UFCFHQ-45-3 Comprehensive Creative Technologies Project Proposal	
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Project Title:	Designing a video game concept with a unique mobile companion app tie in

Description

The creative technologies project I will be undertaking is the design concept of a video game with a tie in prototype companion app. The concept of the video game will either be a traditional console game or may explore more experimental technology such as augmented reality, virtual reality, or even mixed reality such as Microsoft's HoloLens. The companion app will serve the purpose of increasing the enjoyment of the game, adding functionality to the experience that otherwise wouldn't be possible as well as serve to track stats, compare achievements, scores etc with others outside of the game itself.

The result of the project will be a collection of deliverables that provide all the design concepts of a video game and companion app component, showcasing how the game would play and how the app would operate with it so that it could then be propositioned to a publisher and developed from there.

Deliverables:
- Research documentation
- App wireframes
- Mid-fi prototype
- User Testing documentation
- Logo ideation & final design
- Game + app concept art
- Explainer video + script
- Weekly progress diary

Research and background

I have run an informative, journalistic style YouTube channel (Project Gamer, 2016) revolving around video games for 6 years. It's an industry I have researched in great detail and one I am knowledgeable about which places me in a great position to produce a solid concept.

The video game industry is constantly evolving with new technology and there is huge opportunity to introduce new ways for players to interact with games. I have researched emerging technology such as

Figure 1: Holo-Lens 2 (Microsoft, 2016)

Figure 2: Wii Vitality Sensor (Nintendo, 2009)

virtual reality (e.g. PSVR 2), augmented reality (e.g. Pokémon Go) and mixed reality (e.g. Microsoft HoloLens) (see figure 1). I have also conducted research into other technology that could be incorporated such as the cancelled Wii Vitality Sensor (see figure 2) (SVG, 2022) that was planned to use heart rate readings to alter the gameplay experience. This is a concept that has great potential to be modernized and adapted for a horror game that I plan delve further into.

Additionally, I have spent time researching and using existing companion apps such as Fallout 4s pip-boy app (see figure 3) (Bethesda, 2015) which emulates the in-game characters user interface adding to the immersion while also increasing the interactivity or Destiny 2s (Bungie, n.d.), which allows you to access your gear, challenges, and various other information even when you aren't playing. This is an invaluable resource to dedicated players who like to micromanage their character and experience on a daily basis.

Figure 3: Fallout 4 Pip-Boy Companion App (Bethesda, 2015)

Objectives

Project objectives
- To create effective and professional looking branding for a product

- To combine a video game concept and app together to add to the experience in a novel way
- To create an app prototype that is easy and intuitive to use

Research objectives
- What different types of technology exist that could be utilised
- How to create an effective, engaging gameplay loop
- How a companion app can enrich and enhance a video game
- How a mobile app can interface with a console game

Learning Objectives
- How to manage a project with multiple, different elements
- How to use After Effects, XD and Illustrator more effectively
- How to create an app with an effective UI and UX
- How to design a video game concept

Methods, techniques, tools and processes

I will be using the majority of the Adobe Creative suite, utilising knowledge of programs that I learned previous to starting Digital Media, namely Photoshop and Premiere Pro as well as those that I was taught during the program such as After Effects, Illustrator and XD that I wish to further my ability in.

I will be drawing upon information gathered from previous modules such as colour theory, Gestalt principles and wiring framing from Graphic & Web Design, competitor research, user testing and prototyping from User Experience as well as motivation in games, game mechanics and gameplay loops in Play & Games.

Risks and issues

Risk	Mitigation	Contingency
The game concept isn't fun	Conduct research into games already on the market, what makes an engaging gameplay loop and encourages people to keep playing.	Analyse what about the concept isn't fun or interesting and make alterations to the proposed gameplay loop
The companion app detracts from the proposed game experience	Research companion apps that already exist and why they succeeded or failed	Analyse what makes it detract from the game experience. If it's the UI or UX, iterate upon the prototype

Deliverables are taking longer than expected	Create a detailed plan for each deliverable, allow the appropriate time for them. Dedicate more time to the project if necessary	Dedicate my time to the main deliverables, pare down less important ones or cut them
The companion app isn't intuitive to use or visually appealing	Refer to the learning material from Graphic & Web Design and User Experience as well as research existing apps on the market	Identify what aspects are not working well, spend the appropriate time improving these elements and allow additional time for further user testing
The technology proposed isn't realistic or would be too expensive as a product	Conduct research into the technology available as well as emerging technology and how cost effective they would be to implement	See if there is a more realistic or cheaper comparable technology that could be used in its place

Specialist resources and support required
The Adobe suite and a graphics tablet.

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Monthly project plan

Month	Task	Days
October	Brainstorm project ideas	2
	Research technology and idea	2
	Write proposal draft	4
	Polish proposal	4
	Final proposal to be submitted by (October 25th)	N/A
November	Research chosen technologies	2
	Research documentation	5
	Game and app concept brainstorm	3
	Rent graphics tablet	N/A
	Practise with the graphics tablet	2
December	Very rough concept sketches	2
	Solidify app features and functions	2
	Initial game and app concept art	3
January	Logo & branding ideation	4
	Final logo design/s complete	2
	Game and app concept art	3
	App wireframes	3
February	Lo-fi prototype	5
	App user testing + documentation	3
	Mid-fi protype	3
March	Final app user testing + documentation	1
	App iteration following testing	1
	Script for explainer video	2
	Explainer video	5
April	Final feedback from supervisor	1
	Final Improvements and alterations	2
	7000-word report	14
	Package deliverables	1
	Hand-in (25th April)	N/A
May	Viva	1