

An aerial photograph of a historic Italian town, likely Siena, showing a dense cluster of buildings with terracotta roofs. The town is built on a hillside, and the architecture is characterized by red brick and stone. In the background, rolling hills are visible under a hazy sky. The text 'StereoSmash' is overlaid in a large, white, cursive font.

# StereoSmash

SMASHING ITALIAN STEREOTYPES



# The Team

**Drake**

**Role:**

Game Concept &  
Narrative  
Development

**Jan**

**Role:**

Visual Designer &  
Character  
Development

**Elisabetta**

**Role:**

UI Designer &  
Local Expert



# Game Concept

Players must assist Leonardo in his quest to restore his country's image to one of sophistication and scholastic achievements by defeating various challenges presented by stereotypical Italian personas.

StereoSmash will have 9 levels of increasing difficulty, each with a different persona or stereotype that must be beaten.

The challenges will all be puzzle based games, played similarly to Candy Crush, where players will have to move tiles around to get similar tiles in a row.

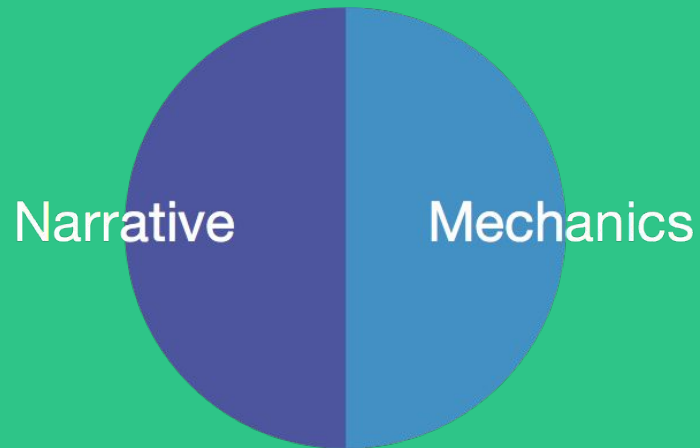
Once the player has reached the points necessary to advance to the next round, the stereotype will provide a fact as to how they are related to the Italian culture.



# Game Mechanics

Players will tap tiles in order to move them  
around and receive points.

50/50 split between mechanics & narrative







# Game Setting

Setting will change depending on the level and the persona  
players will be attempting to beat.



Goals

## Literal Goals

To solve the puzzles defeat the Italian stereotypes and learn more about the Italian culture.

Once the player completes the challenge, the negative stigma associated with the stereotype leaves the country.

## **Lateral Goal**

Promote Italian culture and  
society by combating  
Italian stereotypes.



Target  
audience



## The Time Killer

Gamers who are looking for  
challenge or trying to pass time  
and interested in narrative part.



A woman with long, wavy brown hair is sitting on a light-colored couch. She is looking down at a gold-colored smartphone held in her hands. She is wearing a white, short-sleeved top. The background is a blurred indoor setting with a wooden cabinet and some framed pictures on the wall. A blue semi-transparent box is overlaid on the right side of the image, containing white text.

**The Observer/  
Explorer**

Similar to the casual gamer,  
but not aware of gaming  
habits.

A woman with long brown hair in a braid, wearing a light green t-shirt and a red and black striped apron over blue jeans, stands in a kitchen. She is looking down at a smartphone in her hands. The kitchen has a wooden countertop with several plates of food, including a salad and a vegetable medley. There are also pots, a blue water bottle, and a blue container on the counter. A window with white curtains is in the background, and a white door is visible on the right. A blue semi-transparent box is overlaid on the left side of the image.

## The Challenge Seeker

Gamers who spend most of  
their time on the phone.  
Constantly downloading new  
content and apps.



Look  
& Feel



MY NAME IS LEO, WELCOME TO

# StereoSmash



## Typography

StereoSmash uses two fonts - Brusher and Helvetica Neue.

Longer texts should be aligned to left or center and avoid block.

# Brusher

Brusher regular is used strictly for titles or buttons. This font must be used with bigger size and high contrast to its background to make it easy to read. Brusher should not be used for more than two word long title.

Brusher can be used with all letters in uppercase.

<https://www.behance.net/gallery/30399859/brusher-free-font>

# Helvetica Neue

Helvetica Neue can be used for titles, button, and longer text. For better readability is supported by line-height 1:3 compared to text size.

Helvetica is used as complementary font to Brusher. For small details as score indicator, smaller buttons, and other hard to read or longer text parts.

Helvetica Neue can be used in all of its families. StereoSmash prefers Thin/Regular/Medium

## Basic color scheme



## Narrowed color scheme

RGB: 50/46/197 #322ec5	RGB: 45/116/196 #2d74c4	RGB: 46/178/199 #2eb2c7
RGB: 255/255/255 #ffffff	RGB: 51/51/51 #333333	RGB: 46/197/136 #2ec588

StereoSmash uses a flat color scheme. Colors are combined in order to create contrast and simplicity. Game avoids shadows and creating 3D effects.

*Azzurro* is an Italian national color, therefore StereoSmash chose to utilize shades of blue as a main color for its scheme.

Stereosmash tries to avoid black color in its graphics and uses dark gray instead.

Graphics are combined with real photographs of Italy for branding purposes. In some cases, we use different colors, most of them being complementary to this color scheme. Exceptions like these are mostly used in combination with photography.



# Music & Sound

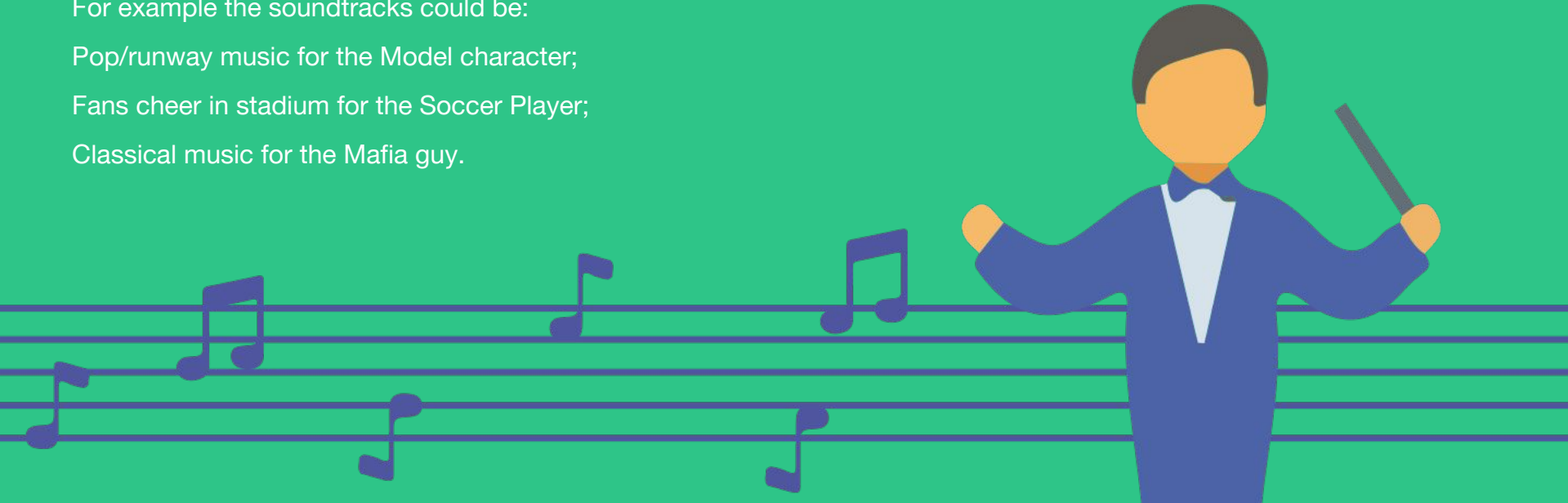
Music is different for every level. The style of the music is related to the character. Music will work just as a subtle background so it does not annoy players after a while. When the character talks there'll be a voiceover of narrator.

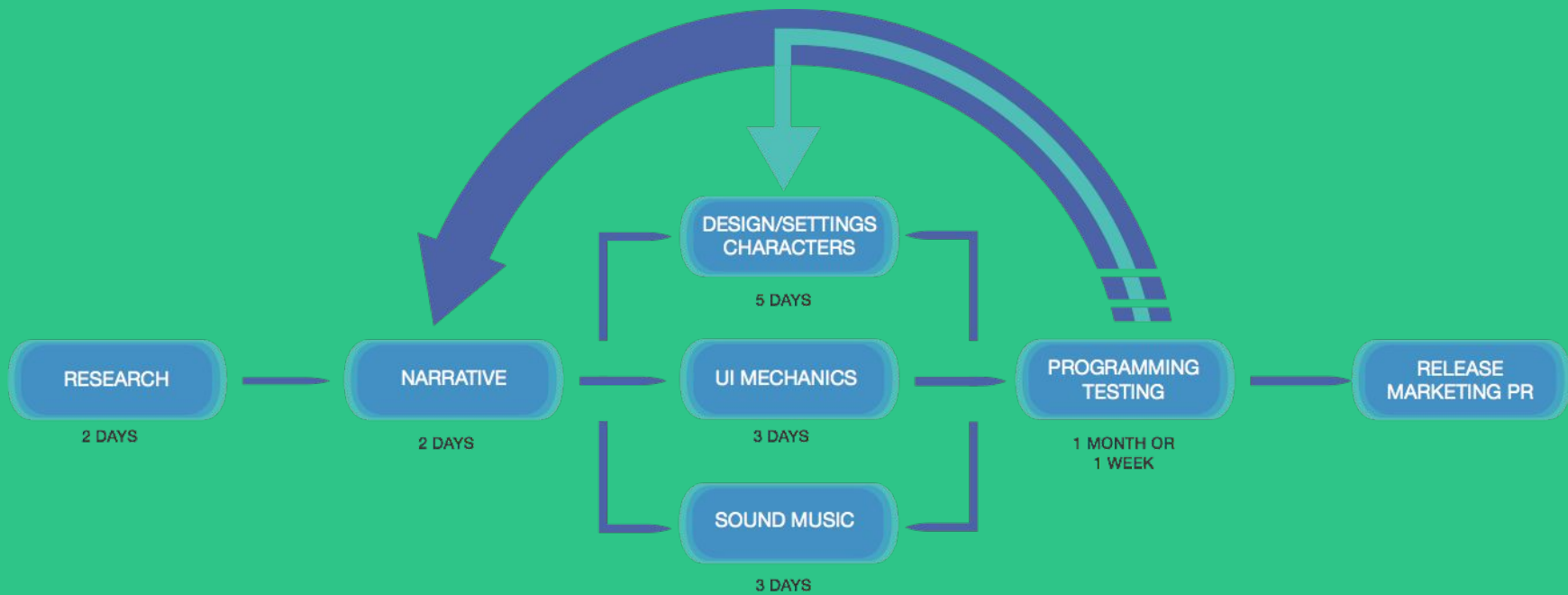
For example the soundtracks could be:

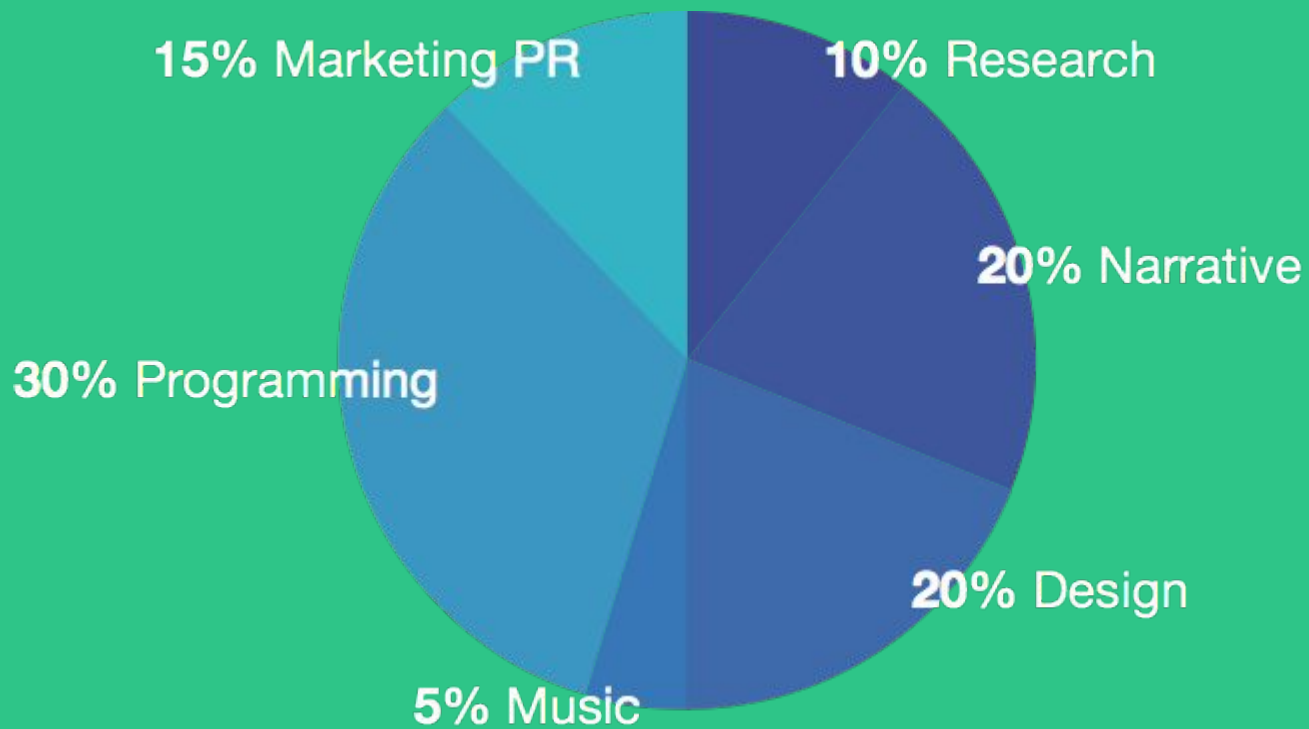
Pop/runway music for the Model character;

Fans cheer in stadium for the Soccer Player;

Classical music for the Mafia guy.









# *Our Approach*

Unique way to explore the Italian culture by using previous associations people from outside the country already identify with Italy.

Through the exploitation of stereotypes, it allowed us to properly educate our audience, while also allowing them to explore and gain more knowledge



Mafia



Model



Leo



# StereoSmash

PLAY

# StereoCrash

CRASHING ITALIAN STEREOTYPES

PALERMO

LEVEL 1



MILAN

LEVEL 2

?

VENICE

LEVEL 3

?

FLORENCE

LEVEL 4

?

TORINO

LEVEL 5

?

ROME

LEVEL 6

?

VERONA

LEVEL 7

?

PISA

LEVEL 8

?

NAPLES

LEVEL 9

?

# PALERMO

LEVEL 1

GAIN AT LEAST 12.000 PTS



TEATRO  
MASSIMO



???

UNLOCKS AT 16 000PTS



???

UNLOCKS AT 30 000PTS

The land of mafia  
...or is it?



Palermo



THERE IS ONLY MAFIA IN

**PALEMO**

8 moves left

14000/30000



Palermo



There are actually nice  
people in Palermo.  
Known for many great  
things!

Did you know that...

nullam quis risus eget urna mollis  
ornare vel eu leo. Donec id elit non  
mi porta gravida at eget metus.  
Aenean eu leo quam. Pellentesque  
ornare sem lacinia quam venenatis  
vestibulum. Nullam quis risus eget  
urna mollis ornare vel eu leo. Integer  
posuere erat a ante venenatis  
dapibus posuere velit aliquet?

**NEXT**

Palermo



Did you know that...

Teatro Massimo is ornare sem laci-  
nia quam venenatis vestibulum.  
Nullam quis risus eget urna mollis  
ornare vel eu leo. Dapibus posuere  
velit aliquet?

**NEXT**





*Thank you*