Everybody Fits In Art Style Guide

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Art Direction

Character art and general design are simple with relatively flat colors and thick black lines around the shapes. Scribblenauts is our primary influence for this style. Environment art and design are simple with very basic and shallow shading and value. Risky Rescue is our primary influence for this part of the style.

Value Statement

The art style of "Everybody Fits In" is very colorful as it is unique. It's target audience is aimed at younger kids enrolled in school roughly from 1st - 3rd grade. "Everybody Fits In" has a mission to deliver a game that not only educates young students, but also contains a very fun and kid-friendly style. Both "Scribblenauts" for character inspiration and "Risky Rescue" for the environment style will help to keep kids very engaged and interested through an educational kind of game. Through the use of colorful Vector shapes, characters, and environments, "Everybody Fits In" will without a doubt achieve the goals in a game we aim to create!

Art Direction: Environment

"Everybody Fits In" is very flat in it's design. While it utilizes a fairly large color palette, our intentions were to keep clean and simple so it wouldn't be such a distraction from the foreground of the game (the puzzle aspect). Through the use of vector-based shape language, the environment won't completely annihilate the character art, but it will help establish the mood and feel for the setting.
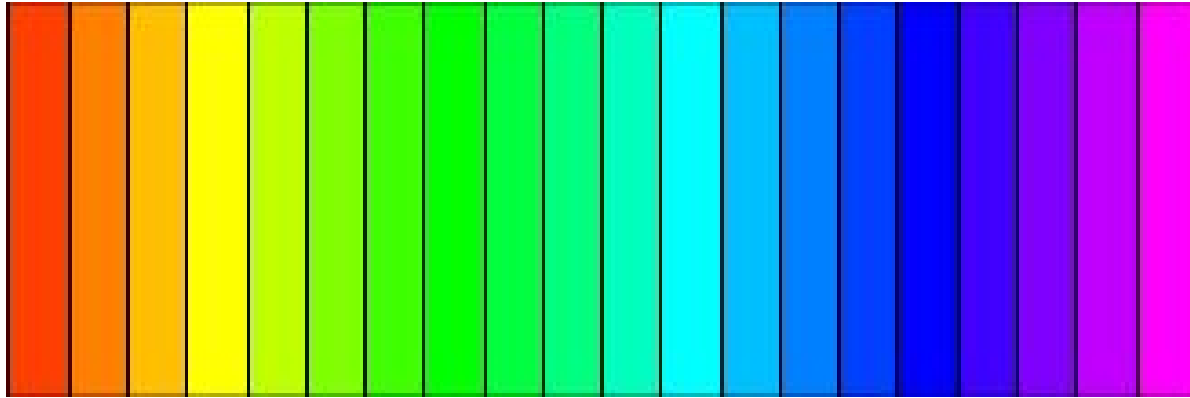
Art Direction: Characters

Simplistic character design with a focus on personality over correct anatomy. Black lines outline the basic shapes and help highlight the different characters. Bright Vibrant colors to keep player interest and separate the characters from the environment.

Color Palette

The colors of the game are vibrant and bright for the characters while the environment is more washed out, while still being rather bright, to highlight the characters.

Works Cited

http://pt-br.scribblenauts.wikia.com/wiki/Maxwell

http://scribblenauts.wikia.com/wiki/Medusa

http://store.steampowered.com/app/218680/Scribblenauts_Unlimited/

https://s.aolcdn.com/hss/storage/midas/2bee4e68c526bf3058f9bfaa35bd3cf1/203146296/IMG_1656.PNG

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