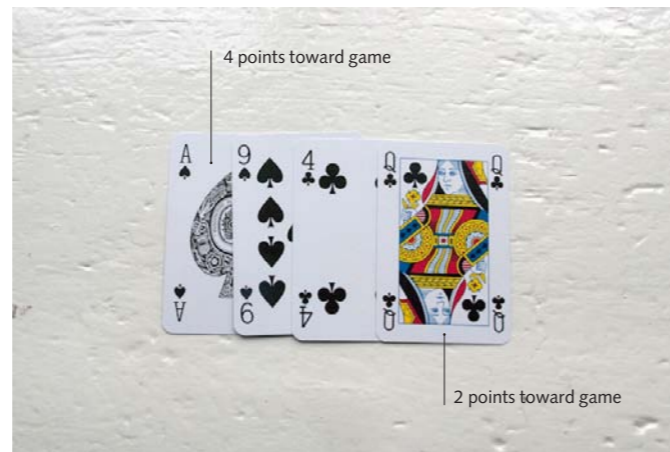
counting game *needs explanation*



During play, South, West, and East took tricks and collected points.

Point values for game

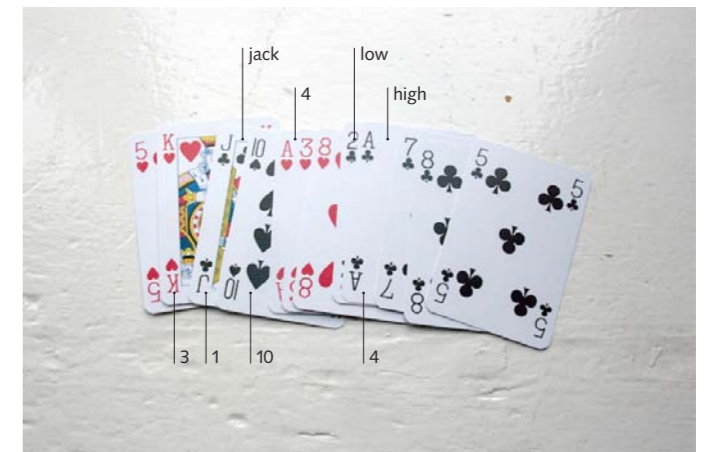
CARD	POINTS
Ace	4
King	3
Queen	2
Jack	1
10	10



South took a total of 6 points for game.



West took 12 points for game. He is currently winning the point for game...



West took 22 points for game giving him the point for game. Since clubs were trump, he also took high, low, and jack, giving him a total of 4 points on the score sheet; 1 point each for high, low, jack, and game.

At the end of each hand, players add up the points they've won and mark them on a piece of paper to keep score. Hands are repeated until one of the players reaches 11 and wins the game.

Task analysis

Simplifying the task and deciding what to show

Documenting the process of playing through a sample hand helped me to break the process down into sections, see what information was needed within each section, and to plan my approach.

The general structure of a hand

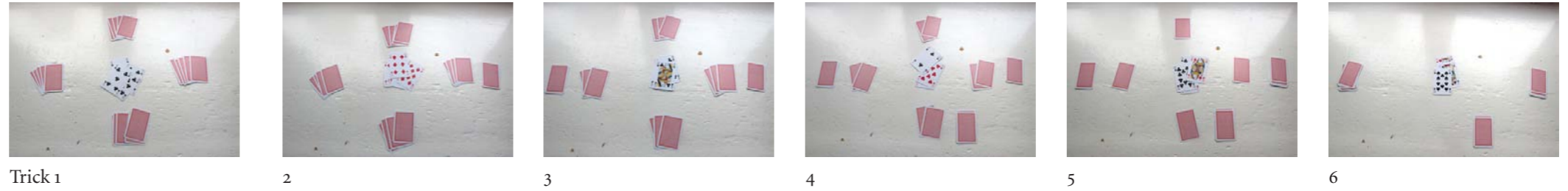
1 DEALING



2 BIDDING



3 PLAYING A HAND



4 SCORING



TRANSFORMING

- 15 Mood boards
- 17 Sketching
- 19 Layouts
- 22 User testing

The transforming phase was about applying the findings from the discovery phase to develop the design and content of the project. Mood boards, sketching, creating layout variations and user testing helped to establish the look and feel and find creative direction with the project.

Mood boards

Early American

Wood, symmetrical patterns, and natural colors characterize many designs in this period. Thinking about where Pitch is commonly played and its Early American origins, I looked to the work of the Roycrofters for inspiration — particularly, the architecture and furniture of the period.



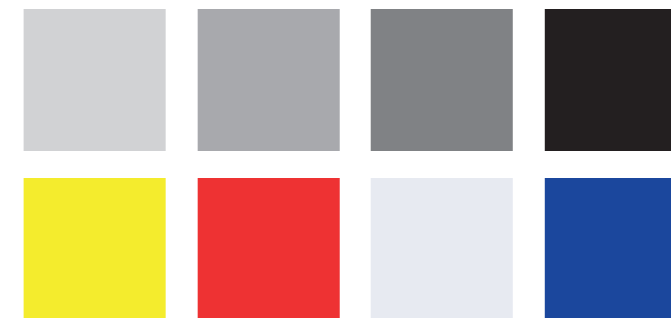
PITCH

Pitch is an early American trick-taking card game that evolved from Setback and All Fours.

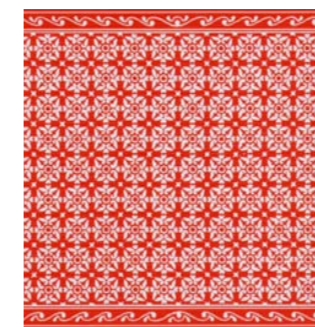
Mood boards

Playing cards

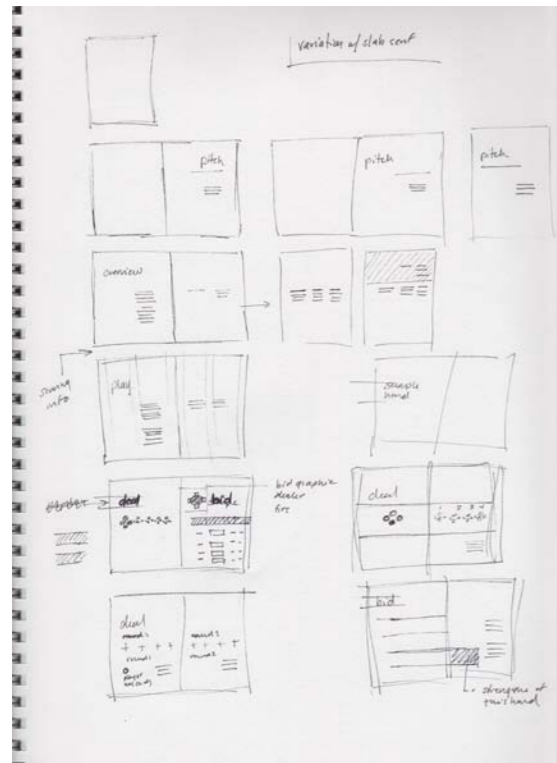
The colors and direction for this board come directly from the playing cards. Bold and bright, they display simple graphic elements, like the circles in the king's ornamentation and the symbols that represent the suits.



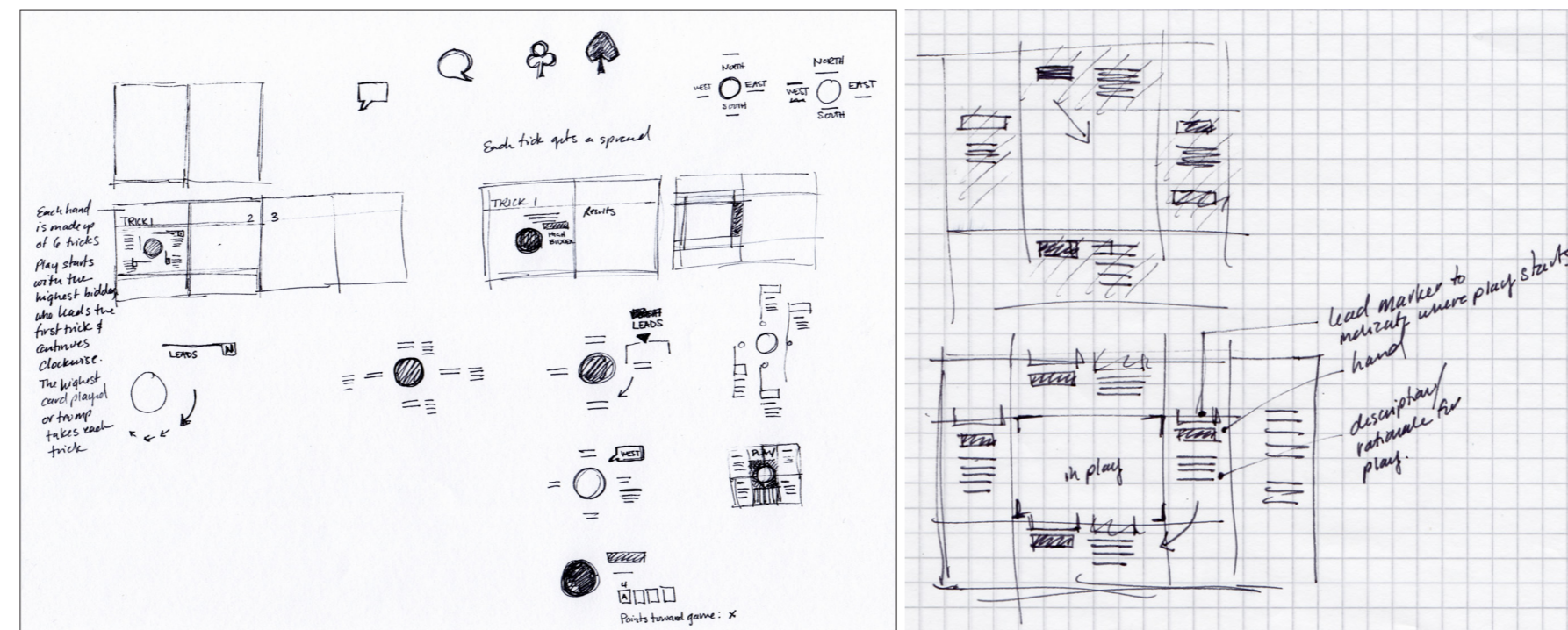
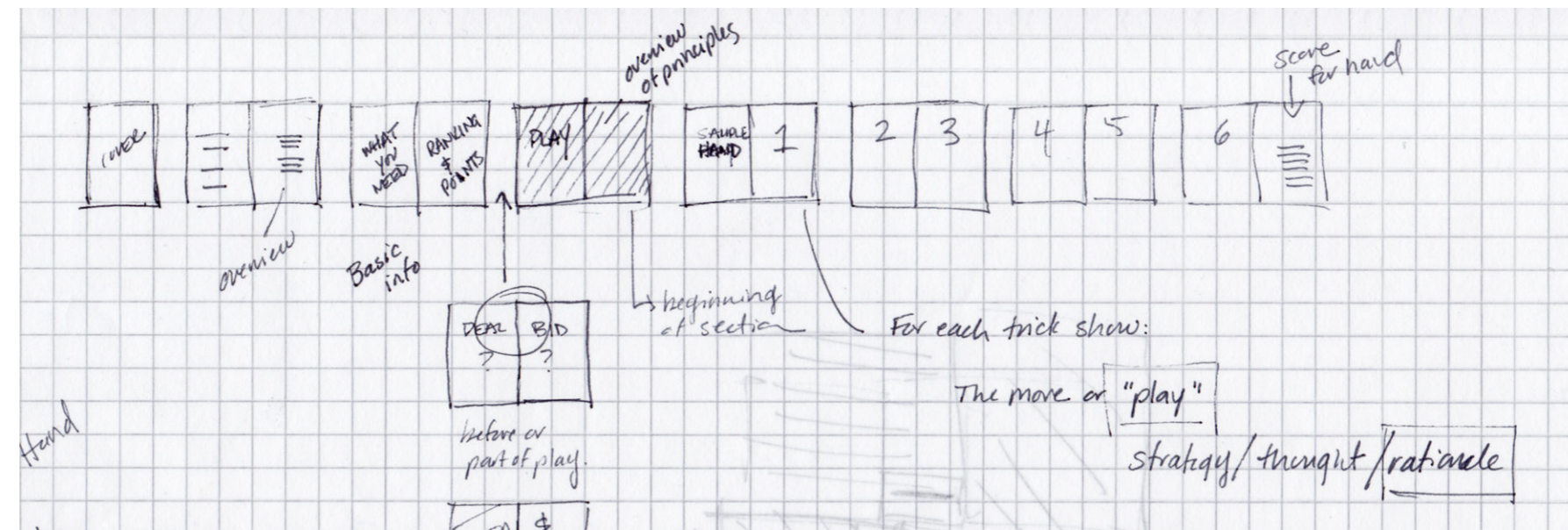
pitch
Pitch is an early American trick-taking card game that evolved from *Setback* and *All Fours*.



Through sketching, I explored different ways to present the content and the overall structure of the manual, and was able to get a sense of the amount of space that each section would need.



Flat plans showing rough page structures and the distribution of content throughout the manual.



TRANSFORMING

Sketching

wrestling with a good way to explain the tricks

Early examples of the tricks

One of the most challenging parts of this project was figuring out how to show the tricks. This was a particularly complicated task because there were many different levels and kinds of information to be shown, such as: indicating who has the lead (where to start), the direction of play, the players, their cards, showing what's being played and why.

Trick	N	E	S	W
1	4			
2		6		
3			4	
4				13
5				13
6				13
Total				34-6

The earliest layouts worked with photo representations of the cards and simple graphic diagrams to show what was happening.

PITCH

An old trick-taking card game.
Similar to All fours and Setback

- 4-8 players
- standard deck of 52 cards
- pen & paper for score keeping

DEAL & BID

HIGH | A K Q 10 9 8 7 6 5 4 3 2 | LOW



dealer

The deal starts with the player to the left of the dealer and continues clockwise.

Each player is dealt a total of 6 cards, 3 at a time.

After each player has been dealt their cards, set the rest of the deck aside, face down.

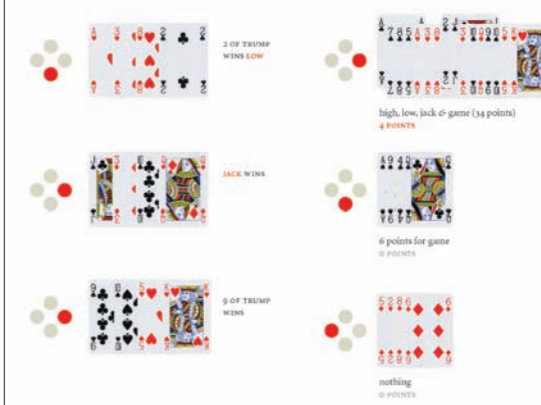
Players either pass or bid based on the number of points they think they can take in a hand (see scoring for details). There are 4 points: high, low, jack, and game.



Bidding starts with the player to the left of the dealer. Bids start at 2 and go up to 4. A player who wins a bid of "two" needs to take any 2 of the 4 available points to make his bid.

The highest bidder wins the lead and begins play by leading the first trick.

If the bid reaches the dealer and all the players have passed, the dealer is stuck with the hand and must play it out and try to get at least 2 points.



2 OF TRUMP WINS LOW (4 POINTS)

JACK WINS (6 POINTS FOR GAME)

3 OF TRUMP WINS (0 POINTS)

nothing (0 POINTS)


This very early method of showing the tricks didn't give any indication of play unfolding over time, nor did it provide a rationale for playing a particular card.

PLAY

The highest bidder leads the first trick. The suit of the first card played becomes trump for the hand. Play continues around the table clockwise.

Players must follow suit. If they can't, they may either "trump in" or discard. The highest card played or highest trump played wins the trick.

The player who takes the trick leads the next one. Play continues until the hand is played out.



NORTH
WEST
EAST
SOUTH

WEST has the first bid and decides to pass because he only has one high card and not very much to back it up.

SOUTH contemplates bidding 2 and going in hearts. She's worried about whether or not the Ace is out... but decides to chance it and force the other players to bid higher, and possibly set one of them.


EAST has a great hand, she's holding a total of 5 clubs and has 3 points in her hand, high (Ace), jack, and low (2), she has to bid 3.

SOUTH, the dealer, doesn't have an exceptionally strong hand, he definitely can't make a bid of four (he's not holding a jack, and he doesn't have enough cards in any one suit or many high cards).

East wins the bid for 3.

LEAD


PLAY



CLUBS ARE TRUMP. ACE WINS HIGH

8 WINS

QUEEN OF TRUMP WINS



2 OF TRUMP WINS LOW (4 POINTS)

JACK WINS (6 POINTS FOR GAME)

3 OF TRUMP WINS (0 POINTS)

nothing (0 POINTS)

SCORE

At the end of each hand, the points are tallied on a sheet.

High The highest trump in play.

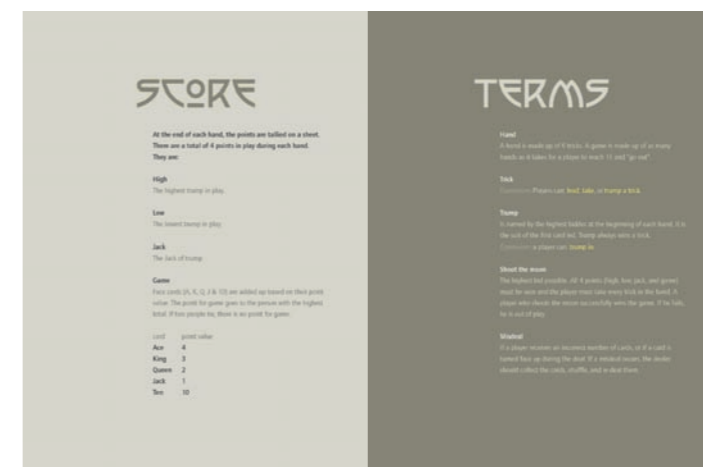
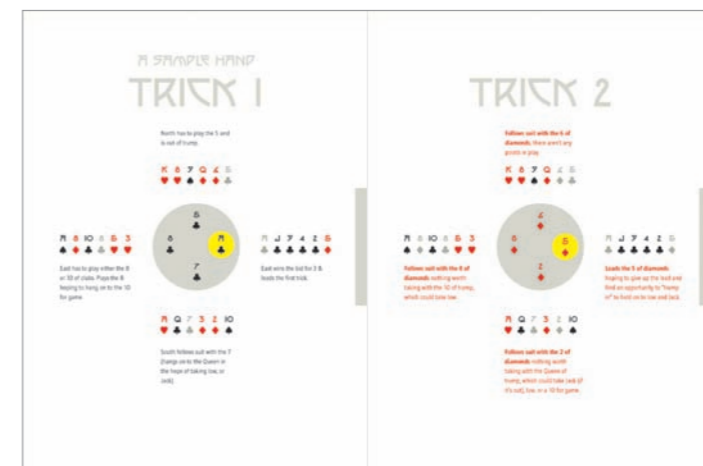
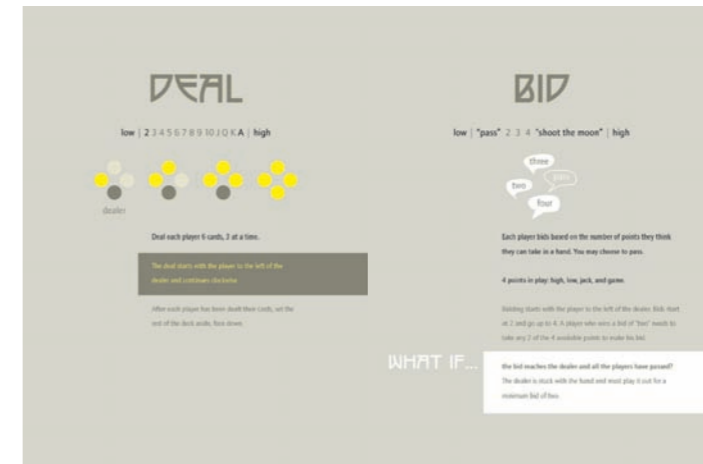
Low The lowest trump in play.

Jack The Jack of trump.

Game Face cards (A, K, Q, J & 10) are added up based on their point value. The point for game goes to the person with the highest total. If two people tie, there is no point for game.

card	point value
Ace	4
King	3
Queen	2
Jack	1
Ten	10

This layout direction made use of the colors and typographic styles from the Early American mood board. This was where the diagrams for play really started to take shape. The strong symmetry of the design made it difficult to see where play was beginning and how it was moving around the table. There also wasn't any indication of which player was winning or how close the other players were to the leader.



This layout direction made use of the colors and typographic styles from playing cards. This became the direction for the final piece and was developed through through user testing.

pitch

An old trick-taking card game

Pitch is an early American trick-taking card game that evolved from Solitaire and All Fives. It involves bidding and playing for four points: high, low, jack and game.

The game can be played two different ways: out throat or in pairs. The rules of play are the same, but in team play each player contributes points to the team score.

overview

What you need for play: 4-8 players, Standard deck of 52 cards, Pals & pens for score keeping

Rank of Cards: low | 2 3 4 5 6 7 8 9 10 | J Q K A | high

Bids: "game" 2, 3, 4 "shoot the moon"

Points: High (highest trump in play, Ace is government point for high if it's not an under card like the King, Queen or Jack and be high), Low (lowest trump in play, 2 is a government point for low if it's not an ace, 10 is a right to low), Jack (The Jack of trump, this card is not always out), Game (A combination of four card points that are added up at the end of each hand. The player with the highest total wins the point for game).

play

the deal

the deal starts with the player to his left and deals the cards in a clockwise direction. Deal each player a total of 6 cards, 3 at a time.

After each player has been dealt their cards, set the rest of deck aside and out of play.

a sample hand the bid

Bid order	Cards	Bid	Suit	Risk
West	A 2 3 4 5 6 7 8 9 10 J Q K A	pass	spades	very high
North	A 2 3 4 5 6 7 8 9 10 J Q K A	2	hearts	very high
East	A 2 3 4 5 6 7 8 9 10 J Q K A	3	clubs	low/moderate
South	A 2 3 4 5 6 7 8 9 10 J Q K A	pass	hearts	very high

trick 1

Play begins with East, who was the highest bidder. He leads with the Ace of clubs making clubs trump for this hand. South, West, and North all follow suit. The highest card on the table is the Ace of Clubs played by East. He wins the trick, taking four points toward game, and since Ace is high, he also gets the point for high. That's one point toward his bid of three.

What just happened? East takes the trick with the Ace of clubs. The highest card in play that one point toward his bid of 3, plus 4 points toward game.

Score: 4 1 1 1

trick 2

East leads the second trick with the 5 of diamonds. Since diamonds are not, each player must follow suit and play a diamond if they can. Trump may also be played.

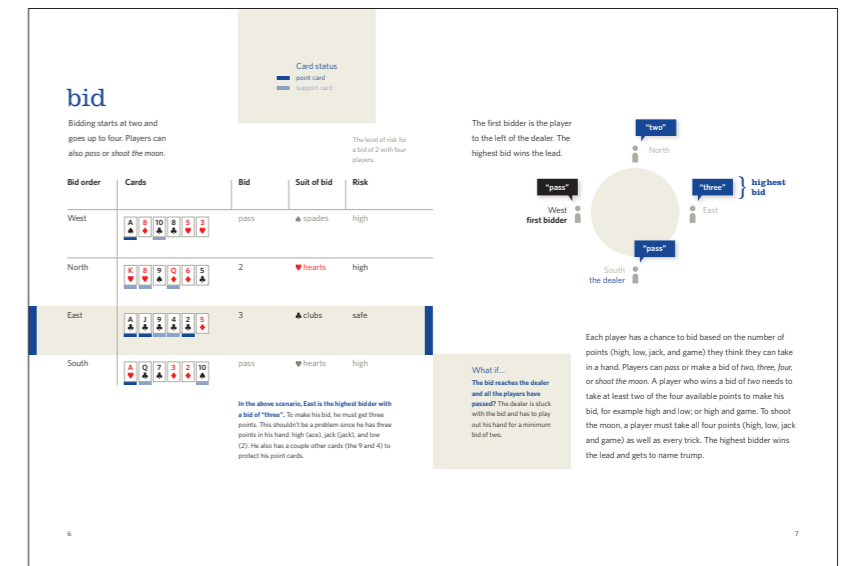
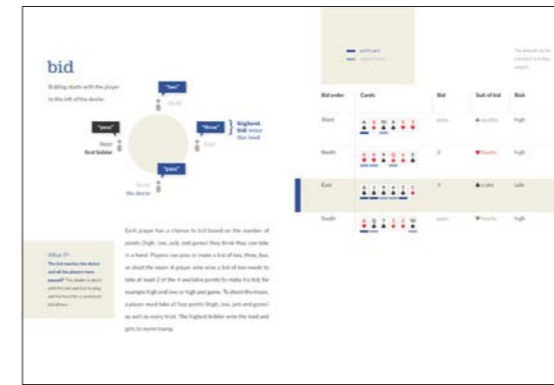
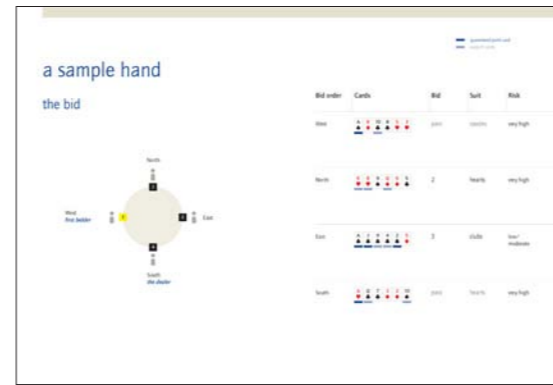
What just happened? West takes the trick with the 4 of diamonds. There aren't any points on the table, but because he took the trick, he gets to lead the next one.

Score: 4 1 1 1

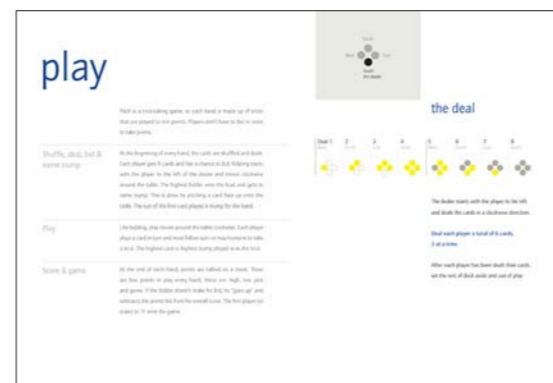
User testing

User testing was an integral part of my design process. I used the feedback from my testers to inform the direction of my work, to determine what content to include and how much, and to establish the organizational structure and flow of the manual.

The development of the bid spread through two testing iterations: the structure and organization of the content was improved to reflect the flow of the game and greater explanation was added to give readers a more complete picture of this stage of play.



The play spread expanded to include more information to describe the structure of the game and added reminders about tips and important concepts related to play.



MAKING

24	Design
27	Grid & format
28	Colors
29	Typography
31	Cover

The final design was inspired by the colors and simplicity of the playing cards and took a very rational direction in an effort to keep the focus on the instructional information. It makes use of clean lines, solid colors, slab and sans-serif typography, diagrams, and tables to explain game play and related concepts.

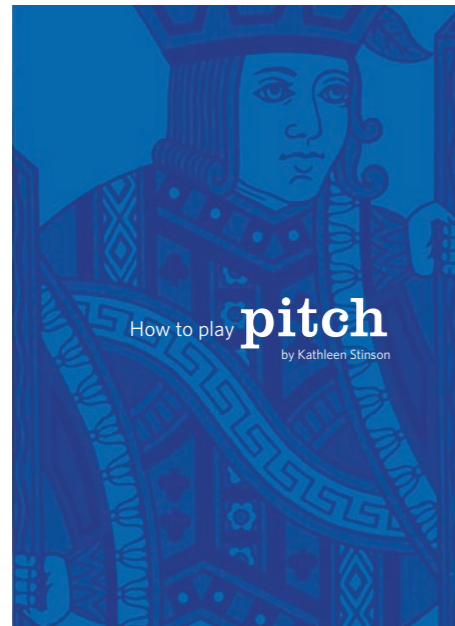


table of contents

- 2 play
- 4 score
- 5 deal
- 6 bid
- 8 sample hand
- 10 trick 1
- 12 trick 2
- 14 trick 3
- 16 trick 4
- 18 trick 5
- 20 trick 6
- 22 strategy
- 24 terms

For Henry
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pitch

An old trick-taking card game.

What you need for play
2-8 players best with 4 or 5
Standard deck of 52 cards
Paper & pen for score keeping

Rank of cards
low | 2 3 4 5 6 7 8 9 10 | J Q K A | high

Bids
low | "pass" 2 3 4 "shoot the moon" | high

Pitch is an early American trick-taking card game that evolved from the English games Setback and All Fours.

The game involves bidding and playing hands for points: high, low, jack and game.

The game can be played two different ways: cutthroat or in pairs. The rules of play are the same, but in team play each player contributes the points they take to the overall team score.

play

Pitch is a trick-taking game, so each hand is made up of tricks that are played to win points. Players don't have to bid in order to take points.

Structure of play

1. shuffle
2. deal
3. bid
4. play out the hand
 - trick 1
 - trick 2
 - trick 3
 - trick 4
 - trick 5
 - trick 6
5. score

repeat the above for each hand, until a player reaches eleven, going out to win the game.

Second hand
Third hand, etc.

shuffle, deal & bid

At the beginning of every hand, the cards are shuffled and dealt. Each player gets 6 cards and has a chance to bid. Bidding starts with the player to the left of the dealer and moves clockwise around the table.

The highest bidder wins the lead and gets to name trump. This is done by placing a card face up onto the table. The suit of the first card played is trump for the hand.

Like bidding, play moves around the table clockwise. Each player plays a card in turn and must follow suit, or may "trump in" to take a trick. **The highest card or highest trump played wins the trick.**

At the end of each hand, points are tallied on a sheet. **There are four points in play every hand, these are: high, low, jack and game.** If the bidder doesn't make his bid, he "goes up" and subtracts the points bid from his overall score.

The first player (or team) to 11 wins the game.

Remember...

- The highest bidder wins the lead and names trump.
- Trump stays the same throughout each hand, but may change from hand to hand.
- Players must follow suit, or may "trump in".
- If players can't follow suit, they may play any card they choose.
- The highest card, or highest trump played wins each trick.
- First player (or team) to 11 wins.

score

There are four points in play each hand, these are: high, low, jack, and game.

Card value	A	K	Q	J	10
	4	3	2	1	10

Points

High **The highest trump in play.**
Since ace is the highest card, it's a guaranteed point for high. If it's not out (in play during the hand), another card like the king, queen, or jack could be high.

Low **The lowest trump in play.**
2 is a guaranteed point for low. If it's not out, the 3, 4, or another card might be low.

Jack **The Jack of trump.**
This card is not always out. When the jack isn't out during a hand, there isn't a point for jack.

Game **A combination of face card values that are added up at the end of each hand.**
The player with the highest total wins the point for game. (See above for card values.)

Win **First player to score 11 wins the game!**

deal

The deal starts with the player to the left of the dealer. Each player gets six cards.

Deal each player a total of 6 cards, 3 at a time.

The dealer deals to the player to his left first and then continues around the table in a clockwise direction. After each player has been dealt their cards, set the rest of deck aside and out of play. Players may look at their cards, but they don't show them to one another.

bid

Bidding starts at two and goes up to four. Players can also pass or shoot the moon.

The level of risk for a bid of 2 with four players.

Card status:
■ point card
■ support card

Bid order	Cards	Bid	Suit of bid	Risk
West	A 8 10 8 5 3 A 4 10 8 5 3	pass	♠ spades	high
North	4 9 9 6 5 4 9 9 6 5	2	♥ hearts	high
East	A J 9 4 2 5 A J 9 4 2 5	3	♣ clubs	safe
South	A Q 7 3 2 10 A Q 7 3 2 10	pass	♥ hearts	high

The first bidder is the player to the left of the dealer. The highest bid wins the lead.

Each player has a chance to bid based on the number of points (high, low, jack, and game) they think they can take in a hand. Players can pass or make a bid of two, three, four or shoot the moon. A player who wins a bid of two needs to take at least two of the four available points to make his bid, for example high and low; or high and game. To shoot the moon, a player must take all four points (high, low, jack and game) as well as every trick. The highest bidder wins the lead and gets to name trump.

What if...
 The bid reaches the dealer and all the players have passed? The dealer is stuck with the bid and has to play out his hand for a minimum bid of two.

In the above scenario, East is the highest bidder with a bid of "three". To make his bid, he must get three points. This shouldn't be a problem since he has three points in his hand (high (ace), jack (jack), and low (2)). He also has a couple other cards (the 9 and 4) to protect his point cards.

sample hand

East needs to get three points over the course of six tricks to make his bid.

trick 1

Play begins with East who was the highest bidder. He leads with the ace of clubs making clubs trump for this hand. South, West, and North each play a card in turn. They are all holding trump and able to follow suit. The highest card on the table at the end of the trick is the ace of clubs played by East. He wins the trick, taking a point for high and four points toward game. He has one point toward his bid of three and four points toward game.

Follows suit with the 5 of clubs. Her only move, she can't play any other card.

Follows suit with the 8 of clubs. Since the ace on the table will take the trick, he plays the 8 of clubs hoping to hang on to the 10 and get some points toward game.

Follows suit with the 7 of clubs. Hang on to the queen since it's worth 2 points toward game, high enough to take the jack. If it's out and could definitely take low if it's out.

East leads.

East won the bid for 3. He leads the first trick with the ace of clubs, making clubs trump. Since the ace is the highest card, it's a guaranteed point for "high" and will also win the first trick.

Remember:
 Players must follow suit; clubs are led, so clubs must be played.

East wins the trick. The ace is worth 4 points toward game and because it's the highest ranking card, it's also a point for high. The 8, 7, and 5 aren't worth any points. Clubs were led and all the players were able to play a club, so everyone still has trump.

player	N	E	S	W
score	—	1	—	—
points toward game	—	4	—	—

trick 2

Play begins again with East because he won the last trick. He could come back with trump (the clubs), but since he's holding two point cards (low and jack) and the king or queen might be in another player's hand, he leads his diamond hoping to give up the lead and trump in during a later trick with the 2 (low) or jack. All the players follow suit with a diamond. West wins the trick with the 8 — the highest card on the table.

Follows suit with the 6 of diamonds. There aren't any points on the table worth taking, so she saves her queen hoping to take a later trick.

Follows suit with the 8 of diamonds. There's nothing worth taking with the 10 of trump, and he doesn't know what clubs North might be holding.

Follows suit with 3 of diamonds. It doesn't really matter whether she plays the 2 or the 3. Neither card is trump or worth any points. She could "trump in" if she wanted, but there's nothing on the table worth taking.

East leads the trick with the 5 of diamonds hoping to give up the lead and possibly trump in with the 2 to make sure he gets the point for low.

East leads.

West wins the trick. There aren't any points on the table, but West wins the lead for the next trick.

What if...
 East led the jack instead of the 5 of diamonds? South would play her queen. West would have to play his 10, and North would dump a card.

South would win the trick with the queen, taking the jack and some serious points toward game (13 total). The cards on the table would look like this:

player	N	E	S	W
score	—	1	—	—
points toward game	—	4	—	—

trick 3

West leads the third trick with the ace of spades. North follows suit, but East can't because he doesn't have any spades. He plays a trump that's not worth anything, but is low enough that it might actually be low. South realizes this, and trumps in with the queen of clubs to take the 4, keep her 10, and win the trick.

Follows suit with the 9 of spades. It's the only card she can play, since she has to follow suit and doesn't have any trump (clubs).

West leads
1 West: A♠, 10♠, 5♥, 3♥

Trumps in with the 4 of clubs. He has to play a trump since that's all he has left. Plays the 4 because South still has to play a card and he's not sure what clubs she might be holding. He doesn't want to lose the 2 (low) or the jack.

Trumps in with the queen of clubs. She could play the 10, but she would lose it to East who is winning the trick with trump. It's possible that the 4 could be low, and since the ace and queen are worth six points total toward game, she trumps in to take the trick.

South wins the trick. She takes six points toward game: ace (4) + queen (2), possible low, and wins the lead for the next trick.

player	N	E	S	W
score	—	1	—	—
points toward game	4	6		

trick 4

South leads the fourth trick with the ace of hearts. West could follow suit with a heart, but decides to risk trumping in with his 10, even though he knows it's not the best move. North follows suit and since East only has trump left, he plays the jack in order to take the 10 and get another point toward his bid of three.

Follows suit with the 8 of hearts. She has to play a heart and doesn't want to lose the king, which is worth points toward game and high enough to take a trick.

West
2 West: J♠, 10♠, 5♥, 3♥

Trumps in with the 10 of clubs. He could have followed suit with the 3 or 5 of hearts, but since the hand is nearing the end, he decides to risk playing his 10 to try and get some points toward game.

Trumps in with the jack of clubs. He wants to win the trick and get the 10, which is worth ten points toward game. If he plays anything else, he'll lose the trick and give up the 10.

South leads
3 South: A♥, 2♥, 2♠, 10♠

Leads the ace of hearts. She wants to try to get some points toward game so she leads her highest card, which will win the trick, unless someone else trumps in.

East wins the trick. The jack is a point card since it's in the suit of trump (clubs). East just took fifteen more points toward game: ace (4) + 10 (10) + jack (1). So far, he's winning the point for game, and has two points (high and jack) toward his bid of three.

player	N	E	S	W
score	—	2	—	—
points toward game	19	6		

strategy

for bidding

Pushing the bid
Sometimes a bid of two can be used to "set" another player by asking them to place a higher bid that they might not be able to make, causing them to "go up" or lose points. However, this doesn't always work. There's no guarantee that another player will actually outbid you, so the rule of thumb is: don't make a bid unless you have the cards to back it up.

Bid what your hand is worth
If you have an amazing hand (you're holding ace, jack, 2, and a support card) you want to bid high enough to make sure that you win the bid and get to name trump. Otherwise, another player might bid higher than you and lead an entirely different suit, making it nearly impossible for you to get any points.

leading

Giving up the lead
Depending on the cards in your hand, you might want to give up the lead. This is common if you're holding low and you know that the other players could still have trump. But if you're vigilant and keep track mentally of which players follow suit, you'll know when you can safely trump in with low to take the trick and win your point for low.

Lead high cards
Ace, king, and queen will be able to take points for game and get point cards like low and jack from the other players.

Return with trump
You've won the bid and the first trick, if you can, it's good practice to lead trump on the second trick—especially if you have a high ranking card, like a king or queen. This will help you to get point cards that other players are holding and see which players are still holding trump.

playing

Mentally note which players follow trump
This is especially important if you are the bidder, since you're trying to win points. Players that don't follow suit during the first trick aren't holding any trump. This helps you find good opportunities to safely "trump in" as the lead changes.

Dumping cards
Players must follow suit, but if you can't, you may play any card you choose. This is a good opportunity to "dump" cards that aren't worth any points.

Trumping in
Players may do this at any time during play. Even if you can follow suit, you may still trump in. This is a good strategy for winning tricks with a lot of points toward game, or to make sure you win specific points that you might be holding, such as jack or low.

terms

Key concepts, terms, and phrases related to play.

for play

trump
Is named at the beginning of each hand by the highest bidder. It is the suit of the first card led. It stays the same throughout each hand (six tricks), and is used to determine who wins the points for high, low, and jack after the hand is played out.

Points

- high: The highest trump in play.
- low: The lowest trump in play.
- jack: The lowest trump in play.
- game: A total of face card values added up at the end of every hand. The player with the highest total wins this point.

shoot the moon
This is the highest possible bid, but is used very rarely. A player who "shoots the moon" must take every point (high, low, jack, and game) and every trick. This means he must lead and win every trick. If another player takes a trick, or he doesn't win one of the four points, he loses his bid and is out of the game. A player who decides to shoot the moon, should make sure he's holding the Jack.

actions & phrases

Going out
When a player reaches eleven and wins the game.

Going up
When a player doesn't make his bid he is said to "go up" — even though the points bid are subtracted from the overall score.

In the hole
A player with a negative score is said to be "in the hole".

Picking
The action of leading the first trick and naming trump by putting a card face-up on the table and in to play.

Setting the bidder
This happens during play. It's what other players do in order to prevent the bidder from making his bid. If it's done successfully, the bidder has been "set" and will "go up".

Trumping in
Playing a trump when a different suit has been led. Trump always wins the trick. When two or more trump are played, the highest card wins the trick.

MAKING

Grid & format

Format

Book 6.5 IN. W X 9 IN. H

Spread dimensions

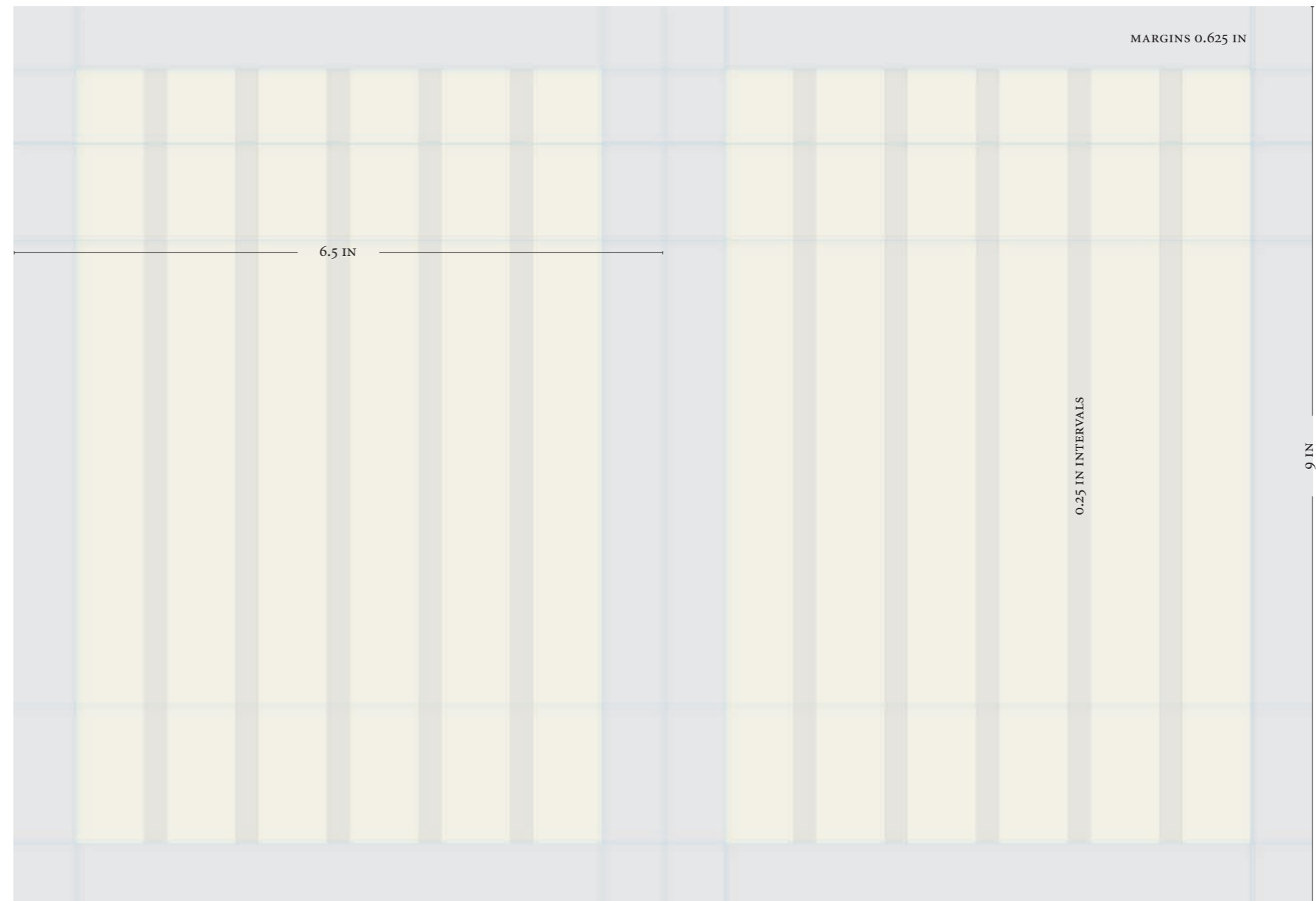
13 IN. W X 9 IN. H

Margins

0.625 IN.

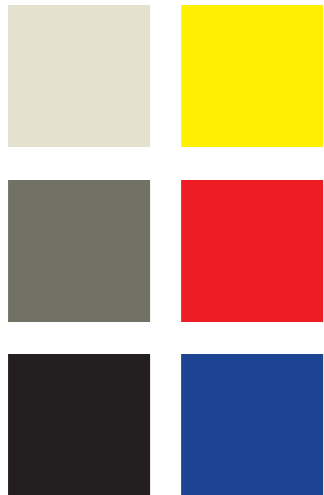
Columns and intervals

6 columns with 0.25 IN. intervals



MAKING

Colors



Color pallet

- C1, M1, Y13, K10
- CO, MO, Y10, K68
- CO, MO, YO, K100
- CO, MO, Y100, KO
- CO, M100, Y100, KO
- C100, M86, Y7, K1

A systematic use of color was an extremely important part of the final solution. It was used to call attention to information related to play by indicating where play begins at the start of each trick, the color of the suit led, and to separate explanatory information from the information immediately describing the players, their actions, and their rationale for play.

This yellow label flags where play begins.

The bar behind the player name *West* shows the color of the suit in play during this trick. This also helps to emphasize where play begins.

Follows suit with the 9 of spades. It's the only card she can play, since she has to follow suit and doesn't have any trump (clubs).

West leads

1 West Leads the ace of spades. He plays his highest card in an effort to take a trick and get some points toward game.

2 North Follows suit with the 9 of spades.

3 East Trumps in with the 4 of clubs. He has to play a trump since that's all he has left. Plays the 4 because South still has to play a card and he's not sure what clubs she might be holding. He doesn't want to lose the 2 (low) or the jack.

4 South Trumps in with the queen of clubs. She could play the 10, but she would lose it to East who is winning the trick with trump. It's possible that the 4 could be low, and since the ace and queen are worth six points total toward game, she trumps in to take the trick.

South wins the trick. She takes six points toward game: ace (4) + queen (2), possible low, and wins the lead for the next trick.

player	N	E	S	W
score	-	1	-	-
points toward game		4	6	

This space is used to describe what happened in play. It's set in the same neutral color as the table to connect the summary to the active area of play.

Follows suit with the 8 of hearts. She has to play a heart and doesn't want to lose the king, which is worth points toward game and high enough to take a trick.

2 West Trumps in with the 10 of clubs. He could have followed suit with the 3 or 5 of hearts, but since the hand is nearing the end, he decides to risk playing his 10 to try and get some points toward game.

3 North Follows suit with the 8 of hearts.

4 East Trumps in with the jack of clubs. He wants to win the trick and get the 10, which is worth ten points toward game. If he plays anything else, he'll lose the trick and give up the 10.

1 South leads Leads the ace of hearts. She wants to try to get some points toward game, so she leads her highest card, which will win the trick, unless someone else trumps in.

East wins the trick. The jack is a point card since it's in the suit of trump (clubs). East just took fifteen more points toward game: ace (4) + 10 (10) + jack (1). So far, he's winning the point for game, and has two points (high and jack) toward his bid of three.

player	N	E	S	W
score	-	2	-	-
points toward game		19	6	

The table space is gently backed by a neutral circle to show the cards in play.

Text describing the player's action and thinking behind his move. The first line always describes the card that was played, the color of this line reflects the suit of the card played.

Table describing the score and points each player has collected toward *game*. Set on blue to call attention to who is leading and where the players stand in the game as the user gets ready to turn the page and follow the next trick.

Typography

Clarendon was used for the section and page heads and Whitney for the body and descriptive text.

section page head

Notes, tips & explanation title

Notes, tips & explanations text

Pitch is a trick-taking game, so each hand is made up of tricks that are played to win points. Players don't have to bid in order to take points.

Samples of type used shown at actual size.

Section head
Clarendon Light
48 point

play

Pitch is a trick-taking game, so each hand is made up of tricks that are played to win points. Players don't have to bid in order to take points.

Structure of play

- First hand**
- a. shuffle
 - b. deal
 - c. bid
 - d. play out the hand
 - trick 1
 - trick 2
 - trick 3
 - trick 4
 - trick 5
 - trick 6
 - e. score
- repeat the above for each hand, until a player reaches eleven, going out to win the game.
- Second hand**
- Third hand, etc.**

shuffle, deal & bid

At the beginning of every hand, the cards are shuffled and dealt. Each player gets 6 cards and has a chance to bid. Bidding starts with the player to the left of the dealer and moves clockwise around the table.

The highest bidder wins the lead and gets to name trump. This is done by pitching a card face up onto the table. The suit of the first card played is trump for the hand.

Category heading
Whitney Book
14 point

play, score & game

Like bidding, play moves around the table clockwise. Each player plays a card in turn and must follow suit, or may "trump in" to take a trick. **The highest card or highest trump played wins the trick.**

At the end of each hand, points are tallied on a sheet. **There are four points in play every hand, these are: high, low, jack and game.** If the bidder doesn't make his bid, he "goes up" and subtracts the points bid from his overall score.

The first player (or team) to 11 wins the game.

Remember...

The highest bidder wins the lead and names trump.

Trump stays the same throughout each hand, but may change from hand to hand.

Players must follow suit, or may "trump in".

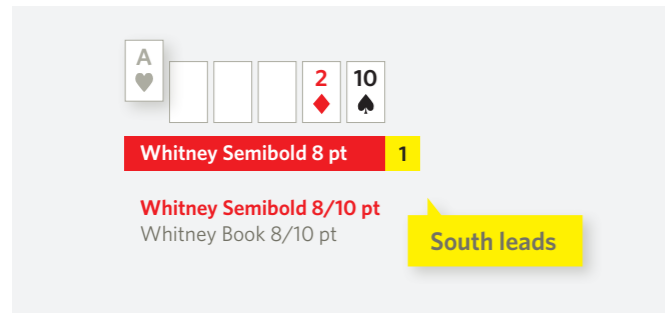
If players can't follow suit, they may play any card they choose.

The highest card, or highest trump played wins each trick.

First player (or team) to 11 wins.

Category copy
Whitney Book & Bold
8/12 point

Typography



Samples of type used to describe the players and the cards in their hands. Light drop shadows are used here to lift the cards that are being placed on the table up off of the page to visually describe the act of playing a card.

Page head
Clarendon Light
30 point

bid

Bidding starts at two and goes up to four. Players can also pass or shoot the moon. The level of risk for a bid of 2 with four players.

The first bidder is the player to the left of the dealer. The highest bid wins the lead.

Each player has a chance to bid based on the number of points (high, low, jack, and game) they think they can take in a hand. Players can pass or make a bid of two, three, four, or shoot the moon. A player who wins a bid of two needs to take at least two of the four available points to make his bid, for example high and low; or high and game. To shoot the moon, a player must take all four points (high, low, jack and game) as well as every trick. The highest bidder wins the lead and gets to name trump.

What if...
The bid reaches the dealer and all the players have passed? The dealer is stuck with the bid and has to play out his hand for a minimum bid of two.

In the above scenario, East is the highest bidder with a bid of "three". To make his bid, he must get three points. This shouldn't be a problem since he has three points in his hand: high (ace), jack (jack), and low (2). He also has a couple other cards (the 9 and 4) to protect his point cards.

Bid order	Cards	Bid	Suit of bid	Risk
West	A 8 10 8 5 3	pass	♠ spades	high
North	K 8 9 Q 6 5	2	♥ hearts	high
East	A J 9 4 2 5	3	♣ clubs	safe
South	A Q 7 3 2 10	pass	♥ hearts	high

Card status:
point card
support card

West first bidder

South the dealer

North "two"

East "three" highest bid

South "pass"

Main body copy
Whitney Book
10/17 point

Notes, tips, and explanations
Whitney Book
10 & 8/12 point

Cover

The covers make use of bold colors which are applied across different card games. The imagery would be different from cover to cover. In Pitch, the jack is emphasized since it's a key point card that can be difficult to hold onto and can even prevent the bidder from making his bid if it's in another player's hand.

