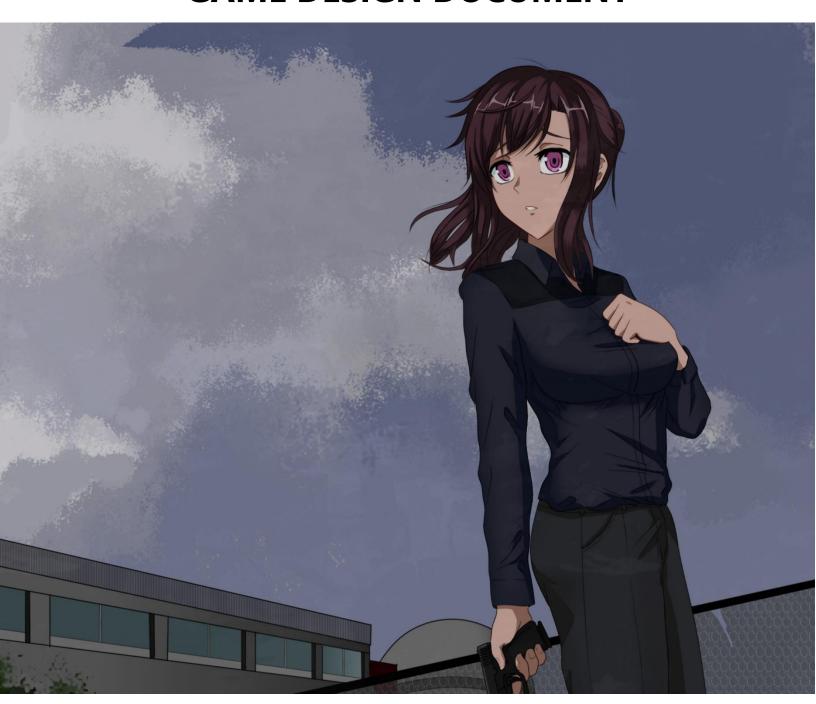
# **GAME DESIGN DOCUMENT**



# **BLOOD LABEL Part 1**

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# **Game Analysis**



Figure 1. Logo

Blood Label is a classical RPG-visual novel hybrid with zombie-apocalypse theme. Featured pixelated and hand-drawn style, the game story tailors by how players act in the game.

# **Pitch**

A rookie detective lost in a catastrophe of zombie apocalypse. All you have is only the wit to survive or even solve the calamity.

# Genre

Thriller

Horror

Story rich

Female protagonist

Classic RPG

Butterfly Effect (Multiple choices)

# **Platforms**

Windows

# **Target Audience**

Adult (18+)
Anime and visual novel fan
Zombie enthusiast
Classic RPGs fan

# **Storyline & Characters**



Figure 2. Game Teaser

# **Synopsis**

The story began when Anisette Pierson, a rookie policewoman, receives her first assignment to patrol a city. Things like reporting situations of a city is not a difficult thing to do, that what she thought. Blinded by the youth spirit, she and her mentor, Robert, accepted this mission without knew anything.

Short story, in the middle of her duty, she and her partner, Robert, got stuck in the middle of a chaos which occurred in the city. They, who don't know the situation currently happened, have no choice to but run and save their life. However, the thing did not run as well as they thought. Anisette and Robert got separated.



Figure 3. Anisette and Robert got separated

All communication networks were lost. Anisette alone had to run to find a safer place to escape the calamity she faced. She forced herself to run until she exhausted and fainted in an alley. Zombies were all around her, surrounding her, and ready to bite her when she opened her eyes. Luckily, she was saved by a knife that came out of nowhere, thrown off toward, and stabbed the zombie. It was sure a near-death-experience for Anisette. Now, all she needs is to survive the apocalypse.



Figure 4. A zombie approaching Anisette

# Characters

Character	Description	Characteristics	Misc. Info
Survivor			
Anisette Pierson	The main character. All decision players take will affect Anisette behaviors. For example, a player always picks a decision which make Anisette blame herself; Consequently, in the future, Anisette will become an introvert and always think that she is a useless person.	A clumsy, coward, PTSD girl. As the story progressing, her characters will change according to the players' decisions.	The name "Anise" is taken from a seed or a plant used for alcohol drink that has a distinct smell
Cortez/ Chico	An NPC and main character; playable when players meet the requirements of the true ending.	A cold and passionless person. Has many faces; act normal in front of many people to cover his true face. As the story progressing, He will reveal so many characteristics if Anisette proactively interacts with him.	An orphanage child who become a subject of an organization project, named "Phantom Child."  This organization also takes parts in the Zombieapocalypse in Baskerville City.
Robert Blackwell	An NPC. Deceased.  Found dead when Anisette entered the Baskerville hospital.	Very care to his brother. Calm and joyful person, but his emotions become uncontrollable whenever somethings happen to his brother.	Anisette's instructor in police academy. He prefers nonformal communication with colleagues and student.

Licorice	Playable Character in a chapter called "SAFE!" when Anisette fainted.  Show as an NPC if Anisette meets the requirements of the true ending	Caring to and also being loved by all orphanage residents.	Her name comes from the word "Liquorice" which a name of a plant that has a same kind of smell with "Anise"; A servant of the orphanage
Louise	Side character. NPC	A calm person that sensitive to her surroundings. Obsessed with makeover women and children.	Engaged with Adam.  She is a reporter and has experiences as a journalist
Adam	Side character. NPC		A cameraman who works with Louise and Jonah.
Jonah	Side character, NPC  Later, player needs to choose between kill him or let Louise do it.		Work at the same company as Adam and Louise; though, he works in a different department from them.  Because he can work remotely, he decided to accompany Louise and Adam while working.
	Mons	ters	

Zombies	Ordinary enemies.		Ordinary enemies,
	Players still can struggle before stamina depleted if get caught by them.		Plans: these enemies will have 16 models. The sprite design will be based on the level environment.
Mutated	Special enemies.  Does not affect the stamina if get caught by them, but QTE will still be shown if players failed to execute them and will cause instant death to the players.		These enemies will not be shown in the demo version
	Organization		
Cortez(Phantom)	Playable character for the prequel.		Before the zombie apocalypse in Baskerville city, he was the one who made a chaos in London

Notes: Character design is not yet final, plenty of other characters is not yet in the table because we are focusing on the characters that will be in the demo version. Updates will occurred while in development, and characters that have blue tag will be in the demo version.

## **Story Outline**

## **Story Outline**

# Prologue

The story begins in the timeline where Anisette is overwhelmed by hopelessness. Here, players will need to control and move Anisette along the hallway until she finally passes out. While controlling, monologues and visual effects will be shown to build the dark atmosphere of the game to arouse the players' curiosity to the story.

After Anisette faints out, the screen will turn to black for a few seconds. Then, the scene will change into Anisette's bedroom.

Anisette is getting ready for bed when her supervisor, Robert, suddenly call her and ask her to return to the office because of an order from her superior. Players will be given two options: comply, or hung up on him. The output will be the same, she will have to comply, but the dialogue (hereinafter will be called feedback) will be different for both options.

After Robert hung up on the phone, players can roam around in the bedroom before do the following:

#### - Go to police station

In this task, player must exit the apartment. If, Anisette comes out wearing pajamas, she would realize it and player can choose, either to go back inside and change her clothes or going to the office wearing the pajamas.

If player choose the second one, it will affect the dialogue when Anisette arrives into the office—Robert will comment on her attire and he will tell her to change her clothes into an outwear (this will be explained in the next chapter).

If player choose the first option, player will be given following tasks:

#### Change clothes

#### Go to police station

When she arrived, she could roam around the office and interact with things. This will not affect the storyline in any way.

# Chapter 1

The following chapter tells the beginning of Anisette and Robert's journey to the city of Baskerville. Players will need to accomplish these following tasks:

#### -Meet Robert in briefing room

Player will be shown several dialogues between Anisette and Robert, then will be given two options: to accept the mission given by Robert, or to decline. The output will same, but the feedback will be different.

Following the previous chapter, if Anisette decided to come to the office wearing her pajamas, Robert will comment on her attire and player will be given following tasks:

Go to changing room and change the clothes

#### -Meet Robert outside the office

Anisette and Robert will then begin the journey to Baskerville city. In the car, they will talk about a few things, focusing on Anisette, to tell the player more about the protagonist. When they just nearly arrive in the city, they get blocked by a roadblock. They decide to climb a hill nearby to have a better look at the city. There are the following tasks to finish the quest:

## ➤ Go to the hill's peak

Anisette and Robert need to reach the hill's peak. There, they will be able to see a huge mess in the city under the hill, the Baskerville city.

Suddenly, they heard a gunfire behind them. When they turn around to face the shooter, they see a heavily wounded man instead. That man is a survivor from Baskerville. Player will have to do these tasks:

#### > Get back to the car and pick medical box

To help and tend the wounded man, Anisette runs to the car to pick a medical box. However, along the road, there are zombies awaiting her.

#### Get back to Robert place

Before going back to the hill's peak, player will be given two choices, either to close the door or to leave it open. If players decide to let the door open, after some time, the car alarm will run off. These choices will affect the event in the storyline.

Anisette might be surrounded by zombies on her way to Robert and the wounded man if she let the door open. Vice versa. The following task will be given based on the players choice:

#### > Escape from the zombies (let the car door open)

Anisette will have to run down the hill to escape from the zombies on her tail. If players left the car door open, car alarm will be turned on and zombies will be surrounding the car before Anisette gets her chance to get inside the car. Here, players will be given two options: Run away to the city (much closer) or run away from the city. If players choose the second option, Anisette will be too tired to run after some time, and—bad luck on her side—zombies will eventually catch up her and then kill her, resulting in **Dead Ending**.

# > Escape from the zombies (close the car door)

Anisette will have to run down the hill to escape from the zombies on her tail. If players closed the door before, Anisette will have enough time to get to the car. Then, after securing the door, Anisette will start the car engine. However, in amidst of confusion, she will forget to change the gear, causing the car to stay in place instead of moving, and zombies will surround the car before she even realizes her mistake. Abruptly change the gear, Anisette then hit the gas with lack of control. The action later causes the car hitting a tree, breaking the car, and forcing her to get out of the car. A wound will be formed on her forehead as the impact of the crash (this will affect her portrait—a trail of blood will run down her side of face). Player will then have to get Anisette inside the city.

#### **END OF THE CHAPTER**

# Chapter 2

In the preceding chapter, Players need to get Anisette to the city. However, Anisette who is too tired of running will need to find a place to hide and catch a breath.

In this chapter, players will be directed to play another character, named Licorice. She is a servant in an orphanage. The story here will focus on Licorice and a child, named Cortez. As Licorice, players will be given these following tasks:

#### - Find the other children

The following task will be given to players after Licorice eavesdropping event. In this event, Licorice eavesdrops a conversation between soldiers that come to the orphanage while she is finding the other orphanage children.

#### Go to the truck

A simple task that need to be completed. Players need to sneak around the watching soldiers. Soldiers will move in patterns, and players need to avoid the patterns.

In this scenario, Licorice is able to get in to the truck. However, she will get caught after some time and will be executed as soon as she get caught.

Here, the scene will change to Anisette wake up.

#### THE END OF LICORICE STORY

When Anisette wakes up, a zombie will already stand in front of her and ready to bite. Therefore, here, players need to "struggle." However, In this scenario, players will fail to struggle.

\*In this scenario Anisette will be saved by a knife that flies from nowhere.\* More information will be explained later in the story.

#### Find a safe place

In this task, players just need to walk straight along the road and a cut-scene will pop-up. The cut-scene will be showing Anisette walks on the corner of the alley, collides with a survivor that running from the right side, and falls down. The survivor is immediately rise and left Anisette behind. Here, players will get some task that need to be accomplished:

#### - Follow the man

Players need to leave the alley and see a man enter an apartment. Here, players, as Anisette, needs to follow the man to the apartment. Yet, Anisette has no permission to enter the apartment yet and cause her trapped outside, surrounded by zombies.

#### - Follow the woman (Louise)

In the calamity surrounded by zombies, Anisette will be meet Louise and Adam, two survivors that help Anisette run from a herd of zombies. Anisette will be guided by the two survivors to their hiding place. After they arrived, Louise and Adam will go to a room and Anisette will need

to follow them. The following task will be given to the players afterward:

#### - Go to the room

When Anisette enters the room, she will meet a survivor, named Jona, who got shot on his body.

#### Talk to Louise

Players need to talk to Louise. Here, Louise and Adam will explain their purpose before in the city, to find medicines, to Anisette and Louise alone will get back to the city once again.

Here Anisette can choose between accompanying her or staying silent and let her go alone.

#### - Take a shower

Before leaving, Louise will ask Anisette to follow her to the changing room and take a bath.

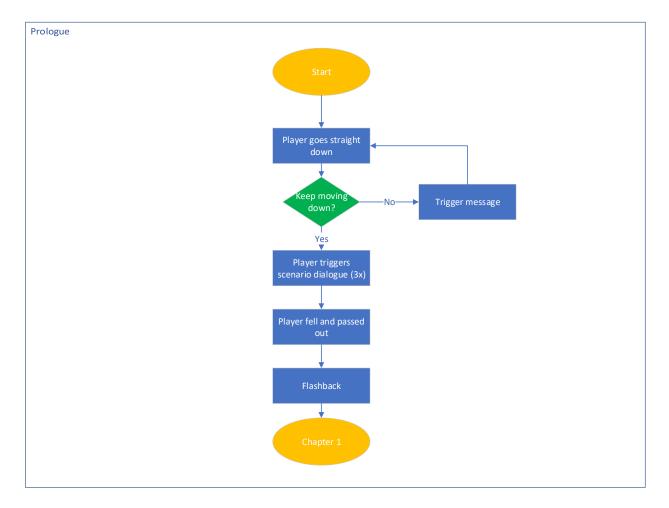
Following the players' choice in the "Talk to Louise" mission.

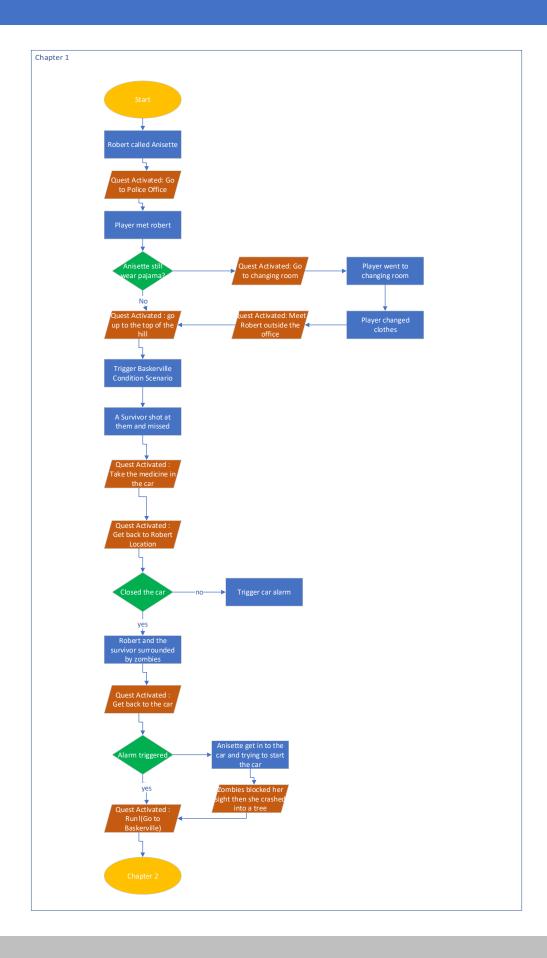
- If the players chose to accompany Louise, she will stand in front of the door and ask if Anisette is ready to leave.
- ➤ If the players chose to stay silent, Adam will be approaching Anisette and ask her to accompany Louise. Yet, Louise is already left and, in the next chapter, Anisette need to catch her up first.

#### **END OF THE CHAPTER**

# **Story Flowchart**

The following are flowcharts to show the story line in the game (Prologue-Chapter2).





# Gameplay

# Overview of Gameplay

Single player
Multiple ending
Anime Graphics
Butterfly Effect
RPG Maker/ retro games style
Visual Novel

## Core Loops

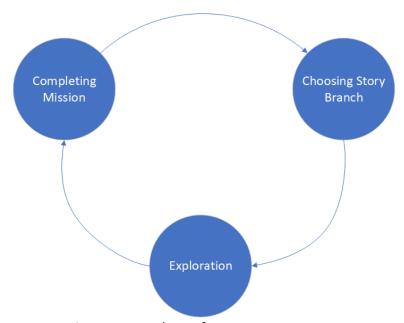


Figure 5. Core loop of BLOOD LABEL game.

Generally, in this game, players will have to take time to focus on choosing decisions, exploring, and completing quests based on what the players founding while exploring.

# **Player Experience**

In this game, players will be given an RPG classical gameplay with a touch of improved visual (ex. parallax, vfx, depth, etc). This game provides visual novel styled storytelling and the decisions which the players' chooses will be impacting the story just like butterfly effect.

This game has an element from RPG, stamina, which will be used to do any action to survive, and if the stamina is depleted, player will probably have a hard time to survive in this game. So, in order to finish the game, managing stamina is one of the key point.

# **Gameplay Guidelines**

This game contains violence, like murder, blood, and other things that may be disturbed some people.

Save system is in the form of auto-save, and an icon at the upper right screen will be the save state.

Player can choose any language option on how the story would be told.

Player can configure the screen resolution and also the BGM and SFX volume.

# Game Objectives & Rewards

Rewards	Requirements		
	Endings		
Safe Ending	Players will get this ending if they choose to leave the city in the early game; nevertheless consequently, Anisette will have a deep depression and become an introvert.		
Normal Ending	This will be an alternate ending, where player meets none of the requirements for the other endings. This ending will eventually leave the players with questions, because the game will end with only Anisette stating that she has to survive.		
Dead Ending / GameOver	This ending can be executed in many die ways in the game, but has the same outcome before the 'GameOver' screen come out which the CG/death scenario will be displayed. (Therefore, we need many of CGs)		
Bad Ending	Same as to the dead ending where Anisette dead. Players will obtain this ending if they meet the following conditions:  - Choosing every bad option that make Anisette become an arrogant person.  - Get Louise killed and blame Chico for her death.		
True Ending	Players will obtain this ending if they meet the following conditions:  - Gain trust from Chico and Takemura - Make Chico to remember himself in the park - Blame yourself for the Louise death. If you blame Chico, you will need to help him when Adam beat him Take a picture with and give a present to Chico at the carnival. Players will get additional gameplay as a different character.		
Achievements (Steam)			

Chapter [Number]	Finish Chapter [Number]
Careful	At the chapter 1, players choose to close the car door.
Careless	At the chapter 1, players choose to leave the car door opened.
I'm not Stealing	Loot a corpse for the first time.
Am I a Killer?	Kill a zombie for the first time.
Know your Enemies	Choose to help Takemura
I'm Sorry, Jona	Kill Jona
I will wait outside	Let Louise to pull the trigger
I am a Horrible Person	Choose every bad option while in a group
Menacing	Trigger menacing scene at the Mall. Players need to give Chico/Cortez a JJBA comic book.
Not Like This	Watch the Bad Ending

I Have to Survive	Watch the Normal Ending
Cortez	What the True Ending
Anisette Pierson	Watch the True Ending (Epilogue)
Every Possibility	Watch all endings.

# **Core Mechanics**

Character Attributes	
Character	Movement Abilities / Actions Available
Playable character	Interact with items and NPC using interact key; struggle ability
NPC	Interactive, change position occasionally; the feedback given are based on the players' decision in the game.
Zombies	Move in random directions. If players were inside the zombies' collider, the zombies would follow the players. Drain players' stamina. Can be looted.
Boss	Every boss has their own ways to beat and to be beaten by the players.
Game Modes	
Gameplay/ Adventure	The part where players explore and complete the tasks given.
Dialogue Scene	The part where players find the element of the visual novel

Boss battle	Each boss battle has different mechanism,
	based on whose boss the players fight.
Mechanics	
Butterfly Effect	A mechanic that affects the story flows. The affections are based on the players' decisions, events, items loot, and dialogue scene.
Inventory	A mechanic that allows players to organize items found in the game. The items will be categorized in three which are consumable items, key items, and collectible items.
Stamina	A mechanic that stimulates the character's stamina. By this mechanic, players can struggle to escape from the zombies' attack and sprint while the character has stamina.  The stamina will recover automatically and can recover faster if the character is standing still.
Looting	A mechanic that allows players to look and pick items in the game. Platers can do a <i>looting</i> from a beaten zombie.
Save point and save slot	A mechanic that allows players to save the game progress. Players can only save the game at the save point that has been placed in a certain place in the game. The current save slot can also be overwritten.
Core Loop Mechanics	
Choosing story branch	Choosing dialogue; give secret items; butterfly effect; interact with NPC
Exploring	Trigger quest/mission; Finding keys, items and secrets;
Completing Mission	Completing quest; Defeat boss; unlock new branch/path; continue story.

# Deep Down into Mechanics

Character Attributes	
Character	Details
Playable character	Karena player akan bermain sebagai beberapa karakter di dalam game selain karakter utama yaitu Anisette, player diharapkan mendapatkan backstory
NPC	Interactive, change position occasionally; the feedback given are based on the players' decision in the game.
Zombies	Makhluk ini spawn secara random di map-map tertentu dan bahkan suatu saat dapat menghalangi jalan, membuat player harus menentukan apakah dia harus menghindar atau menghabisi mereka.  Untuk beberapa map, zombie yang muncul sudah ditentukan dari segi jumlah dan peletakannya untuk memberi tahu user bahwa pada map ini tidak perlu dieksplorasi lebih jauh dan hanya digunakan sebagai jalan masuk dan keluar untuk ke area lain
Boss	Every boss has their own ways to beat and to be beaten by the players.
Game Modes	
Gameplay/ Adventure	The part where players explore and complete the tasks given.
Dialogue Scene	The part where players find the element of the visual novel
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	The stamina will recover automatically and can recover faster if the character is standing still.
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# **Control Scheme**

Key Input	Action it Performs
WSAD, Arrow Keys	Move the character
Space, Enter	Confirm; Next dialogue; Interact;
	Consume/equip item;
Tab	Open inventory menu
Escape Button	Pause the game & open pause menu; Skip
	dialogue
Shift	Run
Left Ctrl	Walk slowly

# **Designing for Audience**

#### Personas



"I like story driven games like Life is Strange where the player has the freedom to choose the actions he takes"

# **TOTALLY CURIOUS SALMAN**

Name Salman Gender Male Age 22

Education Bachelor's degree Occupation Software Engineer

Marital Status Single Location Bristol, UK

#### Motivasion

Salman enjoys playing single player game. He always set aside some of his salary to buy a game. He plays game on the weekends and always focus on completing one title before playing another.

If he is asked to choose the level of difficulty in the game, he always chooses the easiest because he wants to focus on the story. He feels that many games he had played had linear stories his playtime was relatively short.

Salman's favourite game is *Life is Strange* and *The Walking Dead* by telltale games. Salman loves to see every characters reaction and how impactful the choices he made on the story and his next objectives.

# Criteria for Selecting Games

- Story driven
- Long playtime
- Easy to play

## Frustation with Games

- Linear storyline
- Complex control



"I love anime-style games and play as a female character"

# MANZ THE ANIME ENTHUSIAST

Name Manz Gender Male Age 23

Education Bachelor's degree Occupation Interior Designer

Marital Status Married Location Beijing,CN

#### Motivasion

Maz enjoys playing anime-style game. He plays game on the weekends or after finishing a project. Many games that he has played are Visual Novels.

He plays games on his laptop that are not suitable for playing heavy games. And he always keeps his client's project files in his laptop.

Manz's favourite game is Fotgotton Anne and Tales of Berseria. Manz loves to play as a female character who strives to achieve her goals.

## Criteria for Selecting Games

- Story driven
- Anime
- Female protagonist

## Frustation with Games

- Not anime
- Consuming large storage
- No female character

# Game Aesthetics & User Interface

# Visual Direction Keyword

BLOOD LABEL combines two art styles between **anime** and **pixelated art**. Pixelated is used to support the gameplay mechanics and anime style is used to support the story telling. Besides the two styles mentioned above, the following is the visual direction that we want to apply to the game.

- Dirt and bloody, because we want the UI elements to be more thematic.
- Represent emotions and character actions. We want the player to get an impression of everything that is done by the characters in the game. This can be solved by making many portraits for characters based on what they will do in the story.
- Dark.

## References

Following are the games that are used as references for designing the game aesthetics. Keep in mind, this section is **not only** for Artists and Designers, but also for **Programmers.** Some games also have mechanics that will be implemented to our game.



# Corpse Party 2 by Team Grisgris.

Figure 6. Corpse Party

We use this game as **UI** and portraits reference. As you can see, the dialogue box has dirt and blood spill effect. They also use **black text on a light background** which is the best choice for displaying paragraph. Moreover, for the portraits, when a character is talking, their portraits will be changed to the same pose with the mouth open and changed back again after they finish their lines or when the other characters are speaking.



Figure 7. Cursed Mansion

We use this game portraits colors and level environments as our inspirations. The portrait in this game has some kind of dirt textures that give darker effects on it, but still leaves the anime feels. About the level design/environment, somehow they succeed to put obstacles to a certain places that make players immediately know where they have to go. This is a good example for level designer.



# FLESHFORWARD Prototype by linked room games.

Figure 8. Flesh Forward

FLESHFORWARD game is still a prototype. However, it can be said to have the same gameplay as what BLOOD LABEL will be like. They use the same tile sets like us and from there we can learn how they design the level environment.

(Note: For **the programmers**, try to analyze how to make the same mechanics like this game by using Unity)

# **Character Style Exploration**

The following is the exploration of art style that will be used for making character portraits.







Figure 9. Character portraits style 1









Figure 10.Character portraits style 2

From these 2 pictures above, picture 2 will be selected because of the uniqueness in coloring (inspired by Cursed Mansion); furthermore, the line art drawn more stable and the shading is more natural than picture 1. Moreover, dirt effect will give "dark" atmospheres to it.

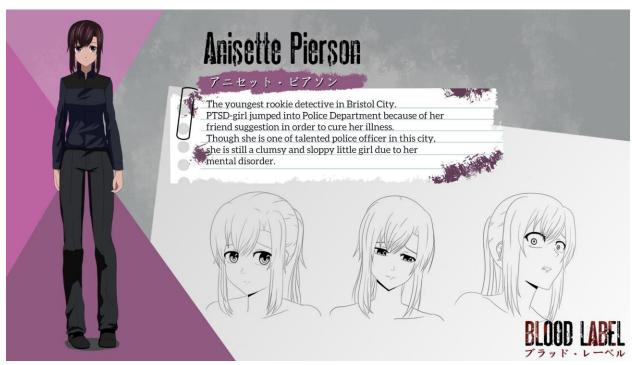


Figure 11.Character sheet for Anisette

# Sprite Style Exploration

The following are some exploration sprite styles used for the gameplay



Figure 12.Sprite Style 1



Figure 13.Sprite Style 2

From those 2 sprite sheets, the second sprite sheet is chosen because of the sprite template that are bought from same place as the tile maps, VexedEnigma. Additionally, the second sprite has more consistent pixelated form which is easier to make variances of sprites.

## **Environment**

The tilemaps for the environment were bought from VexedEnigma and it has the same format and the same resolution as the sprite sheet.



Figure 14. Anisette's room(temporary)

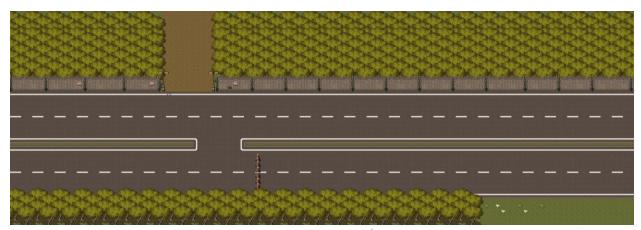


Figure 15. Road

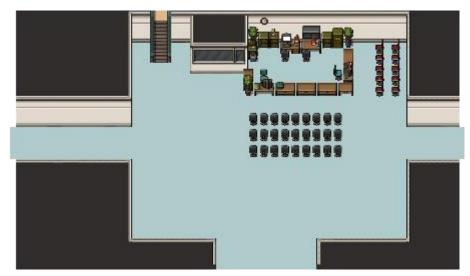


Figure 15.Bristol Police Office (front and temporary design)



Figure 16. Somewhere in Baskerville City (temporary)

All of the sample environments shown above are not final. Those samples are purposed to show how the environment will mostly look like.

# Screen

The following is the screen flow of the game to show how the interface in the game would change.

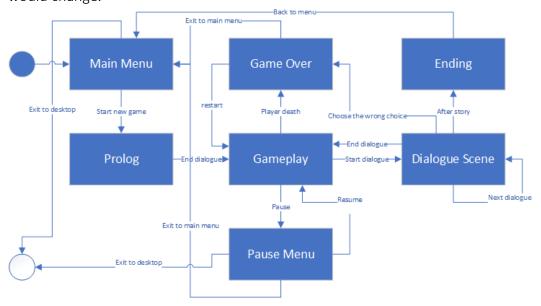


Figure 17. Screen flow



Figure 18. Dialogue with CG Sample



Figure 19. Main menu Layout (temp.)



Figure 20.HUD Layout (temp.)



Figure 21.Gameplay without HUD



Figure 22. Dialogue without any portrait



Figure 23.Dialogue with portrait



Figure 24.Another dialogue/monologue with portrait

# **Technical**

# Scope

Here are some features implemented in this game:

- Stamina on playable character
- Restrain player and release
- Choices for dialogue scene
- Questlines/Missions
- Equipment and Consumable Items
- Sprite Masks
- Multiple Ending using some kind of counters
- Different dialogues based on player preferences
- Auto lock-on to the nearest enemy (Resident Evil PS1 game reference)
- Enemy sight/sensor
- Roll/Dodge (Cortez's gameplay)
- Save and load game

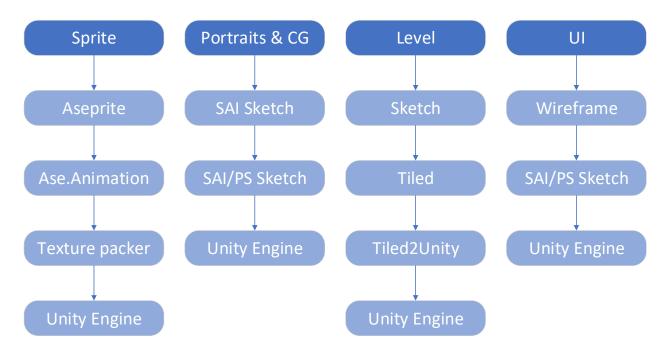
## Tools

User/Role	Tools	Version/Use
Programmer	Unity Engine	2019.3 / GameEngine
	Fungus Games	2019.2.12 / Scenario Scripting
	GitHub(Desktop)	Version Control
	GitHub for Unity	Version Control(Alternative)
	Tiled2Unity	Implementing Game Map
	Visual Studio Community 2019(Unity Extension Installed)	Community 2019 / Code
	Steamworks	Steam features
Designer	Tiled	1.3 / Map editor
	Twine	2.3.5 / Story Board
	MS Word	Story Script
Audio Engineer	Bosca Ceoil	SFXs

	Visio	Visio 2019, 2016 / StoryBoard, FlowChart
Artist	Adobe Photoshop	Sprites
	PaintTool SAI	Ver. 2 / Portraits and CGs
	Texture Packer	Web, Desktop / Sprite sheet
	Aseprite	Steam Edition / Sprite and Animation

# Art Guide

# Pipeline/Workflow

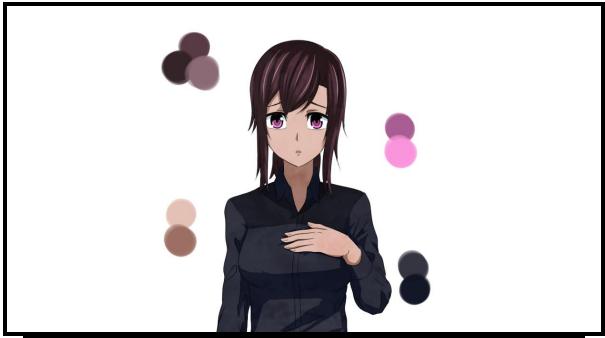


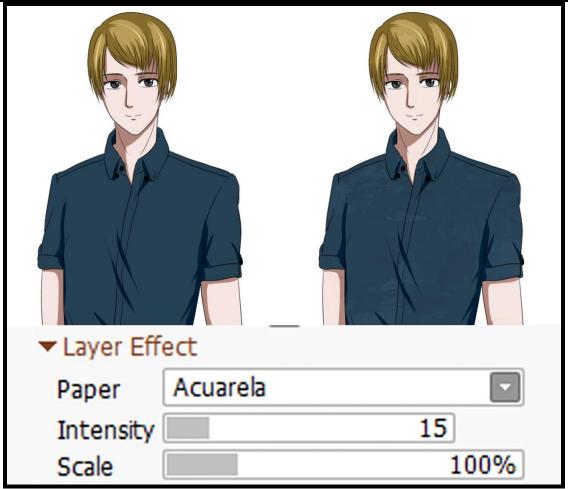
## **Portraits**

Canvas Size = 1080x1080 Background = Transparent Line size = 2 Format = png









## Sprites:

Canvas Size = 16x32 or 17x33

CG:

Canvas Size = 1920x1080

Format = png Line size = 2

UI:

Note

"Don't make too much changing screen. Keep it simple yet functional"

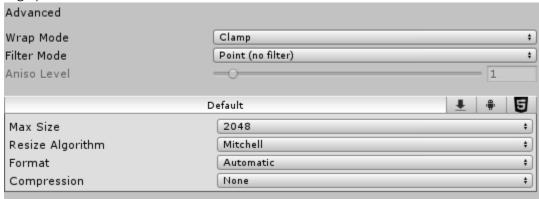
Keyword: Pixelated, horror, spooky, dirt

Reference: Coffee Talk (Toge), LongGone Days (BURA), Cursed Mansion (DE), CorpseParty

franchise

# Unity:

**Importing Sprites** 



# Coding/Programming Guide

(Check it on private project repository. We can't show it to the public because we don't want someone copy our work)