

PROPOSAL:

BRIEF

My client, "Cut To The Cheese" is a new game I am developing. I plan to release it for mobile devices, and gaming consoles in the near future depending on its success. The genre of this game will be platformer & action. The game is set in the "future" where cheese factories are replaced with giant AI machines/robots. As the objective of the game is to escape from the giant machine and dodge the obstacles along the way as a piece of cheese, the game will be humorous due to the unrealism. Hence the pun of 'cut to the chase'. I am interested in designing the artwork for this game using processes such as sketching, typography, digital illustration, paper sculpture, and photography. Through these processes, I will be creating: Character design, Logos, Mastheads, App icons, Game layouts (levels and layouts when navigating through the app). I am also interested in promoting this game through various mediums such as: Websites, Posters, Magazine Covers and Double Page Spreads, and an App store page This will all be using my chosen colour scheme. I have chosen vibrant colours in order to emit joyful feelings, the desired mood for this game. The artwork for this game will include components of futurism and minimalism as it has been one of the more successful approaches to designing an appealing mobile game.

COLOUR SCHEME

My colour scheme consists of vibrant colours. It has many shades of yellow/orange, gray, and turquoise. The bright colour scheme commands attention to the user as it pops out more. The yellow colours represent the colours of the cheese and also act as a pop colour. The grays are represent the mechanical/technological aspect as it the obstacles and environment mainly consist of metal. I have chosen to use turquoise as it is a futuristic colour and brings those elements into the aesthetic/theme.



QUOTES AND INSPIRATION

I have always been inspired by the artist Bob Ross and his joy for painting. One of his most famous quotes is, "We don't make mistakes. We just have happy accidents.". What this has told me is that when creating art, even if we make a mistake, it is just a part of the journey and can be repurposed and used in some way. It is encouraging to know that there is nothing wrong when making a mistake as it could accidentally improve the work or help to generate new and interesting ideas.

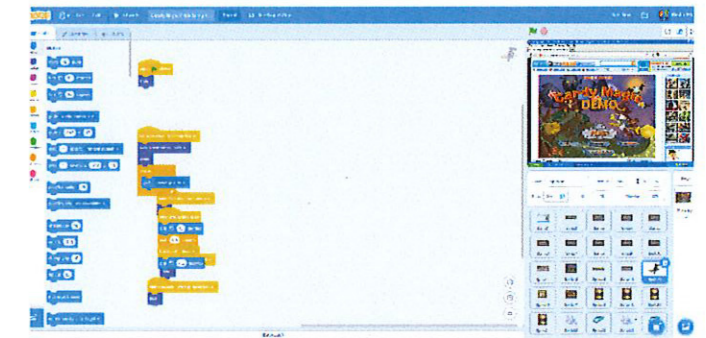
Another quote that has inspired my creativity is from the author Neil Gaiman. Gaiman said, "The world always seems brighter when you've just made something that wasn't there before.". This inspired my creativity as it encouraged me to just produce any unique pieces of art and drawings which came about my mind, and it definitely made my design process a lot brighter.

Lastly a French writer from the 1900s, Antoine de Saint-Exupery, had said "Perfection is achieved, not when there is nothing more to add, but when there is nothing left to take away." This quote has helped me with the minimalistic aspect of my work. It helped me to refine my ideas and make me more confident with the quality of my work as I am a bit of a perfectionist, and having a guideline as to when I achieve perfection (when there is nothing left to take away), has certainly helped with my decisions during the design process.

WHY I DECIDED TO MAKE THIS

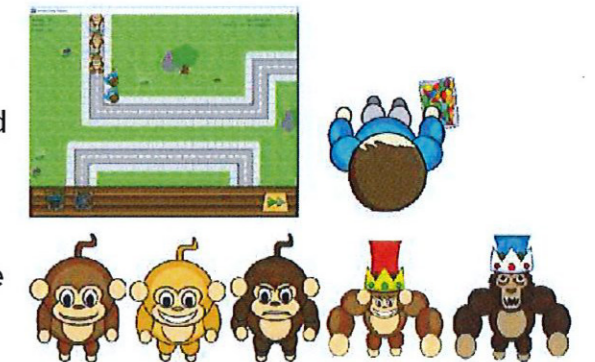
Growing up, a huge part of my childhood was playing video games. Whether it was on my computer/laptop, my Nintendo DS, PS3/4. or my tablet/phone, I have always been immersed in the unique worlds of the video games I played. I played a wide genre of games and learnt a lot about the similarities between them, like the components of what makes up a video game. When I was younger, I used to play on a website called "Miniclip", where most of the games there were 2D games. I also loved playing on online multiplayer virtual worlds where you create a character, customise them and play online with your character with other people. 'Club Penguin', 'Animal Jam' and 'Moshi Monsters' are examples of this.

When I was 9 years old, my sister introduced me to Scratch, which is a block based programming language instead of writing code, where you can create games or animations etc. I was instantly hooked and developed a passion for creating games. The first ever game I uploaded to the website was a parody of a Miniclip game which I enjoyed, displayed to the right.



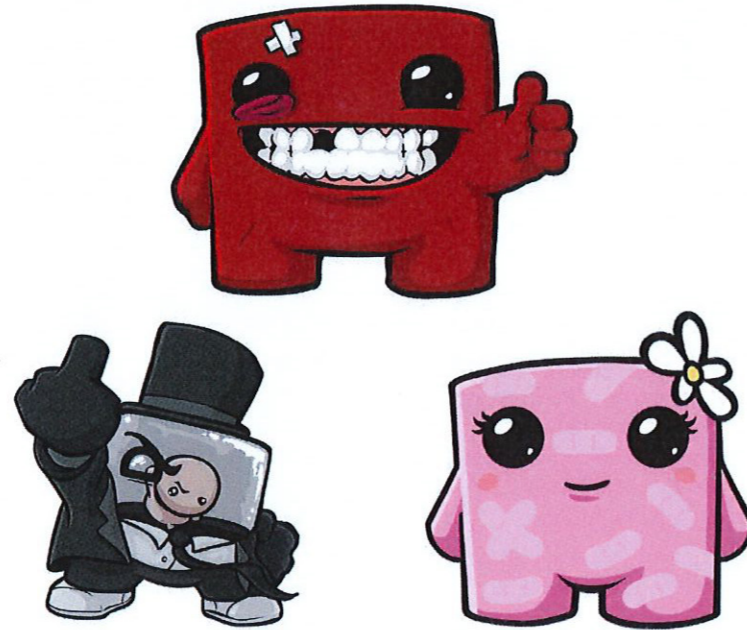
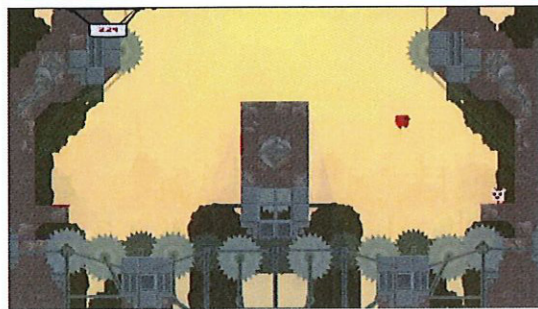
Back in primary school when I was about 11, I impressed my teacher with my Scratch skills and got the opportunity to teach the whole class to create their first project. This was exciting for me and helped spark my interest in game development. Up until the age of 14, I made lots of projects on Scratch and experimented with lots of different styles such as 2D games, 3D games, animations, educational stuff, etc. I eventually lost interest again and instead spent my time playing a lot of mobile games, where I eventually ended up playing 'Clash Royale' competitively in an esports team.

In Year 11, I chose to do Digital Technology as a subject where I learnt how to code a game using 'Gamedev Studio 2'. A lot of my Scratch skills and knowledge helped with learning the new language as the concepts were mostly the same. I made a game called 'Monkey Tower Defence' and learnt how to create characters using Adobe Illustrator. This was a fun project and I enjoyed the process of creating the game and also playing the final outcome. The art and game is shown to the right.



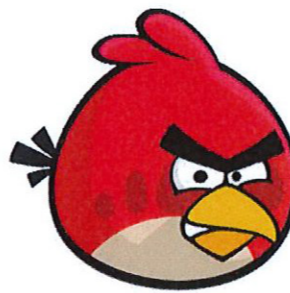
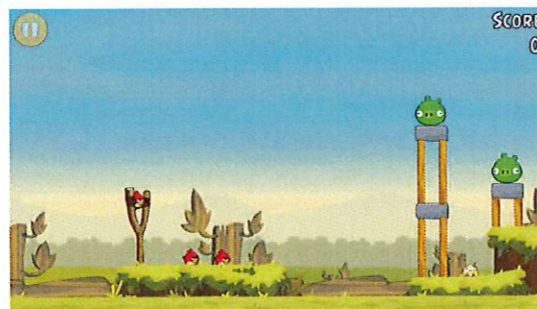
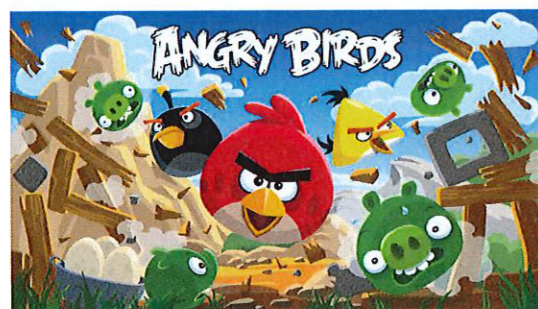
Creating my own game environment and story line for others to enjoy made me feel like I could pursue this as an actual career. I took Digital Technology in Year 12, and also this year. My passion for video games ultimately made me decide to create and promote a game for Art Design this year. I wanted to design it so that it is appropriate for a younger audience, but also fun for all ages. I also wanted to make it as entertaining as possible by making it humorous/comedic and also visually appealing and vibrant to help make them feel happy when playing it. I also gave it this aesthetic to reduce the frustration and stress when dying in the game. I made these decisions because I wish to create childhood memories for people and lots of enjoyment with this game, just like video games have done for me. The context I chose for my game was heavily inspired by a game called "Super Meat Boy" by Team Meat. I originally have designed it to be a mobile game as mobile devices are very accessible nowadays, and this ensures I reach a larger audience.

VIDEO GAME RESEARCH



SUPER MEAT BOY

One of my inspirations for making this game was the computer/PC game 'Super Meat Boy', by Team Meat. I really enjoyed completing this game found it hilarious as the main character was a block of raw meat and the villain was a fetus in a suit. The game itself is quite frustrating to play as you get one attempt to parkour your way to the finish line to save bandage girl, but if you die once by touching a saw blade you have to start all over again. The levels are designed to be extra challenging because of this. The art for this game is 2D and the characters are shaded using about 3 shades, dark, normal, and light. There is also the use of thin and thick lines as the outer edges of the character is much thicker than the finer details and features within the character.



ANGRY BIRDS

Another game I have been inspired by is 'Angry Birds'. I especially enjoyed playing this popular mobile game at a young age and this has been a very memorable/nostalgic game for me, as it has also been for many others. Playing this game always put me in a cheerful mood as the colour scheme is very colourful and vibrant/bright. It also has a iconic soundtrack which sets the mood/tone for the game. The character design for the birds/pigs also follows the same principles as the previous game I mentioned. It has the use of thin and thick lines, thick lines around the outer edge and thin lines for the facial features. It is also shaded with 3 shades, a darker colour, the normal colour, and a brighter colour. The characters are also 2D. This game is also very humorous as you are literally using a slingshot to fire birds into cheeky little pigs hiding in their weak attempts of a fortress.

2D GAME ART

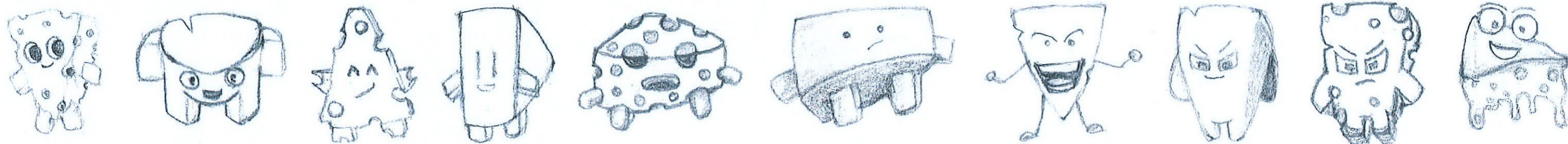
I researched specifically 2D game art from video games to examine the common artistic features that are often included in them. This is because I am looking at what makes the art from mobile games succesful and how I can incorporate these ideas into my own work.

From what I have found, most mobile game have vibrant colours to strike out and create a happy, enjoyable and friendly theme. Using vibrant colours is a successful way of captivating the user, rather than using a dull theme. The art style in these examples are quite "cartoony" and do not have photo realistic/complex features other than 2 or 3 shades of colour to show dark to light. Lots of shapes such as rectangles and polygons are used as buttons and the layouts are organised in a tidy/clean way in order to make the most use out of the small screen. Sometimes icons/symbols are also used on the buttons to let the user know what they do, rather than using text. The type used in these games are bold and thick with a thin dark outline in order to make it easier to read. This is mainly done due to the size of the small phone screen. The mobiles games shown below are 'Candy Crush Saga', and 'Clash Royale'.



CONCEPTS & CREATION OF CHARACTERS

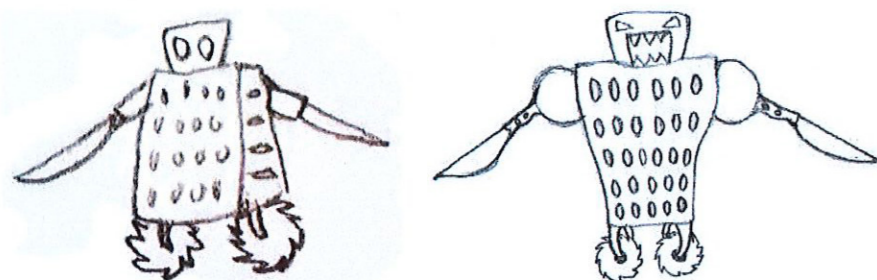
CONCEPTS FOR CHEESE CHARACTERS



PROCESS/ANALYSIS

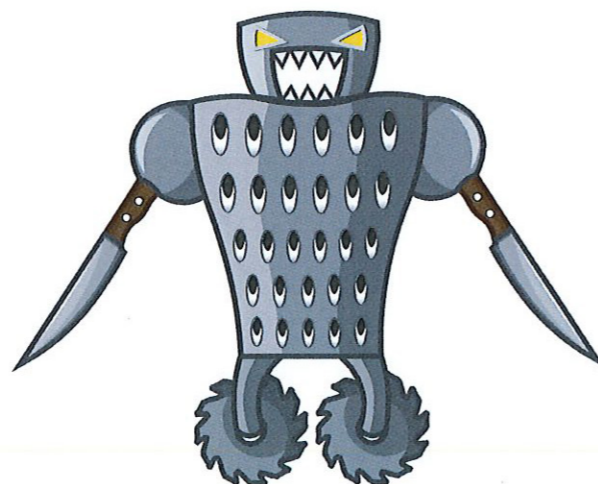
I sketched lots of concepts for my characters in my art book using lots of types of cheese and facial expressions. I took inspiration from the look of the actual cheese when creating the designs in order to represent them accurately. I tried to keep the facial expressions simple but recognisable/distinguishable/unique in order to help with keeping a minimalistic design. I selected my favourite concepts and recreated them using Adobe Illustrator as it is a tool which I am comfortable with and can confidently use (as I have used it previously) to create digital illustrations, and bring my character concepts to life. I took lots of inspiration from the character designs of successful mobile video games and took this into consideration when colouring and creating the characters. I made sure to use a thick and heavy outline outside of the character and thin lines for the facial expressions and other details within the character. I also appropriately chose colours which fit with the types of cheese and used it with 3 shades to keep it minimal. I made sure they looked like cute characters to create a more friendly appeal to them.

CONCEPTS FOR VILLIAN



VILLIAN DESIGN

I created a villain using basic kitchen tools which are used to cut/grate/slice cheese. I combined them together to create a menacing robot villain of whom will be the final boss the cheese character has to fight. This boss is significantly larger than the cheese characters as it is what the cheese are trapped inside of, and once you complete all of the levels, you escape out of this robot and have to fight him to beat the game. I have used 3 shades of gray to show dark to light/ reflection of light on metal. I also used thin and thick lines on the outside and inner details.



CHEESE DESIGN AND STATS

I briefly did research on types of cheese to create in-game attributes/abilities/skills according to the of type of cheese.

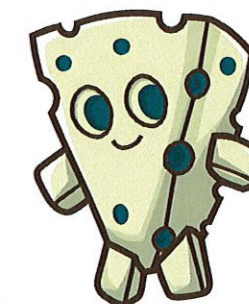
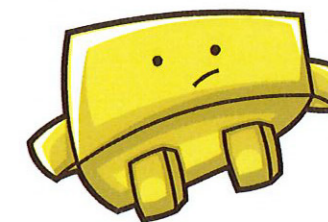
Cheddar - is an all around type of cheese for the average/ typical cheese consumer. I have designed my main character to be cheddar cheese as it is a common classic type of cheese. I have given this character perfectly average stats: Strength level = 3/5. Speed = 3/5.

Plastic - is a flimsy cheaply made piece of cheese which is light and tears easily. As it is a very weak piece of cheese, I have made it the weakest character. Also as it is the lightest piece of cheese it is also the fastest character to make up for the weakness. Strength level = 1/5. Speed = 5/5.

Swiss - often has holes in it due to the way it is produced/ made and this would ultimately make it slightly lighter and more fragile due to the crumbiness/crumby nature of it. It is slightly weaker than the cheddar character as it has holes and is slightly crumbier, and due to the holes it makes it lighter so it is slightly faster than cheddar. Strength level = 2/5. Speed = 4/5.

Blue - is old/aged blue cheese and it has a strong taste/ flavour. Due to the strong taste I have made this character the strongest out of the bunch, and due to the old age of the cheese I have also made it the slowest character. Strength level = 5/5. Speed = 1/5.

In order for the characters to be balanced in terms of skill/ abilities I have made sure that when adding the skill rating, they all add to 6. E.g. Cheddar: 3+3=6. Plastic: 1+5=6, etc.



LOGO & ICON DEVELOPMENT



BRAND NARRATIVES

Brand narratives are a way of visually communicating a story to the consumers. This helps create a context through the use of images or illustrations, colours, and shapes woven through the letters. Google, for example has successfully approached this technique by recreating their homepage logo for different themes/festival/anniversaries/holidays etc. They have considered the style of lettering/typography which also helped to create a theme as shown in the images. The halloween one has squiggly lettering which creates a spooky ghost vibe, and the hip hop one has the graffiti lettering style, etc. They have also, as evident in the Mickey Mouse one turned the letters into objects/parts of Mickey Mouse's body. These logos alone instantly communicate to the consumer exactly what to expect without any additions. Considering these aspects will help contribute towards the design of my own logos, as I can use these ideas and communicate a clear intention of what the game is to the players. This can also be used as a title/heading for promotional material such as a website, posters, app store page etc.

LOGO CONCEPTS



FINAL LOGO DESIGN

In my hand drawn logo concepts, I incorporated imagery such as knives, sawblades, and cheese to give a bit more context to my game simply via the logo. I used blocky lettering/typography to represent the cheese aspect of the game, and to give it its own unique feel. I recreated my best concept in Adobe Illustrator and experimented with more ideas/slightly different compositions of this design. To put a unique twist, rather than using a premade font, I created my own letters using Illustrator and made them 3D to make them look more organic and like cheese. I used a sawblade behind the text and used my character in front to stand in front of the obstacle. I used the turquoise colour around the outside of the logo to incorporate the futuristic element into the logo and to help make the logo pop out more, so it has something to contrast with.



FINAL ICON DESIGN

I used my logo for inspiration for the icon of the game which would be displayed on the home screen of a mobile phone.

I tried using different shapes for my icon such as a rounded square, a normal square, a triangle, and a circle, and even a saw blade shape. I decided that the circular shape works best as the shape isn't overcomplicated like the saw blade. I tied in the components of my logo, the character in front of the saw blade, and used this composition within my icon. I decided to remove the text in the logo as it becomes too messy and I want it to appear to be more minimalistic. I also used the same colours as my logo, including the turquoise to reflect the futuristic theme of my game.



MAGAZINE DEVELOPMENT

ILLUSTRATIVE COVERS

I was inspired by 'EDGE' magazine covers as these took a more illustrative approach in its design style. The first magazine on the left is more focused on the character in action as it is the only illustration and therefore commands attention to it.

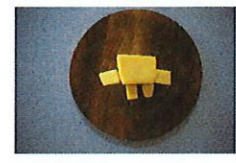
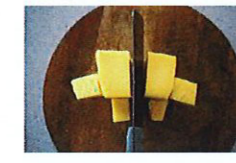
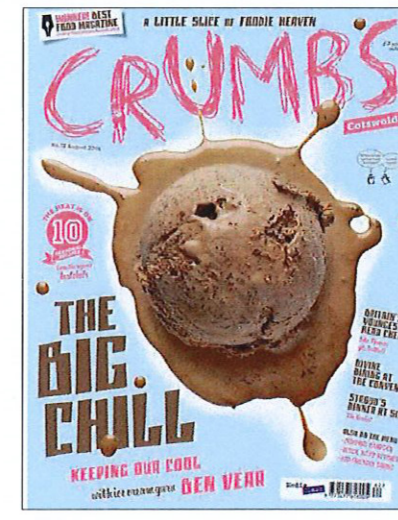
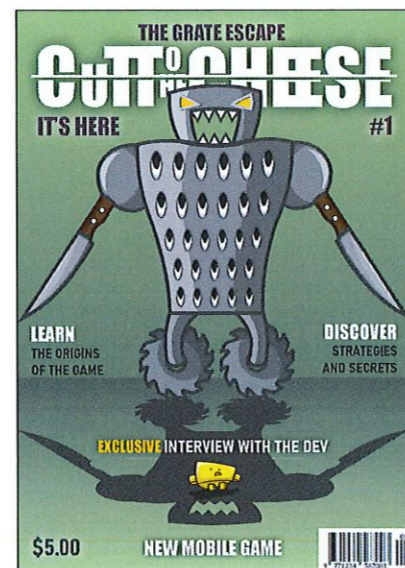
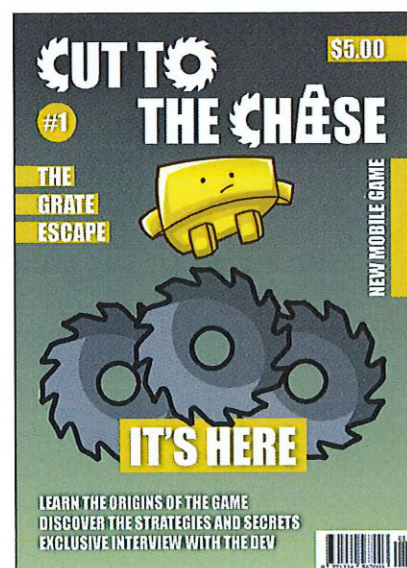


The magazine on the right is also illustrative and creates a sense of scale, and depth by the perspective of the illustration, as the path appears narrower as it progresses up.

I have chosen to create magazines as a way to advertise my video game because they are widely distributed among stores, which would help reach my target audience more easily. I have taken inspiration from these illustrative magazines from 'EDGE', and created my own gaming magazine covers.

The first two magazine covers I designed are focused on the character in action as the main character, Cheddar, is jumping over saw blades with a face of slight distress. I used the character as one of the main illustrations shown to also grab attention and let the reader know that the character displayed is the main protagonist in the game.

I have also created the illustrative magazine to the right of these, to create a sense of depth and intimidation. I have done this by scaling the robot to be much larger than the cheese character, and also making a shadow to show the distance between them to create depth. The intimidation factor, of the grater boss being much larger than the cheese also helps with the humorous aspect/theme. I also added another pun, 'The Grate Escape', using 'grate' instead of 'great'.

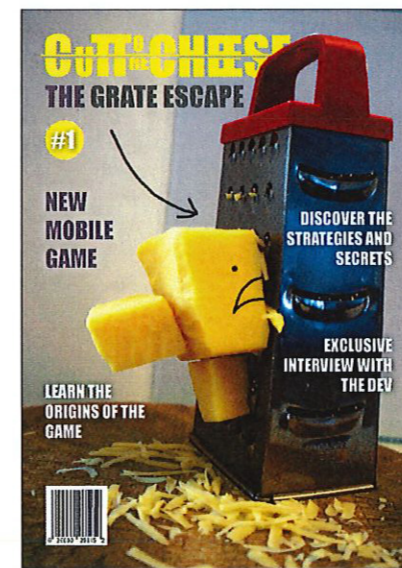


PHOTOGRAPHIC COVERS

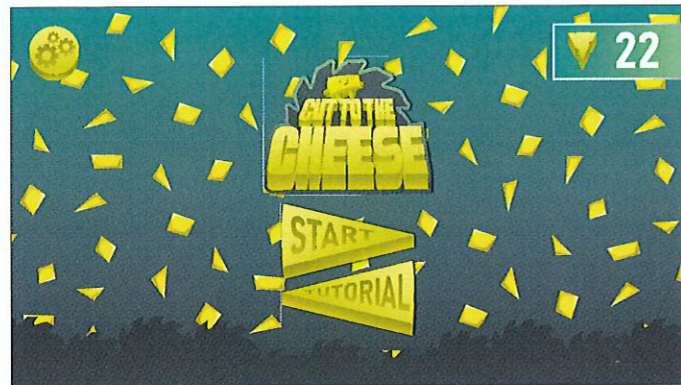
These covers by the magazine brand 'CRUMBS', has a smart use of photography of food as the main centre piece of the cover. In the left magazine cover especially, they have used pen over the photo of toast to make it look as if they made the toast come alive and ask to be eaten with the 'BITE ME' written on it. This creates a comedic look to it, and helps the photo to pop out more as it they made it come 'alive'.

I have been inspired by this as they have executed the humorous mood well in the magazine cover. I decided to create the main cheddar character out of real cheese and photograph funny and interesting situations with it. I then used this photo and drew a face over it, which looks like it is absolutely terrified as it is being cut up/sliced/grated.

Below are the magazines I have created using photography with a comedic approach. I tried to use arrows to point at the cheese to make it more humorous but, my magazines worked better with just the drawn on face, otherwise it would look too clustered. For my final magazine, I reinforced the humour with another pun 'The New Magazine That You Cheddar Get', and also incorporated my icon at the bottom to show the true art style of my game.



GAME SCREENS/UI



NAVIGATION SCREENS

I have created the design of the game ui, which is what the game will look like. I created blocky buttons like cheese and the text/symbols which are on top of the button appear as holes in the cheese buttons. This was done to further emphasise the aesthetic and contextualise the buttons.

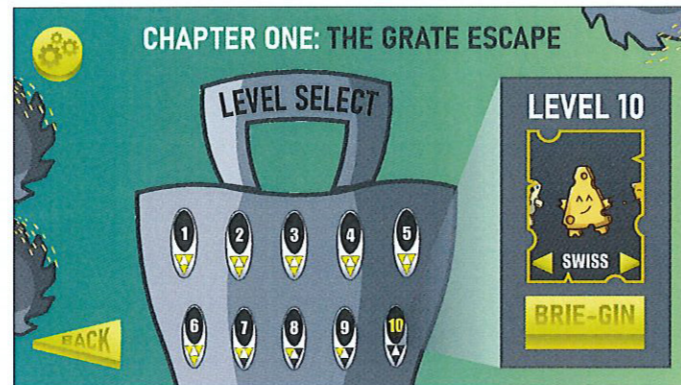
I have used my game logo as the header for the main menu screen, and have a settings button, start button and tutorial button. In my experience for this genre/type/style of game, these are usually the conventions of a menu screen for a mobile game. I have also included a cheese currency in the top corner which is calculated by the amount of the cheese collectibles you collect per level, up to 3 per level. I am planning for this menu screen to be animated with the cheese being shredded from the bottom sawblades and into the background.

For the level selection screen, I decided to make 'The Grate Escape', the name of the first chapter of the game with many more to come after. Similar to the concept of Angry Birds as shown to the right. I have made sure that the menu screen pairs well with the level select screen by using the same styled buttons and colours. I have also introduced the new characters I illustrated by having a mini character select there as well.



I have made the levels for the first chapter be inside each little hole of the grater, and used the same illustration as the boss for it without the face and arms, to foreshadow the transformation of the grater factory into the final boss for when you complete all of the levels.

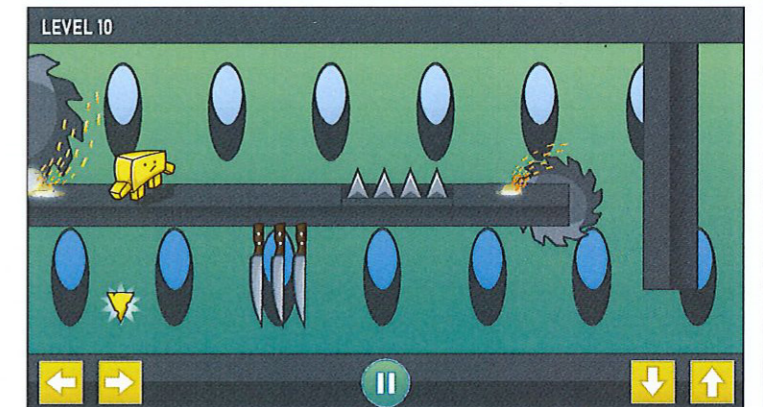
I have kept the overall design of these navigation screens quite minimal with only the necessary buttons, and a few illustrations in the background to decorate it. I have used a lot of turquoise in the background as I want to make it appear more futuristic, and give it a unique colour of which the game can be associated with. I have also made sure to use contrasting colours where possible, such as the dark background in the menu to contrast with the bright yellow buttons, and also the bright turquoise background in the level select screen to help contrast with the surrounding gray objects/shapes.



LEVEL DESIGN

The design of my game levels have been heavily inspired by 'Super Meat Boy', as shown above. I have used aspects of how the levels are structured within my own level as both 'Super Meat Boy', and my game are from the platformer, action genre.

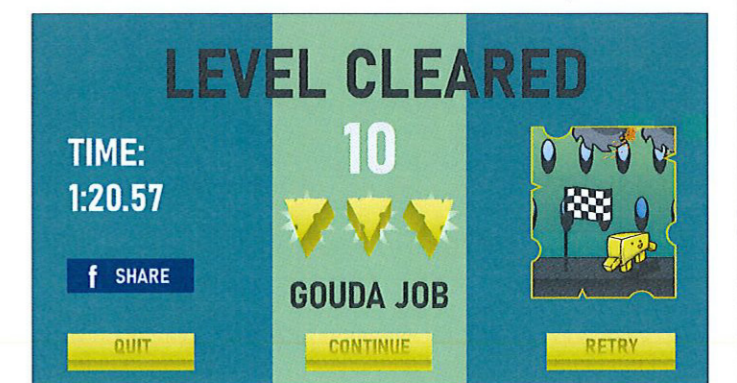
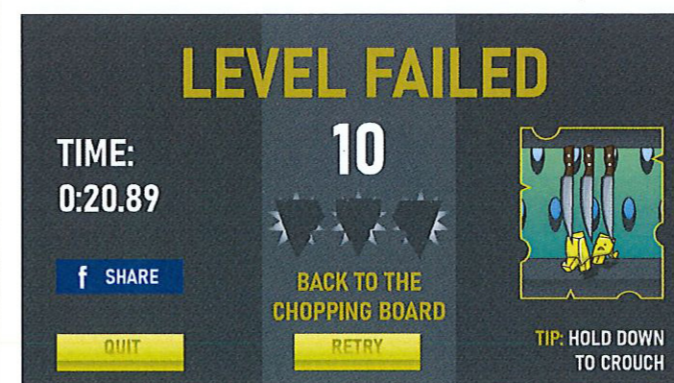
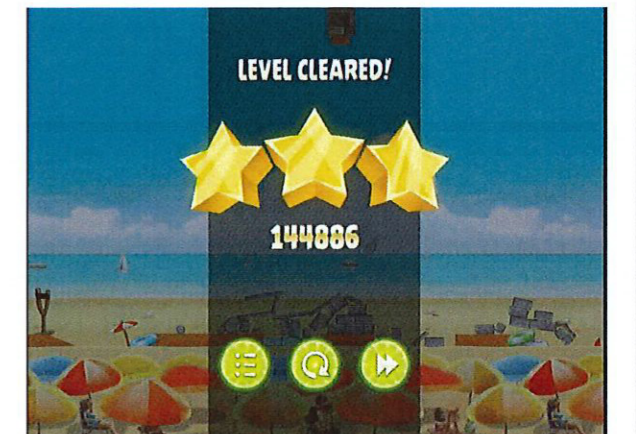
To avoid my level looking too dull, which as I want a vibrant and colourful look, I made sure to use my bright yellows and turquoise to pop out against the dark gray metal obstacles/level. I also added sparks to the saw blades and a shiny cheese collectible in the level to make it look more exciting and dynamic.



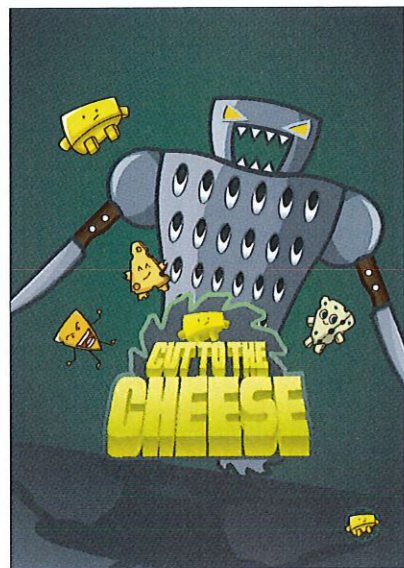
LEVEL COMPLETE/FAILED SCREEN

In my level complete/failed screens, I have taken inspiration again, from Angry Birds as they have made the level cleared screen look more rewarding as the stars gained appear shiny and pop out a lot due to it being 3D, and the perspective of it.

I have used this idea within my own work and made the cheese collectibles shiny, bright, and pop out in 3D. The level cleared screen appears much more vibrant than the level failed screen, which is mostly dark and gray to symbolise failure. To bring back in the humour I have added more puns such as 'Back To The Chopping Board', and 'Gouda Job', for a bit of a laugh and motivation.



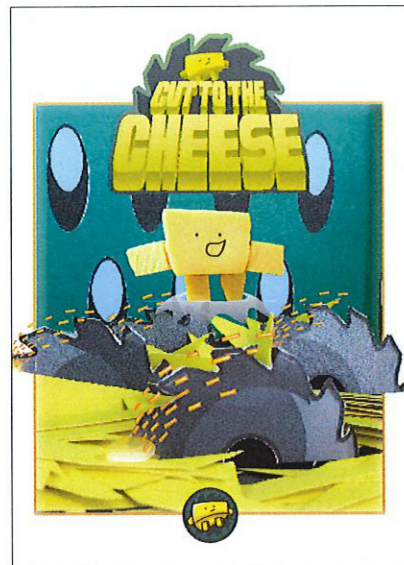
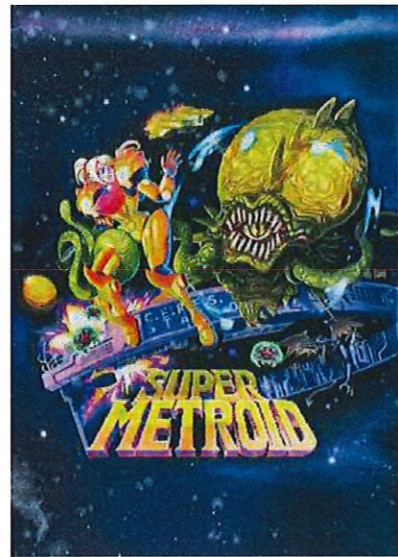
POSTER DEVELOPMENT



CHARACTERS BEHIND LOGO

I have taken inspiration from the 'SUPER METROID' poster to the right. In the poster they have used the characters and wrapped it around and behind the logo, and scaled the characters accordingly.

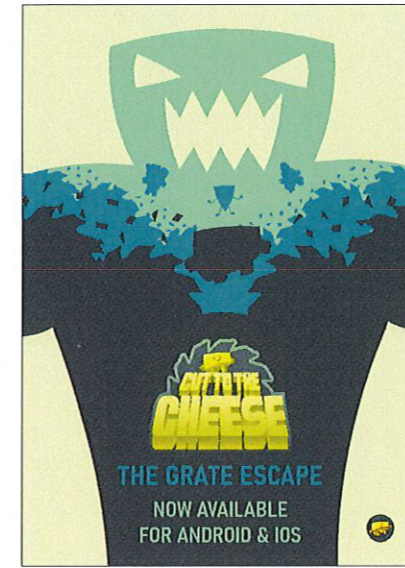
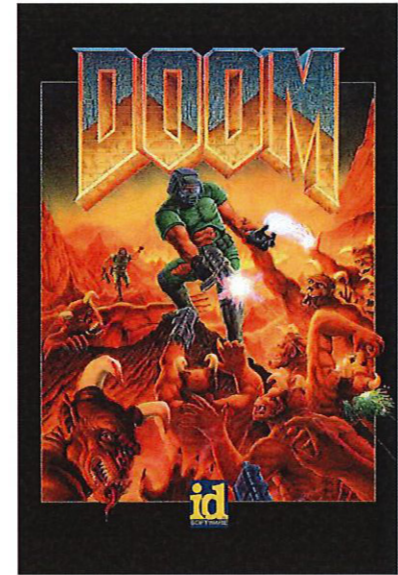
In my poster, I have used these ideas and made my robot character massive and placed it behind my logo. I have used my other tiny cheese characters and made them jump from all around the logo.



BREAKING OUT OF THE BOX

In the 'DOOM' poster to the right, they have used illustrations within a box and had some of the illustration break out of the box and spill over a bit. This helps to make the work jump out and create immersion.

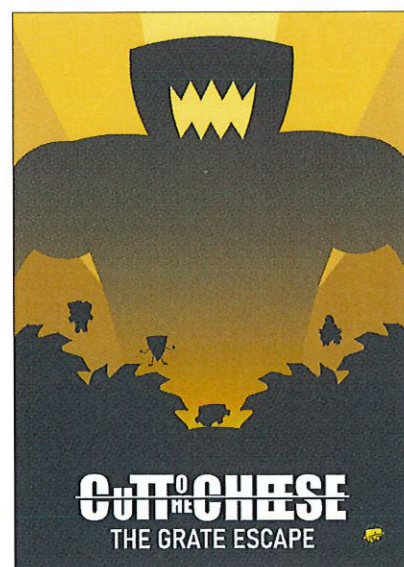
In my work I created a paper sculpture of the inside of the grater with sawblades and shredded cheese and used this to break out of the box. I also used my cheese photography and illustration of the sparks in this.



SILHOUETTES WITHIN SILHOUETTE

In the poster on the right of 'STAR WARS', they have used a robot silhouette and placed layered silhouettes to create a whole environment inside that initial silhouette.

I have emulated this within my own poster, using the menacing grater robot silhouette, and using silhouettes of saw blades, shredded cheese, and my cheese characters inside of it. This is also quite minimalistic and the turquoise makes it appear futuristic.



STARBURST BEHIND SILHOUETTES

I have used the poster to the right of 'THE MOST DANGEROUS GAME', as inspiration for my poster. They have created a scary and intimidating look and feel to the poster.

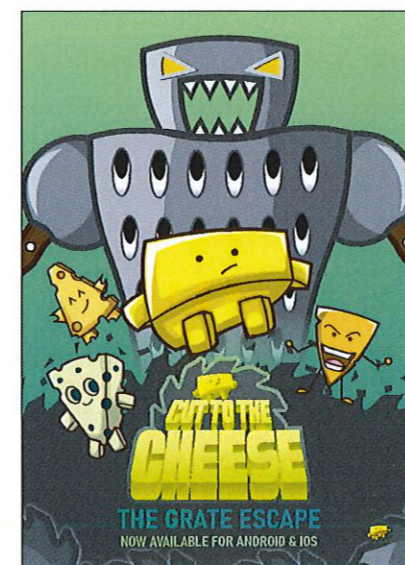
I have used the starburst in the background with a soft gradient on the enormous robot silhouette, towering over the mini cheese silhouette character, which are clearly on the run. This poster is very minimalistic as it consists of 2 main colours.



CHARACTERS DIVIDED BY SLICES

In the 'NINJAGO' poster to the right, they have divided characters with a diagonal slice across the poster. They have also made it so the colour on either side of that slice is different according to the characters on that side.

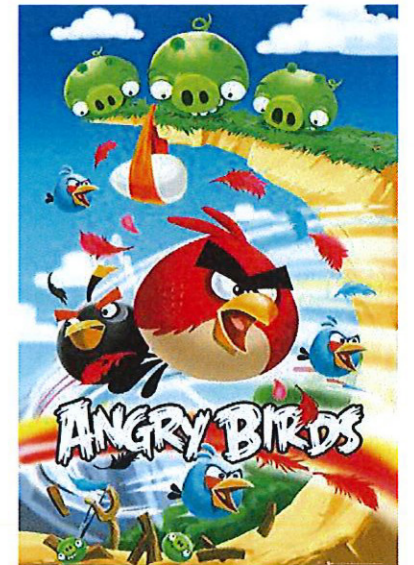
In my poster, I have created a slice for each character with their corresponding colour, and also added some obstacles to make it seem as if they are under threat. I added their in-game statistics using symbols.



FINAL POSTER

For my final poster, I used inspiration from the 'ANGRY BIRDS' poster to the right. They have used very vibrant colours, and made the characters sized according to their position.

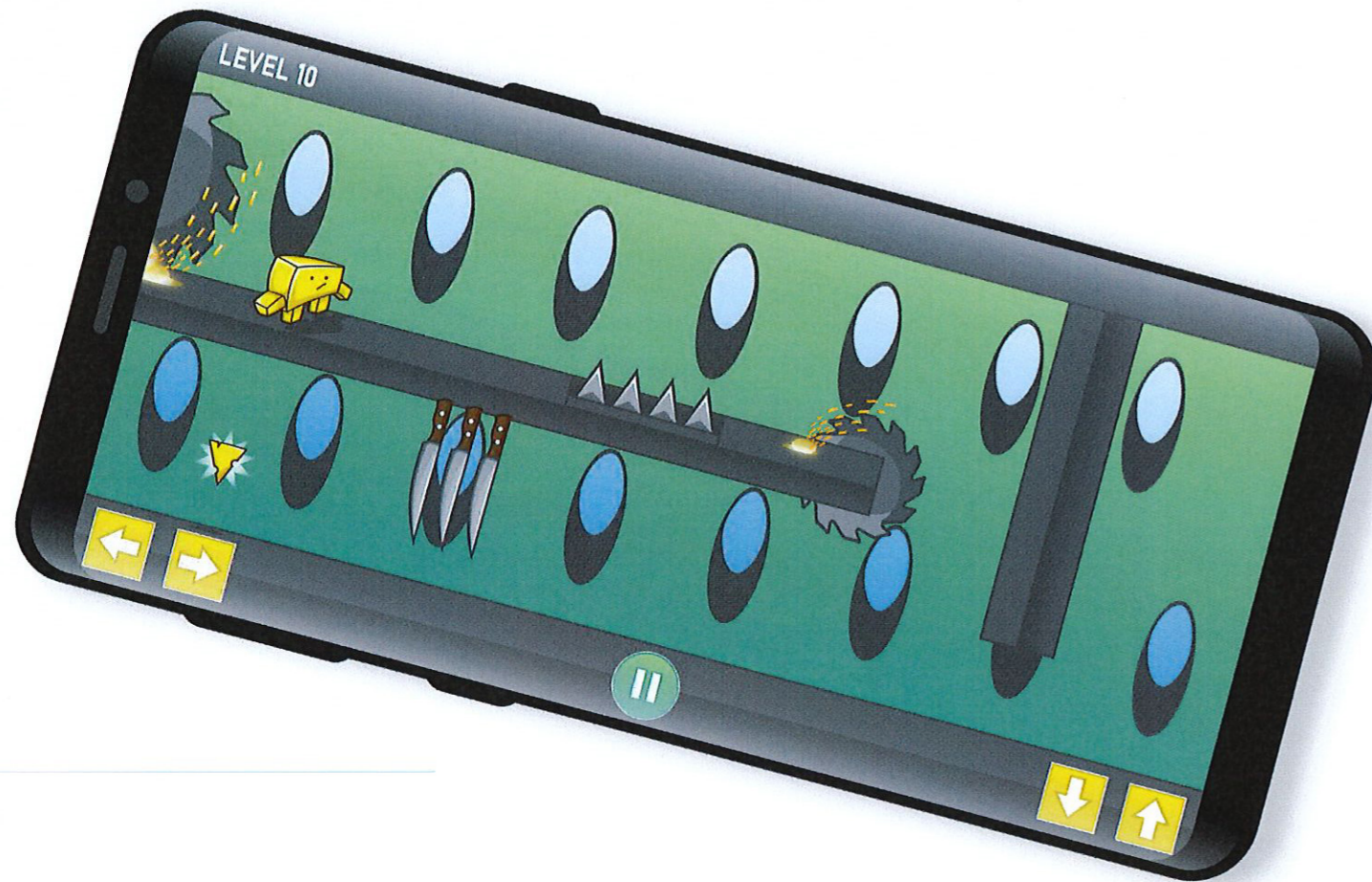
In my poster, I placed the large robot boss behind, and made my cheese characters jump out in front of it. I also used sawblade silhouettes, and used a turquoise background. I made sure to use my vibrant colours and tie all of the ideas together.



FUTURE DIRECTIONS

WHAT I WOULD DO IN THE FUTURE

In the future I would definitely plan on creating/coding the actual game itself using the artwork I have created, and test it for bugs to make sure everything runs smoothly, as unfortunately I haven't had time to do so this year.

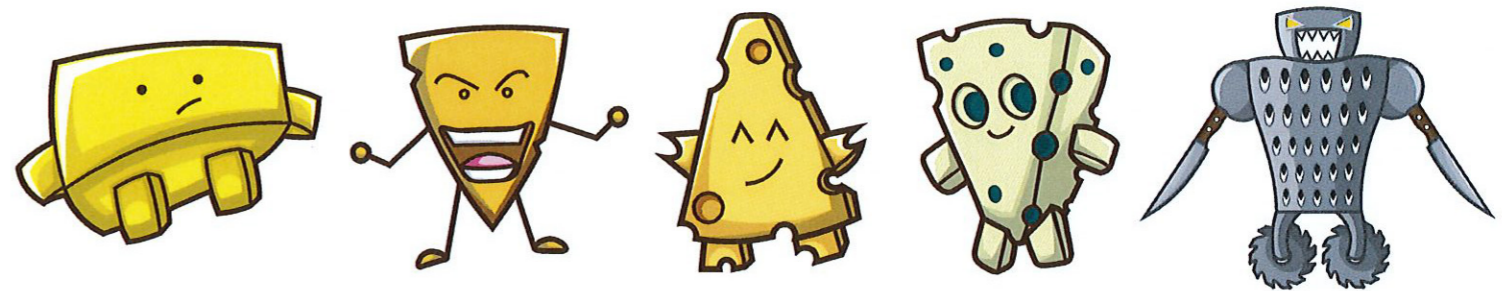


IF I HAD A MASSIVE BUDGET

If I had a massive budget for this project, I would invest in a better equipment and tools for creating digital art other than Adobe Illustrator such as a drawing tablet, or an application for my computer which specialises in character design. I also would want to start my own game company rather than being an independent developer, so that I can make more games in the future. As I have made my game free to play. I would plan to update the game and make a paid premium version which could have a new endless mode or multiplayer/online, custom levels/level creation feature, with more levels and new chapters. Only the first chapter would be free to play. An idea for a new chapter could be a mice/mouse chapter as they are often associated with stealing/eating cheese which makes for a good villain. If the game becomes popular enough I would consider adding it to PC via Steam or any similar platform. Also I would consider adding it to gaming consoles such as the Nintendo Switch, PlayStation 4/5, Xbox Series X etc.

IF I HAD A FOURTH PANEL

If I had a fourth panel, I would design new characters/enemies, maps, and game environments, make my own font family for the game rather than using existing ones to be more original, and I would also like to have an original soundtrack and sound effects for the game. I could also add new objectives for the levels such as rescuing other cheese characters along the way. I would like to create an animated game trailer with gameplay for promoting and advertising my game.



MY EDUCATION

From my education, I have taken subjects (NCEA Level 3) to support this pathway such as: Digital Technology Science, Physics, Maths (Calculus & Stats) and Art Design. I was especially hoping to have overlap between my Art Design and DTS work for this year as it could mean that I could code my game for a standard for DTS, and create the art for Art Design, but unfortunately there was no overlap. I plan on either going to Massey to do a Bachelor of Creative Media Production, but I am more likely going to go to Victoria University to do a Bachelor of Science and study Computer Graphics and Computer Science (double major). This will help me to either pursue this passion or follow a similar career path such as an animator/visual effects artist, working in film industry, or programming for other things instead of game development. I am leaning towards Victoria University over Massey as it will keep my options more open for any jobs I wish to pursue in the future.