

Finding Aid to the Cort and Barbara Allen Atari Packaging Design Collection, 1976-1984

Summary Information

Title: Cort and Barbara Allen Atari packaging design collection

Creator: Atari, Inc. (primary)

ID: 115.4168

Date: 1976-1984 (inclusive); 1977-1983 (bulk)

Extent: 41 linear feet

Language: The materials in this collection are primarily in English. However, some items contain French, German, Italian, and Spanish; these materials are indicated in the Contents List of this finding aid.

Abstract: This collection consists of 240 folders containing drawings, photographs, proofs, preliminary package mockups, drafts of manual scripts, unused packaging, and other internal documents used in the design and production of Atari's packaging and manuals for home console video games, computer games, game consoles, and handheld games. The bulk of the materials are dated between 1977 and 1983.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
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Administrative Information

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Custodial History: The Cort and Barbara Allen Atari packaging design collection was acquired by The Strong in September of 2015 from Cort and Barbara Allen. The collection was accessioned by The Strong under Object ID 115.4168. The collection was received from Cort and Barbara Allen in approximately 150 labeled folders, contained within a large cardboard box.

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Controlled Access Terms

Personal Names

- Bushnell, Nolan
- Hendricks, Steve
- Spohn, Cliff

Corporate Names

- Atari Games Corporation
- Atari, Inc.
- Time Warner, Interactive Group
- Warner Bros.

Subjects

- Asteroids (Game)
- Atari 2600 (Video game console)
- Conceptual art
- Engineering design
- Engineering mathematics
- Industrial design
- Motion pictures and video games
- Pong (Game)
- Programming
- Technical manuals
- Video game industry
- Video games -- Design
- Video games -- History
- Video games and children
- Video games and teenagers
- Video games in education
- Video games -- Handbooks, manuals, etc

Historical Note

Nolan Bushnell grew up in a small town near Salt Lake City, Utah. As a teenager, he repaired television sets while also working at his father's cement contracting business. Bushnell received his first exposure to computer games attending the University of Utah as a computer graphics student. While there, he, like other computer engineer students, played math and simple video games on large and expensive mainframe computers. Bushnell also worked a part-time job at an amusement park arcade, where he became familiar with coin-op electro-mechanical games. After college, Bushnell combined his knowledge of computers, televisions, and coin-op games to make the first commercial video game, *Computer Space*. Based on an MIT space game, *Spacewar!*, Bushnell licensed the game to Nutting Associates. However *Computer Space* failed to generate much excitement or fanfare. Believing that he could do better on his own, Bushnell, along with his business partner Ted Dabney, founded Syzygy; when they were informed that the name was taken, they changed it to Atari, Inc. Once Atari was officially founded in 1972, Bushnell and Dabney hired engineer Al Alcorn to design a table-like ping pong game. The result was *Pong*—the simple tennis-like game that featured two parallel bars and a moving dot—which ultimately transformed the video game industry.

Following *Pong*, Atari continued to experience tremendous success. Along with *Pong* sequels (*Doubles Pong*, *Super Pong*, *Quadrapong*, and other variations), there were other subsequent hits

including: *Gran Trak 10*, *Tank*, *Crash 'N Score*, *Breakout* (a game that was famously designed by Steve Jobs and Steve Wozniak—though their design, too complicated for mass production, was not used in the final product), *Night Driver*, *Subs*, *Le Mans*, and *Fire Truck*. In 1975, Atari created a home version of *Pong* (appropriately called *Home Pong*), which was marketed exclusively at Sears and quickly sold 150,000 units under the Sears Tele-Games label. Two years later, Atari released another consumer product, the Video Computer System (later rebranded the Atari 2600), a game system that used video game cartridges.

The Atari home consoles revolutionized the experience of gaming forever, bringing the exciting fun of the arcade into the homes of millions. *Asteroids*, *Berzerk*, *Breakout*, *Pole Position*, *Robotron 2084*, and *Surround* soon became games that many Americans could now play within their own homes. The 2600 became a substitute for many arcade games in the late 1970s and early 1980s, in turn maiming the coin-op industry. In 1982, Atari released the higher-end Atari 5200 SuperSystem, a more powerful home gaming machine with superior graphics capabilities; however, it only sold one million units. Following the release of the 5200, the Atari 7800 ProSystem hit store shelves in 1986, followed in turn by several other consoles before Atari released its final system, the Atari Jaguar, in 1993.

Collection Scope and Content Note

The Cort and Barbara Allen Atari packaging design collection comprises 41 linear feet of materials with dates ranging from 1976 to 1984. Materials include drawings, photographs, proofs, preliminary package mockups, drafts of manual scripts, unused packaging, box flats, designs, and other internal documents used in the design and production of Atari's packaging and manuals for home console video games, computer games, game consoles, and handheld games. There are materials related to the Atari 400, Atari 800, Atari 2600, Atari 5200 SuperSystem, various home *Pong* consoles, and the Atari *Touch Me*, as well as materials related to several unreleased devices. Additional scope and content notes can be found within the Contents List section of this finding aid. (Oversized materials may require advance notice to retrieve for researchers.)

The Cort and Barbara Allen Atari packaging design collection has been arranged into four series, two of which have been further divided into subseries. The materials are housed in 16 archival document boxes and 5 flat file drawers.

Related Materials

The Strong is also home to the Atari Coin-Op Division corporate records, which comprise 600 linear feet of game design documents, memos, focus group reports, market research reports, marketing materials, arcade cabinet drawings, schematics, artwork, photographs, videos, and publication material. The Strong acquired several unique museum objects with this accession lot of archival materials; as a result, ICHEG's collections include two computer towers which operated at Atari, Inc. (a mobile unit and a stationary tower) and a binder which notable game designer Ed Logg utilized in the creation of iconic Atari game *Asteroids*. For additional information on the coin-op division of Atari, see also the Atari design concept sketches, 1973-1991, in the Brian Sutton-Smith Library and Archives of Play. These design sketches provide a further look into Atari's arcade cabinet designs.

Also acquired alongside the Atari Coin-Op Division corporate records were the remaining corporate records of Tengen, Inc., a wholly-owned subsidiary of Atari Games which operated between 1987 and 1994 (see also the Tengen, Inc. records, 1985-1995, in the Brian Sutton-Smith Library and Archives of Play).

The Strong is also home to a large collection of Atari coin-operated arcade games, ranging from best-sellers such as *Pong*, *Asteroids*, and *Centipede*, to lesser known prototypes such as *Maze Invaders*. In addition, The Strong also houses several Atari home consoles and many Atari home console games. They can be viewed via the Online Collections section of The Strong's website.

System of Arrangement

Series I: Insert designs, 1976-1984

Subseries A: English game manual designs

Subseries B: French game manual designs

Subseries C: PAL game manual designs

Subseries D: Hardware manual designs

Subseries E: Miscellaneous insert designs

Series II: Box designs, 1977-1984

Subseries A: Game box designs

Subseries B: Hardware box designs

Subseries C: Shipping box designs

Series III: Promotional materials, 1978

Series IV: Packaging and manual specifications binder, 1981

Contents List

Series I: Insert designs, 1976-1984

Scope and Content Note: This series contains the manual design materials for many of Atari's home console games and hardware, as well as designs for various inserts within Atari products. This series has been subdivided into subseries, focusing on English game manual designs, French game manual designs, PAL region manual designs, hardware manual designs, and miscellaneous insert designs. The Atari insert design materials range from preliminary layouts and sketches to final proofs and printed material.

Subseries A: English game manual designs

Scope and Content Note: This subseries holds the designs of many English-only game manuals for the Atari Video Computer System (later rebranded as the Atari 2600, as indicated following the game title), Atari 5200 SuperSystem, and the Atari Home Computer Division, which encompassed all 8-bit Atari home computers (such as the Atari 400 and Atari 800). The manual designs range from preliminary layouts and sketches to final proofs and printed manuals.

Box 1

- Folder 1 Atari Cosmos console plates/labels, n.d.
- Folder 2 *Atari Video Cube* (2600) manual design, 1983 [1 of 2]
- Folder 3 *Berzerk* (5200) manual design, 1980 [1 of 3]
- Folder 4 *Brain Games* (VCS) manual design, 1978
- Folder 5 *Choplifter!* (5200) manual design, 1984 [1 of 3]
- Folder 6 *Crystal Castles* (2600) manual design, 1984
- Folder 7 *Dig Dug* (2600, 5200) manual design, 1983 [1 of 7]
- Folder 8 *Dig Dug* (2600, 5200) manual design, 1983 [2 of 7]
- Folder 9 *Donkey Kong Junior* (2600) manual design, 1983 [1 of 3]
- Folder 10 *Gremlins* (2600) manual design, 1984 [1 of 2]
- Folder 11 *Kangaroo* (2600, 5200) manual design, 1983 [1 of 2]
- Folder 12 *Mario Bros.* (5200) manual design, 1983 [1 of 2]
- Folder 13 *Moon Patrol* (5200) manual design, 1982 [1 of 2]
- Folder 14 *Moon Patrol* (HCD) manual design, 1983 [1 of 2]

Box 2

- Folder 1 *Pengo* (2600) manual design, 1984 [1 of 2]
- Folder 2 *Pengo* (5200) manual design, 1984 [1 of 2]
- Folder 3 *Pole Position* (5200) manual design, 1983 [1 of 2]
- Folder 4 *Realsports: Baseball* (5200) manual design, 1983 [1 of 6]
- Folder 5 *Realsports: Baseball* (5200) manual design, 1983 [2 of 6]
- Folder 6 *Robotron 2084* (5200) manual design, 1982 [1 of 2]
- Folder 7 *Rubik's Cube* (2600) manual design, 1984 [1 of 3]
- Folder 8 *Space Dungeon* (5200) manual design, 1983 [1 of 2]
- Folder 9 *StarGate* (2600) manual design, 1984 [1 of 2]
- Folder 10 *Swordquest: EarthWorld* (2600) manual design, 1982 [1 of 3]

Box 3

Folder 1 *Swordquest: FireWorld* (2600) manual design, 1982 [1 of 2]

Box 5

Folder 1 *Berzerk* (5200) manual design, 1980 [2 of 3]

Folder 2 *Dig Dug* (2600, 5200) manual design, 1983 [3 of 7]

Folder 3 *Realsports: Baseball* (5200) manual design, 1983 [3 of 6]

Box 6

Folder 1 *Asterix* (2600) manual design, 1983 [1 of 2]

Folder 2 *Atari Video Cube* (2600) manual design, 1983 [2 of 2]

Folder 3 *Combat* (VCS) manual design, 1977

Folder 4 *Donkey Kong* (2600) manual artwork, 1983

Folder 5 *Gravitar* (2600) manual design, 1983

Folder 6 *Phoenix* (2600) manual design, 1982

Folder 7 *Raiders of the Lost Ark* (2600) box design, 1982

Folder 8 *Realsports: Baseball* (5200) manual design, 1983 [4 of 6]

Folder 9 *Realsports: Baseball* (5200) manual design, 1983 [5 of 6]

Folder 10 *Realsports: Football* (2600, 5200, 8-bit) manual design, 1983 [1 of 5]

Folder 11 *Rubik's Cube* (2600) manual design, 1984 [2 of 3]

Folder 12 *Swordquest: EarthWorld* (2600) manual design, 1982 [2 of 3]

Box 7

Folder 1 *Swordquest: FireWorld* (2600) manual design, 1982 [2 of 2]

Folder 2 *Taz* (2600) manual design, 1983 [1 of 2]

Folder 3 Various manual designs, n.d. [1 of 2]

Folder 4 *Video Chess* (VCS) manual design (French), 1979

Box 10

Folder 1 *Asterix* (2600) manual design, 1983 [2 of 2]

Folder 2 *Berzerk* (5200) manual design, 1980 [3 of 3]

Folder 3 *Choplifter!* (5200) manual design, 1984 [2 of 3]

Folder 4 *Dig Dug* (2600, 5200) manual design, 1983 [4 of 7]

Folder 5 *Dig Dug* (2600, 5200) manual design, 1983 [5 of 7]

Folder 6 *Donkey Kong Junior* (2600) manual design, 1983 [2 of 3]

Folder 7 *Donkey Kong Junior* (2600) manual design, 1983 [3 of 3]

Folder 8 *Gremlins* (2600) manual design, 1984 [2 of 2]

Box 11

Folder 1 *Gremlins* (5200) manual design, 1984

Folder 2 *Haunted House* (2600) manual design, 1982

Folder 3 *Joust* (5200) manual design, 1983

Folder 4 *Jungle Hunt* (HCD) manual design, 1983 [1 of 2]

Folder 5 *Krull* (2600) manual design, 1983

Folder 6 *Miniature Golf* (VCS) manual design, 1979

Folder 7 *Moon Patrol* (2600) manual design, 1982

- Folder 8 *Moon Patrol* (5200) manual design, 1982 [2 of 2]
Folder 9 *Moon Patrol* (HCD) manual design, 1983 [2 of 2]

Box 12

- Folder 1 *Pac-Man* (2600) manual design, 1981
Folder 2 *Pengo* (2600) manual design, 1983
Folder 3 *Pengo* (2600) manual design, 1984 [2 of 2]
Folder 4 *Pengo* (5200) manual design, 1984 [2 of 2]
Folder 5 *Quadrun* (2600) manual design, 1983
Folder 6 *Realsports: Baseball* (5200) manual design, 1983 [6 of 6]
Folder 7 *Realsports: Football* (2600, 5200, 8-bit) manual design, 1983 [2 of 5]
Folder 8 *Realsports: Football* (2600, 5200, 8-bit) manual design, 1983 [3 of 5]
Folder 9 *Realsports: Football* (2600, 5200, 8-bit) manual design, 1983 [4 of 5]

Box 13

- Folder 1 *Space Dungeon* (5200) manual design, 1983 [1 of 2]
Folder 2 *Stargate* (2600) manual design, 1984 [2 of 2]
Folder 3 *Swordquest: EarthWorld* (2600) manual design, 1982 [3 of 3]
Folder 4 *Swordquest: WaterWorld* (2600) manual design, 1983
Folder 5 *Taz* (2600) manual design, 1983 [2 of 2]
Folder 6 *Vanguard* (5200) framed manual design, 1983
Folder 7 Various manual designs, n.d. [2 of 2]

Oversized materials:**Map Case 2****Drawer 3**

- Folder 1 *Choplifter!* (5200) manual design, 1984 [3 of 3]
Folder 2 *Dig Dug* (2600, 5200) manual design, 1983 [6 of 7]
Folder 3 *Dig Dug* (2600, 5200) manual design, 1983 [7 of 7]
Folder 4 *Jungle Hunt* (HCD) manual design, 1983 [2 of 2]
Folder 5 *Kangaroo* (2600, 5200) manual design, 1983 [2 of 2]
Folder 6 *Mario Bros.* (2600) manual design, 1983
Folder 7 *Mario Bros.* (5200) manual design, 1983 [2 of 2]
Folder 8 *Pengo* (HCD) manual design, 1984
Folder 9 *Pole Position* (5200) manual design, 1983 [2 of 2]
Folder 10 *Realsports: Football* (2600, 5200, 8-bit) manual design, 1983 [5 of 5]
Folder 11 *Robotron 2084* (5200) manual design, 1982 [2 of 2]
Folder 12 *Rubik's Cube* (2600) manual design, 1984 [3 of 3]
Folder 13 *Surround* (2600) manual design artwork, 1978

Subseries B: French game manual designs

Scope and Content Note: This subseries contains the French-only manual designs of many Atari 2600 games. The manual designs range from preliminary layouts and sketches to final proofs and printed manuals.

Box 3

- Folder 2 *Air Sea Battle* (2600) French manual design, 1977
- Folder 3 *Backgammon* (2600) French manual design, 1979
- Folder 4 *Basic Math* (2600) French manual design, 1977
- Folder 5 *Blackjack* (2600) French manual design, 1977
- Folder 6 *Bowling* (2600) French manual design, 1979
- Folder 7 *Brain Games* (2600) French manual design, 1978
- Folder 8 *Breakout* (2600) French manual design, 1978
- Folder 9 *Canyon Bomber* (2600) French manual design, 1979
- Folder 10 *Codebreaker* (2600) French manual design, 1978
- Folder 11 *Home Run* (2600) French manual design, 1978
- Folder 12 *Indy 500* (2600) French manual design, 1977

Box 4

- Folder 1 *Outlaw* (2600) French manual design, 1976
- Folder 2 *Space War* (2600) French manual design, 1978
- Folder 3 *Starship* (2600) French manual design, 1977
- Folder 4 *Street Racer* (2600) French manual design, 1977
- Folder 5 *Superman* (2600) French manual design, 1979
- Folder 6 *Video Olympics* (2600) French manual design, 1977

Box 5

- Folder 4 *Football* (2600) French manual design, 1979
- Folder 5 *Hangman* (2600) French manual design, 1978
- Folder 6 *Human Cannonball* (2600) French manual design, 1979
- Folder 7 *Hunt & Score* (2600) French manual design, 1978
- Folder 8 *Miniature Golf* (2600) French manual design, 1979
- Folder 9 *Sky Diver* (2600) French manual design, 1979
- Folder 10 *Slot Machine* (2600) French manual design, 1979
- Folder 11 *Slot Racers* (2600) French manual design, 1978

Subseries C: PAL game manual designs

Scope and Content Note: This subseries contains the PAL region game manuals. The Phase Alternating Line (PAL) region is a television publication territory that covers most of Asia, Africa, Europe, South America and Oceania, in contrast to the NTSC standard used in Japan and nearly all of North America. Therefore, the PAL game manuals consist of English, French, German, Italian, and Spanish versions of the instructions. The manual designs are mostly proofs and final proofs.

Box 7

- Folder 5 *Breakout* (2600) PAL manual design, 1978
- Folder 6 *Casino* (2600) PAL manual design, 1978 [1 of 2]

Box 8

- Folder 1 *Casino* (2600) PAL manual design, 1978 [2 of 2]
- Folder 2 *Cookie Monster Munch* (2600) PAL manual design, 1983 [1 of 3]
- Folder 3 *Home Run* (2600) PAL manual design, 1978
- Folder 4 *Indy 500* (2600) PAL manual design, 1978
- Folder 5 *Sky Diver* (2600) PAL manual design, 1978
- Folder 6 *Slot Racers* (2600) PAL manual design, 1978
- Folder 7 *Steeplechase* (2600) PAL manual design, 1981

Box 13

- Folder 8 *Cookie Monster Munch* (2600) PAL manual design, 1983 [2 of 3]

Oversized materials:**Map Case 2****Drawer 4**

- Folder 1 *Adventure* (2600) PAL manual design, 1981
- Folder 2 *Air Sea Battle* (2600) PAL manual design, 1977
- Folder 3 *Asteroids* (2600) PAL manual design, 1979
- Folder 4 *Basketball* (2600) PAL manual design, 1978
- Folder 5 *Bowling* (2600) PAL manual design, 1981
- Folder 6 *Circus Atari* (2600) PAL manual design, 1978
- Folder 7 *Cookie Monster Munch* (2600) PAL manual design, 1983 [3 of 3]
- Folder 8 *Dodge 'Em* (2600) PAL manual design, 1980
- Folder 9 *Golf* (2600) PAL manual design, 1980
- Folder 10 *Human Cannonball* (2600) PAL manual design, 1981
- Folder 11 *Maze Craze* (2600) PAL manual design, 1978
- Folder 12 *Missile Command* (2600) PAL manual design, 1980
- Folder 13 *Night Driver* (2600) PAL manual design, 1980
- Folder 14 *Othello* (2600) PAL manual design, 1980
- Folder 15 *Outlaw* (2600) PAL manual design, 1978
- Folder 16 *Pelé's Soccer* (2600) PAL manual design, 1981
- Folder 17 *Space Invaders* (2600) PAL manual design, 1980

Map Case 2**Drawer 5**

- Folder 1 *Street Racer* (2600) PAL manual design, 1981
- Folder 2 *Super Breakout* (2600) PAL manual design, 1981
- Folder 3 *Superman* (2600) PAL manual design, 1979
- Folder 4 *Surround* (2600) PAL manual design, 1981
- Folder 5 *Video Pinball* (2600) PAL manual design, 1980
- Folder 6 *Warlords* (2600) PAL manual design, 1981

Subseries D: Hardware manual designs

Scope and Content Note: This subseries contains manual designs for various Atari hardware, including Atari's home *Pong* consoles, the Atari 2600, various console apparatuses, and the Atari *Touch Me*. The manual designs range from preliminary layouts and sketches to final proofs and printed manuals.

Box 4

- Folder 7 Atari Controller Holder manual designs, 1983

Box 8

- Folder 8 *Super Pong Ten* manual design, 1977 [1 of 2]

Box 14

- Folder 1 Atari 2600 manual design, 1980
- Folder 2 *Super Pong* manual design, 1976
- Folder 3 *Super Pong Ten* manual design, 1977 [2 of 2]

Oversized materials:**Map Case 2****Drawer 5**

- Folder 7 Atari Dual Controller Holder blueprints, 1983
- Folder 8 Atari *Touch Me* insert design, 1978

Subseries E: Miscellaneous insert designs

Scope and Content Note: This subseries consists of various Atari insert designs used in games, consoles, and other Atari products. The insert designs range from preliminary layouts and sketches to final proofs and printed materials.

Box 4

- Folder 8 Atari Club mailer insert design, 1983 [1 of 3]

Box 8

- Folder 9 Atari Club mailer insert design, 1983 [2 of 3]
- Folder 10 Atari manual master proofs, 1983

Box 9

Folder 1 Sears Video Arcade manual insert design, 1982

Box 14

Folder 4 Atari Club mailer insert design, 1983 [3 of 3]

Oversized materials:**Map Case 2****Drawer 5**

Folder 9 Atari brochure design image, 1977

Folder 10 Atari Newsletter insert design, 1981

Folder 11 Atari warranty insert design, n.d.

Series II: Box designs, 1977-1984

Scope and Content Note: This series contains the box design materials for many of Atari's home console games and hardware, as well as miscellaneous shipping box designs. This series has been subdivided into subseries, focusing on game box designs, hardware box designs, and shipping box designs. The box design materials range from preliminary layouts and sketches to final proofs and physical cartons.

Subseries A: Game box designs

Scope and Content Note: This subseries contains many Atari game box designs for the Atari Video Computer System (later rebranded as the Atari 2600, as indicated following the game title), Atari 5200 SuperSystem, and the Atari Home Computer Division, which encompassed all 8-bit Atari home computers (such as the Atari 400 and Atari 800). The box design materials range from preliminary layouts and sketches to final proofs and physical cartons.

Box 4

Folder 9 Atari multi-"pak" box design, 1978 [1 of 2]

Folder 10 *Dig Dug* (2600, 5200) box design, 1983

Folder 11 *Gremlins* (2600, 5200) box design, 1984 [1 of 2]

Folder 12 *Jungle Hunt* (5200, HCD) box design, 1983 [1 of 3]

Folder 13 *Swordquest: EarthWorld* (2600) box design, 1982

Folder 14 *Vanguard* (5200) box design, 1983 [1 of 4]

Box 9

Folder 2 Unknown Atari (5200) game box designs, 1982

Folder 3 *Vanguard* (5200) box design, 1983 [2 of 4]

Folder 4 *Vanguard* (5200) box design, 1983 [3 of 4]

Folder 5 Various Atari 2600 game color keys, 1981

Box 14

Folder 5 *Air Sea Battle* (VCS) box design, 1978

- Folder 6 Atari multi-"pak" box design, 1978 [2 of 2]
- Folder 7 *Basic Programming* (VCS) box design, 1979
- Folder 8 *Canyon Bomber* (VCS) box design, 1978

Box 15

- Folder 1 *Cookie Monster Munch* (2600) box design, 1983
- Folder 2 *Countermeasure* (2600) box design, 1982
- Folder 3 *Defender* (VCS, 5200) box design, 1982
- Folder 4 *Gremlins* (2600, 5200) box design, 1984 [2 of 2]
- Folder 5 *Jungle Hunt* (5200, HCD) box design, 1983 [2 of 3]
- Folder 6 *Kangaroo* (5200) box design, 1983
- Folder 7 *Math Gran Prix* (VCS) box design, 1982
- Folder 8 *Millipede* (5200) box design, 1983
- Folder 9 *Pac-Man* (5200) box design, 1982
- Folder 10 *Pole Position* (5200) box design, 1983
- Folder 11 *Qix* (5200) box design, 1982

Box 16

- Folder 1 *Realsports: Baseball* (5200) box design, 1983
- Folder 2 *Realsports: Basketball* (5200) box design, 1983
- Folder 3 *Realsports: Football* (2600, 5200) box design, 1983
- Folder 4 *Super Breakout* (VCS) box design, 1981
- Folder 5 *Taz* (2600) box design, 1983
- Folder 6 Various black & white Atari (VCS) game box designs, 1978/1980

Oversized materials:**Map Case 2****Drawer 5**

- Folder 12 *Berzerk* (5200) box design, 1980
- Folder 13 *Choplifter!* (5200) box design, 1984
- Folder 14 *Indy 500* (VCS) box design, 1977
- Folder 15 *Jungle Hunt* (5200, HCD) box design, 1983 [3 of 3]
- Folder 16 *Mario Bros.* (5200) box design, 1983
- Folder 17 *Moon Patrol* (5200) box design, 1983

Map Case 2**Drawer 6**

- Folder 1 *Pac-Man* (5200) framed box design, 1982
- Folder 2 *Realsports: Football* (HCD) box design, 1983
- Folder 3 *Realsports: Soccer* (5200) box design, 1982
- Folder 4 *Realsports: Tennis* (5200) box design, 1983
- Folder 5 *Space Dungeon* (5200) box design, 1983
- Folder 6 *Vanguard* (5200) box design, 1983 [4 of 4]
- Folder 7 Various Atari game box covers, n.d.
- Folder 8 Various obsolete Atari game box designs, 1978-1981

Subseries B: Hardware box designs

Scope and Content Note: This subseries contains the box designs of various Atari hardware, including many Atari home consoles, various console apparatuses, the Atari *Touch Me*, and many Kee Games console box designs. Kee Games was a subsidiary of Atari in secret, which was not disclosed publicly until 1974. Kee Games allowed Atari to exclusively sell to two distributors at once, creating many Atari game “clones.” They eventually publicly merged, but Kee Games kept its company name. The manual designs range from preliminary layouts and sketches to final proofs and printed manuals.

Box 4

- Folder 15 Atari VCS box design, 1980 [1 of 2]
- Folder 16 Kee Games Programmable Game System box design, 1978 [1 of 2]

Box 9

- Folder 6 Video Arcade box design, 1982

Box 16

- Folder 7 Atari Driving Controllers box design, 1979
- Folder 8 Atari Paddle Controllers box design, 1979
- Folder 9 Kee Games Programmable Game System box design, 1978 [2 of 2]
- Folder 10 Sears Video Arcade box design, 1982
- Folder 11 Switch Box (Sears) box design, 1981

Oversized materials:**Map Case 2****Drawer 6**

- Folder 9 Atari Battery Eliminator box design, n.d.
- Folder 10 Atari Game Program case box design, 1981
- Folder 11 Atari Joystick Controllers box design, 1979
- Folder 12 Atari Left Remote Controller box design, 1981
- Folder 13 Atari *Pong* console box flat designs, n.d.
- Folder 14 Atari *Pong Doubles* console box flat designs, n.d.
- Folder 15 Atari *Super Pong* console box flat designs, n.d.
- Folder 16 Atari *Super Pong Ten* console box flat designs, n.d.
- Folder 17 Atari *Touch Me* box design, 1978

Map Case 2**Drawer 7**

- Folder 1 Atari VCS (Factory Reconditioned) box design, 1980
- Folder 2 Atari VCS box design, 1980 [2 of 2]
- Folder 3 Atari VCS box design, 1981
- Folder 4 Atari VCS box flat (English/French), 1977
- Folder 5 Kee Games Programmable Game System box mockups, 1978
- Folder 6 Kee Games Video Game System framed box design, n.d.
- Folder 7 Sears Video Arcade II All-In-One Controller box design, 1982

Subseries C: Shipping box designs

Scope and Content Note: This subseries contains various shipping box designs used by Atari for their various products.

Oversized materials:**Map Case 2****Drawer 7**

- Folder 8 Atari 4/12/24-pack shipping design, 1982
Folder 9 Various shipping designs, n.d.

Series III: Promotional materials, 1978

Scope and Content Note: This series contains various promotional materials for Atari Electronic Entertainment, the Atari *Touch Me*, and unknown code artwork for either *Home Run* or *Realsports:Baseball*.

Box 16

- Folder 12 Baseball diamond code design (small), n.d.

Oversized materials:**Map Case 2****Drawer 7**

- Folder 10 Atari Electronic Entertainment folder design, n.d.
Folder 11 Atari *Touch Me* advertisement design, 1978
Folder 12 Baseball diamond code design (large), n.d.

Series IV: Packaging and manual specifications binder, 1981

Scope and Content Note: This series contains the Atari “Specifications for International Packaging and Manuals” binder and its contents. (The binder and contents have been separated for preservation purposes.)

Box 5

- Folder 12 Atari specifications for international packaging and manuals, 1981 [1 of 2]
Folder 13 Atari specifications for international packaging and manuals, 1981 [2 of 2]