

Escape Room (120') — “A Cripta do Design”

On a foggy night, the gang needs to create the official Halloween mascot. But the creature only takes shape if the Sacred Book of Design is respected. Whoever breaks the rules... takes a bite (creative penalization). Objective: name the mascot, define the personality, generate a base visual (symbol/insignia), variations (H/V) and a mini-guide for use with accessible colors and typography.

Organization

- Teams of 3–4 with rotating roles: Storytelling Guardian, AI Driver, Typographic Designer, Accessibility Curator.
 - *Locks*: codes (3–6 digits/words) via QR/Form or cards.
 - **Final deliveries**: name + character sheet, symbol/insignia (positive/negative), horizontal/vertical lockups, palette (HEX) with contrast, typography and A4 mini-guide ("do's & don'ts") + 2–3 quick mockups (poster/sticker/network profile).
 - **Bite (penalization)**: if they break a rule, they draw a "Bite Card" (lightning correction task) before proceeding.
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Room Map (mandatory AI in all)

1) The Whispering Vestibule — Name & Persona (15')

Story: doors whisper forbidden names; a sign reads: "He who does not name, will be named". Tasks:

1. AI (text):

"Generates 20 original and memorable names for a class Halloween mascot. It should sound fun, a little mischievous, and fit into 1–2 words. Avoid tired clichés (like 'Monstrinho')."

2. Choose 3 favorites and ask for micro-stories (50–70 words) for each:

"It describes the personality, weaknesses and powers of this mascot name. Tom: gothic humor."

3. Vote for the official name + define anchor metaphor (e.g., whisper, bite, spark, shadow).

Lock: The door opens with the number of syllables of the name + the initials of

the metaphor (e.g., "3-SM"). Output: Official name + persona (3 adjectives) + metaphor.

2) Chromatic Crypt — Palette & Contrast (18')

Story: Bottles of ectoplasmic ink glow in the distance. Tasks:

1. AI (text):

"Propose 3 palettes (HEX) for a class Halloween mascot, with 1 main color, 1 accent and 2 neutrals. Justify each color with emotion/value. Ensures contrast-enhanced AA/AAA pairs for text on the background."

2. Test contrasts with your checker and choose 1 palette.

Lock (4 digits): (R for main + R for accent) % 100 + (G for main + B for accent) % 100. Bite if you fail: "Redo the palette until a pair reaches AAA or loses 2 minutes."

3) The Oath Corridor — Sacred Rules of Design (12')

Story: a scroll floats: "Swear not to stretch logos or murder kerning."

Tasks: with AI (text), write a code of 8 rules (*do's/don'ts*) for the pet (clear and visual).

"Create 8 rules of use for the visual mascot of the class (PT-PT): 4 DO (how to apply well) and 4 DON'T (classic mistakes: stretching, outlines, shadows, noisy backgrounds, low contrast, distort colors). Tom: Firm and fun."

Lock (word): the 1st letter of each rule, joined together, form an acrostic (answer). Bite: Does anyone apply drop-shadow? 3 point discount on the "Formal quality" rubric *unless* corrected in 2 min.

4) The Nibble Laboratory — Symbol/Insignia (35')

Story: in the glass tank, nibbled shapes move to the sound of a metronome. Tasks:

1. AI (image): generate 3–5 minimal symbol proposals for the mascot (vector look, solid shape, good silhouette, no gradients).

Prompt base:

“Minimal vector emblem/logo for a Halloween class mascot named [NOME]. Geometric, bold silhouette, one solid color + black, clear negative space, scalable, friendly-spooky. Works in square and horizontal lockups. No gradients, no fine details.”

2. Curation: choose 2 proposals and simplify (improve counterforms, thicknesses, balance).

3. Lightning tests: monochrome, 24–400 px, microprint (3 cm).

Lock (quiz): answer 3 "whys" of the symbol (why this silhouette? where does white breathe? what part does it bite?). Bite: if the silhouette doesn't work at 24 px → "Lose 4 min" or redo it with simpler shapes.

5) The Hall of Mirrors — Logo & H/V (20')

Story: mirrors stretch and smash letters (trap!). Tasks:

1. AI (text):

"Suggests 2 typographic pairings: 1 humanist sans for titles/names and 1 readable serif for small text. It justifies legibility, tone and harmony."

2. Compose the logo (NAME of the mascot) and make two orientations: horizontal and vertical, with safety margin grids.
3. Provide minimum size (readable at 16 px and 10 pt) and adjusted kerning. Lock: solve a spacing puzzle (fit a word to reach target width). Bite: Detect kerning killer? "Pay" with a spacing adjustment at 90" or stand still for 2 minutes.

Ritual Final — Mini-Guia & Mockups (13' + Pitches 10')

A4 mini-guide (13'):

- Name + persona (3 adjectives + 1 metaphor)
- Symbol (positive/negative) and protection area

- Lockups H/V
- Paddle (HEX) + AA/AAA pairs tested
- Typography (uses, minimum sizes)
- Do's & Don'ts with 4 visual examples
- 2–3 mockups (sticker, A3 poster, avatar network) AI (image) for mockups:

“Clean realistic mockup for a class mascot identity applied to [sticker / A3 poster / profile avatar]. Neutral background, room for placement.”

Pitch (90’’ por equipa): 20’’ história, 30’’ símbolo, 20’’ sistema (cor/tipo/H-V), 20’’ prova & próximos passos.

Syllabus Schedule (120')

- 0:00–0:02 Premise & Roles
 - 0:02–0:17 Vestíbulo (name & person)
 - 0:17–0:35 Crypt (palette & contrast)
 - 0:35–0:47 Runner (rules code)
 - 0:47–1:22 Laboratory (symbol)
 - 1:22–1:42 Mirrors (logo & H/V)
 - 1:42–2:00 Final Ritual (mini-guide + mockups) & presentation
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- Sticky Gradient Bite: Strips gradients from the symbol (solids only).

Lightning rubric (0–2 each, total 10)

1. Adherence to rules: H/V, contrast, minimum sizes, do's & don'ts followed.
2. Formal quality: light silhouette, counter-shapes, kerning/typographic rhythm.
3. System coherence: name/persona ↔ symbol ↔ color ↔ type.
4. Intentional use of AI: directed prompts, variations, critical curation.
5. Pitch & storytelling: clarity, gothic humor, focus on decision.

Prompt Pocket Sheet (copy/paste)

- Nomes & Persona: *(see Lobby)*
- Accessible Palette: *(see Crypt)*
- Do/DON'T Code: *(see Corridor)*

- Minimal symbol (vector look): (*see Laboratory*)
- Types & Hierarchy: (*see Mirrors*)
- Limpos Mockups: (*see Final Ritual*)

perfect — **C mode (mixed)** then. Here you have the **ready-to-paste blueprint** to create Google Forms with sections and locks, already with texts, regex and error messages.

Form Structure (6 sections)

1) Welcome

Question 1 (Short answer, required)

- **Title:** Team name
 - **Help:** Identify your team (e.g. "Pumpkin 2").
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2) LOCK 1 — Vestibule (Name & Metaphor) → *Validation by FORMAT*

Question 2 (Answer paragraph, optional)

- **Title:** Micro-manifesto (mascot voice)
- **Help:** 50–70 words, "gothic humor" tone.

Question 3 (Short, mandatory, regex answer)

- **Title:** LOCK CODE 1
- **Help:** Format = **number of syllables of the NAME** + "-" + **initials of the METAPHOR** (uppercase).E.g.: "MORDEX" (2 syllables) + "Sombra Masticadora" → 2-SM
- **Validation:** : → **Validation of the response** → **Regular expression** → **match**
- **Regex:** `^\d{1,2}-[A-Z]{1,3}$`
- **Error message:** "Invalid format. E.g.: 2-SM"

Note: here Form **accepts any code** that complies with the format. (You evaluate the quality of the name/metaphor.)

3) LOCK 2 — Crypt (Palette & Contrast) → *FORMAT Validation*

Question 4 (Short answer, required)

- **Title:** Chosen Palette (HEX)
- **Ajuda:** Main + accent + 2 neutrals (ex.: #3A0F5C / #FF6A00 / #111111 / #F2F2F2)

Question 5 (File upload, required)

- **Title:** AA/AAA contrast test
- **Help:** Loads a screenshot of the contrast checker (lead/accent pair).

Question 6 (Short, mandatory, regex)

- **Title:** LOCK CODE 2
- **Help (how to calculate):**
 1. Converts HEX to RGB.
 2. **R_principal + R_acento** → %100 (first two digits).
 3. **G_principal + B_acento** → %100 (last two digits). If you give 1 digit, you put zero on the left. E.g., #3A0F5C(58,15,92) + #FF6A00(255,106,0) → 13 and 15 ⇒ 1315.
- **Validation:** Regex **match**
- **Regex:** `^\d{4}$`
- **Error message:** "Please enter 4 digits (e.g. 1315)."

Note: here too the Form **accepts any 4-digit number**; the calculation depends on the colors you have chosen. (You confirm with the screenshot.)

4) LOCK 3 — Runner (Do/Don't Rules) → *EXACT VALUE Validation*

Question 7 (Paragraph, required)

- **Title:** 8 Rules (4 DO / 4 DON'T)
- **Help:** Includes "do not stretch", "no lazy shadows", "buffer area", "AA/AAA contrast", etc.

Question 8 (Short, mandatory, regex answer)

- **Title:** Code word (acronym for rules)
- **Help:** 1st letter of each rule, in order, forms a word.
- **Validation:** Regex **match**
- **Regex model:** `^BITES$`
- **Error message:** "Incorrect code word."

If you want another word, change it here and in your statement (and on the cards).

5) LOCK 4 — Laboratory (Symbol/Insignia) → *ORAL Validation*

Question 9 (Upload, required)

- **Title:** Symbol/Insignia (PNG/SVG)
- **Help:** Minimal branding (strong silhouette, no gradients).

Question 10 (Paragraph, required)

- **Title:** Notes (3 lines)
- **Help:** Silhouette? Negative space ("bite")? Meaning?

Oral unlock with you: accepted when the team clearly responds to the "3 whys":(1) strong silhouette (readable at 24px), (2) use of negative space, (3) "bite" with meaning.

6) LOCK 5 — Mirrors (Kerning/Tracking) + Delivery → *Validation by EXACT VALUE/OPTIONS*

Question 11 (Upload, required)

- **Title:** Kerning — Before/After
- **Help:** Achieves the target width **without distorting** the type; shows AV, To, etc. pairs.

Question 12 (Short, mandatory, regex answer)

- **Title:** LOCK CODE 5
- **Help:** Type **OK** (if you have proof) or use **BAS-E** (override docent).
- **Validation:** Regex **match**
- **Regex:** `^(OK|BAS-E)$`
- **Error message:** "Writes OK (with evidence) or BAS-E."

Question 13 (Upload, required)

- **Title:** Final Installment (mini-guide + mockups)
 - **Help:** PDF with A4 mini-tab (H/V lockups, palette, types, do's & don'ts) + 2–3 mockups.
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How each challenge "feeds" the lock (quick summary for you)

- **LOCK 1 (format):** the **code** derives from what they created (name+metaphor).

- **LOCK 2 (format):** the **code** derives from the **colors** they have chosen (calculation %).
 - **LOCK 3 (exact):** only passes if they type **the correct acrostic codeword**.
 - **LOCK 4 (oral):** you pass the team **when they** justify the symbol well.
 - **LOCK 5 (exact/options):** **OK** with proof, or **BAS-E** if you need to accelerate.
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Sample answers (to see everything working)

- **Team:** Pumpkin 2
 - **LOCK 1 – CODE:** 2-SM (MORDEX + Chewing Shadow)
 - **LOCK 2 – CODE:** 1315 (main #3A0F5C, accent #FF6A00)
 - **LOCK 3 – Codeword:** BITES
 - **LOCK 4 – Oral:** approved (strong silhouette + bite in negative space + narrative sense)
 - **LOCK 5 – CODE:** OK (with image before/after kerning)
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Final tips

- In the **Upload Questions**, enable "**accept file types only**" (PNG/SVG/PDF/JPG).
- Marks the "**Required**" questions in the locks for the Form to **block** the advance.
- You can **duplicate** the Form for future classes and only change the LOCK 3 codeword.

If you want, I also tell you **what texts to put in each "Description/Help"** of Forms with the **exact copy** (in ready-to-paste blocks) — or I create an **HTML version** with the same validation in the browser.

Ready-to-use extras

- Clues/locks with QRs (acrostic, HEX sum, kerning puzzle).
- Ambient sound: whistles, soft currents; "scares" → UV messages like "white also speaks" (resembles negative space).
- Inclusion: rotating papers; task options without a stage; strong contrast in materials.