



IMY 320 GROUP DESIGN AND DEVELOPMENT ASSIGNMENT

Phase 1: Proposal & concept



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OVERVIEW AND GOALS OF THE WEBSITE:

The goal of the website is to give the user a feeling for the game, as well as persuade them to play it. This will be achieved through aesthetics and the format of the website, which will both stay consistent throughout the game and the website.

The website will be using a horizontal scrolling mechanic which means that the design will stay consistent whether the user views the website on a mobile device or a PC. Furthermore, it will stay consistent with the game, as explained later in this document.

FORMAT OF THE WEBSITE:

We have decided to do a side scrolling website, in order to mimic the format of the game, which is a platform side-scroller game.

For an example of the style of horizontal scrolling we will be aiming for please see our reference (Studio Bjork 2018)

Each panel will be used in the same way that a page would be used in a traditional website. The navigation bar will be simple with the following headings:

- Home
- Levels
- Developers
- Reviews
- Downloads

We have decided to keep the navigation of the website to a single layered Navigation Bar. This is in order to keep it simple and not to overwhelm the users when they first open the website. The navigation bar is concise and minimalistic.

We are striving for a mobile first design, as this is a current trend in web design, because mobile browsing has sharply increased in recent years. This allows us to reach a broader audience. (De Ridder 2018)

We will incorporate a teaser video into the homepage of the website, which will hopefully get the user excited to delve deeper into the game and thus the website.

AESTHETICS:

The Aesthetics will be the driving force in maintaining the same feel throughout the game and website. Most (if not all) visuals in the website are going to be identical to what is used in the game, this is to further the connection to the game.

Our design will follow the themes of material design so we are aiming for an overall bold design in terms of colours and fonts. We also aim to give our website a sense of depth with drop shadows.

Colours

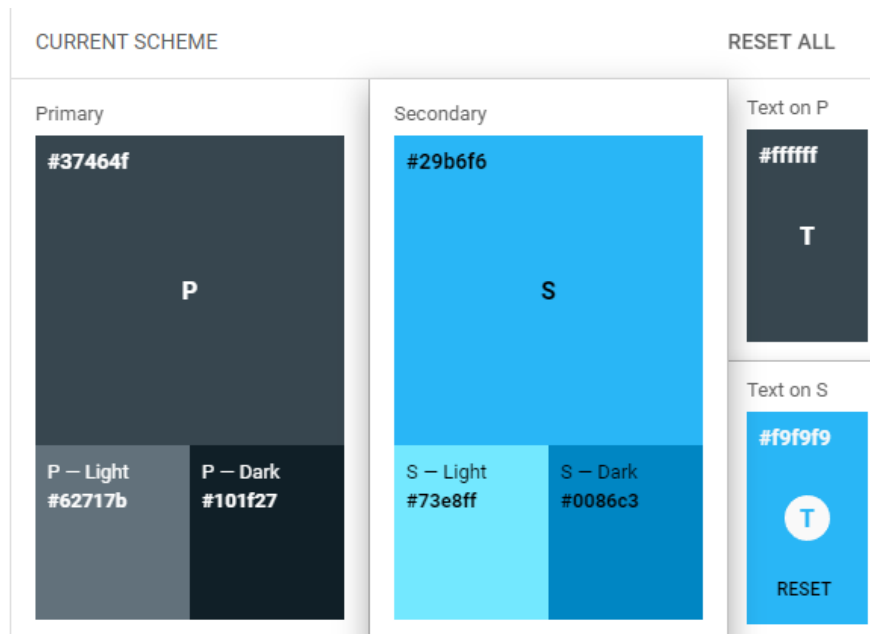


Figure 1: <https://material.io/tools/color>

(Material Design 2018)

The milieu of our game is that of a pirate, thus we opted for blue colours, the colour of the open sky and ocean, and paired them with colours to contrast them.

We chose our colour schema based on current textures in the game:

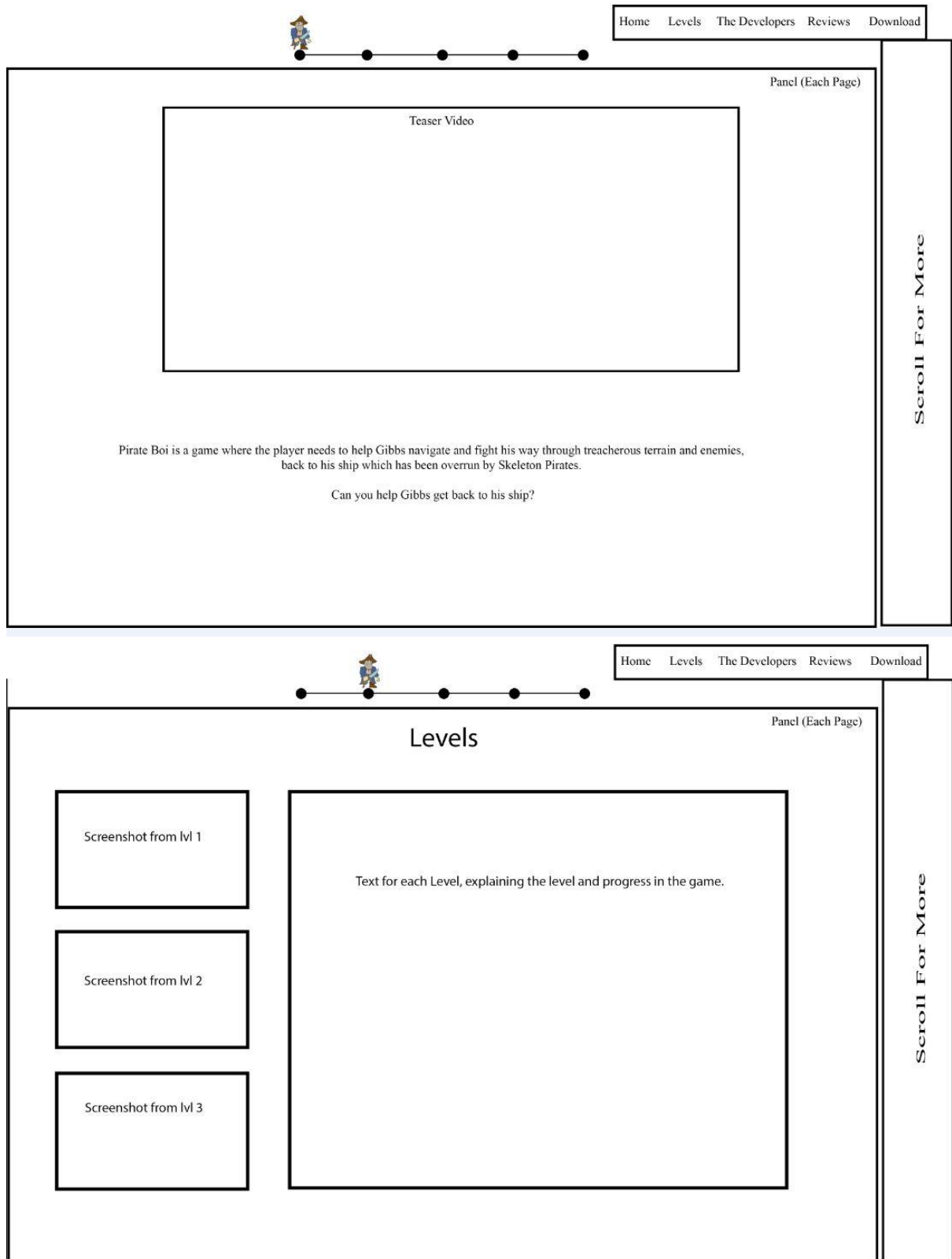
- We chose a primary colour (700) that closely resembles that of the wall from our game. Our secondary color was based on our current colour for the sky (around 300). These colours, if used correctly, can provide an easy-to-look-at website.
- We used #37464f for our navbar as this was a more natural look on the website. We could easily change up the shades and use Dark and Light to add something extra to the website.
- Our secondary color #29b6f6 will be used for selection overlay. This includes buttons.

Fonts

Our first font, Turtles, is used for headings and the navigation bar. This font is the same as in our game. Our second font, RadCliffe, which forms part of the Sans family pairs well with Turtles. (DaFont 2018)

LAYOUT

Our concept sketch:



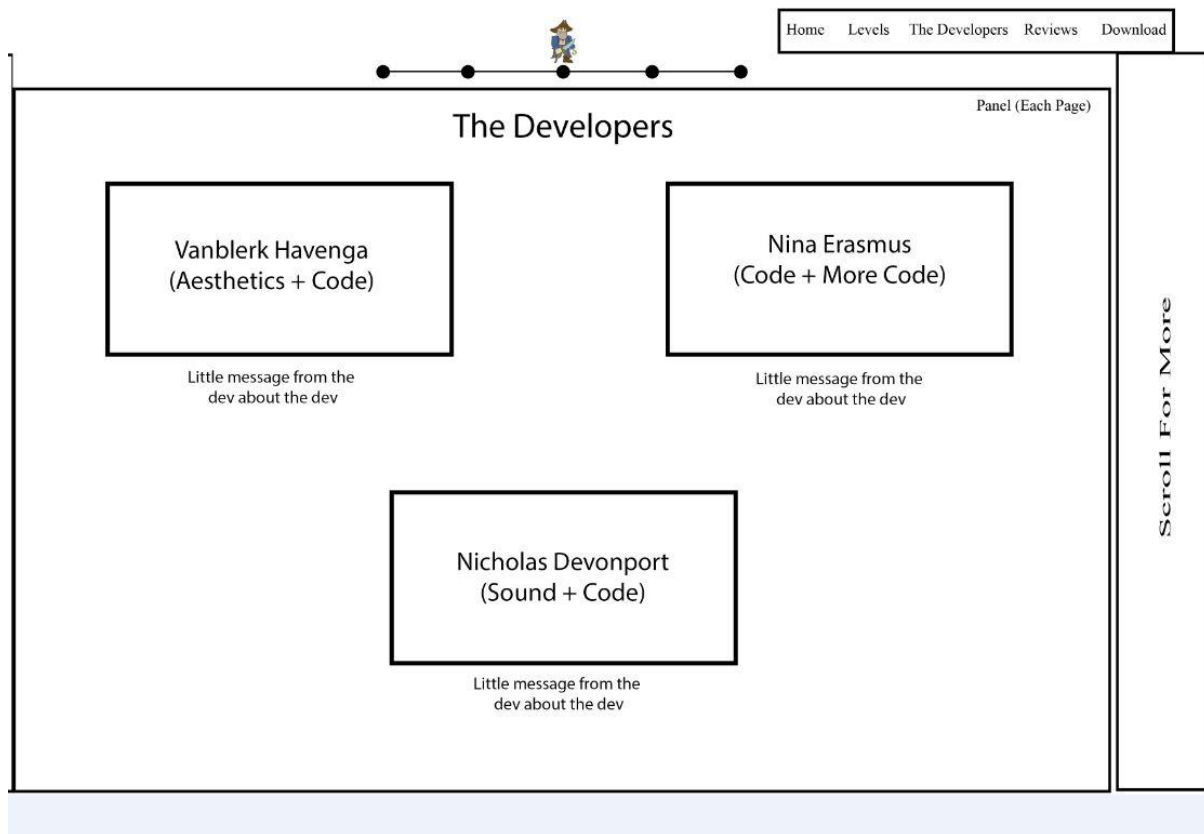


Figure 2: Concept Sketch

OUR MOBILE CONCEPT:

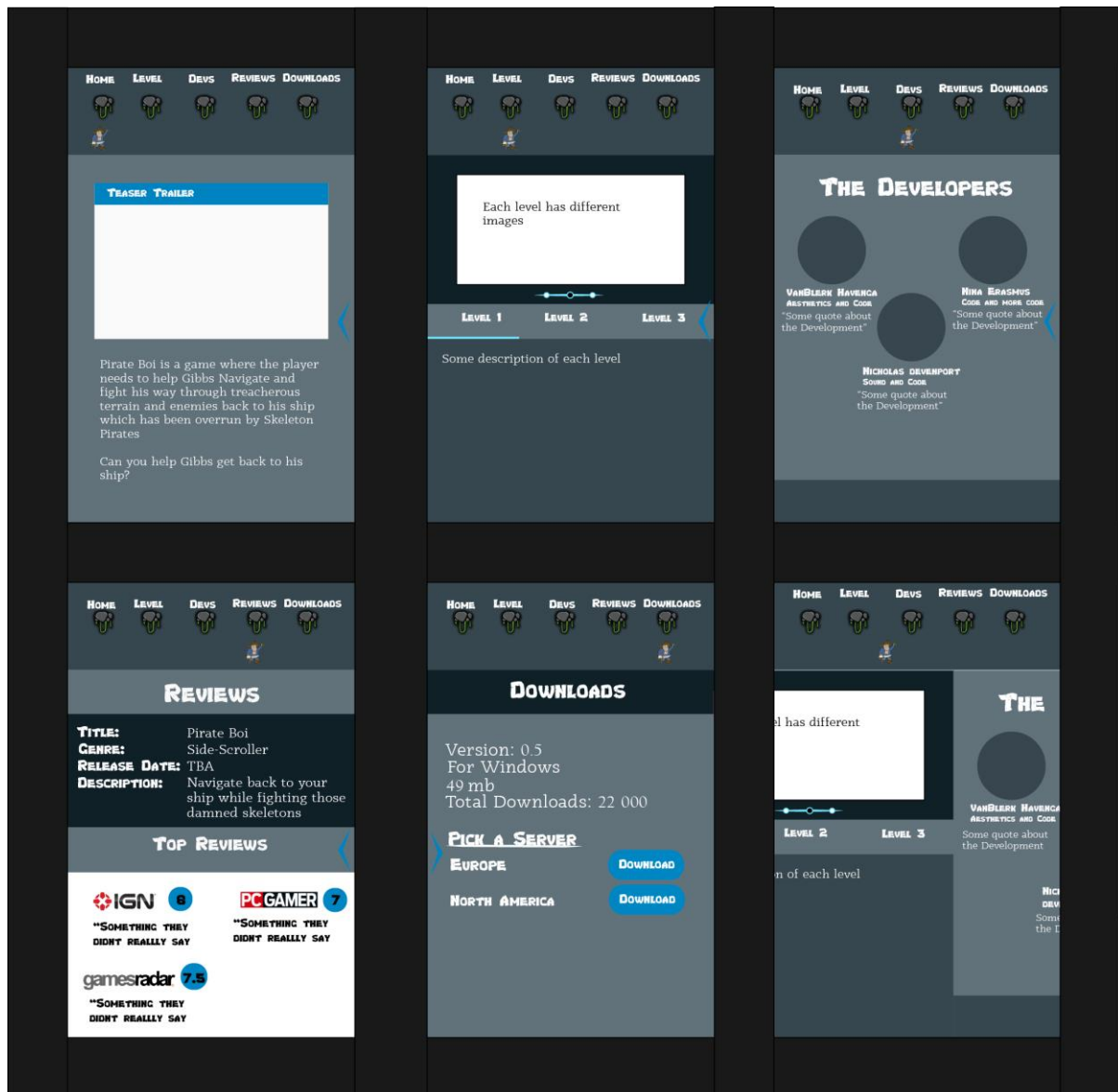


Figure 3: Mobile Version

Under the levels section we will incorporate a carousel. Even though this is usually frowned upon (shouldiuseacarousel 2018), we believe that we have proper grounds for the use thereof. In order to avoid user frustration, we will clearly indicate that there are 3 items in the carousel, they can at any time select any of these options and we will not have it on a short timer. This will give the Player an insight into the game and level.

Under reviews we decided to place the reviews into a white box instead of the usual Blue-Grey shades. We found that the other shades were too difficult on the eyes and had to break away from the look for a single page. This compliments the red colours of the logos.

The rocks in the navigation bar represent the platforms from the game. The idea behind this is to use the main character from our game as an indication of which page you are currently on. Placing him under the relevant platform as one would in the game.

REFERENCES:

de Ridder L. *9 cutting-edge web design trends for 2018* [O] Available: <https://99designs.com/blog/trends/web-design-trends-2018/> Accessed 7 September 2018

Studio Bjork. [Sa]. [O]. Available: <http://www.studiobjork.com/> Accessed 7 September 2018

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shouldiuseacarousel Available: <http://shouldiuseacarousel.com/> Accessed 7 September 2018