

# Grog's Calfing

## Target Aesthetic

Grog's calling is an adventure game with a realistic visual style. It also has fantasy elements as dinosaurs and exotic plants and the goal is for these to also have a realistic visual. The game focuses on realism, exploration, discovery, survival and also includes elements of combat.

## Elevator Pitch

Grogs Calling is a realistic adventure game with heavy focus on exploration and discovery. In this game you seek to find your lost love by exploring a unfamiliar world, finding clues and documenting the world you discover.

## Brief Game Summary

In Grog's Calling you seek to find your lost love by finding clues, exploring the tropical world filled with dinosaurs while documenting your findings. One core element of Grog's Calling is the Journal/Sketchbook that the player is constantly carrying. Grog's Calling seeks to be as immersive as possible. Therefore, the player only knows the exact information that they would know if they were the character they are playing. All information gathered throughout the game (such as the map, clues, and discoveries) will be documented in the sketchbook and only visible through it.

# Colours

## Primary Colours

Black (#000000)



Primary color for the sketchbook, emphasizing immersion. All player character's entries are in black for journal consistency.  
Primary color for the main menu title.

Light gray (#e4e4e4)



Used for HUD elements, providing contrast without distracting from the immersive in-game world.

Main menu options and title highlight color.

Light-yellow (#f0f1a6).



Applied to highlighted text and icons for interactivity. Ensures clarity with a pleasing contrast to black and light gray.

## Secondary Colours

Dark Gray/Beige (#939281)



Utilized for the sketchbook's paper, creating a subtle background that complements black text and images.

Dark Red (#7a3c39)



Applied to the sketchbook cover, providing contrast and framing the content.

These color choices aim for clarity, consistency, and visual appeal in both the UI and sketchbook elements.

# Typography

The game uses the font "Prechley" by the user Letterena Studios. This font is used for all text in the game.

This is a font that has a handwritten feel to it which fits perfectly with the sketchbook as it is supposed to seem like the character is writing the text in it. This font has a rough feeling to it which emphasizes the visual feeling of the character writing on the go.

This font is also used in the main menu, both for the title as well as the menu options. The reason for this is that we want to create a connection between the main menu and the sketchbook which is a large part of the core gameplay. Having the same text in the main menu as in the sketchbook creates a subtle feeling of familiarity when the players first open the book which enhances the overall experience and reinforces the core gameplay.

The font is used in different sizes depending on the texts purpose.

## Main Menu:

- Main Menu Title: 42 pt
- Menu Options: 14 pt

## HUD:

- Health Bar Texts: 14 pt

## Sketchbook:

- Page Titles: 24 pt
- Subtitles: 14 pt
- Body Text: 12 pt
- Map Text: 10 pt
- Next/Previous Page: 9 pt

## Extra rules:

Highlighted text segments font is increased by 2 pts. is highlighted when the player hovers an interactable text segment. This is done to increase the visibility of the text segment as well as emphasizing the text that is highlighted.

Subtitles and next/previous page text has a underline. This is done to indicate interactivity in the sketchbook. All text that has an underline are interactable and having a underline indicates this. This also creates a pattern for the player which creates a quicker navigation through the sketchbook for them.

# Shape Language

## Shape Language:

For this game, we embrace a design language characterized by round shapes, soft corners, and straight lines. Each choice is deliberate, contributing to the immersive experience we aim to create.

- Equipment Frames:

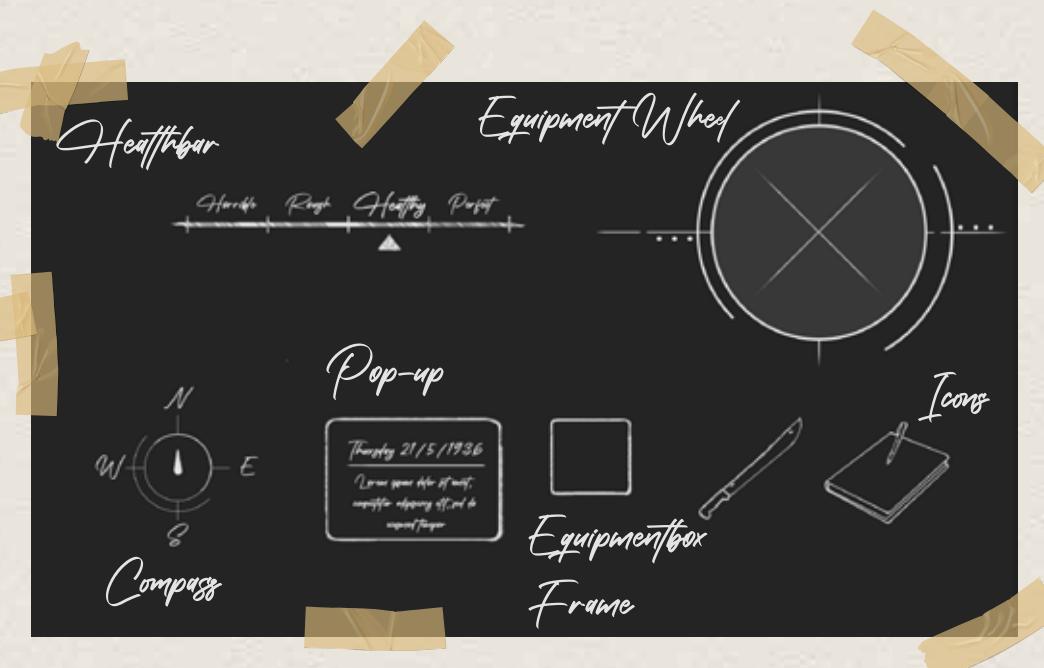
Employ box shapes with rounded corners to establish a soft feeling that doesn't compete for attention. Sharp corners, being more aggressive, are avoided to keep the focus on the game rather than the HUD.

- Static Elements (e.g., Compass, Equipment Wheel):

Utilize circles and thin lines to craft a subtle and pleasing design. This ensures seamless integration without overwhelming the player.

- Lines for Interactable Text and Health Bar:
- Emphasize a hand-drawn feeling by using roughly drawn lines for underlining interactable text and the health bar. Imperfection is intentional, simulating the spontaneity of quickly drawn lines.

The imperfect and rough shapes throughout the HUD elements aim to connect the player to the character. Simulating a hand-drawn feeling reinforces this connection, enriching the overall gaming experience.



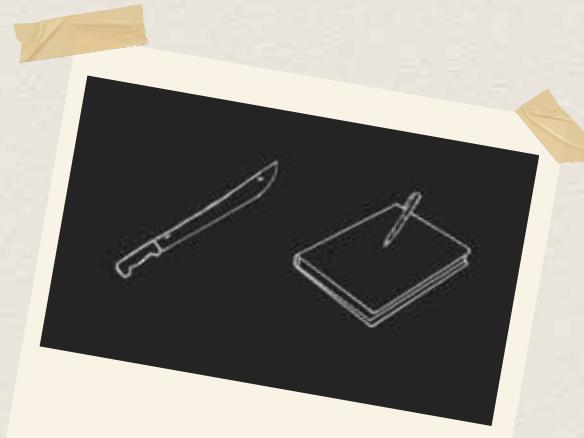
# Iconography and Sketches

## Equipment Icons:

The icons for Grog's Calling stick to the same style as the UI elements. Our goal is to impart a hand-drawn visual style to the icons, resembling quick sketches of the player's different equipment. To achieve this, the icons feature rough lines and consist only of outlines.

## Equipment Frame Icon Size:

- Width: 135px
- Height: 110px



## Equipment Wheel Icon Size:

- Width: 245px
- Height: 200px



## Sketches:

In Grog's Calling, the addition of hand-drawn sketches enhances the immersive experience, bringing a personal touch to the game world. Follow these guidelines to create sketches that align with our intended visual style:

## Sketch style:

- Imperfection is key:

Embrace imperfections in your sketches. The goal is to simulate a rough spontaneous feel, as if they were quickly drawn by the character in the middle of exploring the world.

- Rough line and outlines:

Utilize rough lines when outlining the sketches. Avoid detailed precision; instead, focus on capturing the general shape and essence of the subject. Outlines should be prominent, contributing to the sketches overall hand-drawn aesthetic.

- Shading:

The sketches shading should be quick and rough. Utilize cross shading for the sketches as it complements the rough and spontaneous feel we want to simulate with the sketches.

## Sketches:

- **Discovery Sketches:**

For discovery sketches, maintain consistency with the intended visual style. Create quick, rough sketches of the various discoveries the player might encounter. These sketches should reflect the characters perspective, as if they were hastily documenting their findings. While these sketches should have a rough style to them, they still need to be legible. These sketches are used as reminders of the different discoveries the player has found. Make sure that two sketches are not too similar, they should quickly be recognizable.

- **Clue sketches:**

Clue sketches follow the same principles as the discovery sketches regarding its visual style. The sketches main focus is the clue element, but it may also include some elements surrounding the clue. Make sure that the clue element is emphasized in the sketch and that it stands out from the rest of the sketch. You may also use lines or arrows pointing to the clue element to emphasise the sketches focus.

## Sizes:

- **Sketch sizes:**

There is no strict size requirement for the sketches, allowing for flexibility. However, consider a size that complements the overall layout and design of the sketchbook pages.



### Example Sketches



# Map

- Hand-drawn map:

The hand-drawn map plays a crucial part in *Grog's Calling*. When creating the map, emphasize simplicity. Capture the essential landmarks and environmental changes without getting stuck in intricate cartography. Let the map convey the characters understanding and knowledge of the environment and their surroundings.

The map uses thick dark lines for roads, small paths use dotted lines with the same line weight. The roads use a round brush with size 5.

Use text to specify crucial roads and areas with a change in environment e.g. forest or swamp.

Remember, the objective is to install a sense of authenticity and connection between the player and the character's journey. Embrace the charm of hand-drawn sketches as a storytelling tool within *Grog's Calling*.



# GUI and Component Design

This section outlines the guidelines and rules governing the creation of new components for Grog's Calling's user interface. The focus is on maintaining visual consistency, usability, and alignment with the overall design principles.

- **Visual consistency:**

All UI components should adhere to the established colour palette, typography, and shape language. Consistency ensures a seamless and cohesive user experience.

- **Typography:**

Use the designated "Preachley" font by Letterena Studios for all text within the components. Follow specified font sizes for various UI elements, ensuring readability.

- **Colour Palette:**

Utilize the primary colours - black, light gray, and light-yellow for UI elements. Maintain the hierarchy of colours to guide user's attention effectively.

- **Shape Language:**

Embrace the prescribed shape language, featuring round shapes, soft corners, and straight lines. Avoid sharp corners, as they distract from the game content.

- **Consistent Sizing:**

Maintain consistent sizing for similar UI elements across different screens and components. This creates predictability and ease of use for players.

- **Interactive Elements:**

Clearly define interactive elements with the designated light-yellow colour. Highlighted texts, buttons, or icons should consistently change to this colour when hovered.

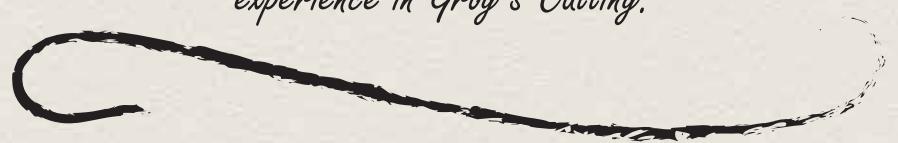
- **Sketch Aesthetic:**

Maintain the hand-drawn sketch aesthetic for specific components, such as the sketchbook interface. Implement rough lines and imperfect shapes to simulate the character's in-game documentation.

- **Consistent underlining:**

Underline interactable text consistently, following the designated style. This visual cue reinforces interactivity and aids in quicker navigation.

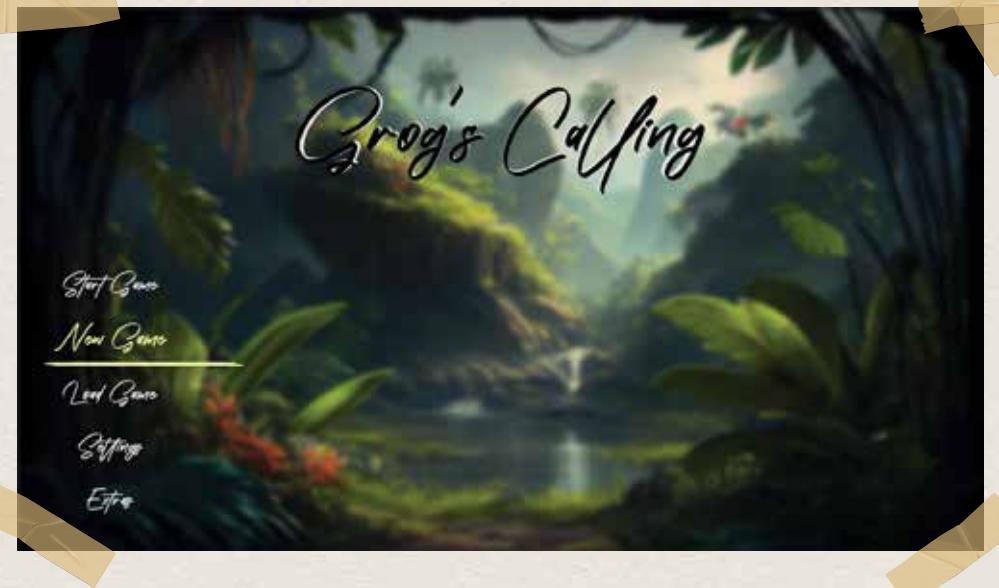
By adhering to these guidelines, designers can contribute to a cohesive and visually appealing UI that enhances the overall gaming experience in Grog's Calling.



# Mock-ups

In this section, we present visual mock-ups of Grog's Calling's user interface. The mock-ups serve as a static representation of the intended GUI design, providing insight into the arrangement and style of various elements. Keep in mind that this is conceptual depiction, and the final in-game UI may vary.

Main Menu:



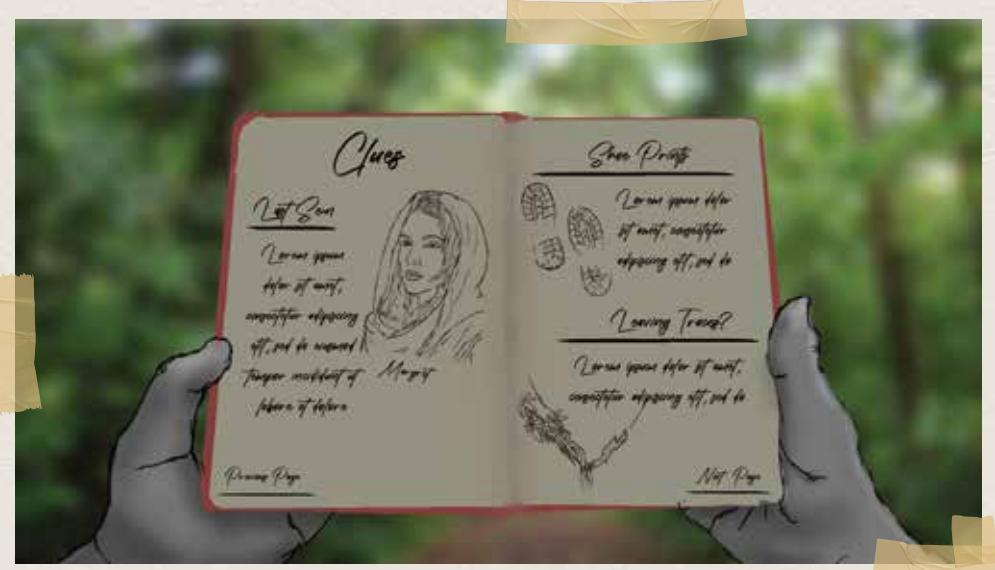
- The main menu embraces a minimalist design, with the title prominently displayed in the chosen "Preachley" font. Menu options follow the UI colour scheme and are strategically placed to ensure ease of navigation.

Hud:



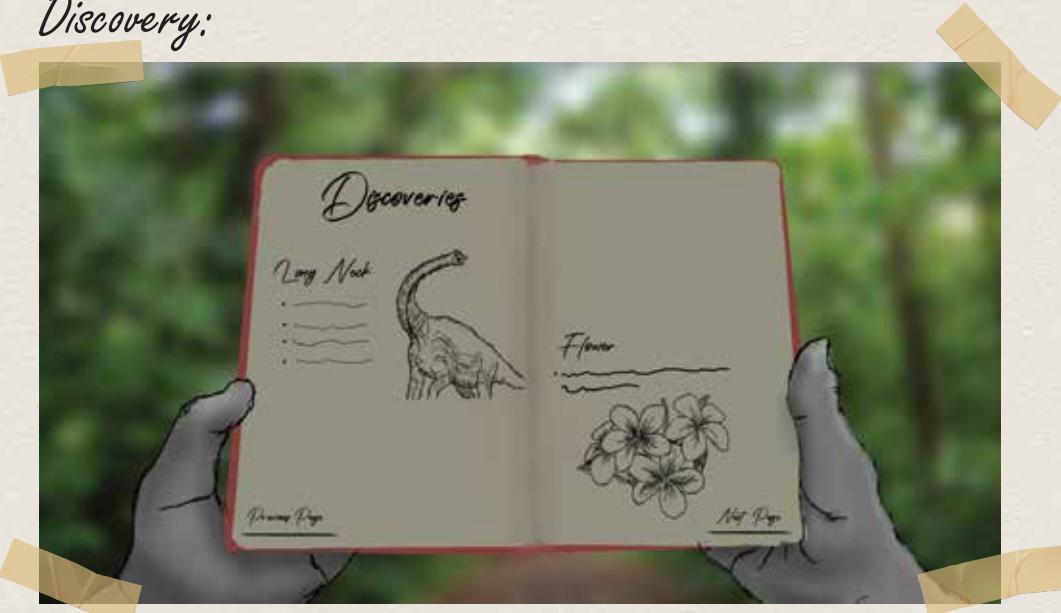
- The Heads-Up Display featured a health bar and essential game information using the selected colour palette and typography. Round shapes and soft corners maintain visual consistency.

## Sketchbook:



- The sketchbook UI incorporates the chosen shapes and typography, with rough underlines indicating interactable text. Sketch sizes are visually represented, showcasing the hand-drawn aesthetic.

## Discovery:



- The discovery interface exemplifies the sketches and examples of their intended placement within the sketchbook. Quick, rough lines and outlines maintain a cohesive visual language.

## Map interface:



- The hand-drawn map interface emphasizes simplicity with thick dark lines for roads and dotted lines for small paths. Text is used sparingly to label crucial areas, roads and environmental changes.

These mock-ups provide visual representation of the intended GUI design, serving as a reference point for the development team. The finalized in-game GUI may see adjustments on technical considerations and user testing.

# Logo Design:



- **Typography:**

The title is prominently displayed using the "Preachley" font by Letterena Studios. This font imparts a handwritten feel, aligning with the sketchbook theme of the game.

- **Colour Palette:**

The primary colours of the logo adhere to the established colour palette - black (#000000) and light gray (#e4e4e4). The contrast between these colours ensures legibility and visibility.

- **Stylistic Choices:**

The title incorporates the chosen shape language, featuring round shapes and soft corners. This stylistic choice creates a sense of approachability and aligns with the overall design principles of the game.

- **Minimalism:**

The logo follows a minimalist approach, focusing solely on the title. This simplicity aims to convey a sense of clarity and directness, mirroring the immersive and straightforward nature of Grog's Calling.

- **Consistency:**

Consistency with the UI elements ensures a unified visual identity across different aspects of the game, reinforcing brand recognition.

- **Adaptability:**

The logo's design allows for adaptability across various applications, maintaining its effectiveness whether displayed on in-game interfaces, marketing materials, or promotional content.

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The logo's emphasis on the title serves to create a memorable and recognizable brand identity for Grog's Calling. Its design choices are intentional, contributing to the overall aesthetic appeal of the game.