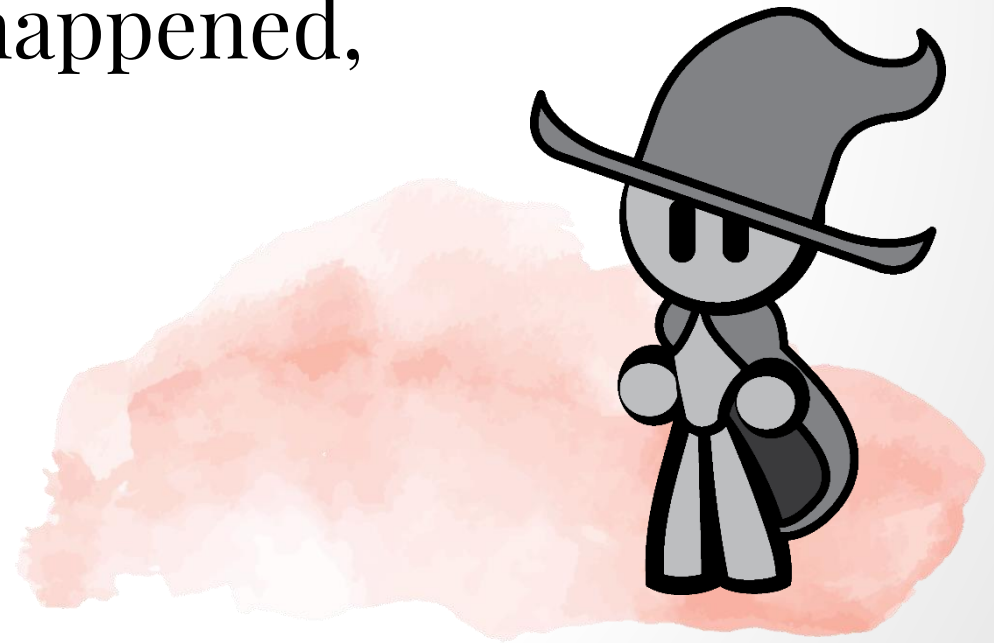# Color Quest

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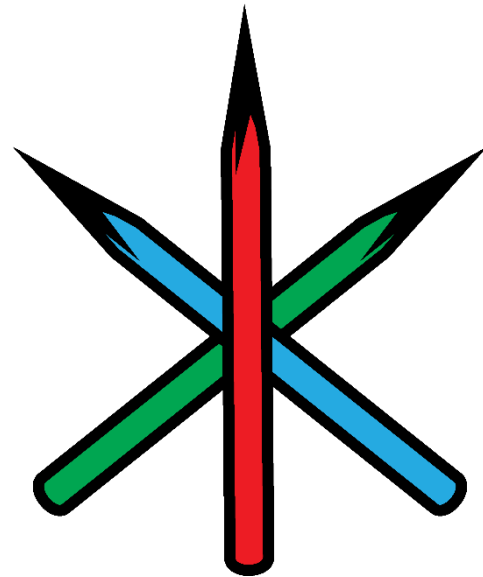Stefan Mihai-Alexandru

Vaduva Mihnea-Alexandru

Game Idea

We wanted to create
a fun, adventure game, set in a fantasy setting
where art and magic collide.

The player gets to explore the world through the eyes of Cray, a student of the Colormancy Academy.

For some reason, the world has been stripped of it's colors, and by exploring and interacting with the world, the player needs to find out what happened, and help fix it.

In a world governed by the power of Colormancy, Cray will progress through levels by unlocking Colors, each giving him specific powers and special abilities.
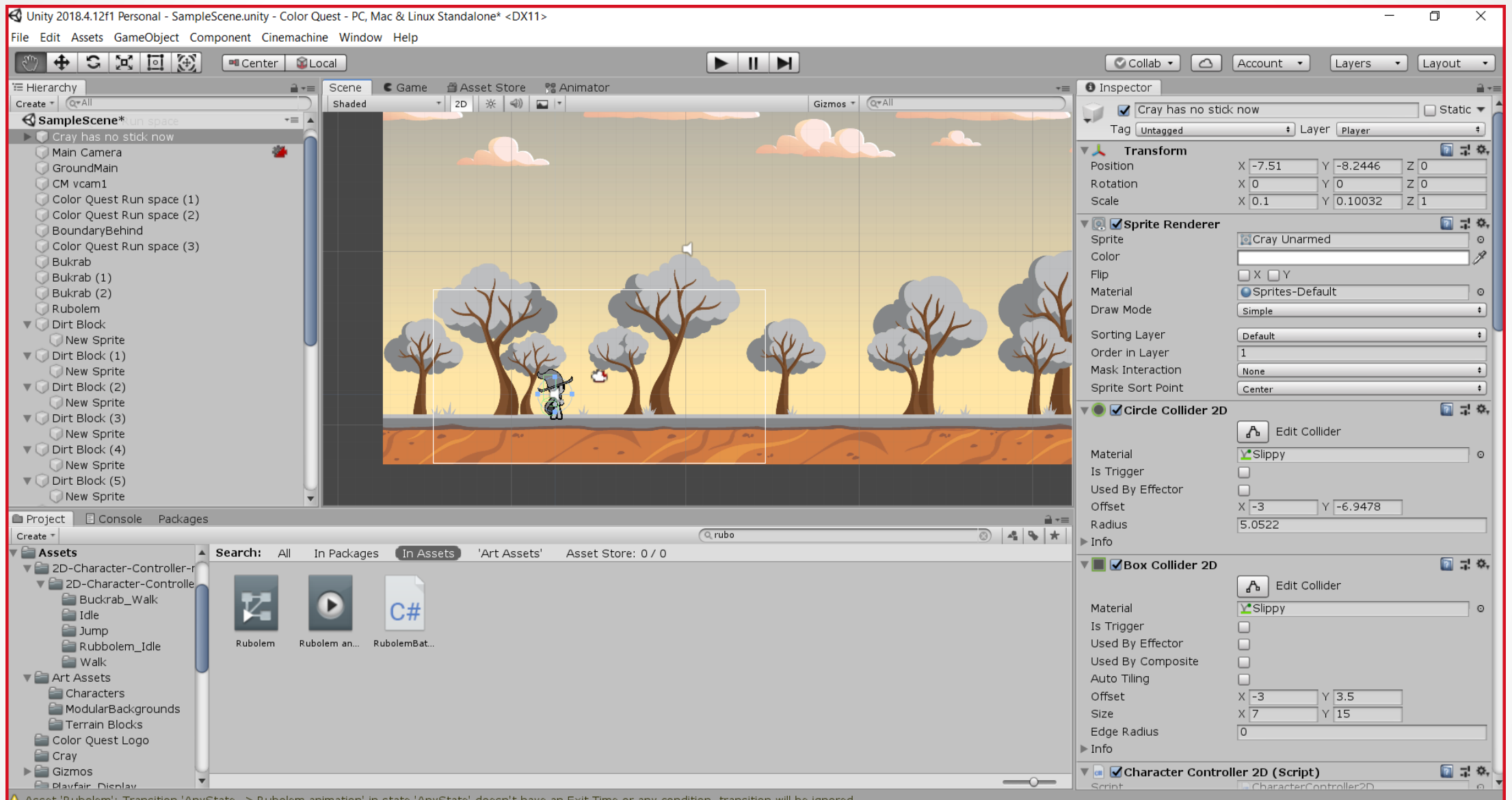
Implementation

The game has been implemented in Unity game engine. Through it's cross-platform capabilities, we wanted to ensure we develop a game that is easily implemented and promoted for every platform.

By the use of open source scripts and modules, our game consists of a 2D platforming environment, combined with a turn-based action combat.

Trigger-based events make the transition between the two modes of play, and the scene shifts to enable either exploration or if not avoided, combat.
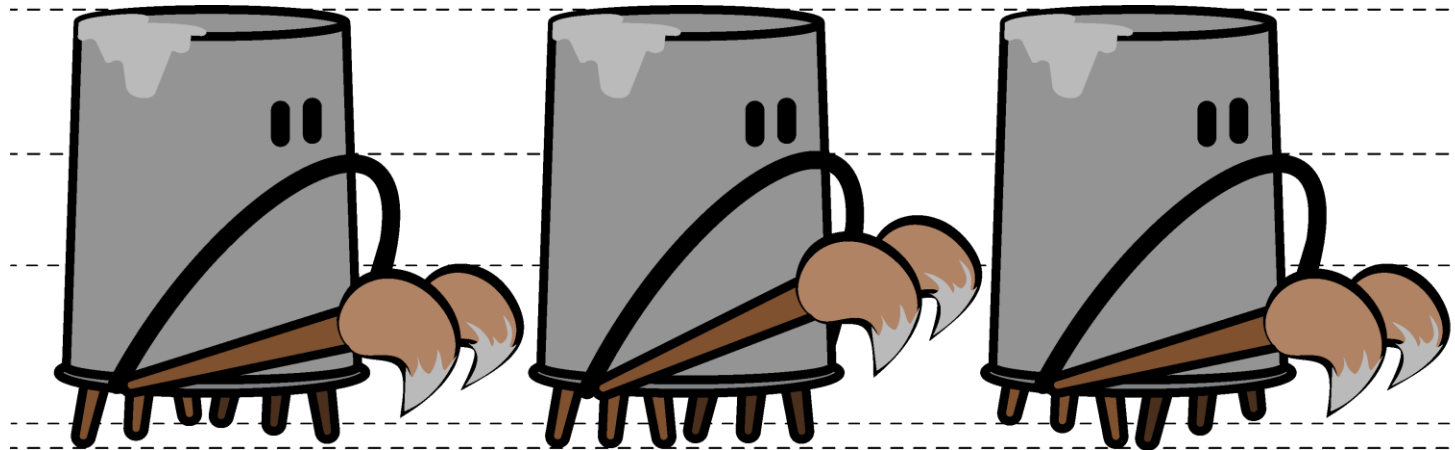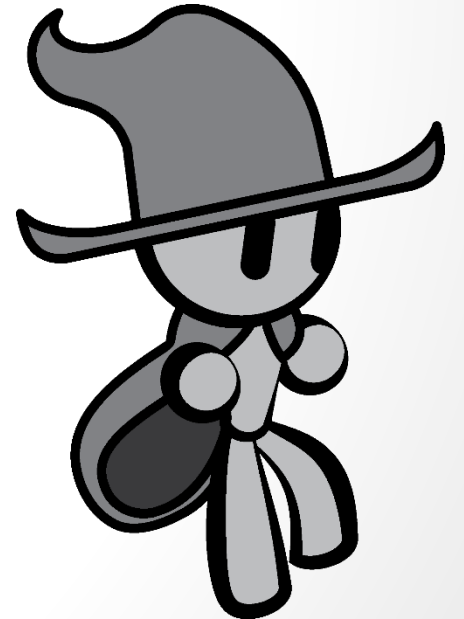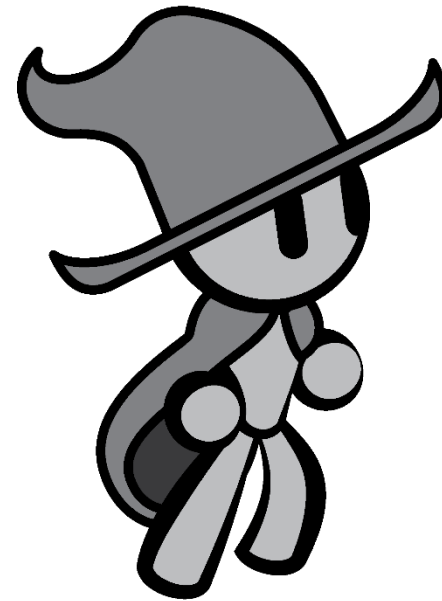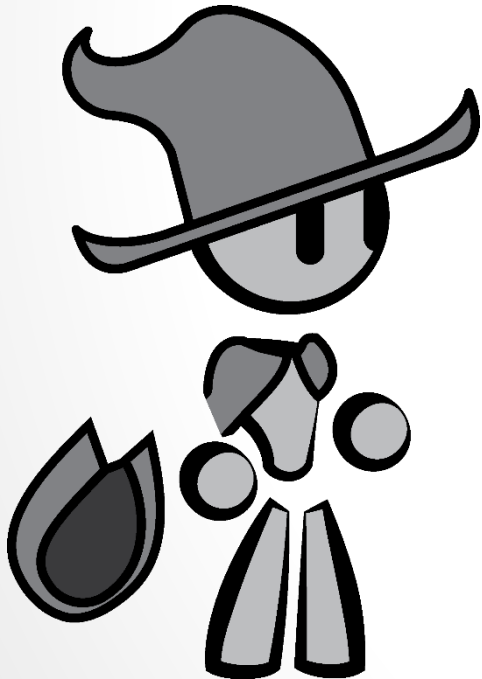
Working Unity file

Animation

The animation technique is called Spritesheet Animation. Characters are animated by shifting through several sprites with different positions, suggesting movement.

The art style is not only aesthetic, but also functional. By keeping elements simple, movement is easily suggested through simple deviations of the model.

Further implementations:

- Different game mechanics, such as altering the colors of in game objects, therefore altering their proprieties
- Ability to switch between Colors, once collected, in order to enable the player to overcome various obstacles in different approaches
- A customization system that will enable the player to further develop his character

Originality

☑ Color Quest is original through it's story.

> By being an Art-themed, fantasy adventure game it will provide a heartwhelming, joyful and fulfilling experience.

☑ Color Quest is original through it's art.

> With original art and a simplistic style, the game is appealing to users and all around fun to watch.

☑ Color Quest is original through it's gameplay.

> With puzzles and obstacles to overcome, with enemies to avoid or defeat and with customize and change your gaming experience, Color Quest will provide an interesting gameplay experience.

Similar Games

The platforming style is an all around classic, with similar games like

Mario, FEZ and Hollow Knight

The combat system is directly influenced by turn-based strategy games, such as

Pokemon, Final Fantasy and Undertale

Marketing Strategy

Goal

When our project reaches a deliverable state, we can proceed with the marketing aspect as previously scouted out.

Our target market is comprised of children and young adults, and our strategy is to attract users with the style and feel of the game, and to make them want to play for the experience.

The soft launch of our game will be comprised of a beta version, that will be available firstly to testers, journalists and influencers.

Their feedback will be taken into consideration and implemented into the further development, therefore assuring the support of critics and helping with our promotion campaign.

We will run paid campaigns in social environments: You Tube, Facebook, Instagram, Messenger etc

We will send our game to several app stores such as:

- Google Play
- Amazon Developer
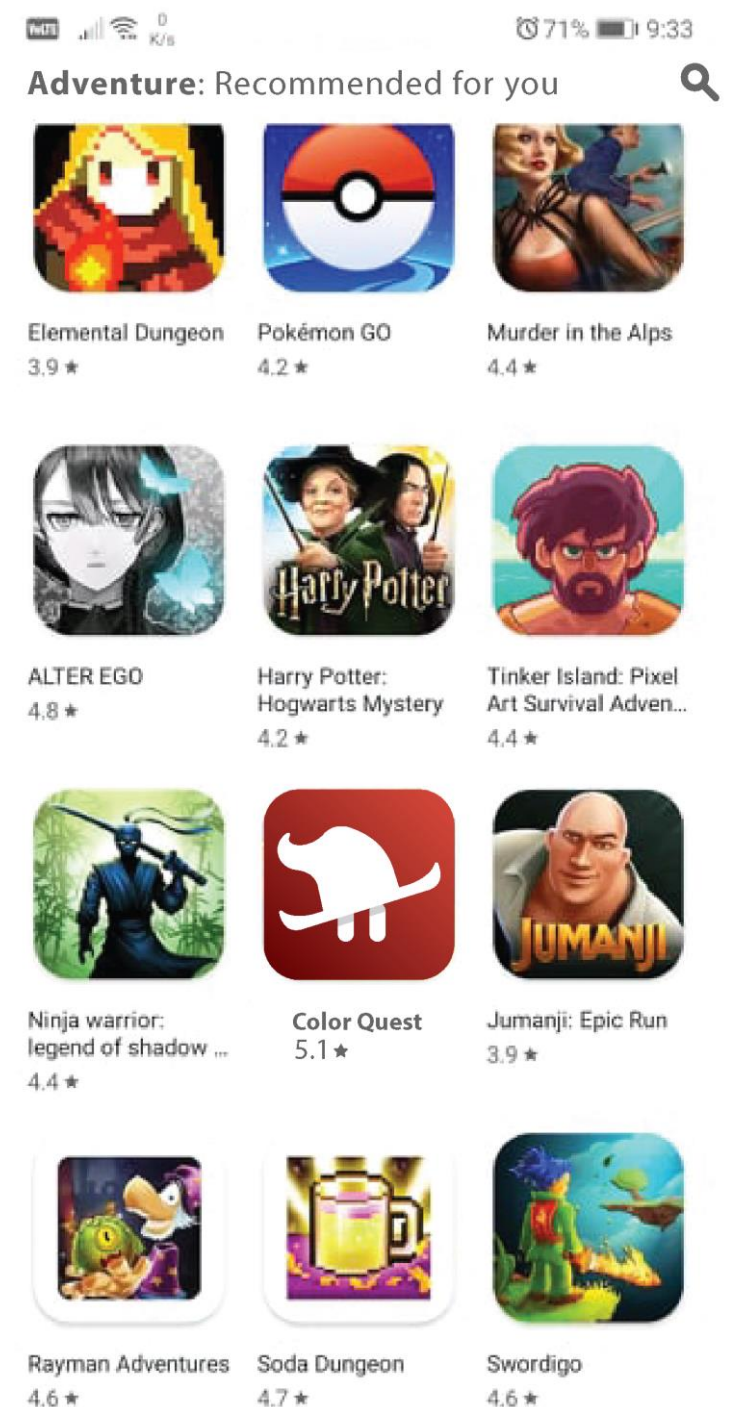- AppBrain
- SlideMe
- GetJar Developer Zone

In order to achieve a good number of organic downloads we will use an **ASO** (App Store Optimization) tactic.

A good ASO will let us rank better than our competitors in the store.

Color Quest

Thank you
for your attention!