Moonwalker Website Design Proposal

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Owner:

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Straight Up Dumpling

Summary:

This document is an outline of the proposed design concepts for the website and why they were chosen. It will include proposed layout, colour scheme, a basic outline of interaction functionality.

Objective:

To design an informative website for Straight Up Dumpling's game *Moon Walker.*

Target Market:

This indie game development company has created a 2D puzzle-platformer and aims to release this game on Steam so the main target market are PC gamers with a love of puzzle-platformers. The game is aesthetically simple and easy on processing power so its marketed at all PC gamers whether they be experienced or novice gamers that have high-end gaming machines or run-of-the-mill machines.

Layout:

General Layout.

The site will be a Single Page Application because as a game there isn't much information to display so it can easily fit on one page.

The user will land on the page where the logo will fill the entire screen with an illustration of the character that they can then scroll down to reveal the content of the site.

There will be a static navigation-bar at the top to easily transport the user to the correct section of the page without having to open extra menus.
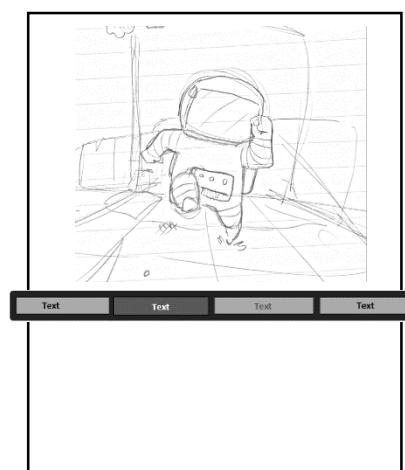
The reason for doing this is it has become sort of an industry standard for game sites to be displayed on a single page with a large landing image or video and simple navigation so the user can have easy access to everything.

Examples include Insomniac Games' Marvel's Spider-Man (Insomniac Games, 2017)*, Naughty Dog's The Last of Us II* (Naughty Dog, 2018)*, And Adult Swim's Rise and Shine* (AdultSwim, n.d.)

Nav-bar and Page Sections

Story:

To give potential users a brief overview on what the game is about in order to entice them to play.

Information:

To give users information on the mechanics and objects in the game with either a screenshot or a short video clip of the game to give the user an idea of the look and feel of the site.

*Playground (optional)

The playground will be a bordered off box with game assets that the user can play and interact with, almost like a demo, to show the user how it works.

*Trailer (other option)

The other option if we can't get the playground to work we will have a short trailer of gameplay.

Contact:

This section will contain all the contact information for the designer (Ray Leong) because he is the owner of the game company.

Design Choices:

Colour:

Background

The site will be mostly white with a white background and grey decoration lines to suit the background of the game.

The reason we chose a white background because it feels more open and welcoming than a black background (the two main colours of the game). It also shows innocence and purity and makes you feel free and happy according to the California College of San Diego. (California College San Diego, 2013)

The Navigation bar

The nav-bar will look like the boarder of the game levels for consistency sake and to emulate the look and feel of the game. Grey is a nice neutral colour that has no meaning so it's perfect for the nav-bar and the black border and text will help it stand out from the white background.

| Text | Text | Text | Text |

When a tab on the nav-bar is hovered over we will change the opacity of the text in order to indicate which option the user is about to select. Selected tabs will have a dark semi-transparent/ opaque background with white text to differentiate between the active tab and the non-active tabs.

We chose to change the opacity instead of the colour because according to the IMY 320 Material design notes it's easier on the eyes and will provide a good visual contrast to the hard black text.

Interactive Integrated Animations

For integrated animations we have two propositions for how we change the "page" that the user is on. We are proposing a card shuffle for the first one and a box rotation simulation for the second proposition. We are open to suggestions on which design to use.
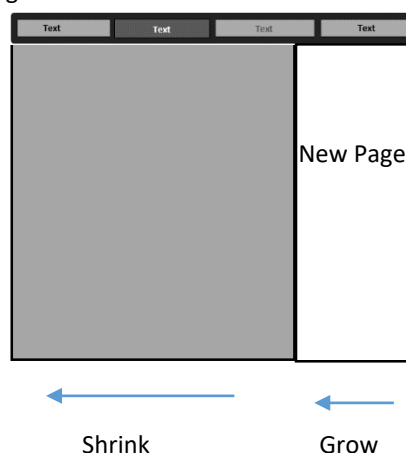
Card Shuffle

For this system each section on the site is represented by a card that will slide out from the nav-bar when the user clicks on it and it will slide on top of the previous card. This will be done with JavaScript's slide function.
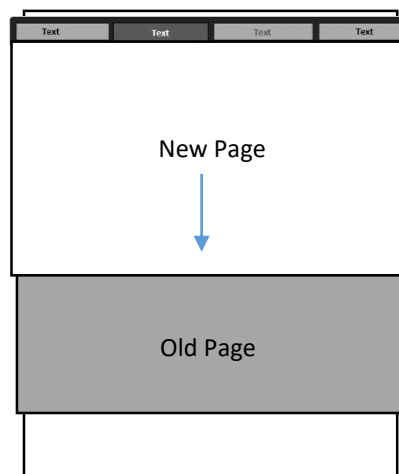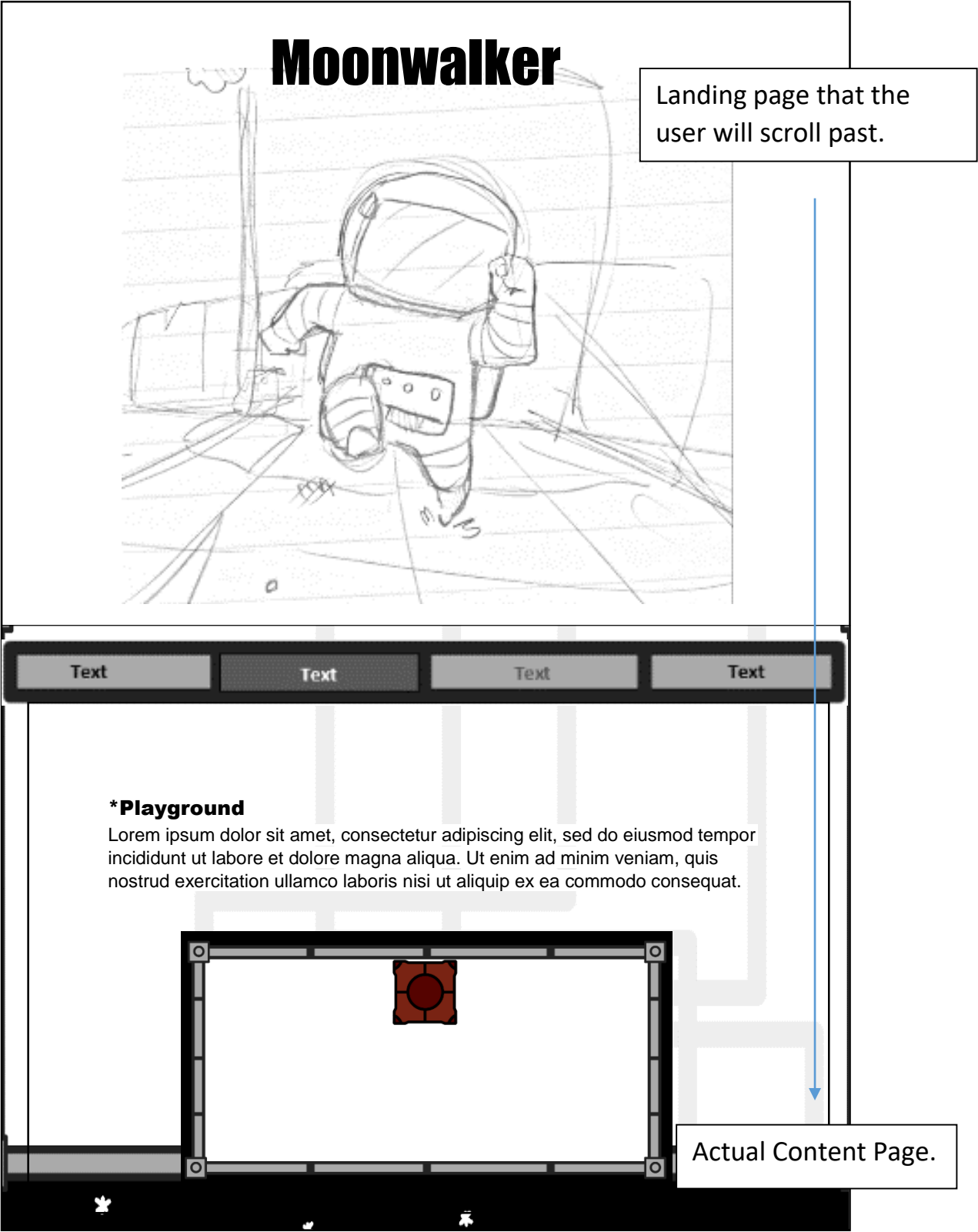

Box Rotation

For this system each page will represent a face of a cube (a reference to the cube asset in the game). When the user clicks on a new tab to change the page, the current page will shrink horizontally towards the left while the new page will grow horizontally right next to it until it fills the entire page giving the illusion of a rotating cube. This will also be done with JavaScript.

Rough Look

Moonwalker

Landing page that the user will scroll past.

Text   **Text**   **Text**   **Text**

*Playground

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Actual Content Page.

Document Format

The format of this document was inspired by a graphic design proposal from Hloom. (Hloom, 2015)

References

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