CSD2511

SUMMER 2023

Prepared by **Danielle Fong**

Introduction to
GAME DESIGN

DigiPen
INSTITUTE OF TECHNOLOGY

INTRODUCTION TO GAME DESIGN

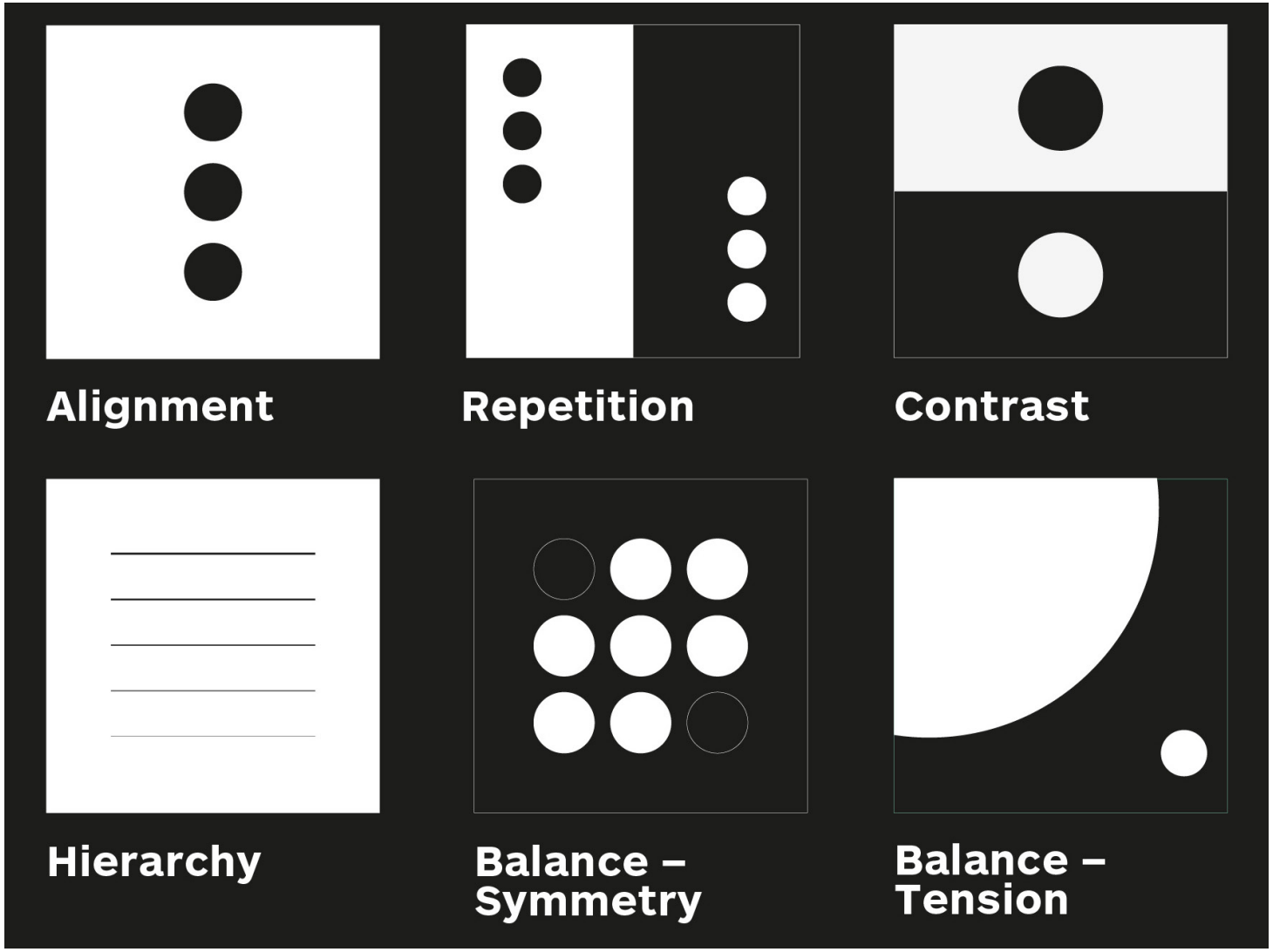
DESIGN PRINCIPLES

ELEMENTS OF DESIGN

GAME NARRATIVE

INTEGRATION OF ALL OF THE ABOVE

PRINCIPLES OF DESIGN



ALIGNMENT

Wandering Troll
Wandering Troll
Provide
Wandering Troll adds 10 Resources to army based on map square occupied
A troll is a being in Scandinavian folklore, including Norse mythology. In Old Norse sources, beings described as trolls dwell in isolated rocks, mountains, or caves, live together in small family units, and are rarely helpful to human beings.
In later Scandinavian folklore, trolls became beings in their own right, where they live far from human habitation, are not Christianized, and are considered dangerous to human beings. Depending on the source, their appearance varies greatly; trolls may be ugly.
20 Attack
20 Defense
100 Health
20 Speed
40 Wealth
30 Attraction
REIGN
Druid SpellCaster
Druid SpellCaster
Druid SpellCaster
Range
Druid SpellCaster's Attack is able to damage any other character in play.
Fireball
Roll a Dice. Fireball does up to 120 Damage to any player (multiply Dice Roll by 20). This uses Druid SpellCasters Turn.
Teleport
Druid SpellCaster is able to move as though flying and can evade attacks if speed is higher than attackers (cannot damage Druid SpellcCaster).
A druid was a member of the high-ranking class in ancient Celtic cultures. Druids were religious leaders as well as legal authorities, adjudicators, lorekeepers, and skilled magicians.
50 Attack
10 Defense
40 Health
30 Speed
40 Wealth
40 Attraction
WIDOW
REIGN
Angellic Warrior
Angellic Warrior
Angellic Warrior
Flying
Angellic Warrior can attack any character on the board, can only be attacked by range attacks, Magic, and other flying characters.
Regeneration
Each turn, remove one Damage Token from Angellic Warrior.
Holy Light
All army characters get +20 attack for one turn. Dice roll to initiate (must roll 6 Dice)
An angel is a supernatural being in various religions. The theological study of angels is known as angelology. Abrahamic religions often depict them as benevolent celestial intermediaries between God (or Heaven) and humanity.
100 Attack
80 Defense
100 Health
100 Speed
120 Wealth
100 Attraction
REIGN
Wild Bear
Wild Bear
Wild Bear
Bears are carnivoran mammals of the family Ursidae. They are classified as caniforms, or doglike carnivorans. Although only eight species of bears are extant, they are widespread, appearing in a wide variety of habitats throughout the Northern Hemisphere and partially in the Southern Hemisphere.
Bears are found on the continents of North America, South America, Europe, and Asia. Common characteristics of modern bears include large bodies with stocky legs, long snouts, small rounded ears, shaggy hair, plantigrade paws with five nonretractile claws, and short tails.
50 Attack
40 Defense
70 Health
40 Speed
0 Wealth
0 Attraction
REIGN

REPETITION

Repetition helps reinforce brand visual language and repeated elements often means they belong together as a set or a theme.

In this case, repeated use certain elements that framed up the card helps reinforce that despite having extremely different main visuals and sub elements like the action icons.

** Repetition could also mean the repeated pattern to create rhythm and motion for a 2D graphic. However, I want to emphasize on the use of repeated elements throughout the 40 cards in this module.*

CONTRAST

Contrast plays a crucial part in the organisation of information on any design. It gives the user a guide on where to look first; What is the most important point? What stands out the most?

With good understanding of colour theory, one can make good use of contrast to design their work. Nevertheless, even with just black and white like the example one, one can also create contrast easily.

HIERARCHY

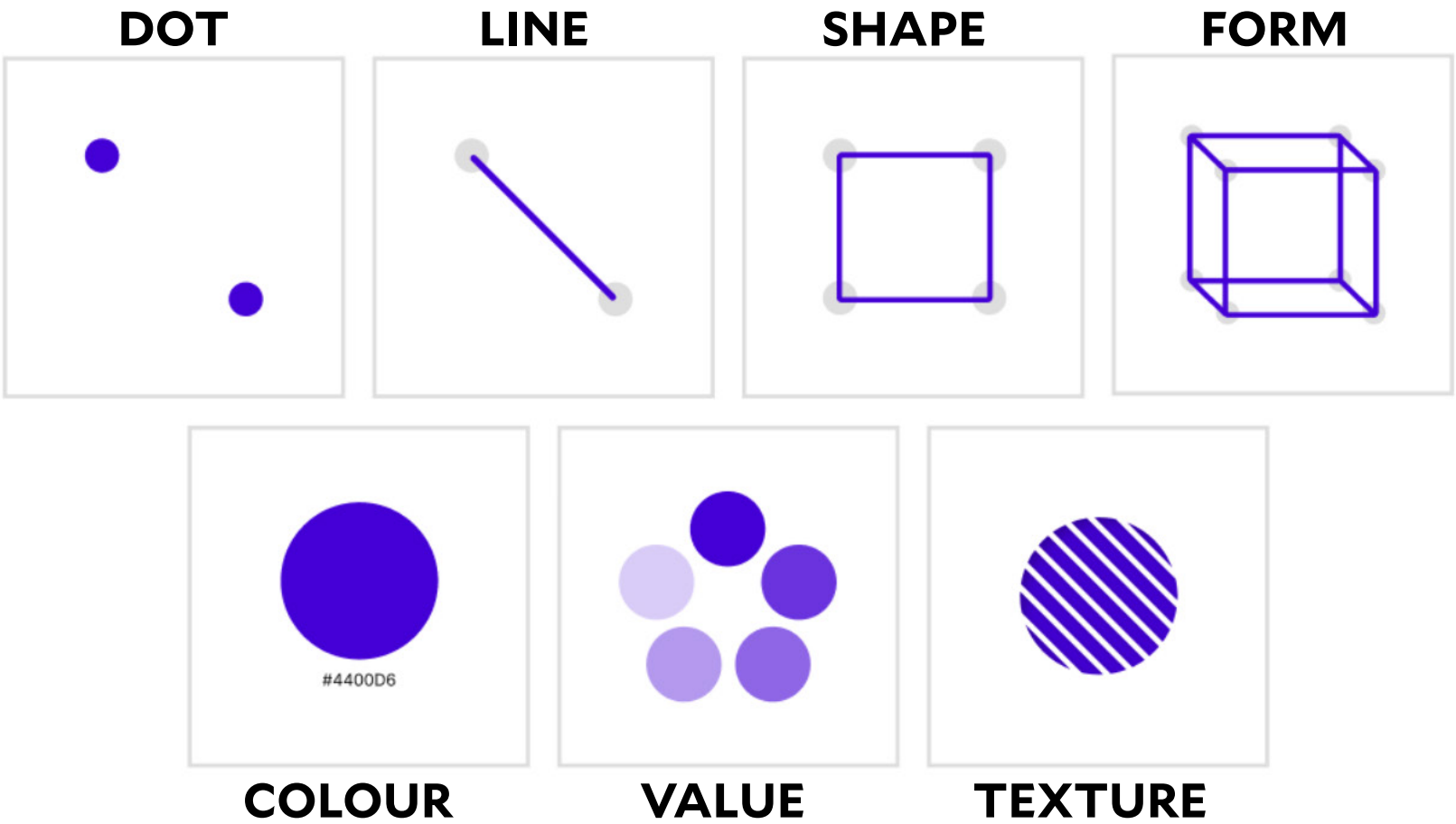
It is important to plan and decide in early stage the contents you want on the card game. Once you have the "card anatomy", you will be able to decide how you want the different important elements to be displayed on the card. The way you display them should be in a system whereby the most important information should be most prominent follow by the others. This is what we called the VISUAL HIERARCHY.

VISUAL HIERARCHY always has room for iterations and first draft will never be the final draft.

BALANCE - SYMMETRY

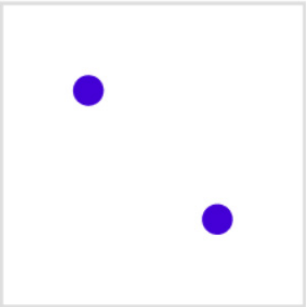
BALANCE - TENSION

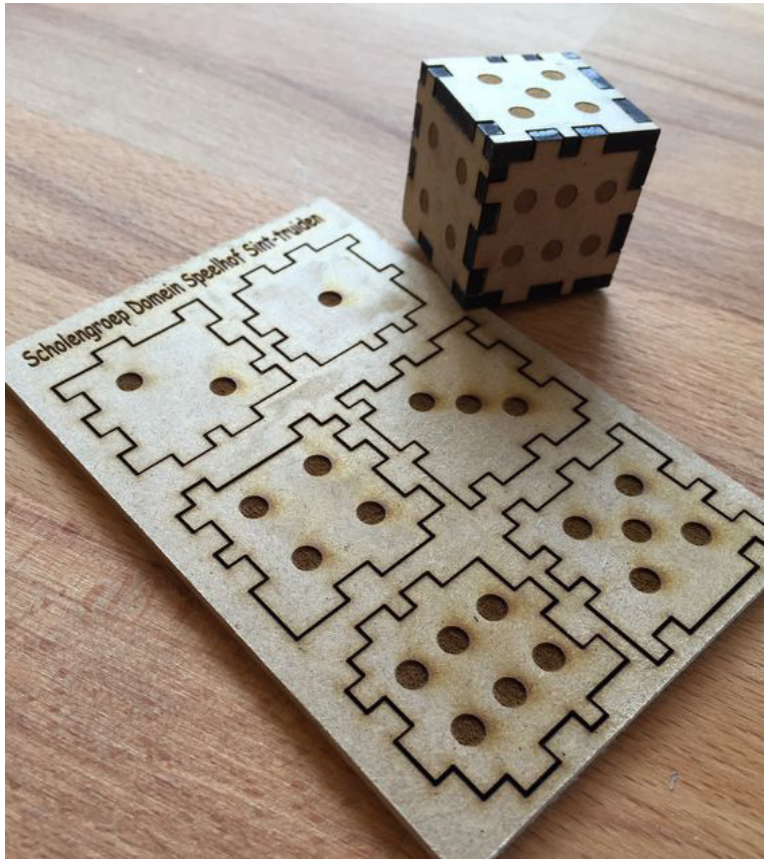
ELEMENTS OF DESIGN



https://bootcamp.uxdesign.cc/7-elements-of-design-for-visual-communication-88c8decd1022

DOT



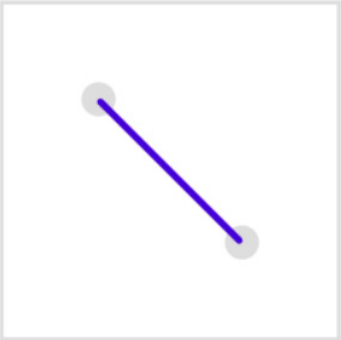


happy hour edition
actually curious
love is happiness
I feel most free when _____
#actuallycurious

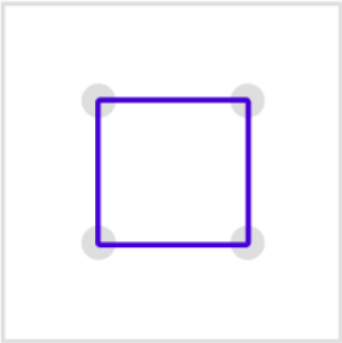
XIII
DEATH
XVI
XII
THE MOON
THE LOVERS
THE MAGICIAN
JUSTICE

ILLUSTRATIVE
MONK
12
10
14
Monks are warriors in the art of simple and clean design.
PHOTOSHOP
CLERIC
8
18
10
Clerics are leaders who are bolstered by divine design power.
They blast foes with magical layouts, bolster colleagues with thoughtful criticism, and lead the way to victory with trackpad and sketchbook in hand.
+3 Criticism
LETTERING
BARD
14
10
12
Bards are artists first and foremost driven to make beauty.

LINE



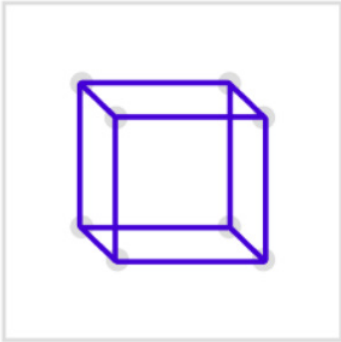
SHAPE



NÄHCAFE
Du gehst in ein Nähcafe und lernst, alte Hose selbst anzupassen. Mach einen Schritt vor.
DOWNCYCLING
Du machst Putztücher aus dem Festival T-Shirt. Mach 1 Schritt vor und schick jemanden 1 zurück.
SPECKGÜRTEL
Die Größe passt nicht mehr. Schau die Karten von jemandem an und nimm dir eine davon.
UPCYCLING
Du verwandelst deinen alten Pulli in eine Mütze. Mach 1 Schritt vor

ROPER
ARCHER
BYSTANDER
THINKER

FORM



FLASHLIGHT
Camper's Item
FIRST AID KIT
Camper's Item
TRAIL END
Congratulations, you survived!

Fantasy Craft
n°010
HUNTED GO-CRYSTAL
crystal song: -2 +2 (1 use)

Fantasy Craft
n°008
SKULL GARDEN
cranium shield: +5 (1 use)

COLONEL MUSTARD
PROFESSOR PLUM
MR. GREEN
MISS SCARLET
MRS. WHITE
MRS. PEACOCK

#4400D6

COLOUR

humid
rainy
windy
foggy
stormy
snowy
cloudy
sunny
rainbow

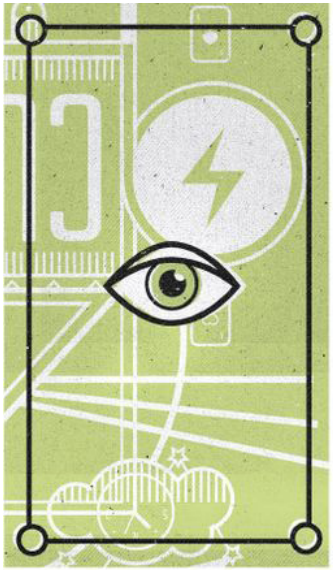
am not alone
MOOD CARD
for me
Let it go
and walk aw
every role
I play
I already have
all it takes

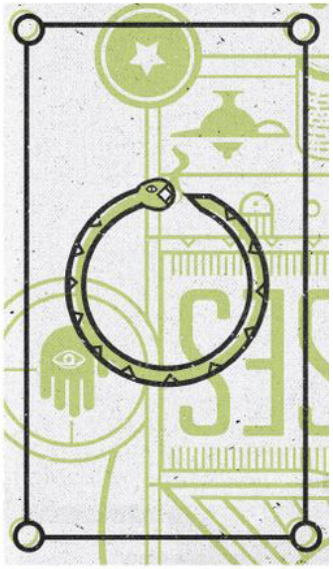
1
RIFT
Draw a card or
Destroy a Nova in play
2
EXOTIC MATTER
You may install another Fuel
Cell with a charge of six or
less this turn
3
DEFLECTOR
If destroyed by an Anomaly's
ability, draw a card or make a
player discard a random card
4
ANOMALY
Destroy all Silver Fuel Cells
in play
5
REWIND
Return any Installed Fuel Cell to
the bottom of the deck
6
DARK ENERGY
Transfer control of a Silver
Fuel Cell in play. The ability is
triggered for the new owner
7
SINGULARITY
Destroy all Bronze Fuel Cells
in play
8
ANTIMATTER
Force an opponent to discard a
random card from their hand
then one of their choice
9
TIME STOP
Cancel a Bronze Fuel Cell
being burned before its ability
occurs. Play at any time
10
NOVA
CARD BREAKDOWN
NAME FUEL CELLS TYPE
RIFT 1
Exotic Matter 2
Deflector 3
Wormhole 4
Singularity 4
Rewind 5
Reactor 5
Dark Energy 6
Future Shift 6
Anomaly 7
Antimatter 8
Time Stop 9
Nova 10
4 OF EACH CARD

VALUE

XIV
X
III
VI
XI
WHEEL OF FORTUNE
THE EMPRES
THE LOVERS
JUSTICE

TEXTURE

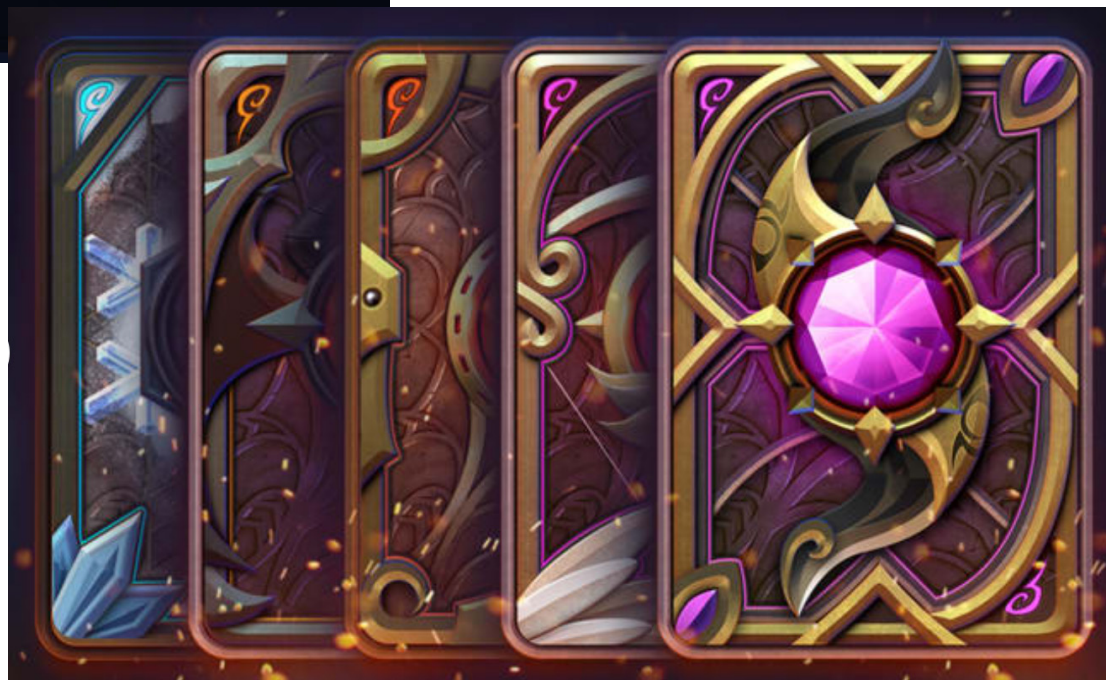




EFFERVESCENT EVASION
potion
Discard before any round of combat to change any one chapter dice to show a trait of your choice.
Whenever you roll a DOUBLE you may change it to any SINGLE.
THE REPLICATION STONES
relic
Whenever you roll a SINGLE, it counts as two singles of that trait.

I
THE MAGICIAN.
THE FOOL.
VI
THE LOVERS.
X
WHEEL OF FORTUNE.
XV
THE DEVIL.
XVII
THE STAR.
XIV
TEMPERANCE.
XVI
THE TOWER.

TEXTURE



GAME NARRATIVE

1. SET UP
2. OBSTACLE
3. STRATEGY
4. GOAL

GOOD DESIGN IS

PRINCIPLES OF DESIGN

+

ELEMENTS OF DESIGN

+

SOLID GAME NARRATIVE

COMBINED

KEY TO CREATING AMAZING DESIGN IS THROUGH:

- Basic ***understanding*** of Design Principles
- Good ***application*** of Design Elements
- Thorough ***observation*** of theme/narrative you chose

| Attention to details |

| Iterations and refinements |

| Competency on software skills |

ESSENTIALS TO DESIGN

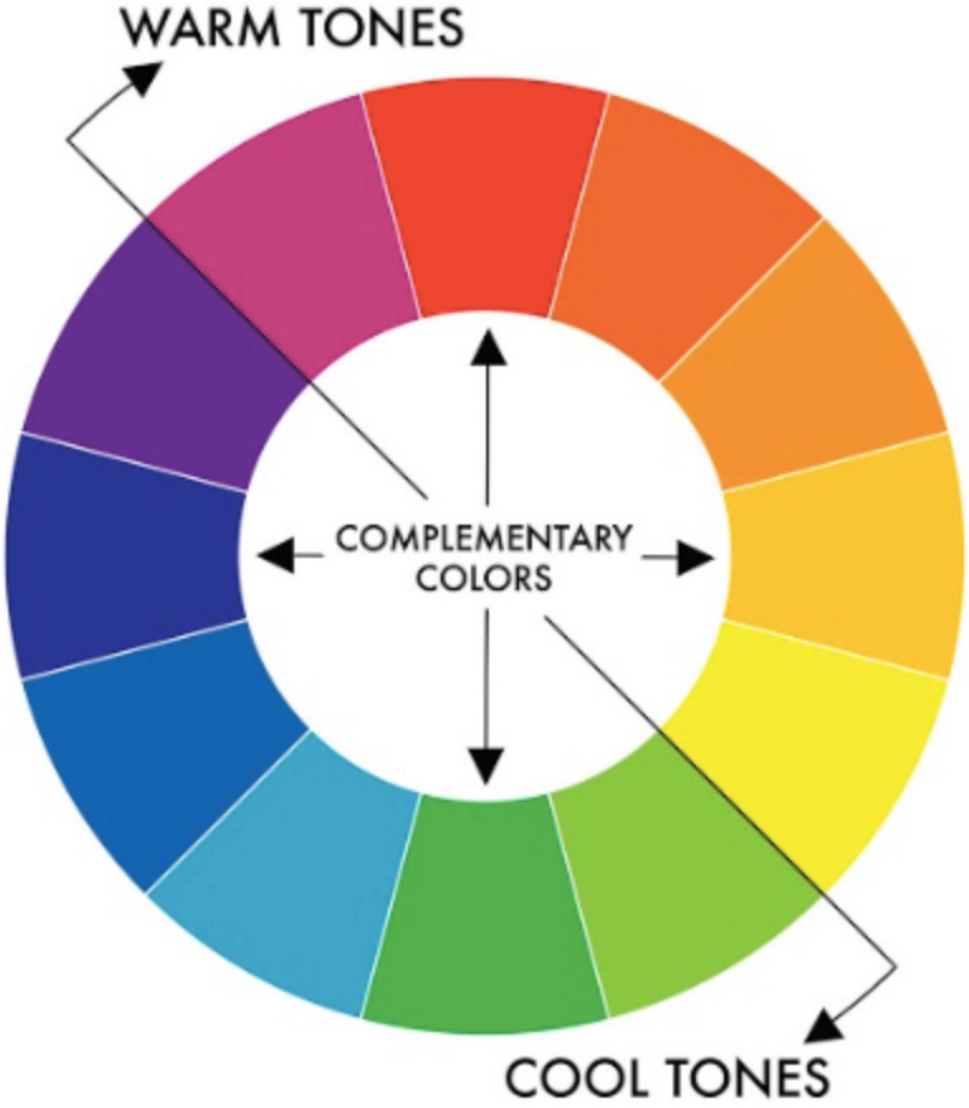
1. **COLOUR PALETTE**
   - choice of colours to match the theme and genre

2. **TYPOGRAPHY**
   - fonts to suit theme and clever use of upper and lower case

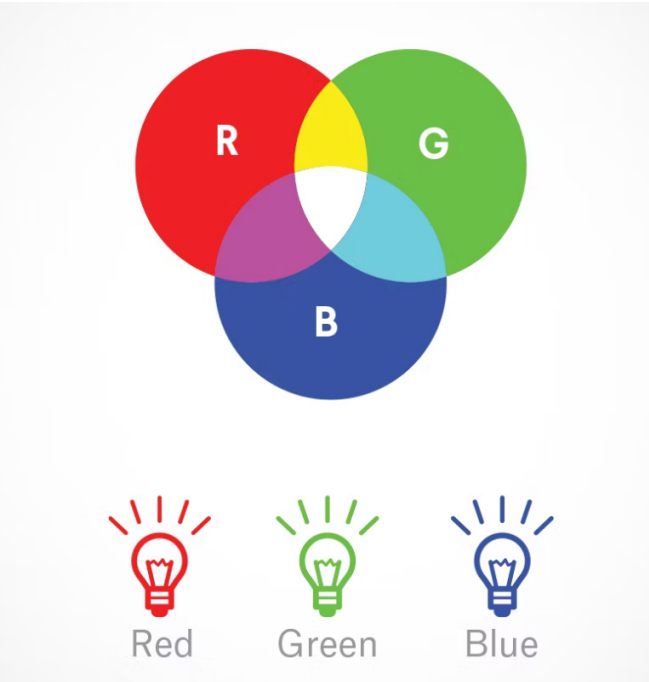
3. **CHARACTERS/ICONS**
   - the drawing style has to be consistent for all

4. **PATTERNS**
   - extract any elements from characters/icons to create patterns

Working *with* Colours

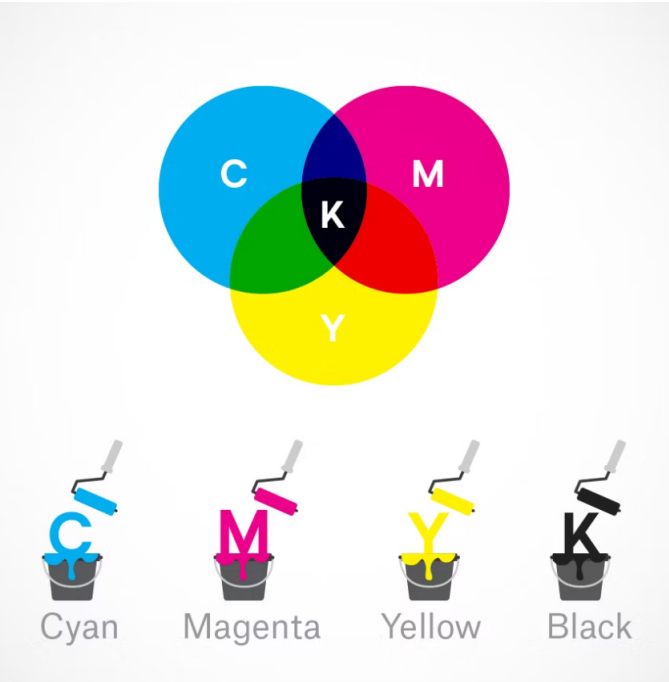


RGB



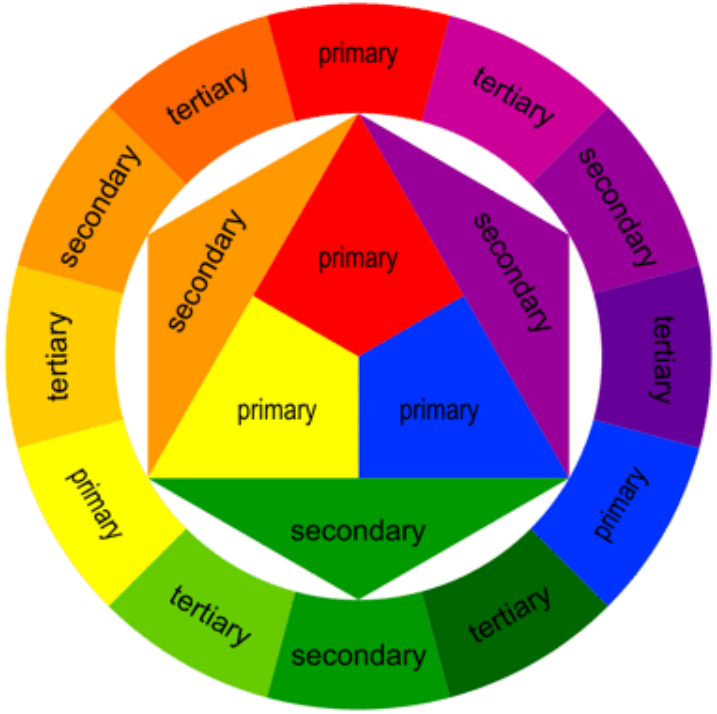
Colour mode used for screen

CMKY



Colour mode used for print

COLOUR WHEEL



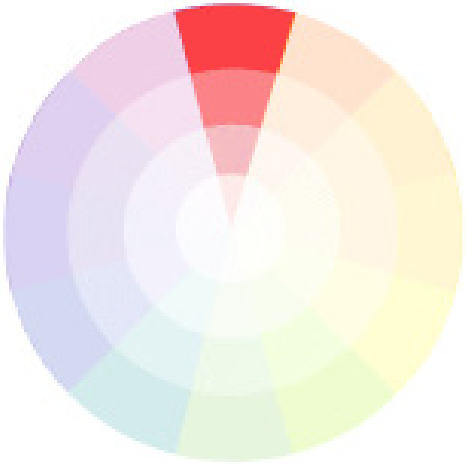
PRIMARY

SECONDARY

TERTIARAY

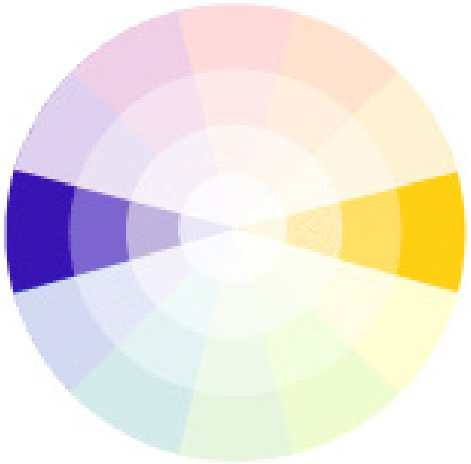
** When setting up Illustrator files, you can choose either RGB or CMYK depending on the output*

COLOUR *SCHEMES*

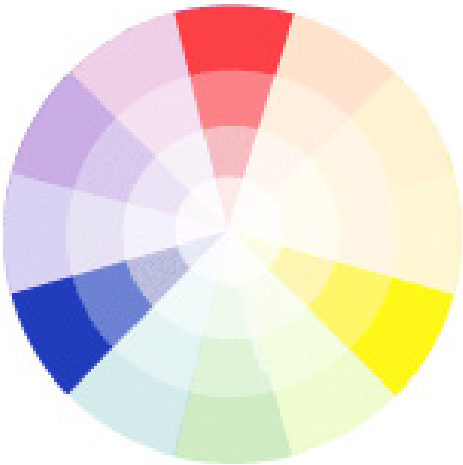


MONOCHROMATIC

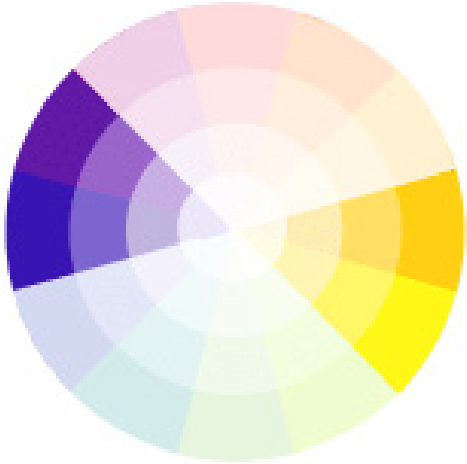
ANALOGOUS



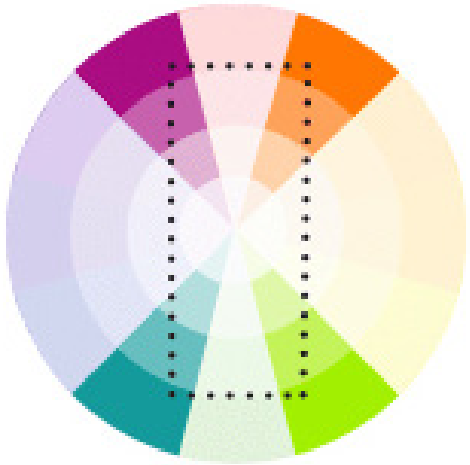
COMPLEMENTARY



TRIAD



SPLIT COMPLEMENTARY



TETRADIC

MONOCHROMATIC

#CADCFC

#8AB6F9

#00246B

HEX Codes: #CADCFC, #8AB6F9, #00246B

SPLIT COMPLEMENTARY

#3B5BA5

#E87A5D

#F3B941

HEX Codes: #3B5BA5, #E87A5D, #F3B941

TRIAD

#4AAFD5

#91B187

#E7A339

HEX Codes: #4AAFD5, #91B187, #E7A339

COMPLEMENTARY

#D3CAE2
#E6C17A

#F6EDE3

#404041

HEX Codes: #D3CAE2 #E6C17A, #F6EDE3, #404041

CLICK FOR MORE COLOUR PALETTE IDEAS

COLOUR *PSYCHOLOGY*

https://londonimageinstitute.com/how-to-empower-yourself-with-color-psychology/

TYPO*graphy*

Select relevant font type for your game's theme

https://www.dafont.com/

New fonts Top FAQ Tools

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 #

Fancy		Foreign look	Techno	Gothic	Basic	Script	Dingbats		Holiday
Cartoon	Fire, Ice	Chinese, Jpn	Square	Medieval	Sans serif	Calligraphy	Alien	Bar Code	Valentine
Comic	Decorative	Arabic	LCD	Modern	Serif	School	Animals	Nature	Easter
Groovy	Typewriter	Mexican	Sci-fi	Celtic	Fixed width	Handwritten	Asian	Sport	Halloween
Old School	Stencil, Army	Roman, Greek	Various	Initials	Various	Brush	Ancient	Heads	Christmas
Curly	Retro	Russian	**Bitmap**	Various		Trash	Runes, Elvish	Kids	Various
Western	Initials	Various	Pixel, Bitmap			Graffiti	Esoteric	TV, Movie	
Eroded	Grid					Old School	Fantastic	Logos	
Distorted	Various					Various	Horror	Sexy	
Destroy							Games	Army	
Horror							Shapes	Music	
								Various	

How to install a font (details in the Help section)
Extract the files you have downloaded, then:

- **Windows 10/8/7/Vista:** Right-click on the font files > "Install"
- **Mac OS X:** Double-click the font file > "Install font" button. Other OS...

77,132 fonts of which:
27,992 with accents
33,547 with the Euro symbol

Recently added fonts

Macaroni € by scratchones — in Script > Calligraphy

55,449 downloads (6,300 yesterday) Free for personal use

Macaroni

Download

Donate to author

Anteri Signature à € by Mans Greback — in Script > Calligraphy

116,619 downloads (3,957 yesterday) Free for personal use

AnteriSignature

Download

Donate to author

Best Sugar € by Khurasan — in Fancy > Comic

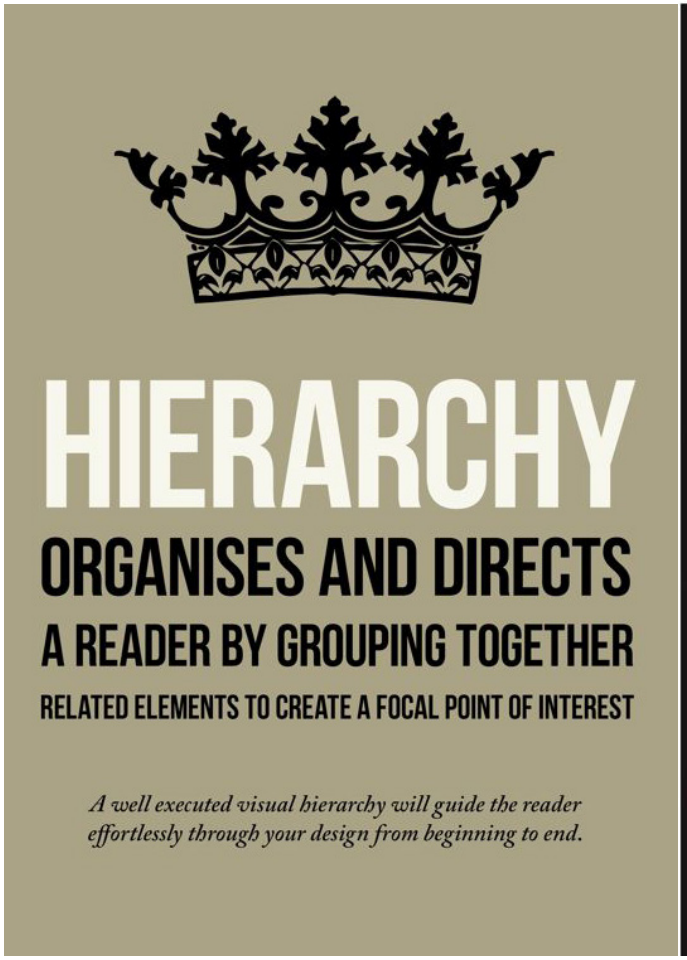
10,004 downloads (1,764 yesterday) 100% Free - 2 font files

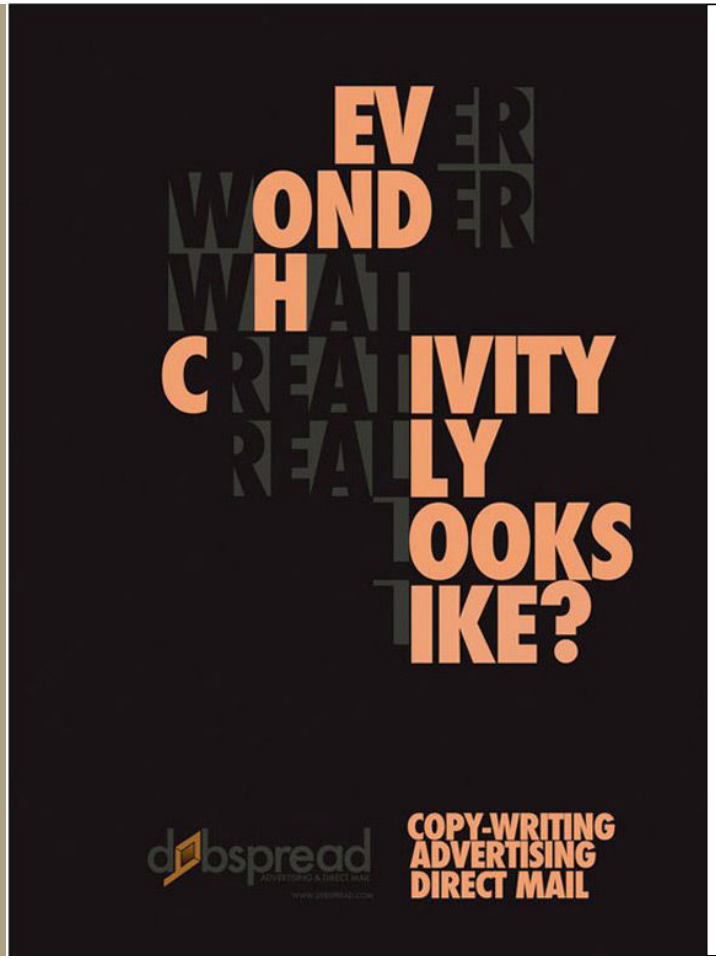
Best Sugar

Download

TYPE *HIERARCHY*

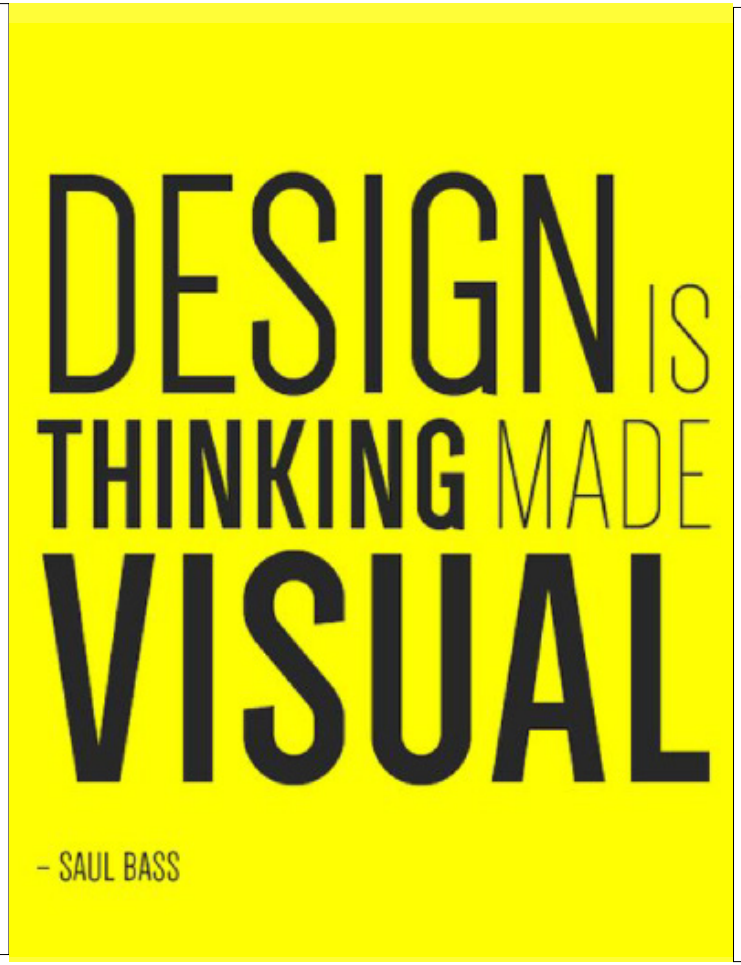
Position, Alignment, Scale, Weight & Style, Colour & Value, Case and Orientation



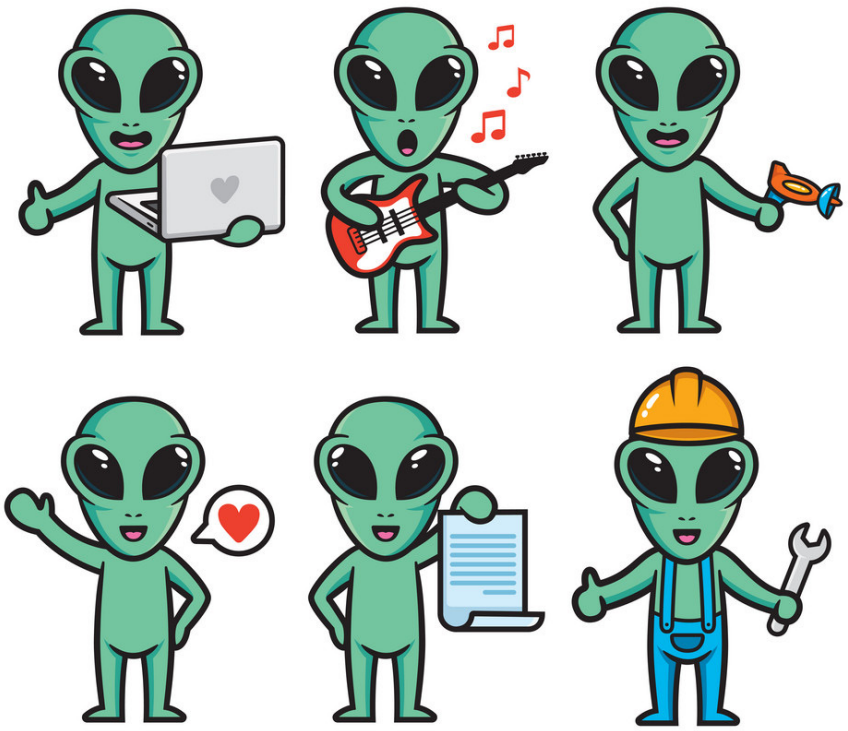


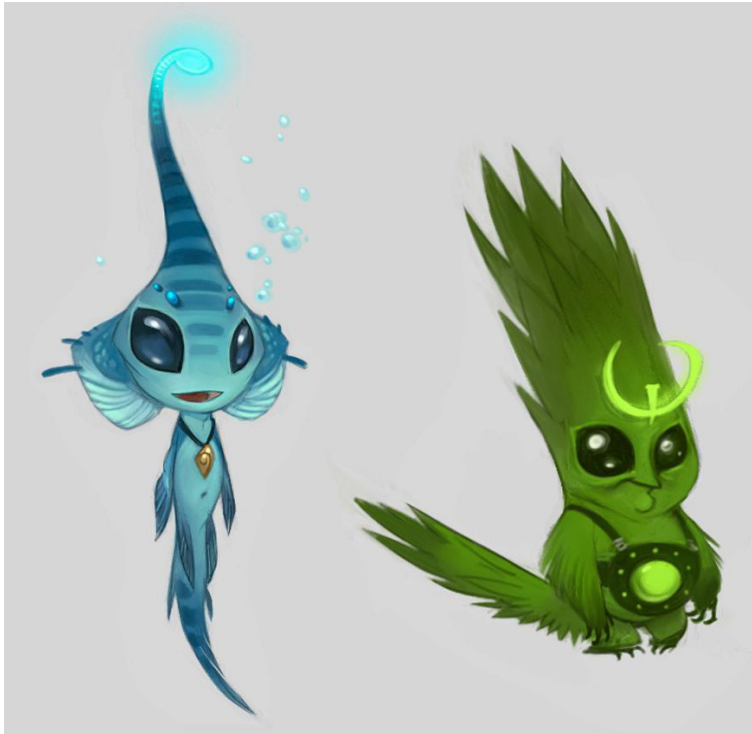
TYPE *HIERARCHY*

Position, Alignment, Scale, Weight & Style, Colour & Value, Case and Orientation



CHARACTERS
& drawing style





PATTERNS

Patterns can be achieved by putting characters, icons and design elements together to create a story telling visual

TIPS ON
Creating Card Design

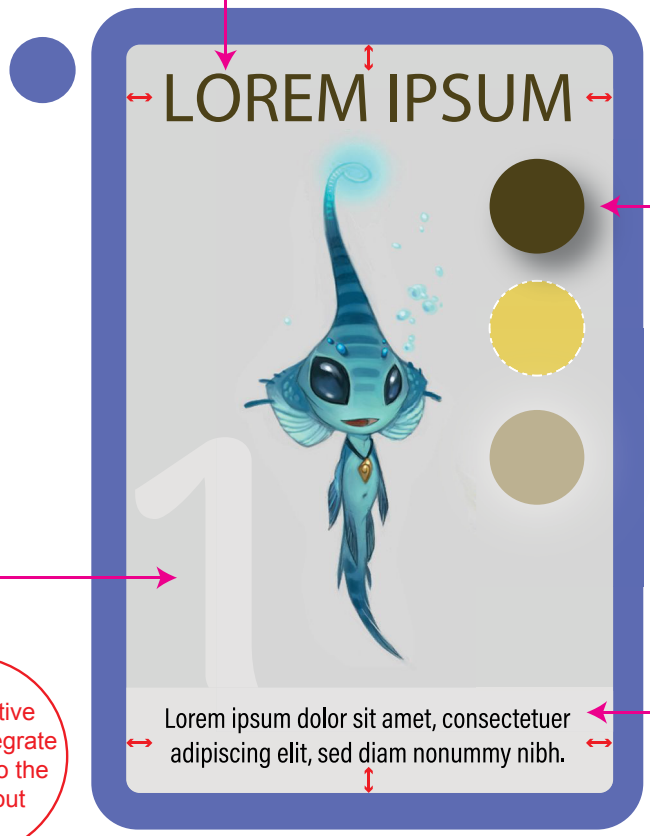
Apply chosen design to all cards as a series

Considerations

1. Layout
2. Color
3. Arrangement
4. Icons
5. Edge
6. Description

Always use an existing card game design relevant to your game as reference

Always use the longest name and longest description to standardize the font size first



Add effects to create depth to bring out foreground elements

1

Find creative ways to integrate elements to the card layout

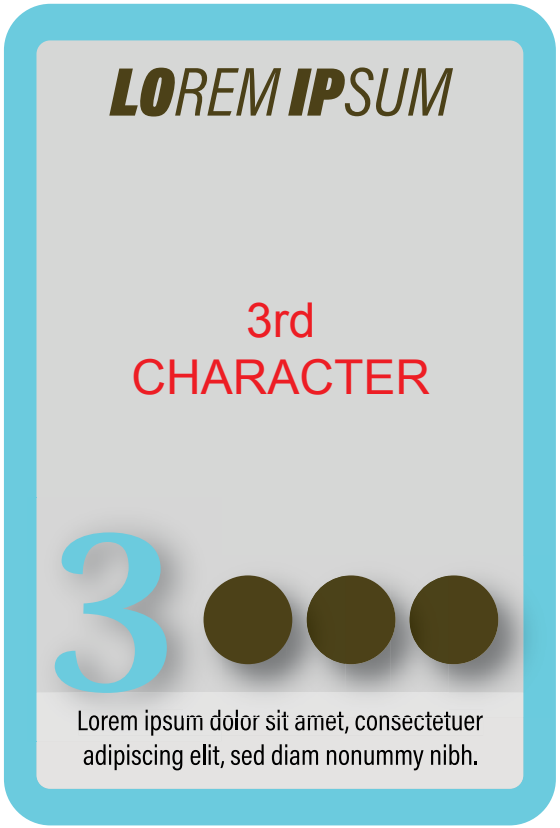
Descriptions should be clear and leading should be comfortable to the eye

Always create variations

Assign colours from your palette wisely
Plan before executing.

Explore different font types and placement of elements as well as effects on elements

Explore different font types and placement of elements as well as effects on elements



CARD GAME
DESIGN STYLES

OBSERVATION

- **VINTAGE** educational card game
- use of colours
- use of both upper and lower case for font
- branding done on packaging but not on cards

PIT
PIT
PARKER BROTHERS, INC.
WHEAT
100
WHEAT
PIT
THIS PACK CONTAINS A BULL AND A BEAR CARD
WHICH APPEAR ONLY IN THE
BULL AND BEAR EDITION
THE GREAT GAME
PIT
SOLD EVERYWHERE
This Pit Pack can be used in the usual way WITHOUT the Bull and

35 Master Blonde
the Barber's Son
COPE'S CIGARETTES
You Should See me with it on
34 Mrs. Blonde
the Barber's Wife
COPE'S CIGARETTES
33 Mr. Blonde
the Barber
COPE'S CIGARETTES
32 Miss Drip
the Dyer's Daughter
COPE'S CIGARETTES
On His Annual
31 Master Drip
the Dyer's Son
COPE'S CIGARETTES
40 Miss 'Arris
the Aristocrat's Daughter
COPE'S CIGARETTES
39 Master 'Arris
the Aristocrat's Son
COPE'S CIGARETTES
38 Mrs. 'Arris
the Aristocrat's Wife
COPE'S CIGARETTES
37 Mr. 'Arris
the Aristocrat
COPE'S CIGARETTES
36 Miss Blonde
the Barber's Daughter
COPE'S CIGARETTES

CORNER
AN ENTERTAINING PASTIME and an EDUCATIONAL SPORT
CORNER
An Entertaining Pastime
An Educational Sport
SHEEP 80
WINE 70
THE BROKER
WOOL 100
TIN 40

OBSERVATION

- **FLAT GRAPHIC** card game
- use of colours
- type design and type setting
- mostly lower case for font
- branding applied to full card set

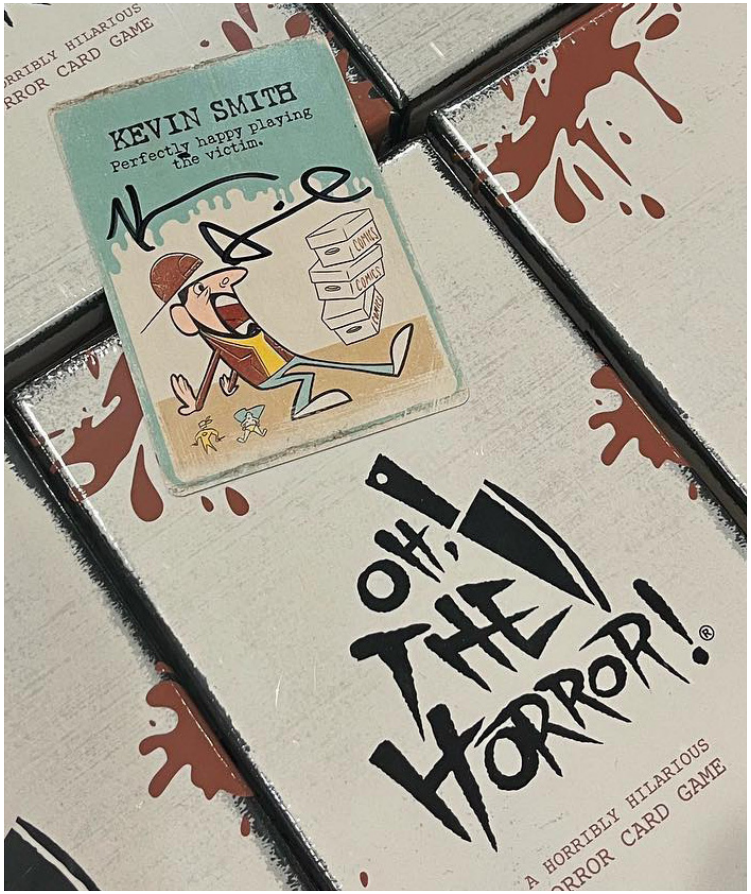
7
WILD
WILD
1
TRIO

8
BURGER JOINT
MEATY'S
Get 1 coin from the player who rolled the dice.
6
STADIUM
2
RANCH
1 coin from the bank, on anyone's turn.
2
1
SUSHI BAR
3
8
FURNITURE FACTORY
Get 3 coins from the bank for each establishment that you own, on your turn only.
1
WHEAT FIELD
from the bank, one's turn.
22
RADIO TOWER
Once every turn, you can choose to re-roll your dice.
30
AIRPORT
UNDER CONSTRUCTION
If you do not build anything, get 10 coins from the bank.
30
AIRPORT
If you do not build anything, get 10 coins from the bank.
2
HARBOR
If your dice total 10+, you may add 2 to the total.

OBSERVATION

- **CARTOON CHARACTER** card game
- use of colours
- Title Case and lower case typesetting
- branding applied to full card set

COLOSSUS
Discard 1 visible Monster card
Use the special power of a Monster not taking part
GORGON
Deactivate half of one player's hand
TROLL
Pick up 1 visible Troll card
Retrieve 1 of your bet
DAIMON
Swap 2 Bets of the current round
MAGUS
WYRM
Discard 1 visible Mon
PIRATE
UNICORN



OBSERVATION

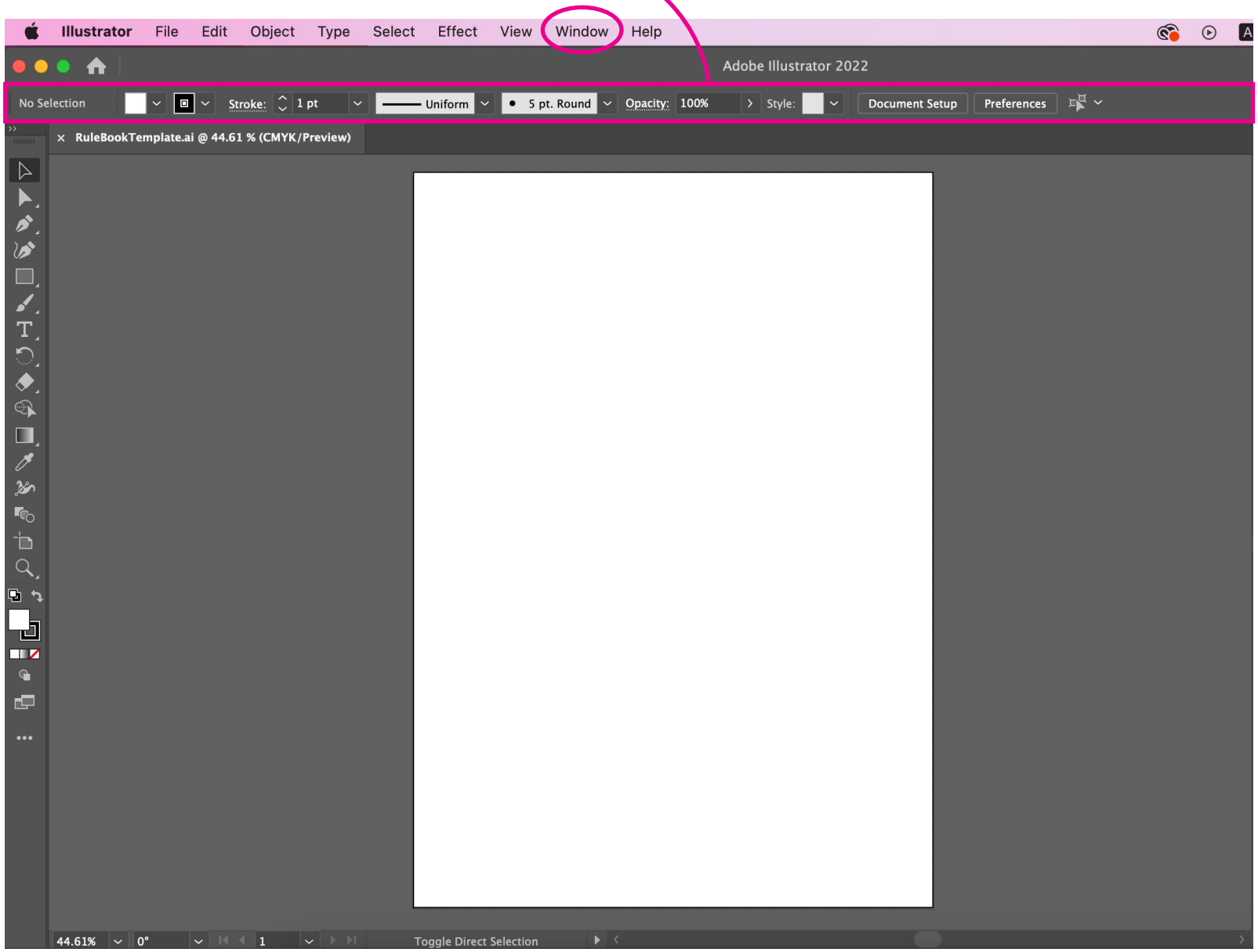
- **HORROR THEME** character card game
- use of colours
- use of blood splattering theme
- typewriter font and horror font
- branding applied to full card set

· WITCHBORN ·
8 HP · 7 EP
· SPELL FLARE ·
During the standoff phase, you may spend 1 EP to increase the numeric values of your next spell's effect by 1.
· REVENANT ·
6 HP · 8 EP
· RESURRECT ·
If your HP reaches 0, you must exchange any amount of your remaining EP for HP at the end of the turn.
· VAMPYRE ·
8 HP · 8 EP
· BLOOD FEAST ·
For 3 EP, steal up to 2 HP and 1 EP from a foe. Use this ability the same way you "pass", but instead of stating that you are passing you, will state that you are using this ability and on who. Counts as DMG.

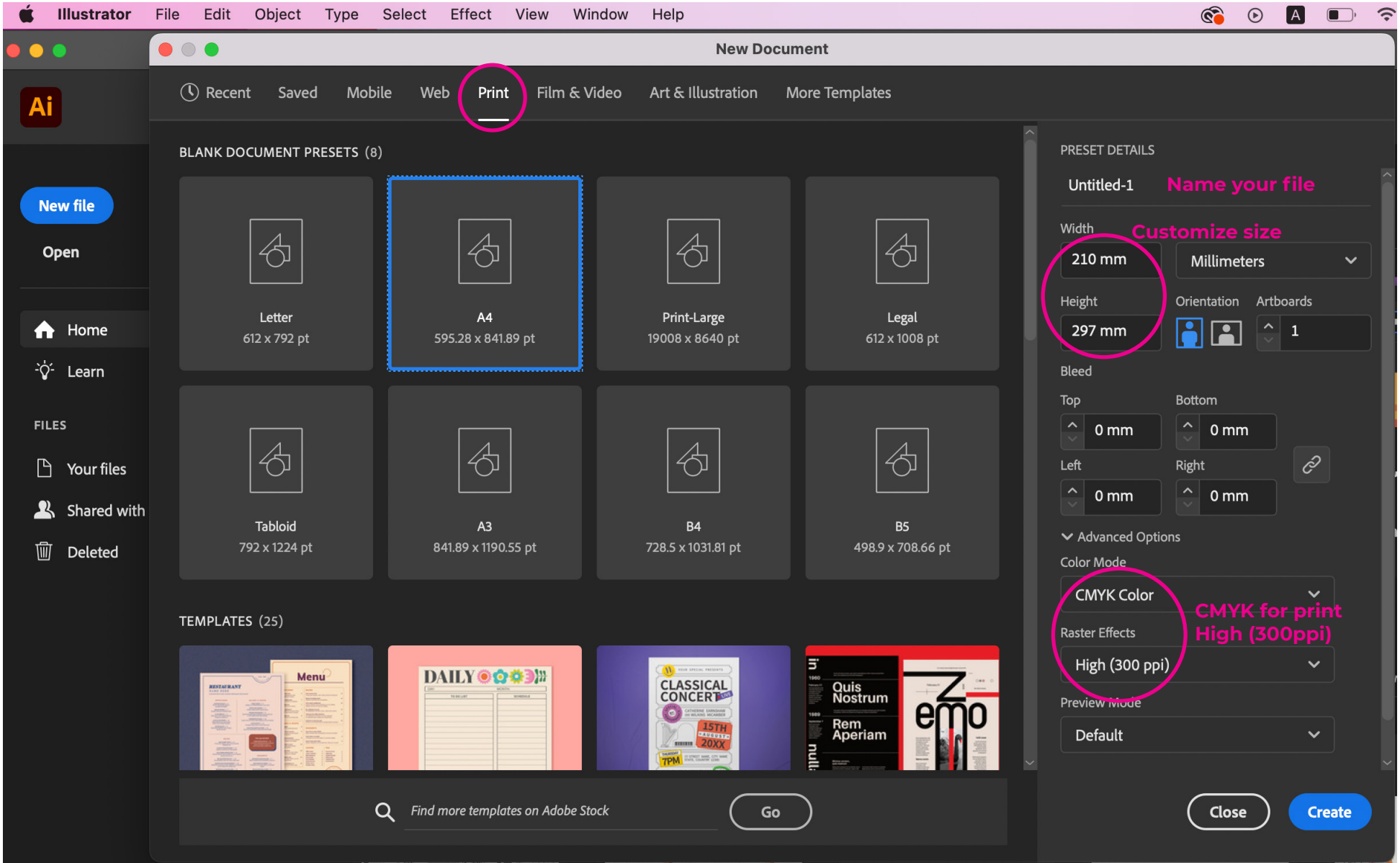
S
Bloody night
All vampires get +5 bonus to strength.
Hunters get -3 to their sens
10
3
8
1
4
Energy source
Gives it's owner +5 mana energy each turn.
Cannot be destroyed.
Space tunnel
#1
:5
ce tunnel connects
Player's planet-
can move up to 5
its between them.

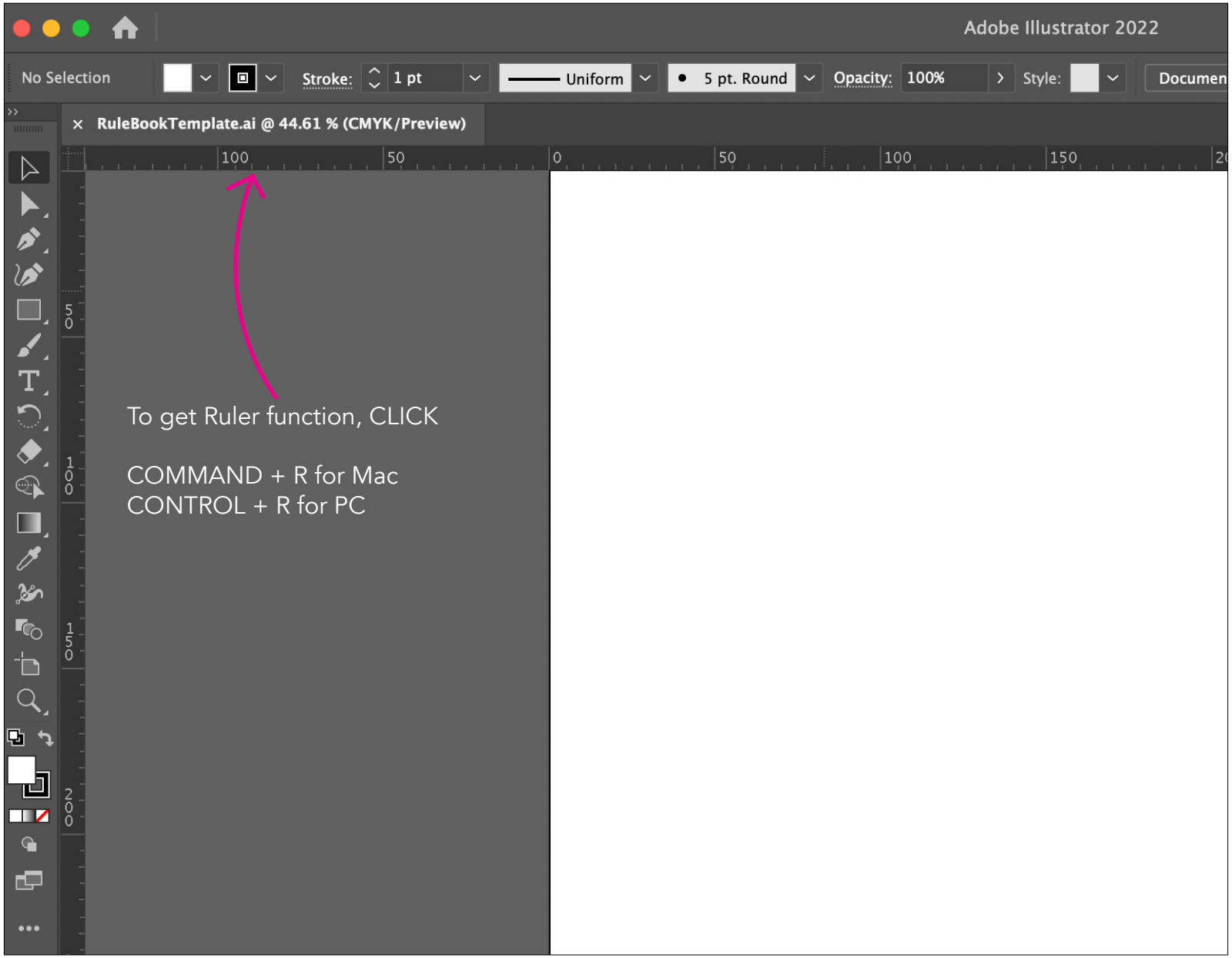
BASICS OF **ILLUSTRATOR WORKSHOP** FOR THOSE WHO WANT TO EXPLORE

If this panel is missing, go to Window on main menu bar, select "Control" and it will show up

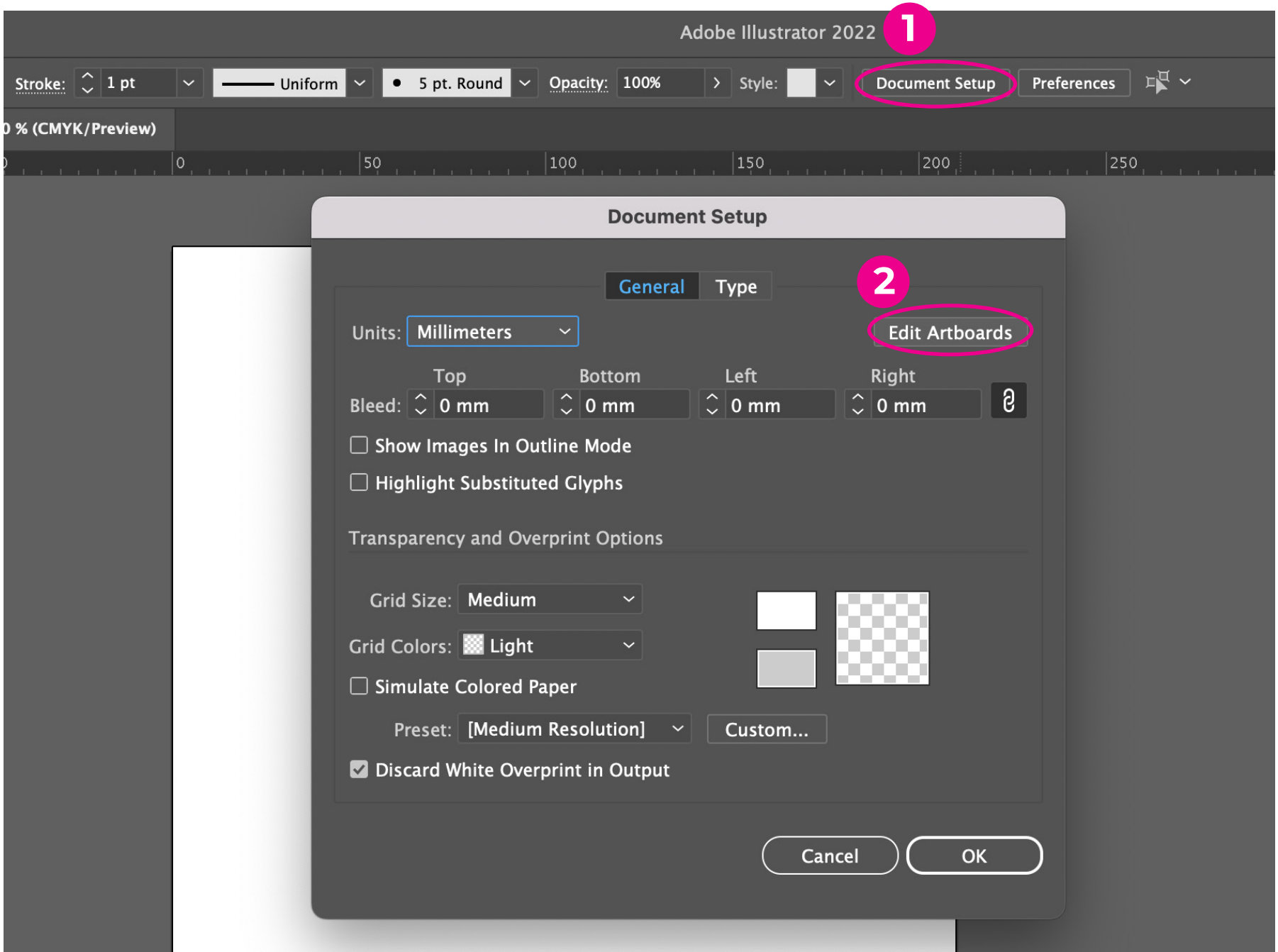


Set up Illustrator file



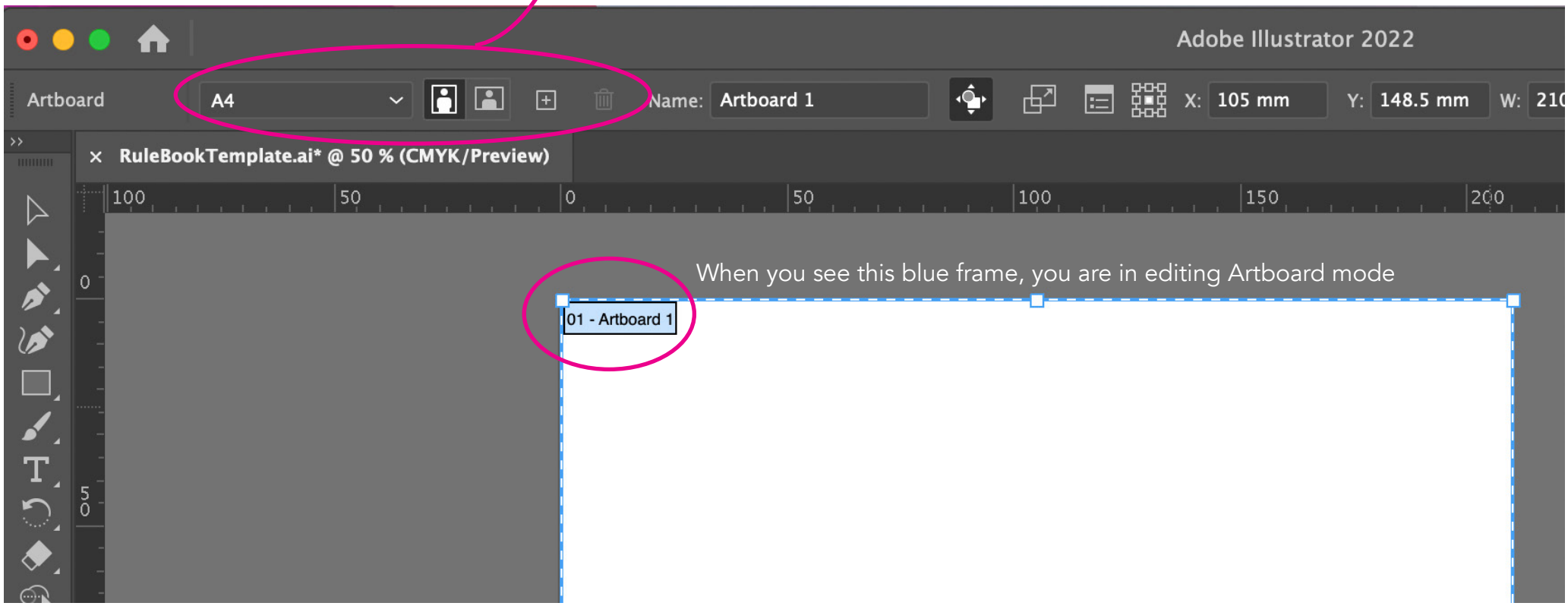

Adobe Illustrator 2022
No Selection
Stroke:
1 pt
Uniform
5 pt. Round
Opacity:
100%
Style:
Documen
RuleBookTemplate.ai @ 44.61 % (CMYK/Preview)
To get Ruler function, CLICK
COMMAND + R for Mac
CONTROL + R for PC

To add more Artboards, click on 1, then 2 on pop up box



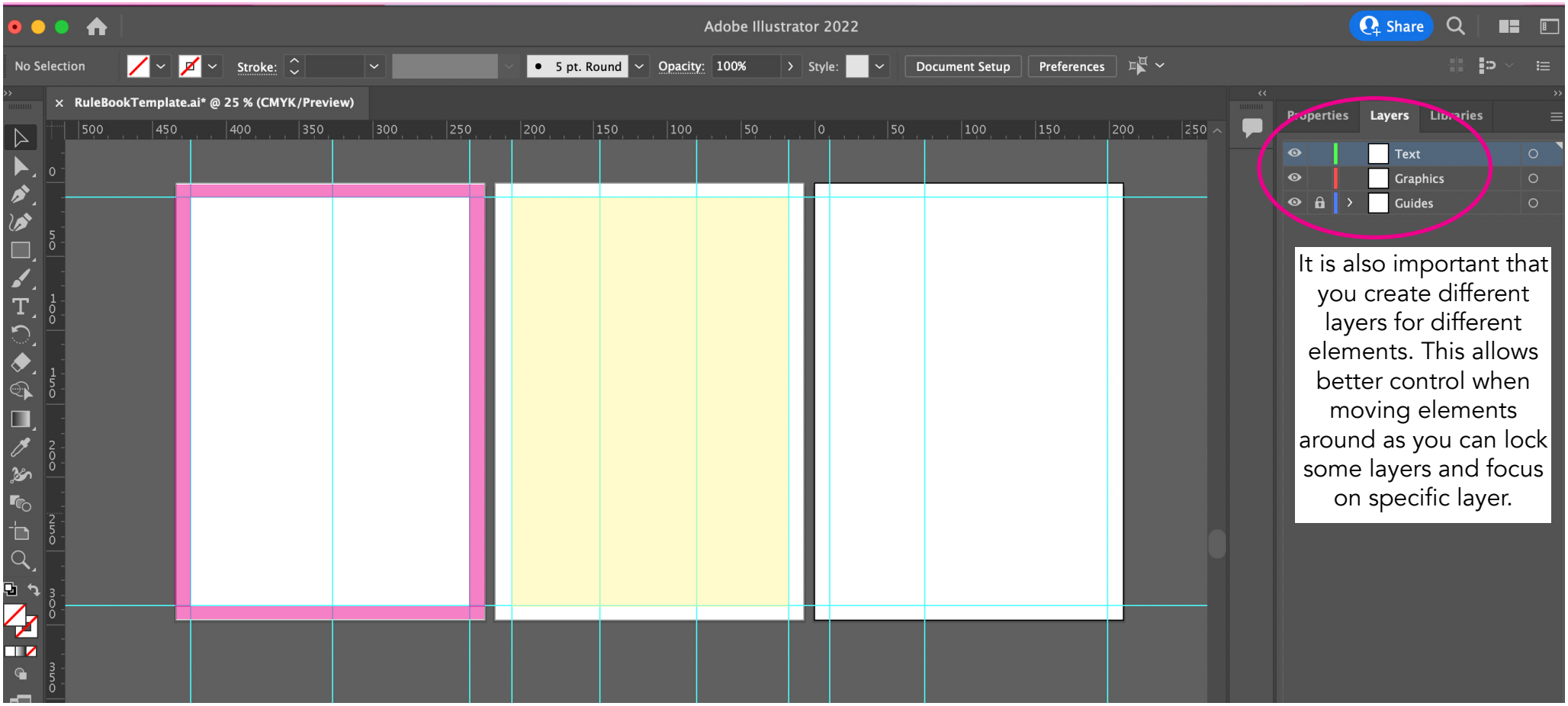
Editing Artboards

To resize, change orientation, add boards or delete boards

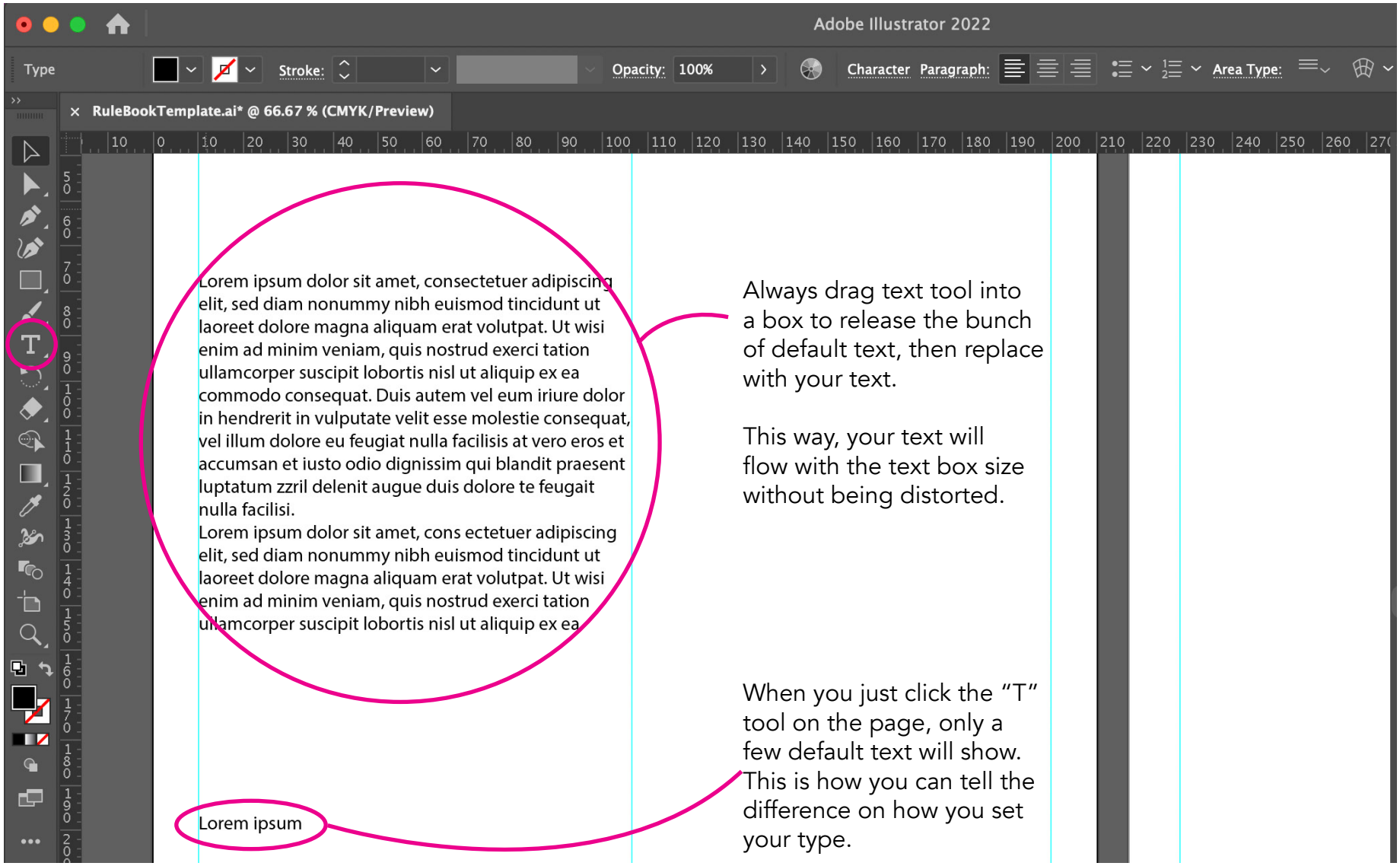


Set Guidelines & Grids

ALWAYS set margin space ***(in pink)*** around document and grids ***(in yellow)*** for your layout.
Grids will create columns, which you can use to set your contents neatly and get some good alignment.



Typesetting



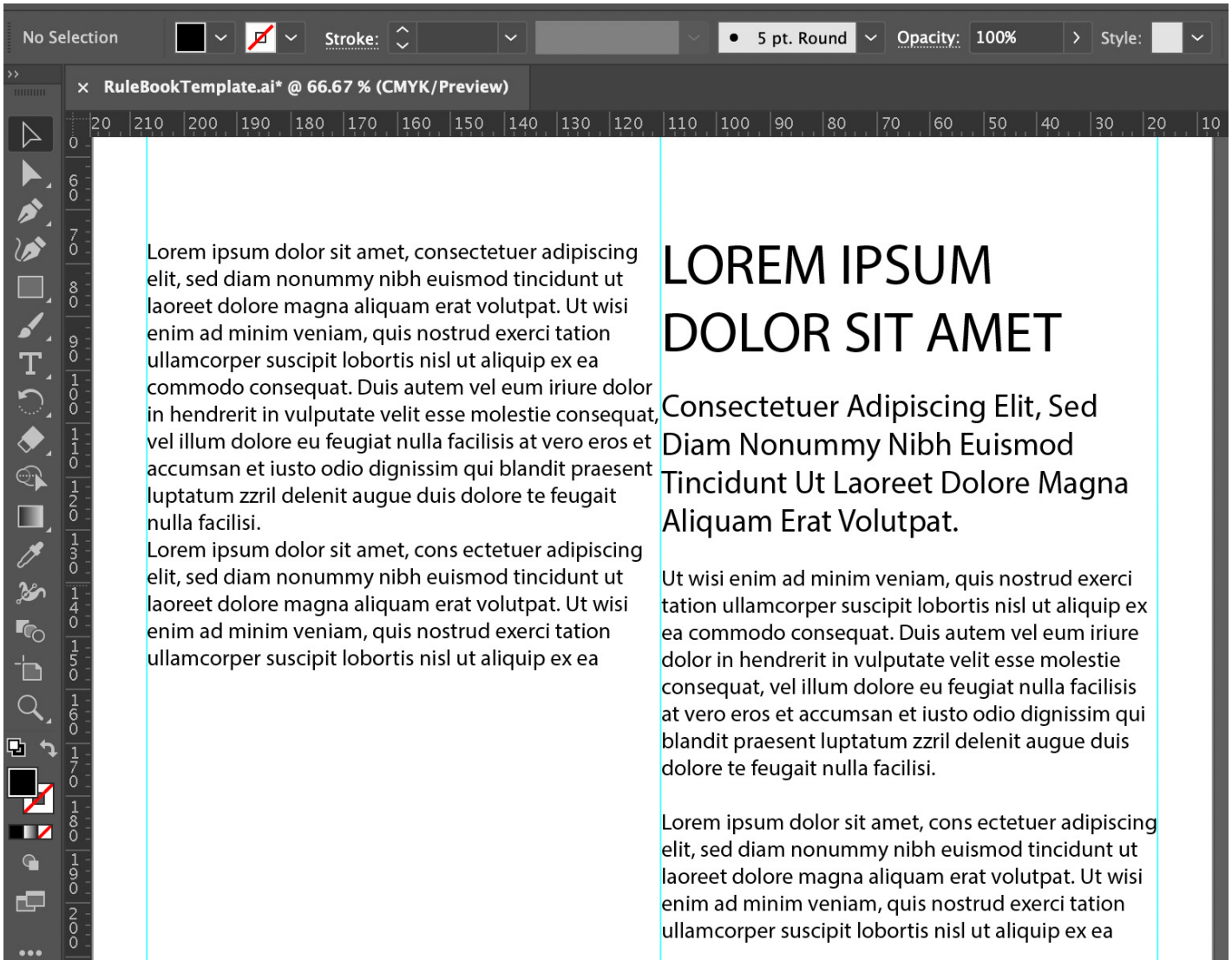
Always drag text tool into a box to release the bunch of default text, then replace with your text.

This way, your text will flow with the text box size without being distorted.

When you just click the "T" tool on the page, only a few default text will show. This is how you can tell the difference on how you set your type.

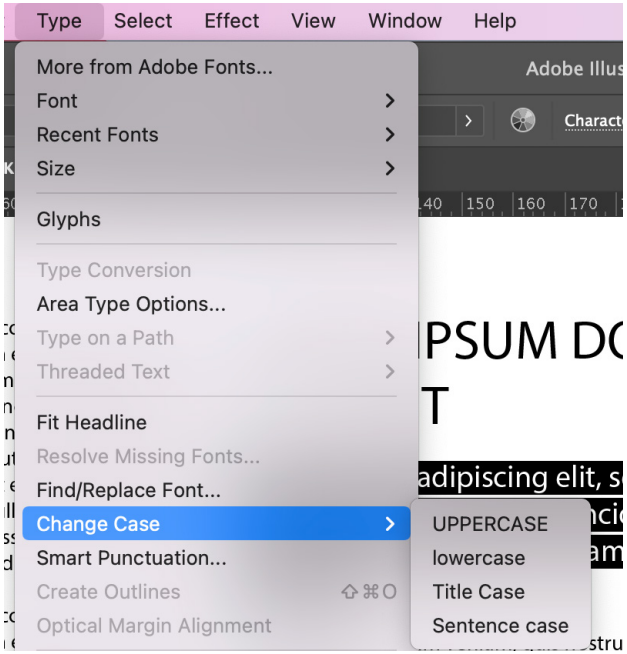
Type Hierarchy

Type Hierarchy creates contents with emphasis and makes reading for more efficient for readers.



Type Hierarchy doesn't only apply to font sizes. You can play with Change Case with choices of below.

For my example, I have used UPPERCASE for headline, Title Case for sub head and Sentence case for contents.

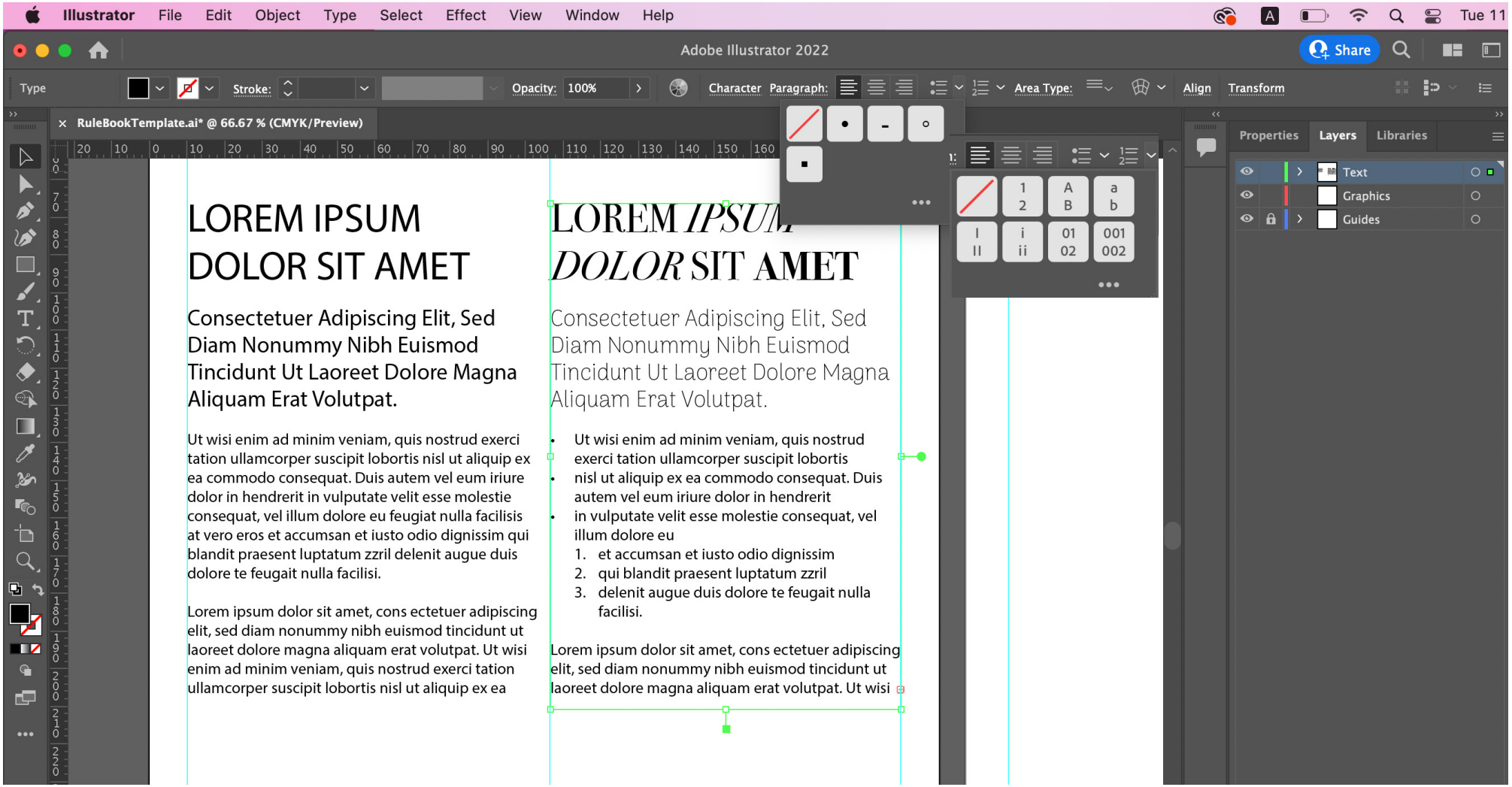


Type Hierarchy

Type Hierarchy can also be reflected through the usage of font types. Never use more than 3 families of fonts (each family should have different weights like *Italic*, Regular, **Bold** etc.

You can also pair font with Serif (fonts with “tails” that looks more traditional) fonts and Sans Serif fonts.

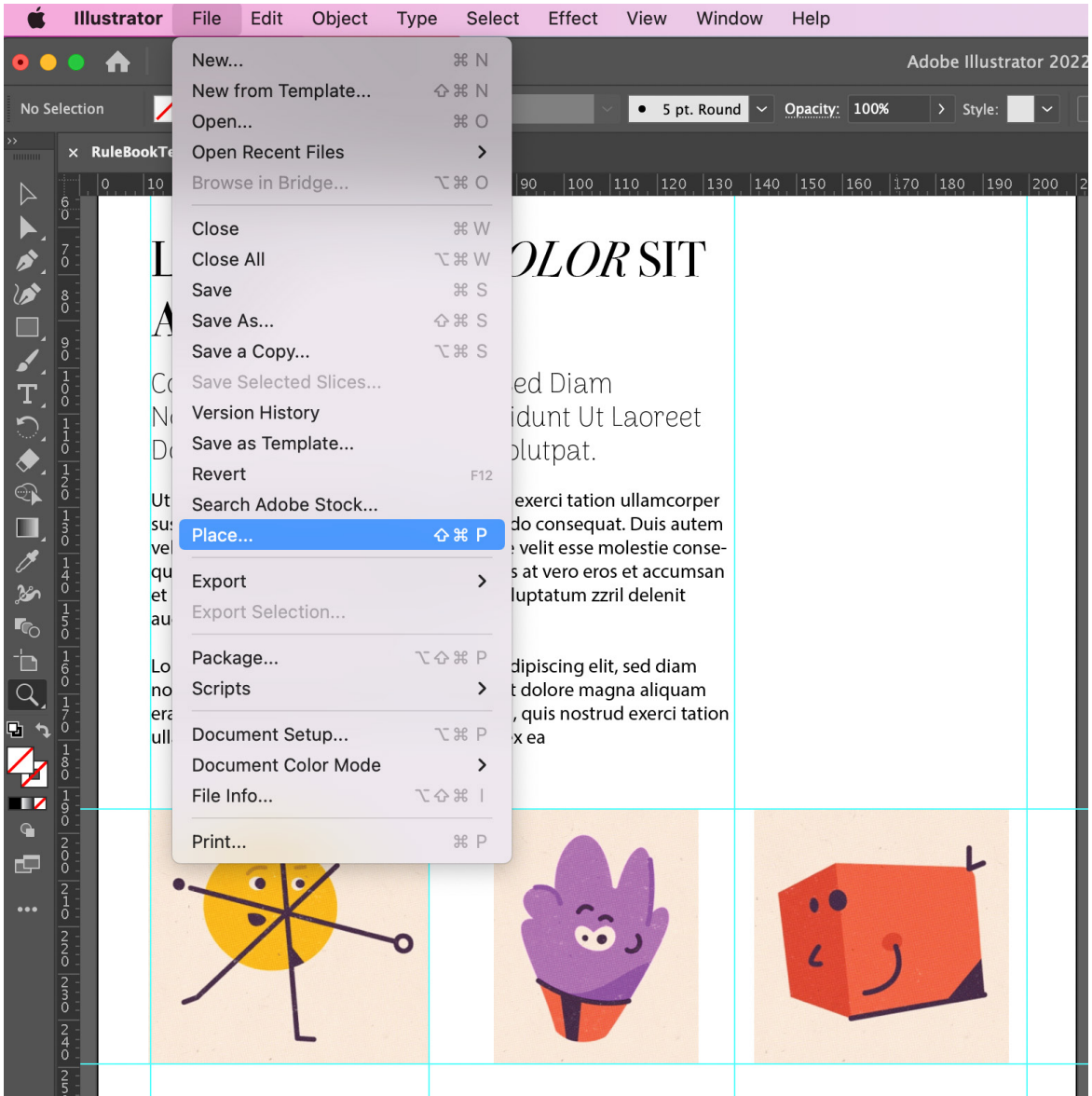
Setting Bullets & Numbered List



Typesetting + Applying To Grid System

After typesetting, you can then apply the contents to your grid system you have created. You may also work the other way round by putting in all the contents to flow within your grid system, follow by working on your typesetting.

Importing Images



TRY TO USE SHORT CUT

To import images, the command is under File > Place and there is a short cut key that will make it much faster.

You can import jpg, png and pdf files to Illustrator and further manipulate them.

Example: Image Trace jpg file to vector file