

STYLE GUIDE

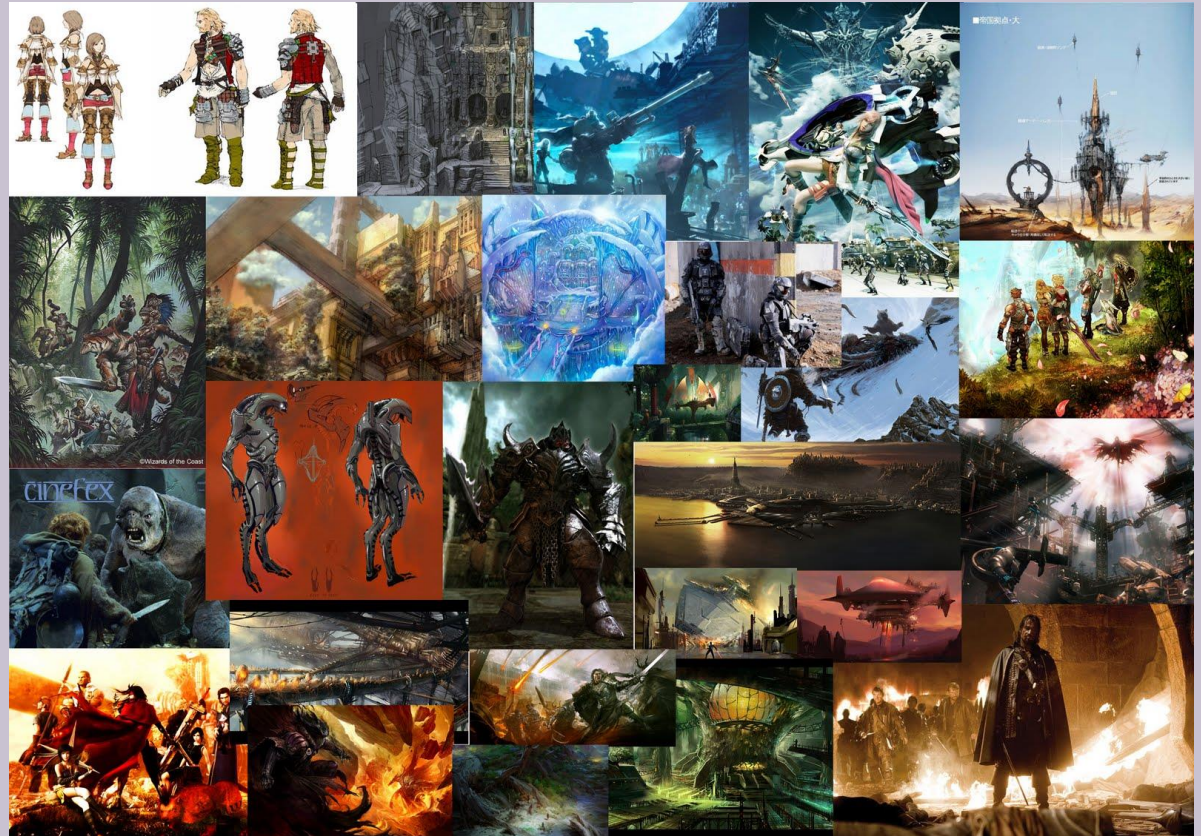
Documentation
and
Expectations

STYLE GUIDE

- More expansive than a mood board.
- Visuals that would allow artists to make assets.
- Context is everything.
- This is an Internal document & encompasses the full game.

MOOD BOARD

- You might have done a mood board in the past or just dug up reference art.
- Ex.



“A bunch of random images designed to invoke the ‘mood’ of the game.”

COULD YOU?

- So if you used the mood board from previous slide...
- What would the game look like?
- If you had to, could you...
 - Make a character in same style?
 - Create some enemies in same style?
 - Make some environment art?
 - Design UI?
- The style guide needs to cover every aspect of your game.

CONTEXT

- What the mood board is lacking...
 - Organization.
 - Context.
- Organization is easy to understand. It's putting the images in order based on the content of the game. (Character, world, enemies, boss, weapons, UI, etc.)
- Context is important, let's look at an example...

NO CONTEXT

- Look at the picture to right.
- Let's say this was an example of the world.
- We have no idea what aspect of the image represents the style.
- Are we just ripping off the art completely?



CONTEXT

- Let's add some Context.

World / Level Design

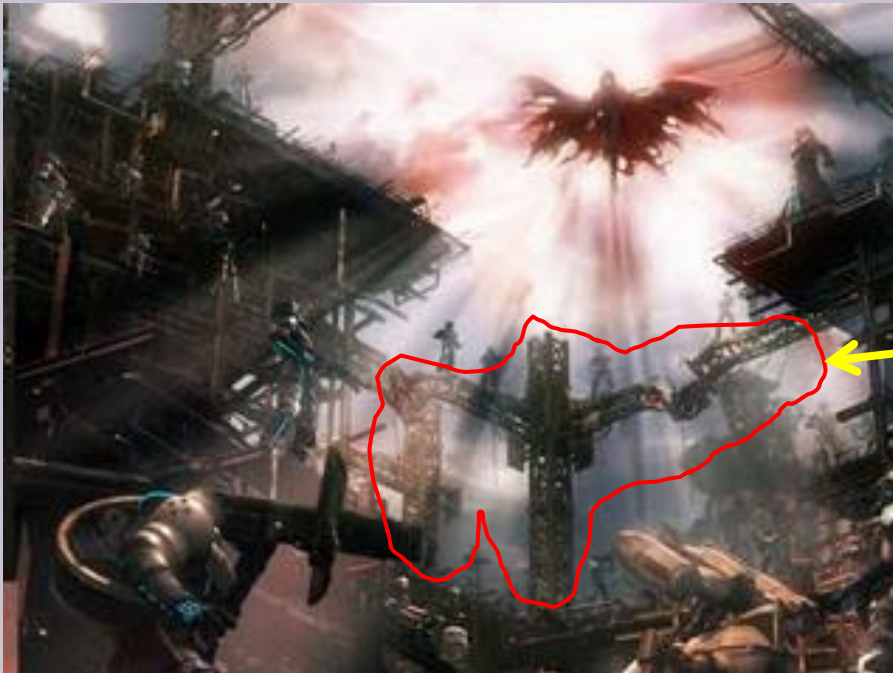


Image above represents the strung together construction site style level design we want.

- Title and subtitle hones in on the goal of this section.
- Callouts help draw a viewer to the specifics and ignore the rest.
- Specific context showing what an artist should take away from image.

INTERNAL DOCUMENT

- Remember this document is for your team.
- Imagine if you added an artist to your team and wanted them to get rolling immediately.
- The style guide should allow you to assign them an asset and get straight to work and have a good idea what they would be creating.
- To reiterate, include all aspects of the full game design here.

THE END

Examples
are provided
in Course
Content in
Blackboard!