

Game's name: Korean cafe

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Link to the asset list:

<https://vilitrusheva.one/korean-cafe/>

Design documentation:

Written pitch:

The scene of the game is set in a coffee place in Seoul where a kitty goes for some caffeine drinks, so that it can stay fresh and explore more of the city.

My inspiration for the game:

Emma Chamberlain Coffee brand - It is a newly developed coffee brand with a millennial focused product brand and design. I love the idea of including animals as figures in the design.



Youtuber Kieun Choi's aesthetics ([Kieun Choi](#)) - She is a Seoul based youtuber that got famous by uploading cafe-hopping videos. I got inspired by the different cafes she visits as they are all unique and have a very specific aesthetic.

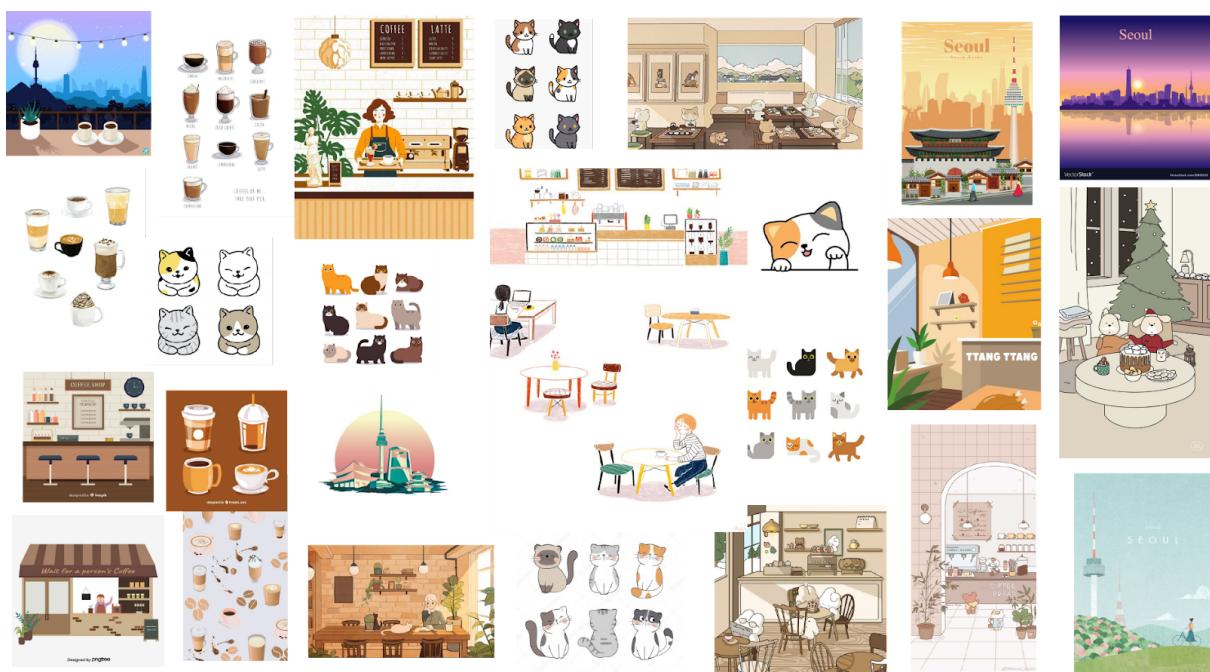


Korean cat cafes - It is a concept that is very specific for East Asian countries. They have many cafes with cats inside where you can go have a drink and play and/or feed the kitties.



Moodboard style inspiration:

I already had in mind what type of game I wanted to create so when I started researching for a style inspiration I knew exactly what I was looking for.



Style tile:

For my game I want to use soft and welcoming colours. As it is a cheerful game with the intention to make you want to go out explore the city around and have a coffee on the way.



Icons



Colours



Typography

Font: Dongle

Aa Aa Aa

Regular

Light

Bold

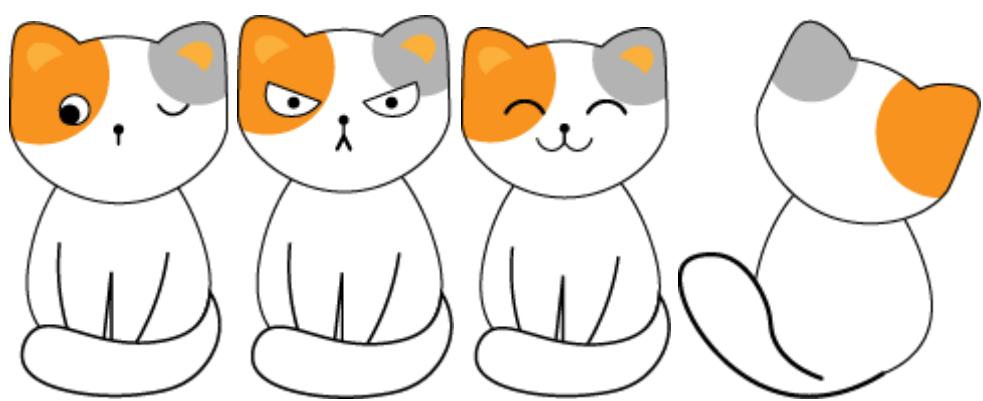
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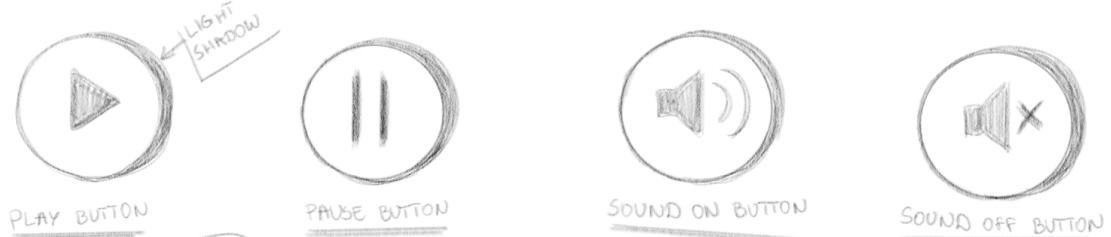
Character design:

I want to use a combination of flat design, kawaii style and make the character kids friendly but also interesting enough to attract the eye of the adults. The shapes and figures I use are simple but at the same time but at the same time are eye catching and outlined.

The character I've created has the potential to be computer-generated and is perfect for this type of game. I want to create a few viewpoints of the main body, showing also different emotions depending on the choices the player makes.



UI Elements:



OVERALL CLEAN
BUTTON DESIGN

