

“Praey For The Gods” Website

IMY 320 Group Assignment

Phase 1: Proposal & concept

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Contents

Summary	2
Design Objectives	2
Color Scheme	2
Fonts	3
Deliverables	4
Conclusion	4
References	5
Resources	5
Appendix	6
Design 1:	6
Design 2:	7
Design 3:	8

Summary

We are designing an advertising website for the video game “Praey For The Gods” by No Matter Studios. It is an action survival game which plays out on a frozen island (Kickstarter, 2018). This game started development in 2014 and is still in development and there are early access builds available for some to play(‘Praey for the Gods’, 2018). It is not official, but the games seems heavily inspired by the game Shadow of the Colossus, which was a masterpiece in its own right. This is what lead to the interest of this game and the reason why we chose it.

Design Objectives

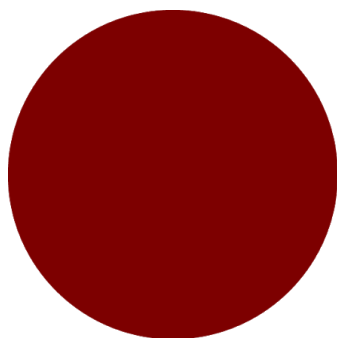
This document proposes to create a website for “Praey For The Gods” to aid in the promotion before it is released. The following objectives are crucial to achieving this:

1. The website must be visually appealing as well as conveying the the theme of the game to users.
2. The website must be viewable on different platforms and devices, for example mobile and desktop.
3. Improve on the current website as it is lacking in design and
4. Provide details and content related to the game to make people more aware of it and convince them to support and buy the game.

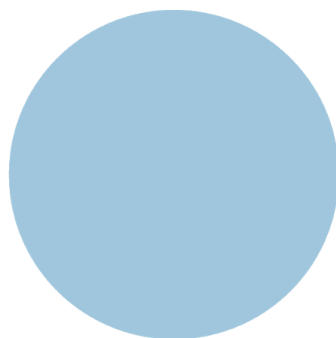
Color Scheme

Because the game is set in on a desolate frozen island the color palette is rather small and muted. It mainly consists of shades of grey, shades of white, black and splashes of blue and red. This color scheme will be transferred to the website but with a slight increase in the usage of red.

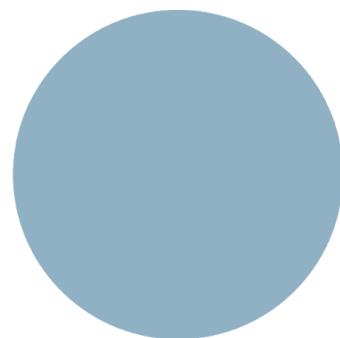
We plan on using a snowy white with a slight shade of blue as the background for the website. It will work well with the background of the game.



Red (#7D0000)



Light Blue (#9FC6DD)



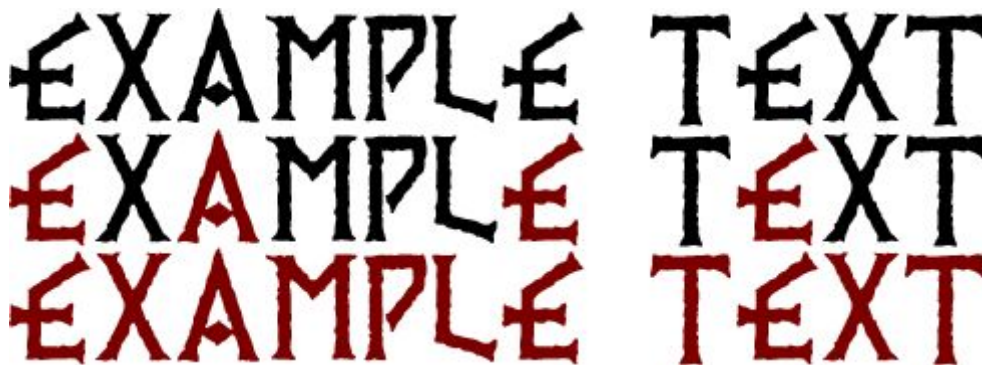
Grey Blue (#8FB1C3)

We will also use a darker blue for navigation and menu highlights and hover over effects as well as the color we will use for our buttons.

We will use black for the main body text and are thinking of doing an effect for headings where all the text is black except every second or third letter in the title text will be red. This is to match the game title. We are deciding on if it should be a hover effect or a constant state.



We also plan on having a hover effect on the navigation headings where the text turns red. This is dependent if we choose the constant state in the previous statement.



Fonts

We will be using 2 fonts. The first is PR Viking and will be used mainly for heading and titles. The second is Mukta and will be used across the website as the main body font. Below are examples of the 2 chosen fonts.

PR VIKINGS

Mukta

We had to find an alternative to the font used in the logo as we don't have access to the full font therefore we chose PR Viking as it closely resembles the original font.

Deliverables

1. Prototype: presented on 21 September 2018.
2. Final Product: presented on 19 October 2018.
3. Conclusion and Feedback: from 20 October onward

Conclusion

In conclusion we will follow the look and feel of the game for the design of the website in regards with color scheme, fonts and overall style by using the colors that is most prominent in the game such as a light blue and red and using font that matches the games title font as well as designing the layout in a way that complements the game. We got inspiration for the layout from their official website. We also have ideas for creative title designs and hover and navigation effects. For the content of the site will be show latest news and developments regarding the game and also show media of the game, such as screenshots, highlight and gameplay videos as well as blog posts from the developers.

We have created 3 basic designs for the main homepage of the website, please refer to the appendix for screenshots of the designs. At this stage there are only desktop designs as video game websites are not frequently visited by mobile users. After a final desktop design is chosen a mobile version of that design will be created.

For the first design we went with a simple design with a navigation bar fixed to the top, with 4 links to only the most crucial pages. The navigation bar is followed by a simple image of a empty area in the woods, this is used to convey the game's frozen and desolate environment, this can be seen as a landing page of sorts and will be replaced by content of other pages in the website. After that there is a short paragraph explaining the concept of the game, followed by the content of the home page. Finally the design is ended with a footer for extra information or even links to certain pages of the website that couldn't be placed on the main navigation bar.

In the second design we show the use of only the middle part of the screen for the content, because of the banner blindness effect. We also used a much more simplistic layout for the content and media. This design uses a sticky navigation and footer, where the user will scroll through the content between the header and footer. In this design the title effect of having some of the title's letters as red is used as a constant and then a hover over effect where all text becomes red is applied. In this design the title is placed above the navigation instead of below it as in design 1 and it is also separated form the central box content as to be seen as part of the background and also as constant.

The third design has 2 parts, the first or top section is a full screen landing page with a single image. The minimalist design combined with the image of the player staring at the

god is used to convey a sense of danger as well as a possible challenge of fighting such a large foe. The “Enter Site” button is then used to go down to the second or bottom part of the website where content and more information can be found. This part has a navigation menu fixed to the side which can contain 1 or 2 more links than a top navigation bar without feeling cluttered. The side menu is also useful when designing for mobile because it can be designed to simply disappear into the side of the screen. Finally next to the navigation bar is the content area where each page’s content will be loaded into. This design doesn’t have a footer as extra information can be placed in the navigation menu instead.

References

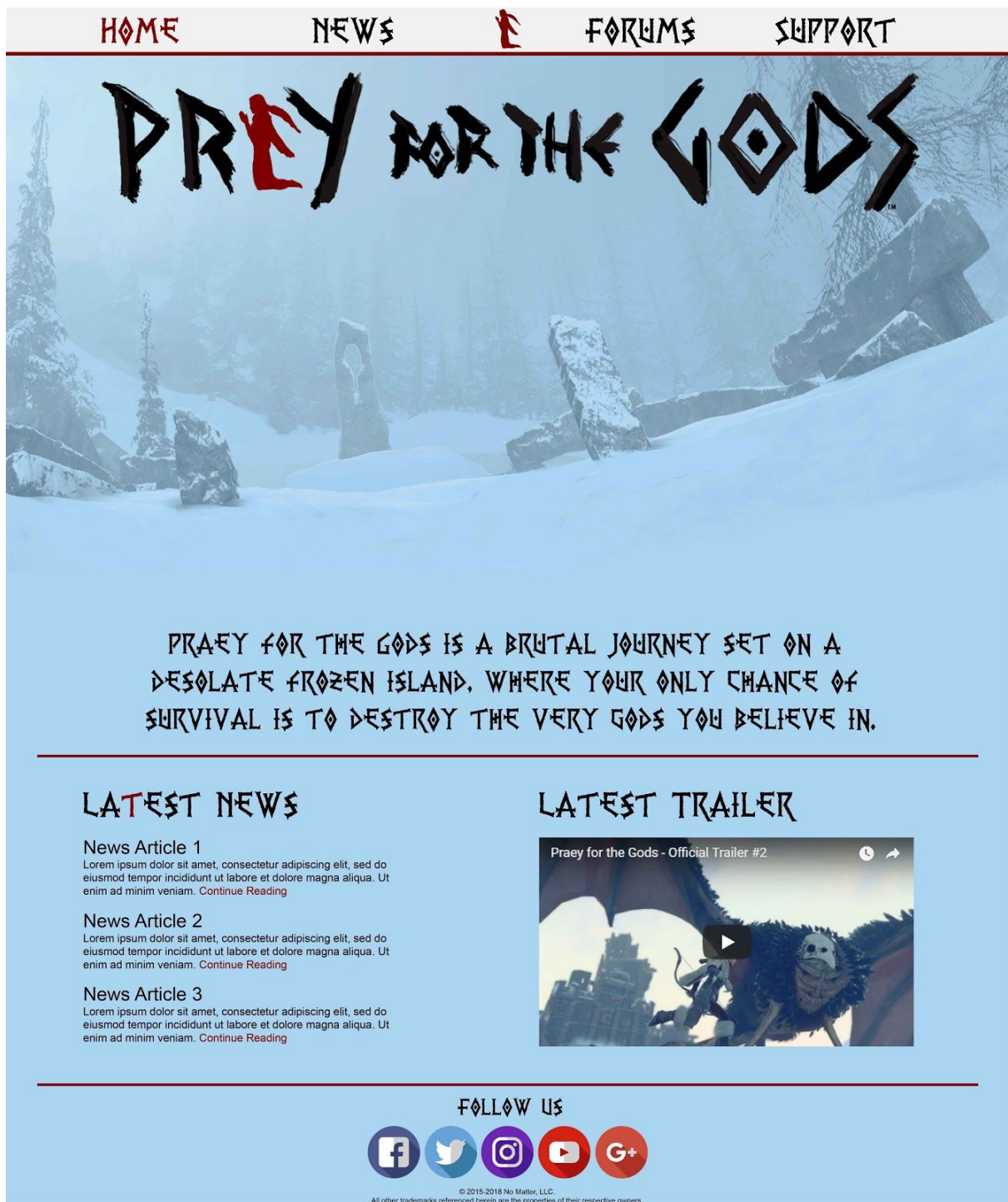
- ‘Praey for the Gods’ (2018) Wikipedia. Available at: https://en.wikipedia.org/wiki/Praey_for_the_Gods (Accessed: 4 September 2018)
- No Matter Studios. (2018). Praey for the Gods. Available at: <https://www.praeyforthe gods.com/> (Accessed: 4 September 2018)
- Kickstarter. (2018). Praey for the Gods. Available at: <https://www.kickstarter.com/projects/802508750/prey-for-the-gods> (Accessed: 4 September 2018)

Resources

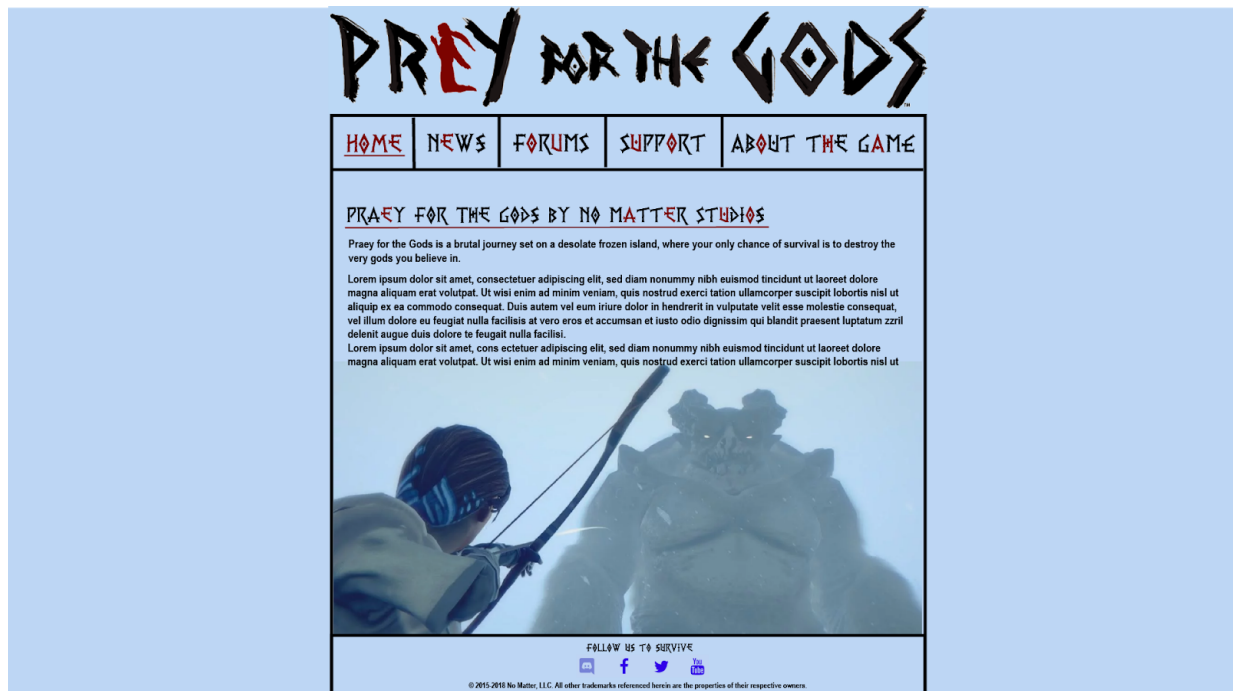
- No Matter Studios. ‘Praey for the Gods’ Presskit. Available at: <https://praeyforthe gods.com/presskit/> (Accessed: 5 September 2018)
- PR Viking Font. Available at: <https://www.ffonts.net/PR-Viking.font> (Accessed: 7 September 2018)
- Mukta Font. Available at: <https://fonts.google.com/specimen/Mukta> (Accessed: 6 September 2018)

Appendix

Design 1:



Design 2:



Design 3:

