IMY320 Phase 1: Proposal & Concept

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One and a Half Friends

Lecturer:

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Index:

Introduction:

This proposal attempts to indicate the process of which the general look and feel of the website regarding the IMY300 game "DreamScape", the aim is to incorporate several design and technological trends in the making of this website as well as improving upon the interactivity and the general user experience of the website in question. All content will be generated and made by a team of multimedia students.

"DreamScape" is in essence a puzzle solving adventure game, and thus the website will have to mold with the general look and feel of the game in order to give continuity to the overall concept of the game itself, as after all the website is there to promote the game. Therefore this will set the tone for the general look and feel of the website itself.

Design Objectives:

The aim is to make the website nearly seamless in its animation and transition between phases or pages. As well as add a lot of multimedia elements to the website instead of a lot of text elements. Lastly we aim to make the website as intuitive to use as possible within reason of the actual design and technological implications of such an intuitive design, in order to best design for user experience.

Therefore a simple list of three Design Objectives would be:

1. Seamless Animation and Transition between Phases.
2. Multimedia elements alternatives to text where possible.
3. Intuitive Design for a good User Experience.

Technical Approach:

- **Specifications for the project:**
  There are several specifications given to the team of students from the start of this assignment, key among them are the specifications that the website should incorporate several trends and should be designed around interactivity and user experience. Thus we aim to incorporate some concepts from flat-design. Flat-design is seen as "the style of design in which elements lose any type of stylistic characters that make them appear as though they lift off the page" (Turner, 2014). However this website will only aim to use parts of this specific design concept such as the use of "panels" and the slight shading as things "lift off the page". As for technological advances the team is looking into the use of JavaScript ES6 and JQuery as well as some variant of Bootstrap such as Kicktrap.
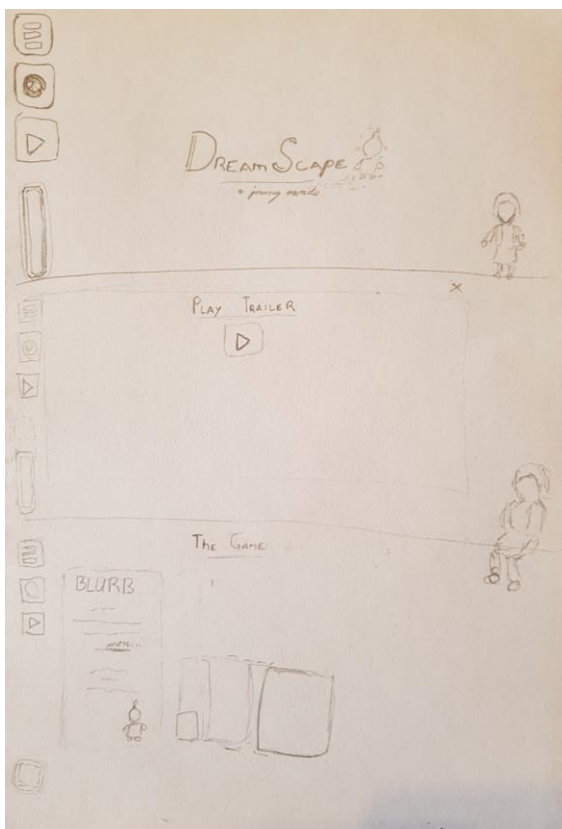
- **Generating Design Concepts:**
  The base Design concept comes from the Low-Poly nature of the game itself as well as the games own central colour scheme. With that in mind, the designers aim for a minimalistic approach as well as a clear colour scheme.
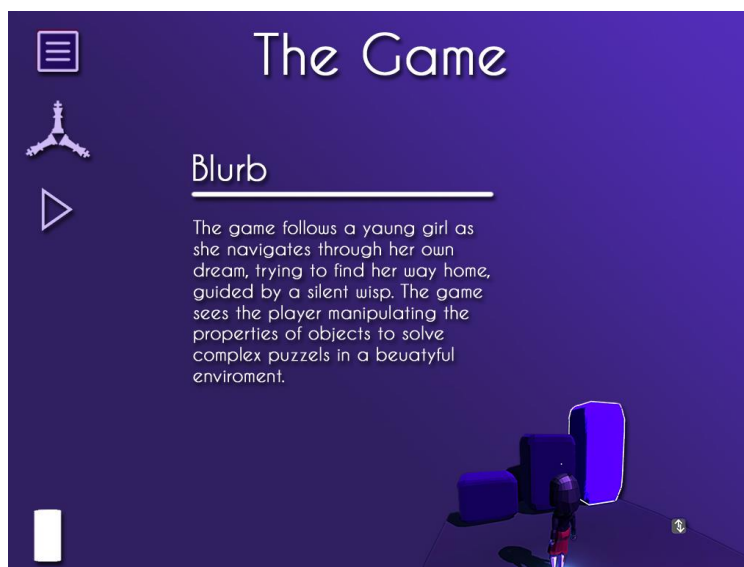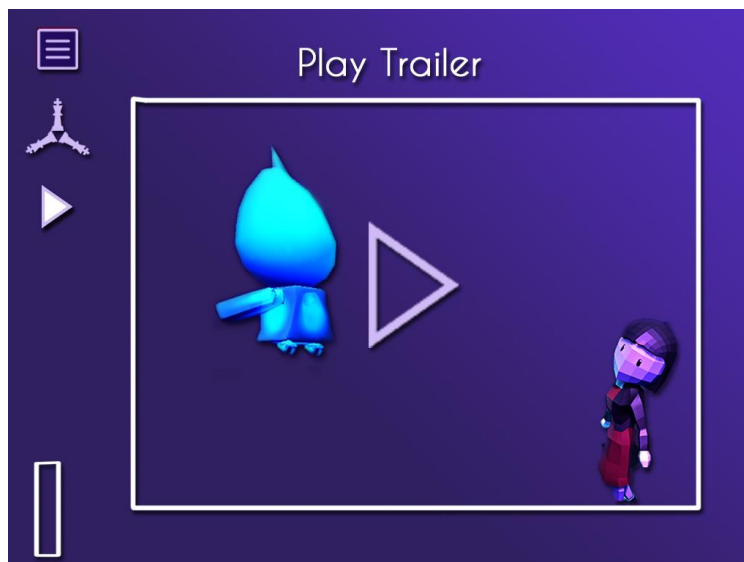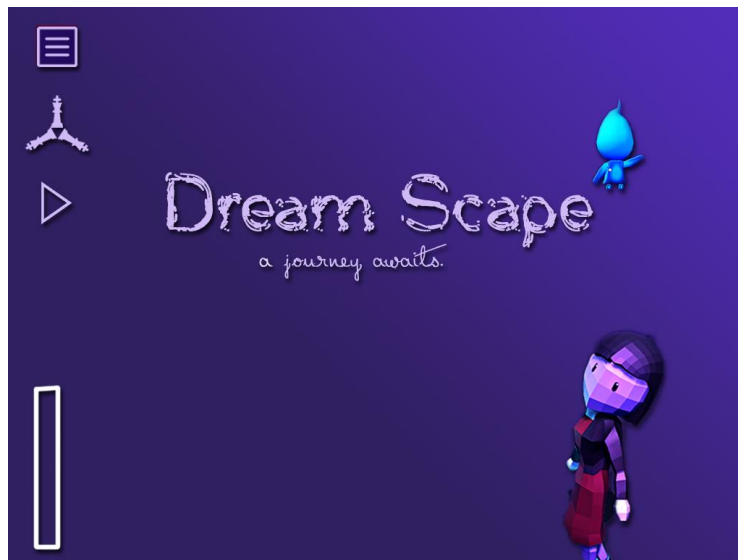
Examples will follow:
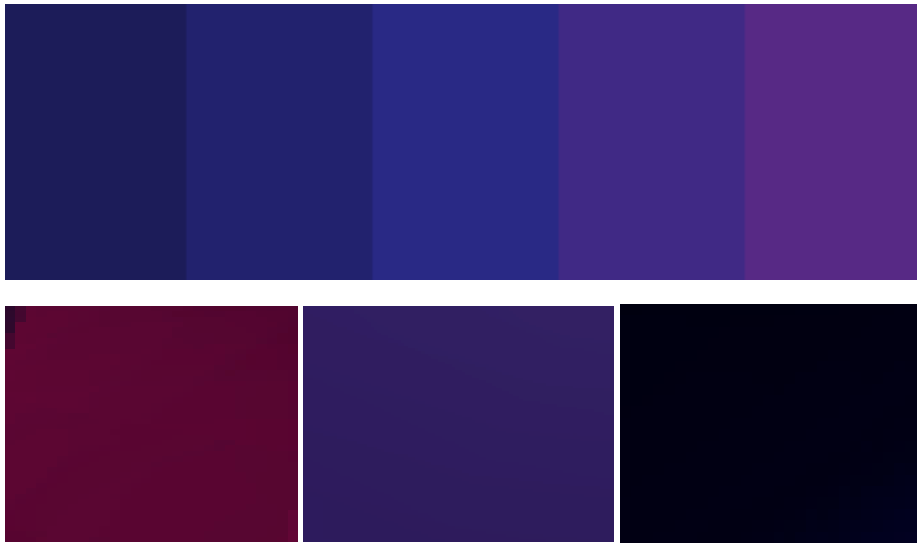
Connotations with surrealistic colours form the basis of the colour scheme being that of purple and black, blue and red in order to form a whimsical colour pallet. As darker colour often yield connotations to mystery. (Empowered by color, 2017)

Initial Design Sketch:

First concept design:

The Game

Blurb

The game follows a young girl as she navigates through her own dream, trying to find her way home, guided by a silent wisp. The game sees the player manipulating the properties of objects to solve complex puzzels in a beuatyful enviroment.

The scroll bar on the bottom left grows and shrinks as the user scrolls as this links back directly to an action that the player makes in the game itself as you make an object grow and shrink with an animation so will the scroll bar on the website.

Project Management:

- Deliverables:
    - Phase 1: Proposal & Concept – due 20th of August 2017.
    - Phase 2: The Prototype – due 8th of September 2017.
    - Phase 3: Evaluation – due 29th of September 2017.

- Communication and Coordination with Lecturer:
    Feedback granted to the team should be implemented after each phase deliverable in order to improve upon the user experience and interaction of the website.

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