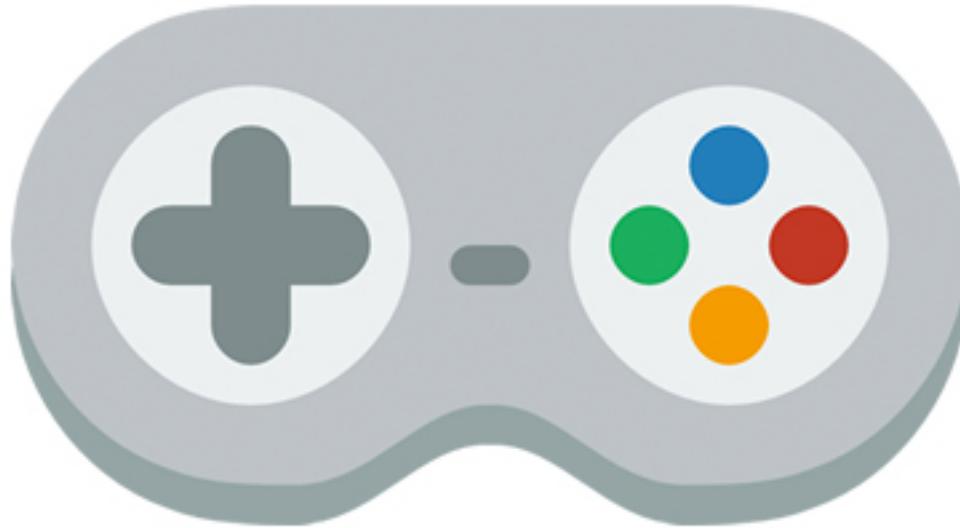


GameDev: Лекція 8

Mockup

ДІАНА СІРЕНКО
АНДРІЙ ЧАЙКА

diana@4enjoy.com
chaika@4enjoy.com



Ideas

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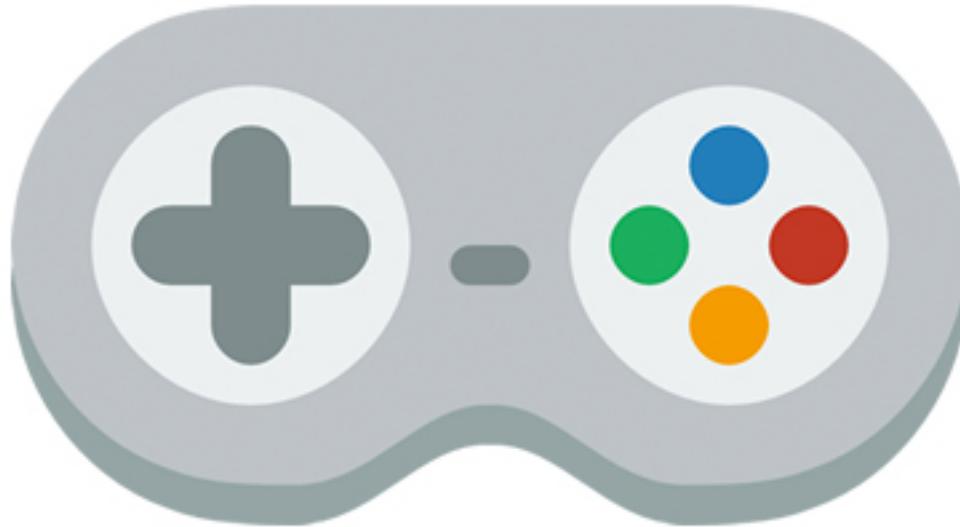
Place of the idea

<https://www.pinterest.com>

<https://www.behance.net/>

<https://graphicriver.net/>





Concept Art

ДІАНА СІРЕНКО
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Similar games





Food





Gameplay





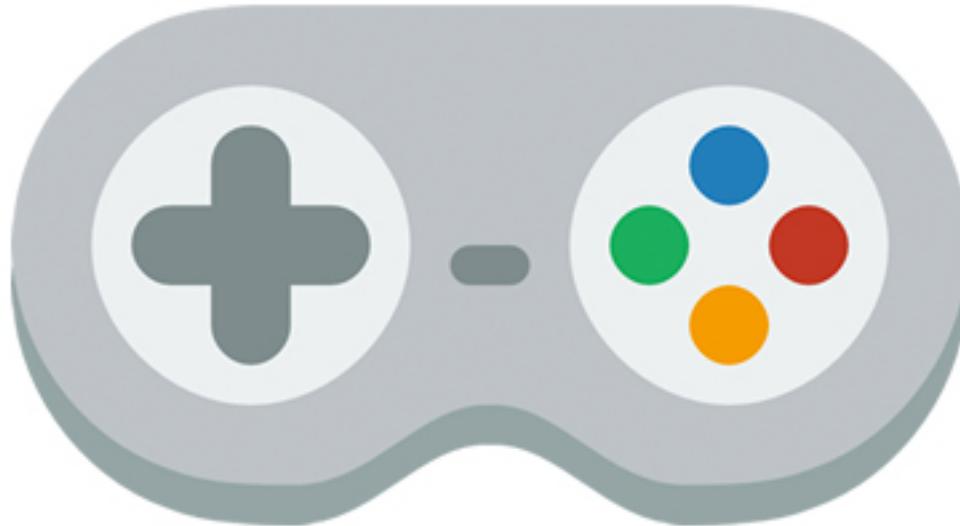
Main Hero





Customers





Кольори

ДІАНА СІРЕНКО
АНДРІЙ ЧАЙКА

diana@4enjoy.com
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Color visibility 1/2

BLACK

LR = 8

CONTRAST WHITE, H = 91

CONTRAST BLUE, H = 47

CONTRAST YELLOW, H = 89

CONTRAST GREY, H = 58

CONTRAST RED, H = 38

CONTRAST BLACK, H = 0

RED

LR = 13

CONTRAST WHITE, H = 84

CONTRAST BLUE, H = 13

CONTRAST YELLOW, H = 82

CONTRAST GREY, H = 32

CONTRAST RED, H = 0

CONTRAST BLACK, H = 38

YELLOW

LR = 71

CONTRAST WHITE, H = 16

CONTRAST BLUE, H = 79

CONTRAST YELLOW, H = 0

CONTRAST GREY, H = 73

CONTRAST RED, H = 82

CONTRAST BLACK, H = 89

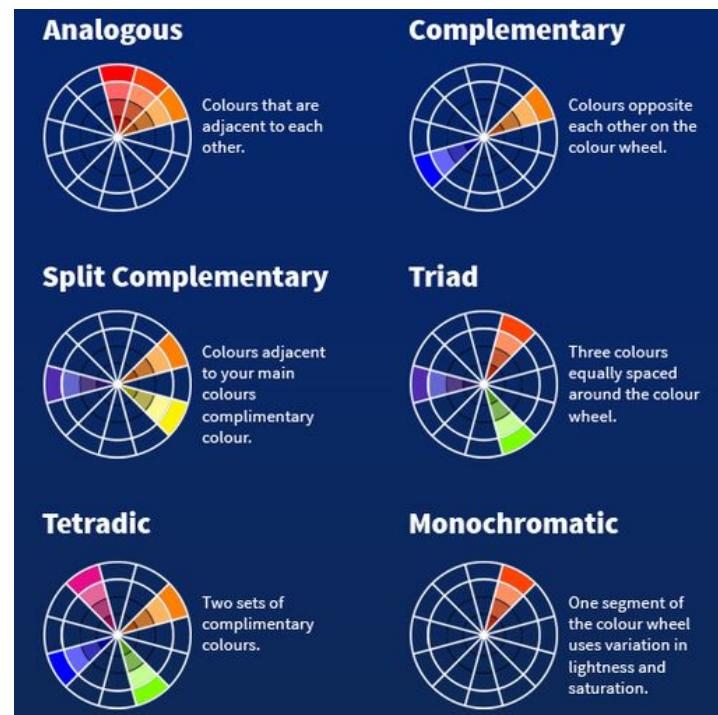
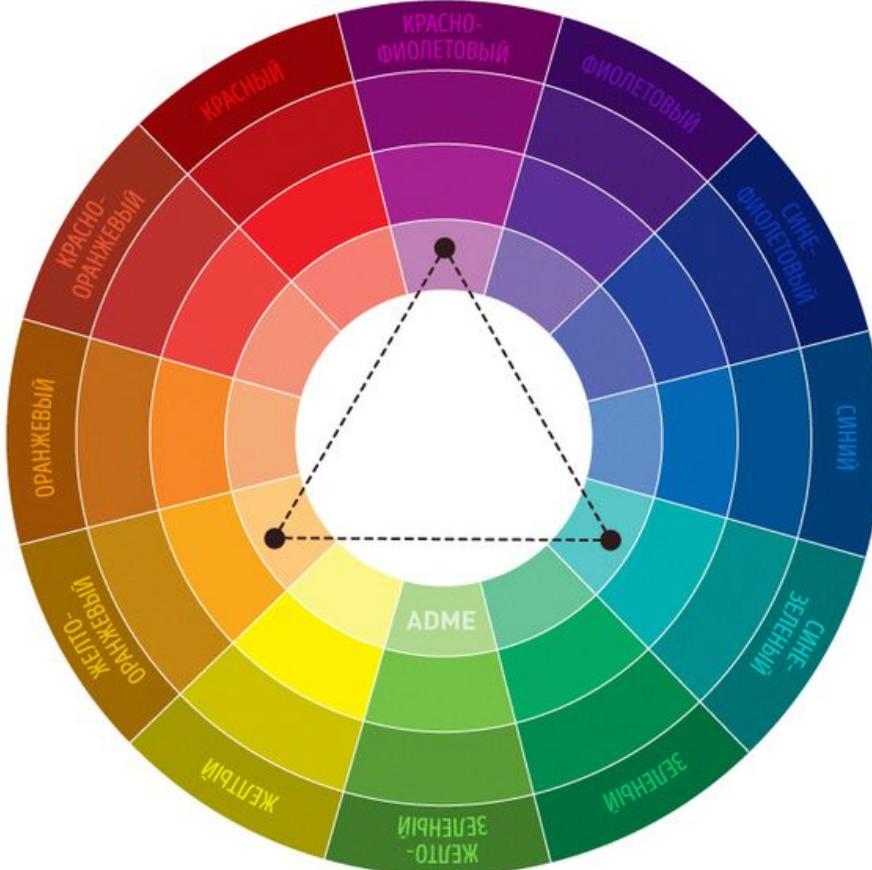


Color visibility 1/2

HUE	LR(%)	CONTRAST VALUE AND RELATIONSHIP											
RED	13	82	13	62	24	28	56	7	38	32	84	78	
YELLOW	71	82	79	52	76	75	58	80	89	73	16	14	
BLUE	15	13	79	56	12	17	50	7	47	21	82	75	
ORANGE	34	62	52	56	50	47	12	59	76	44	60	44	
GREEN	17	24	76	12	50	6	43	18	53	11	80	72	
PURPLE	18	28	75	17	47	6	40	22	56	5	79	70	
PINK	30	57	58	50	12	43	40	53	73	37	65	51	
BROWN	14	7	80	7	59	18	22	53	43	26	84	77	
BLACK	8	38	89	47	76	53	56	73	43	58	91	89	
GREY	19	32	73	21	44	11	5	37	26	58	78	69	
WHITE	85	84	16	82	60	80	79	65	84	91	78	28	
BEIGE	61	78	14	75	44	72	70	51	77	89	69	28	



Color combinations





Color meanings + palettes

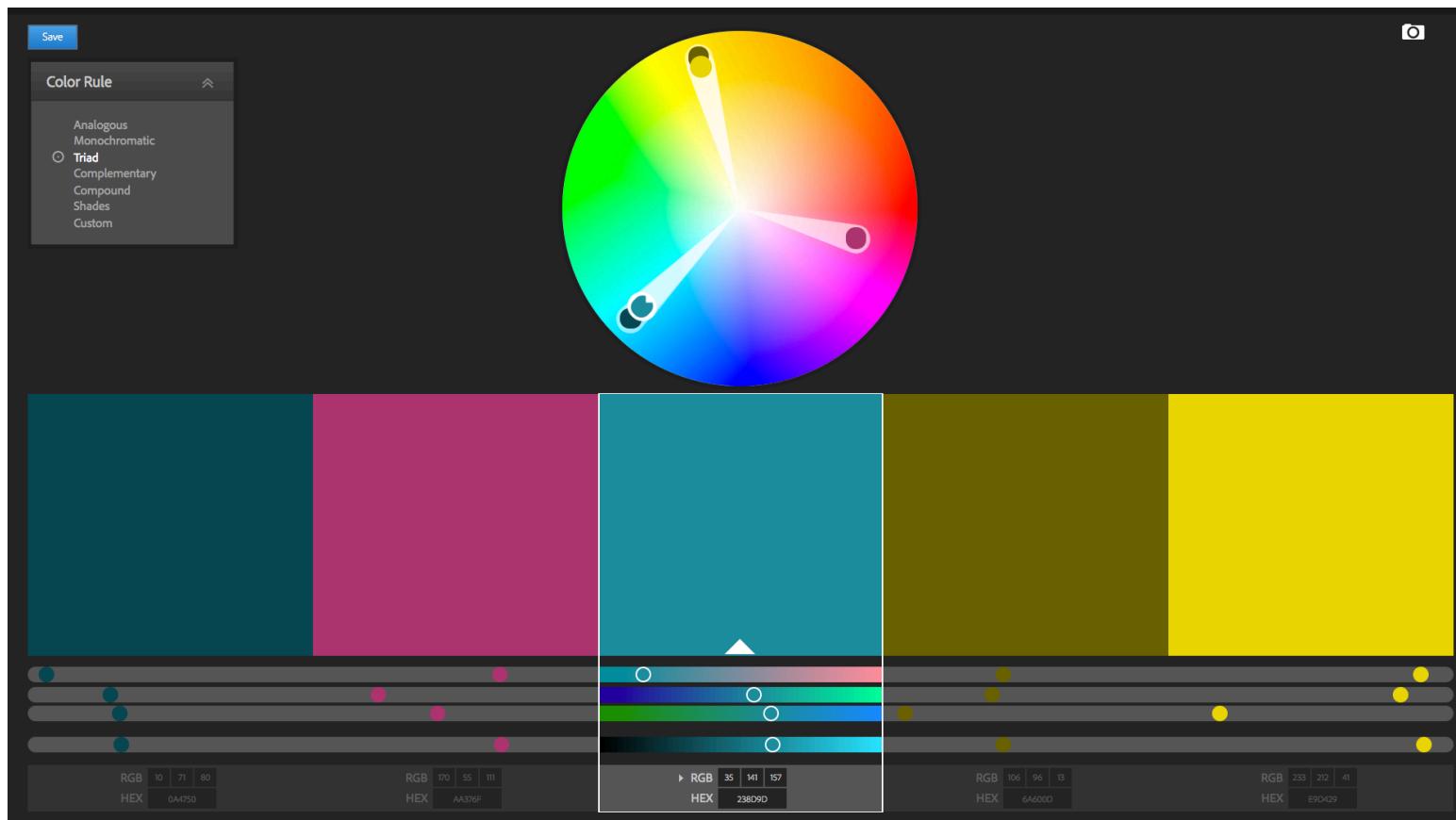
BLUE	RED	BROWN
+ tranquility, love, loyalty, security, trust, intelligence - coldness, fear, masculinity	+ love, energy, power, strength, passion, heat - anger, danger, warning	+ friendly, earth, outdoors, longevity, conservative - dogmatic, conservative
GREEN	PINK	TAN/BEIGE
+ money, growth, fertility, freshness, healing - envy, jealousy, guilt	+ healthy, happy, feminine, compassion, sweet, playful - weak, femininity, immaturity	+ dependable, flexible, crisp, conservative - dull, boring, conservative
PURPLE	YELLOW	GRAY
+ royalty, nobility, spirituality, luxury, ambition - mystery, moodiness	+ bright, energy, sun, creativity, intellect, happy - irresponsible, unstable	+ security, reliability, intelligence, solid - gloomy, sad, conservative
TURQUOISE	ORANGE	BLACK
+ spiritual, healing, protection, sophisticated - envy, femininity	+ courage, confidence, friendliness, success - ignorance, sluggishness	+ protection, dramatic, classy, formality - death, evil, mystery
SILVER	GOLD	WHITE
+ glamorous, high tech, graceful, sleek	+ wealth, prosperity, valuable, traditional	+ goodness, innocence, purity, fresh, easy, clean





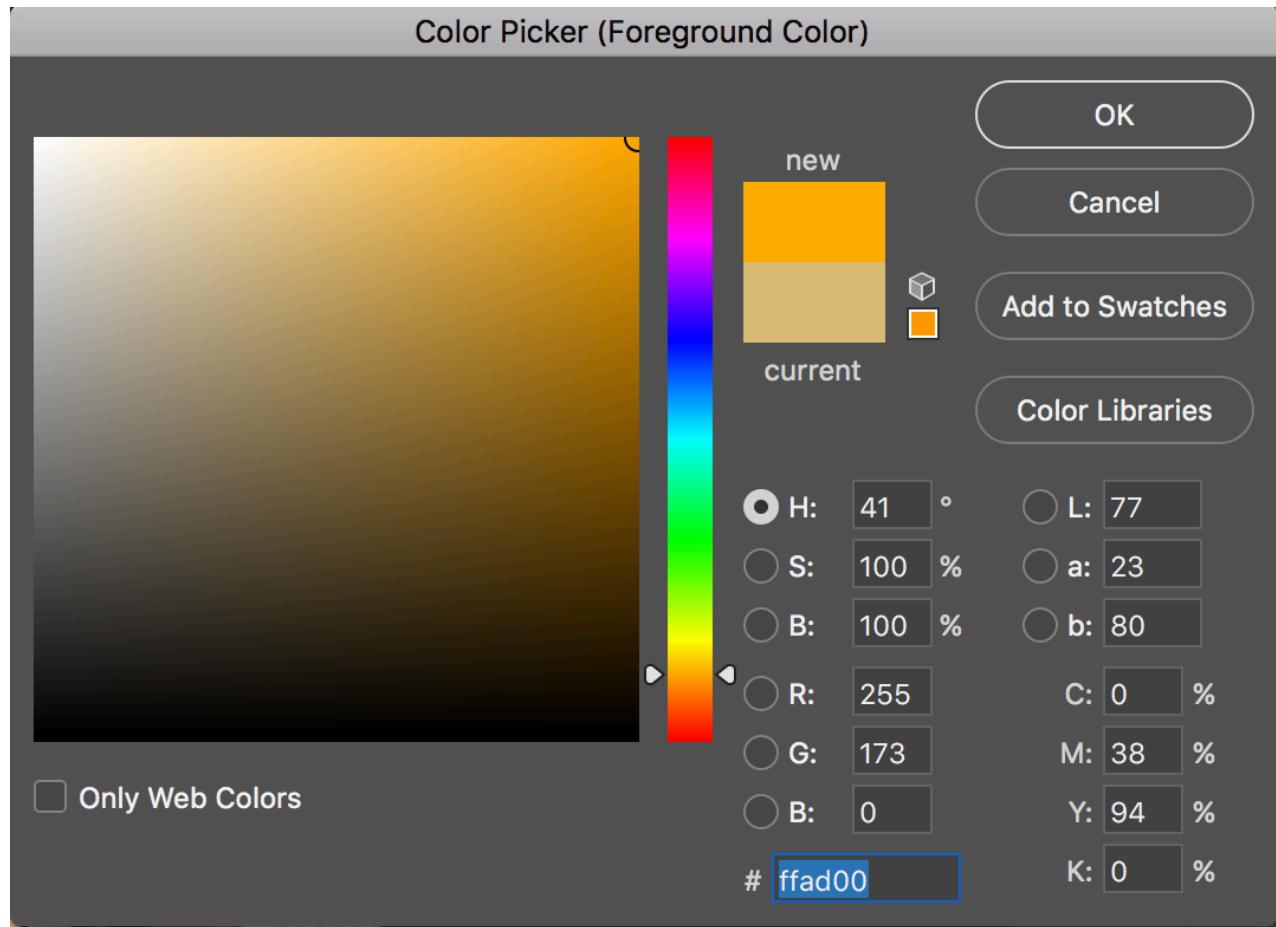
Кольорова палітра

<https://color.adobe.com/>





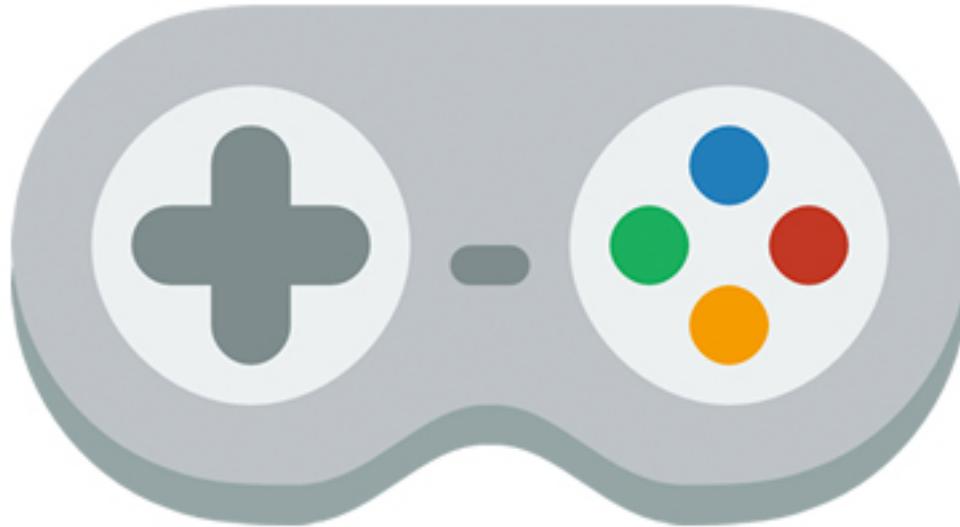
RGB, HEX





Game example





Шрифти

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chaika@4enjoy.com



Font Classification

1 I am sans.

2 I am serif.

Lauender Script Family

3
*AaBbCcDdEeFfGgHhIiJj
KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz*

4
A B C D E F
G H I J K L
M N O P Q
R S T U V W
X Y Z
A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7
8 9 0

<https://www.fonts.com/content/learning/fontology/level-1/type-anatomy/type-classifications>



Game fonts





Latin, Latin Extended, Cyrillic

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z

Аа Бб Вв Гг Дд Ее Ёё Жж Зз Ии
Йй Кк Лл Мм Нн Оо Пп Рр Сс Тт
Үү Фф Хх Цц Чч Шш Щщ Ңъ Ӯы
Ңъ Ээ Юю Яя



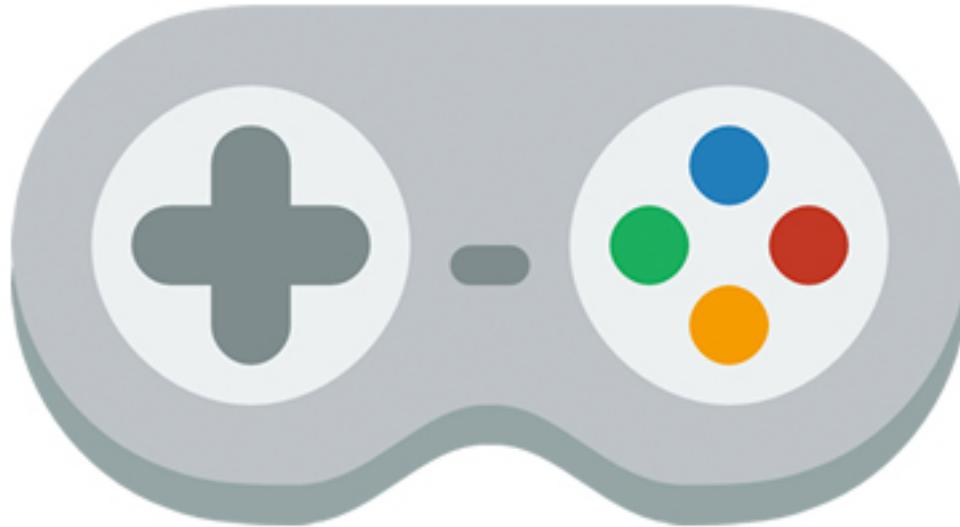
Where to find

<https://www.fontsquirrel.com/>

<https://fonts.google.com/>

<http://www.fontspace.com/popular/fonts>





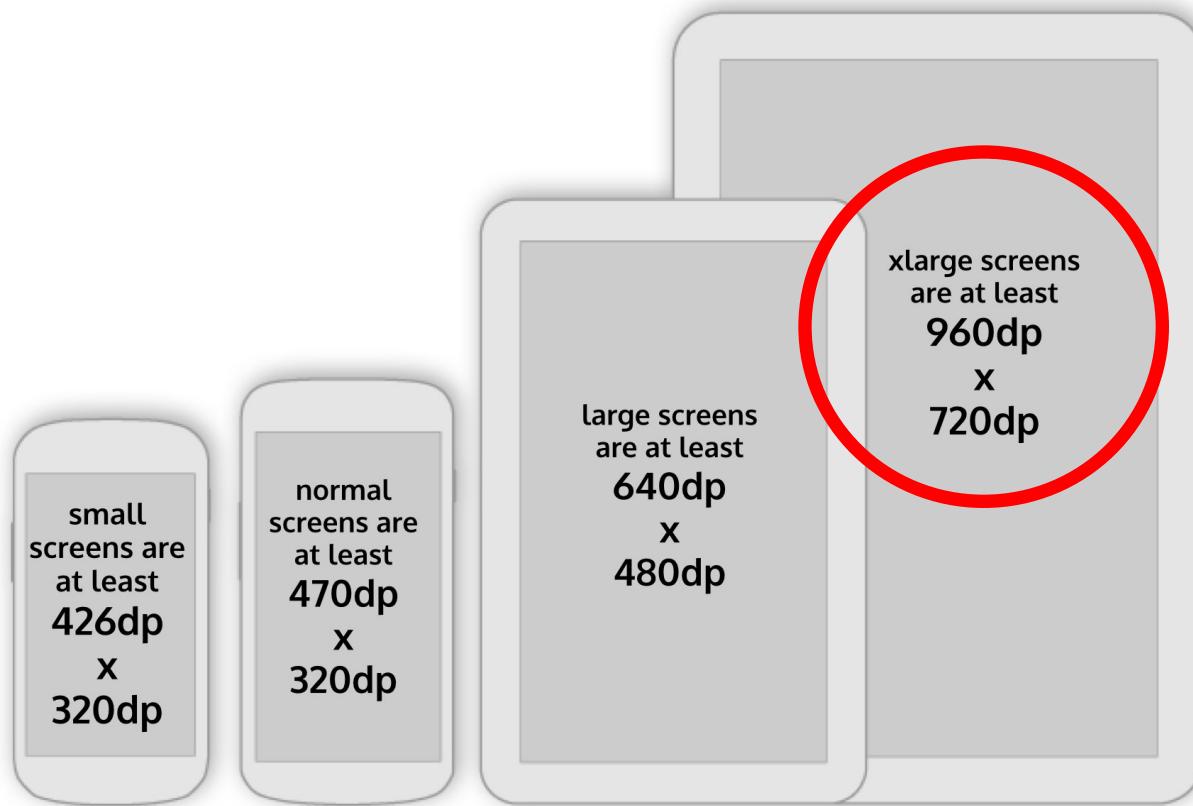
Photoshop

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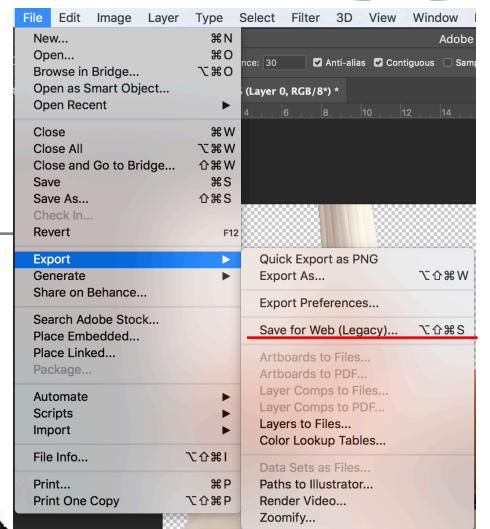


Mockup sizes



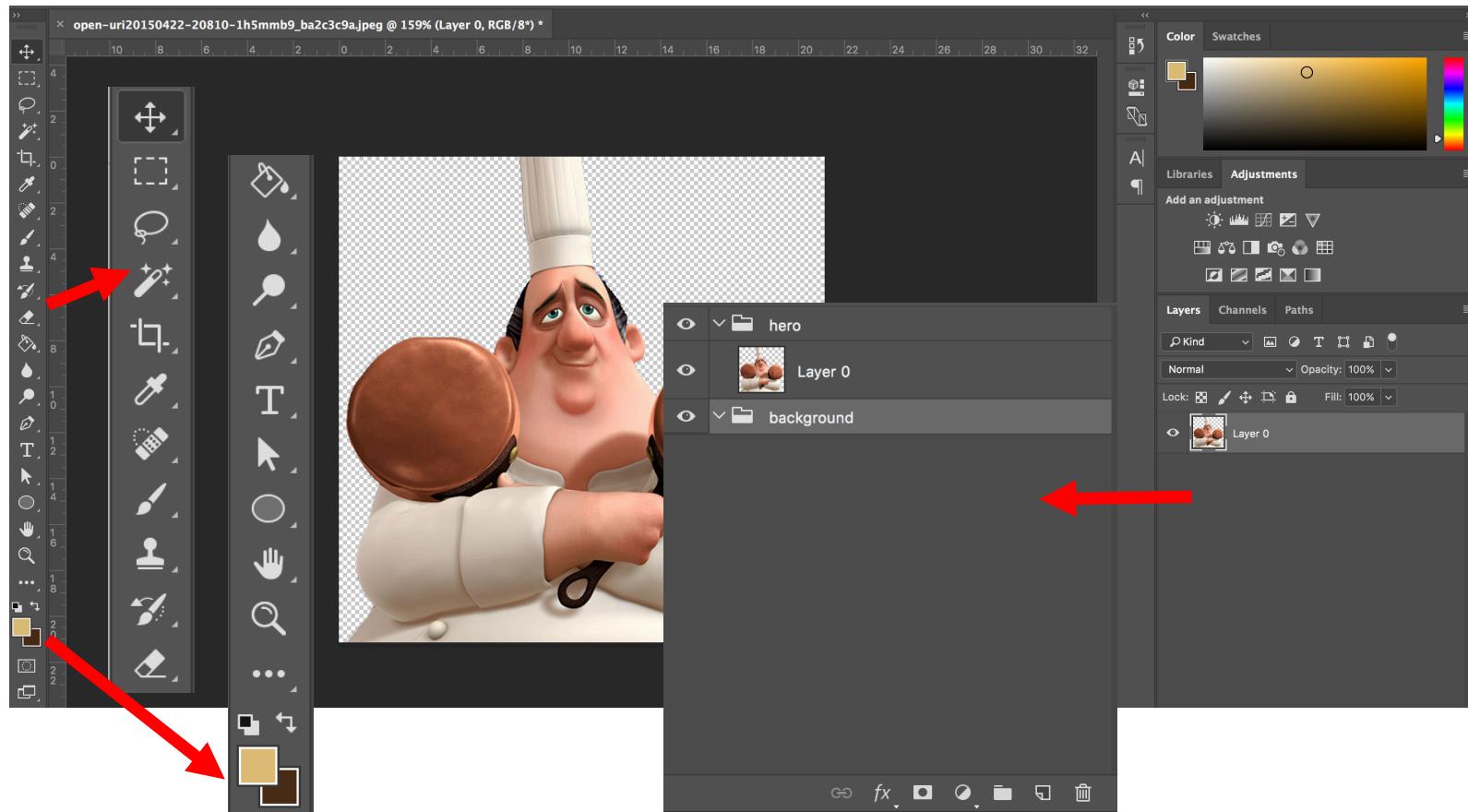


.png vs .jpg





Інструменти Photoshop





Домашнє завдання

1. Макет світу

2. Макет героя (головного та другорядних)

3. Опис гри

- герої (негативні, позитивні)
- світ (перешкоди...)
- сюжет (конфлікт, розв'язання конфлікту) або ж core loop
- мета гри (ціль гравця)

Технічні вимоги:

- скинути архів із 2 макетами (.jpg) + опис гри (.doc/ .docx/ .pdf)