

# Voodoo

Art Director Test Assignment

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# Product

**Who is this game for and who are its competitors?**

## **Explaining my thought process...**

For me, a good Art Direction needs to support the product vision/company strategy, understand who are our players and what they find appealing and take advantage of the game's unique selling point.

**Company Strategy  
& Product Vision**

**Our Audience &  
Competitors**

**The Game**

## Company Strategy

I do not have enough information about the product direction so I'm gonna make **heavy assumptions**.

The company has been successful in hyper-casual and hybrid-casual. Now they want to push it further. It makes sense: the game cores are proven and acquisition costs are good...Why then, not retain the users longer to improve the LTV of players?

**Acquire at hypercasual cost and monetize at casual level.**

## Company Strategy

But... What do we actually need to casualize a game? I guess...

### **A set of features that engage in the long run + A shift in the IAPs/ADS rev ratio**

In order to make people pay... You need to offer something **valuable** for them.

For example, in a multiplayer game, you can easily **monetize vanity** in form of skins as **Stumble Guys** do. My assumption would be this is something paper.io 2 wants to do.

## Company Strategy

Okay... But how this impact **ART**? Art permutations are almost endless... So what to choose?

### Time + Risk VS Reward

The choice here would be:

- Doing something more **conservative** that we know the users will find familiar and may take less time to produce (since a lot of references are available)
- Trying to come with something more **innovative**, that potentially will take a little bit more to produce (not a lot though) and has the potential to either surprise the users in a good... or a bad way.

There's also the possibility of doing something mid way, let's take a look at the next slide...

## Company Strategy

Here's a real example: **MOB CONTROL**

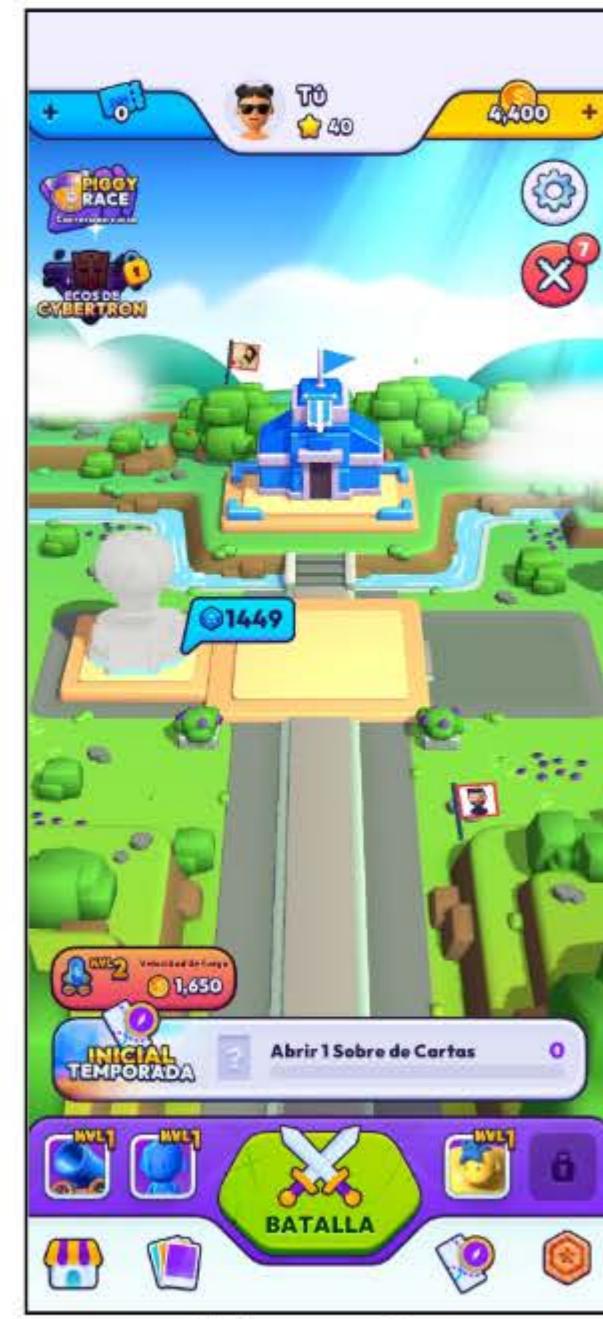
I can recognize some patterns that follow trends SuperCell started:

- Graphic style with strokes in UI elements
- Texts and Icons with Hard projected shadows

However, it also offers a nice twist that makes it unique

- Light UI Colors: White, purple and green is not the usual take
- Gradients and patterns in UI (I love the ones in the shop!)
- Softer treatment for the icons render

**I would say this is a middle way between conservative and Innovative**



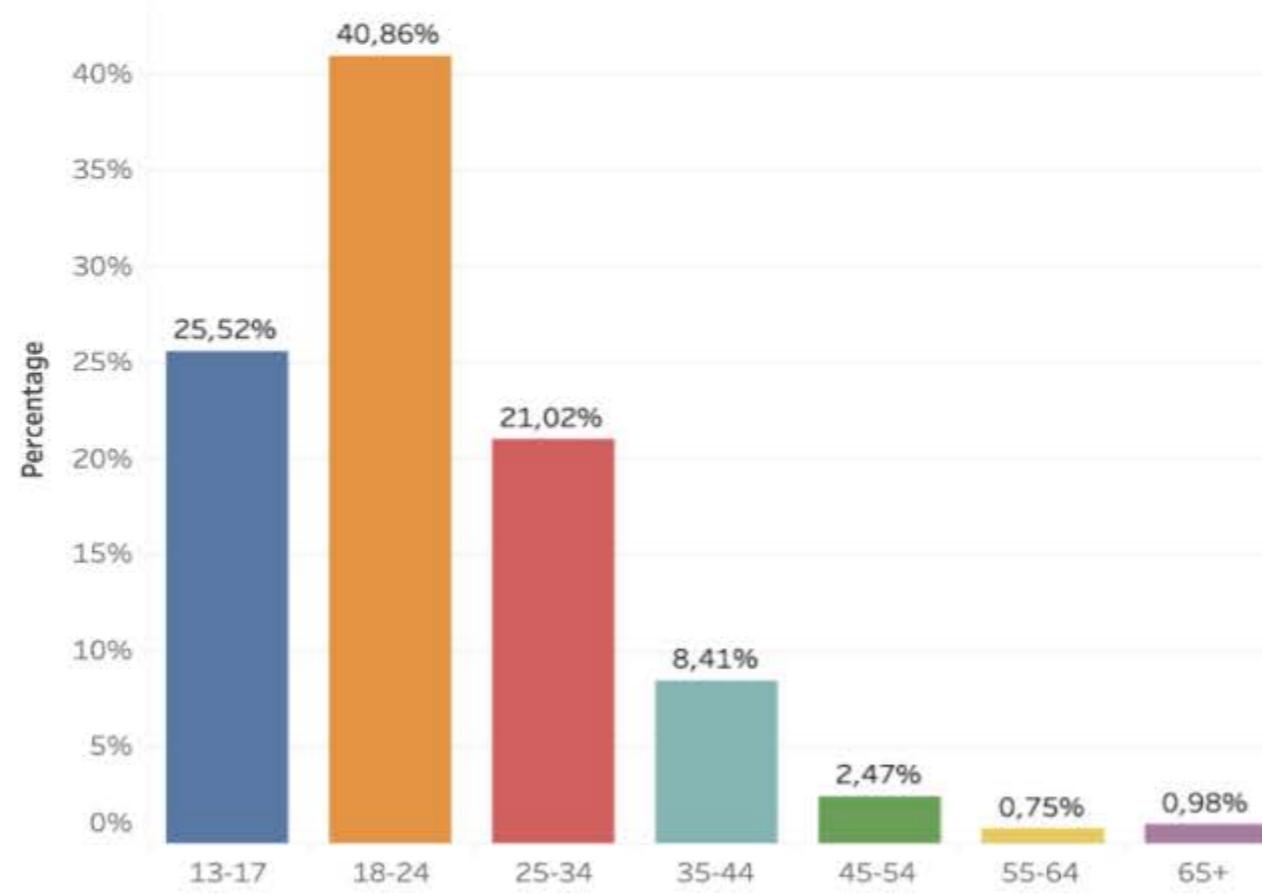
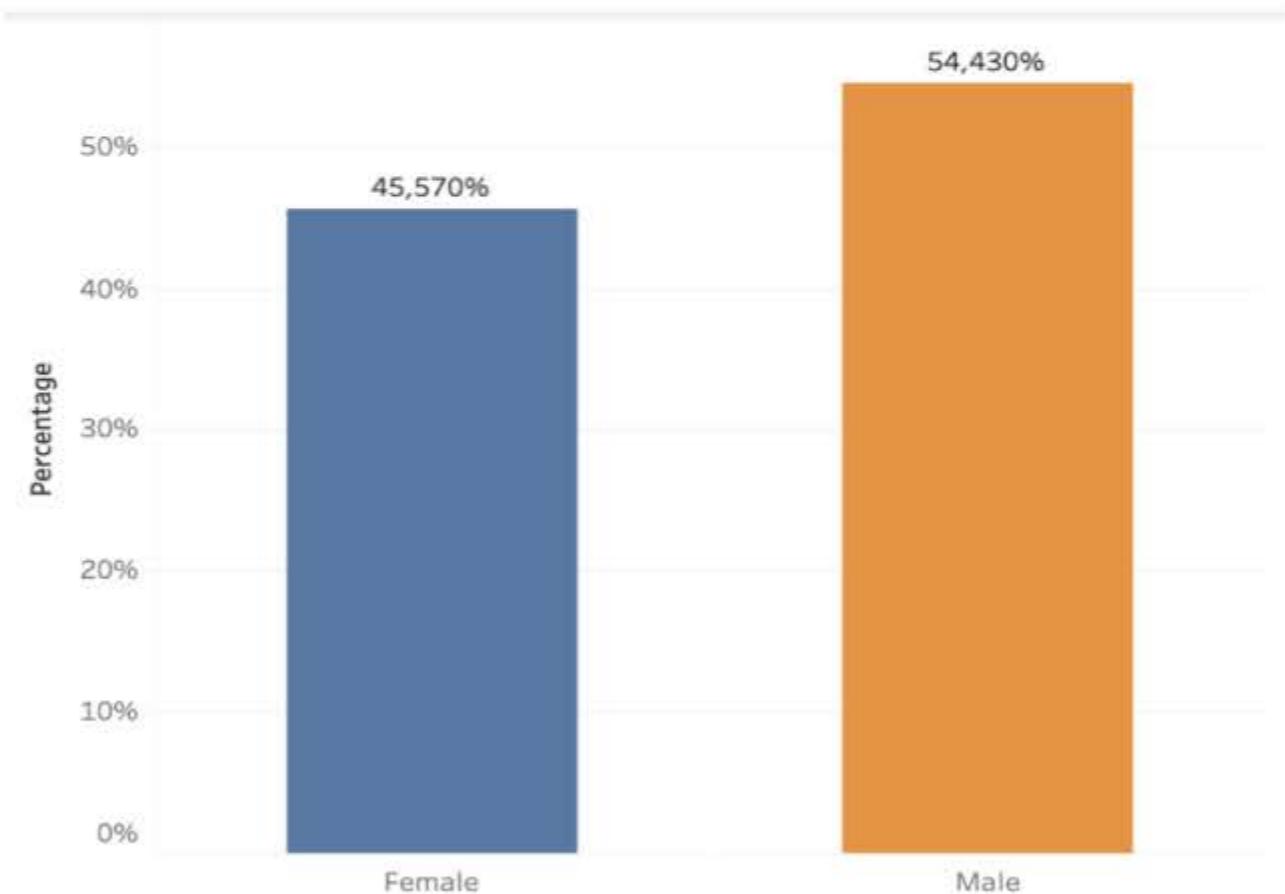
Edgeometer

Conservative

Innovative

## Target Audience & Competitors

As for the audience we have a mostly **young male** audience: I can picture them playing supercell games, hyper-casual and multiplayer. However there's still a 45% female, so let's not forget about them!



\*Before starting the test I requested this data from Benjamin.

## Target Audience & Competitors

Our main competitors are **Royal Match\*** and **Brawl Stars\***.

I must say Royal Match came as a surprise to me being a totally different genre and probably a different demographic.

However, with this info I will take what I believe works:

- **Royal Match**
  - Water-clear UX( big chunky buttons, only the minimum text required in popups)
  - Amazing user feedback when it comes to VFX.
- **Brawl Stars**
  - Graphic style, well contrasted and readable.
  - Fun character design.



\*Before starting the test I requested this data from Benjamin.

## Target Audience & Competitors

On my side I wanted to mention a game where I see many parallels with Paper... **Stumble Guys**.

- They have a multiplayer hybrid-casualish core gameplay.
- Heavily monetize through Skins.
  - Brand partnerships for the Skins.

I think they have many interesting features that double down on the skins:

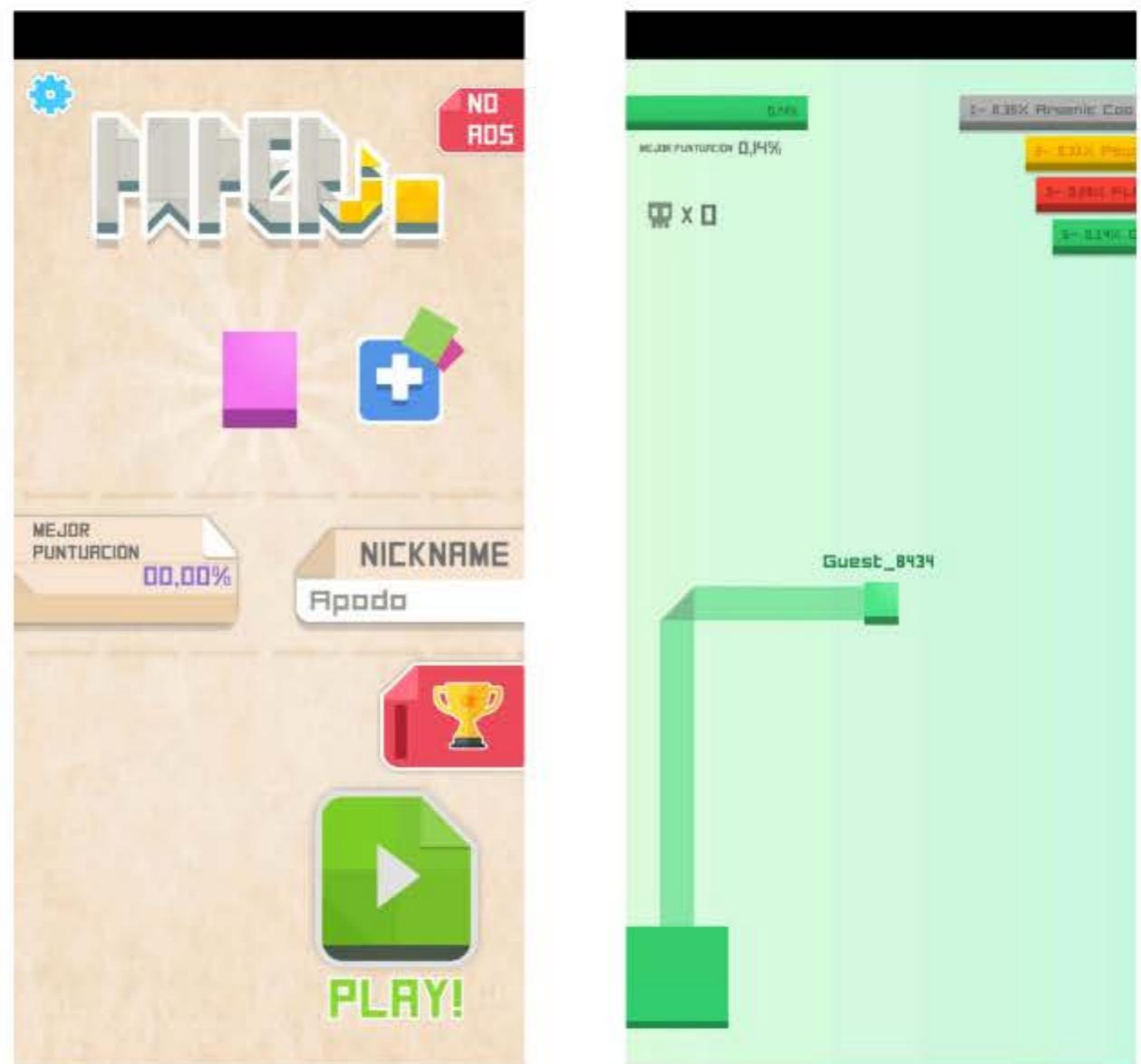
- Season pass
- Gacha
  - Roulette
  - Stumble Boxes
- Skins based offers



## Paper.io 2

When I played **Paper.io 2** I was wondering why it was called paper. Then I tried the first one and understood.

In the original game we can see a clear correlation, the gameplay look like post-its moving and everything has this paper look and feel (torn corners, texture, paper-like color).



Original Paper.io

## Paper.io 2

In Paper 2, however, I can see a clear intentionality to double down on the **voxels**. From the navigation bar to the shape of the powerups it's all about squares.

Little is left of the paper feel other than some projected shadows in the map and some sticker like white outlines in some UI items.



Revolut  
Gestiona tu dinero a tu manera  
[INSTALAR](#)

Paper.io 2

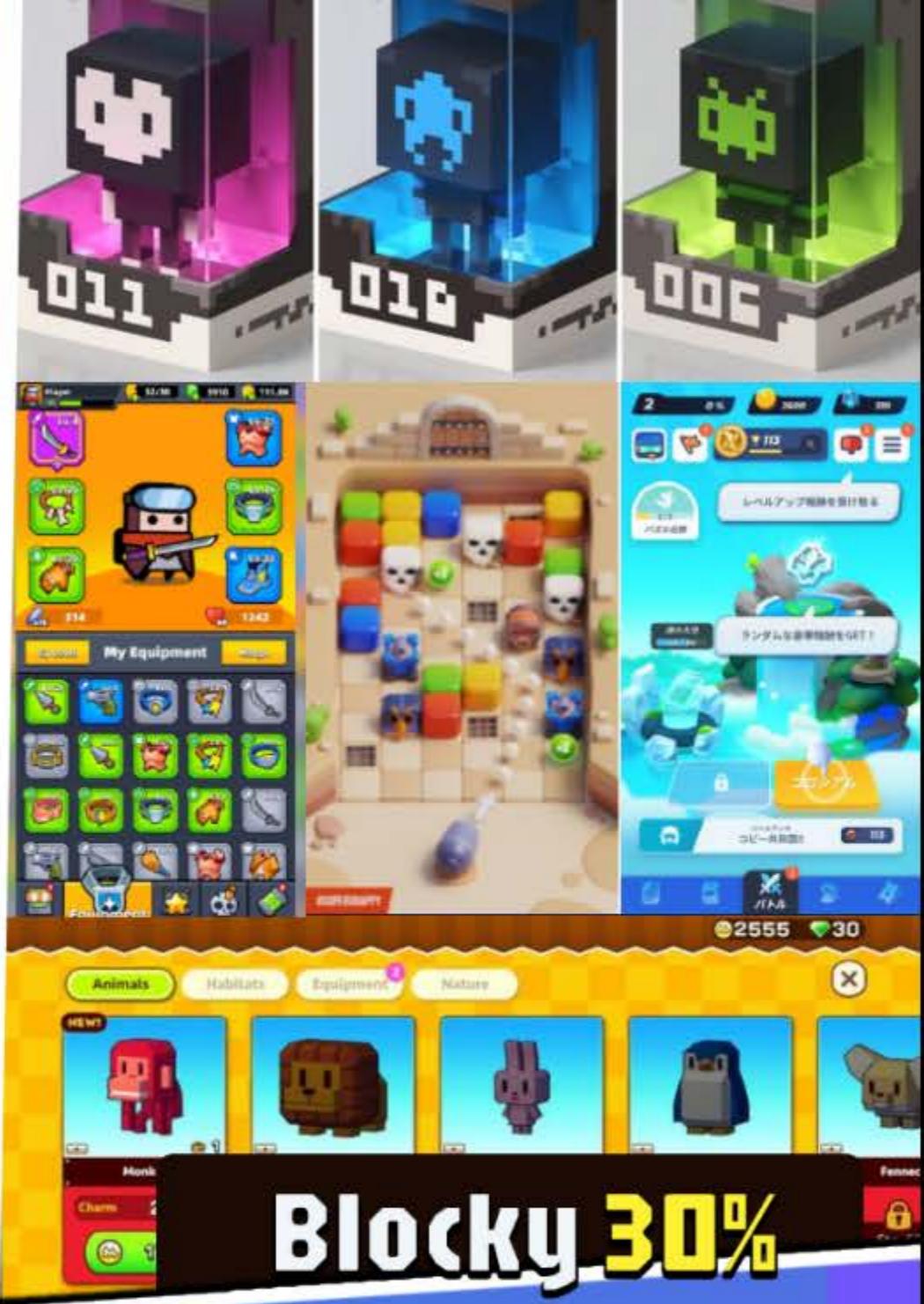
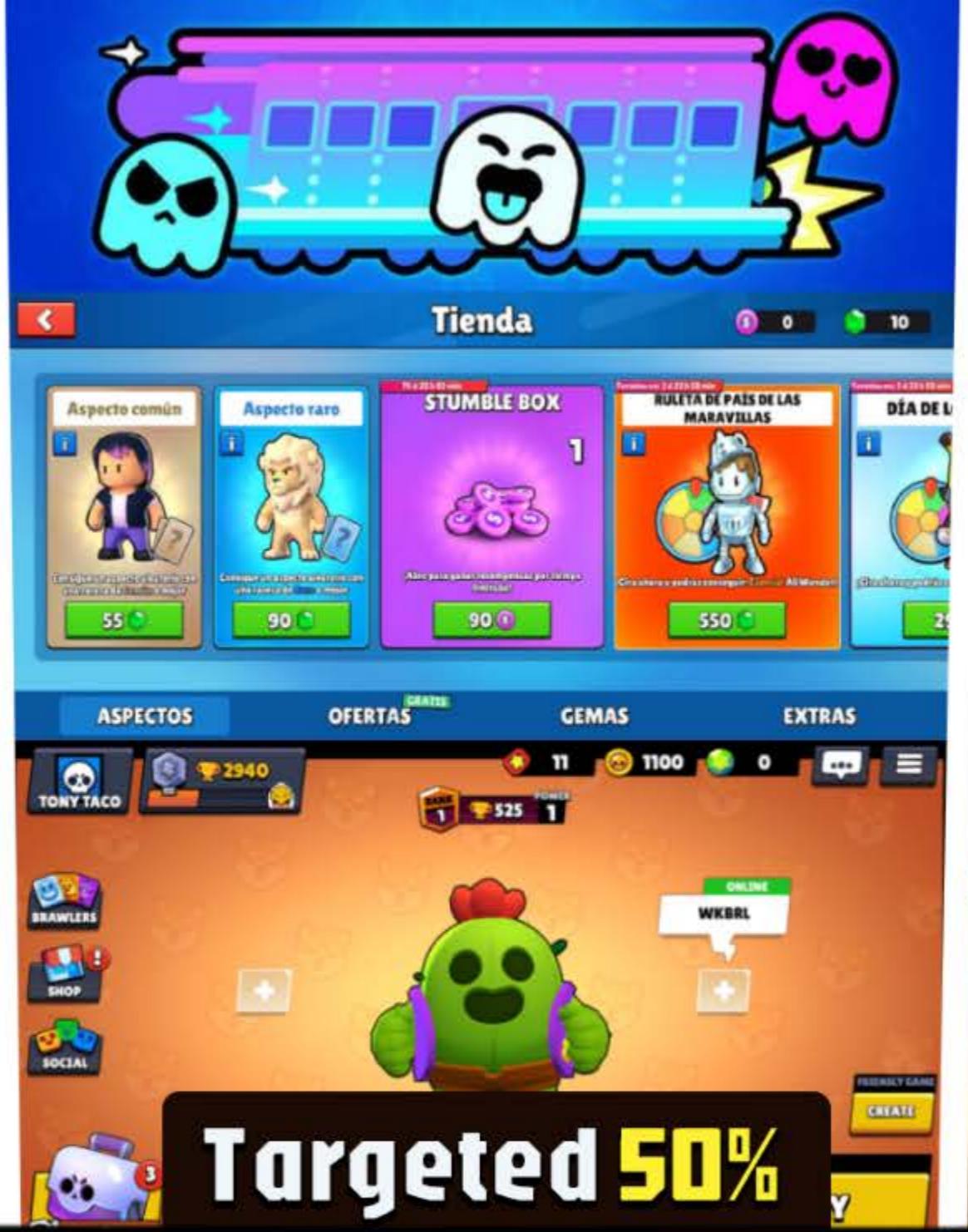
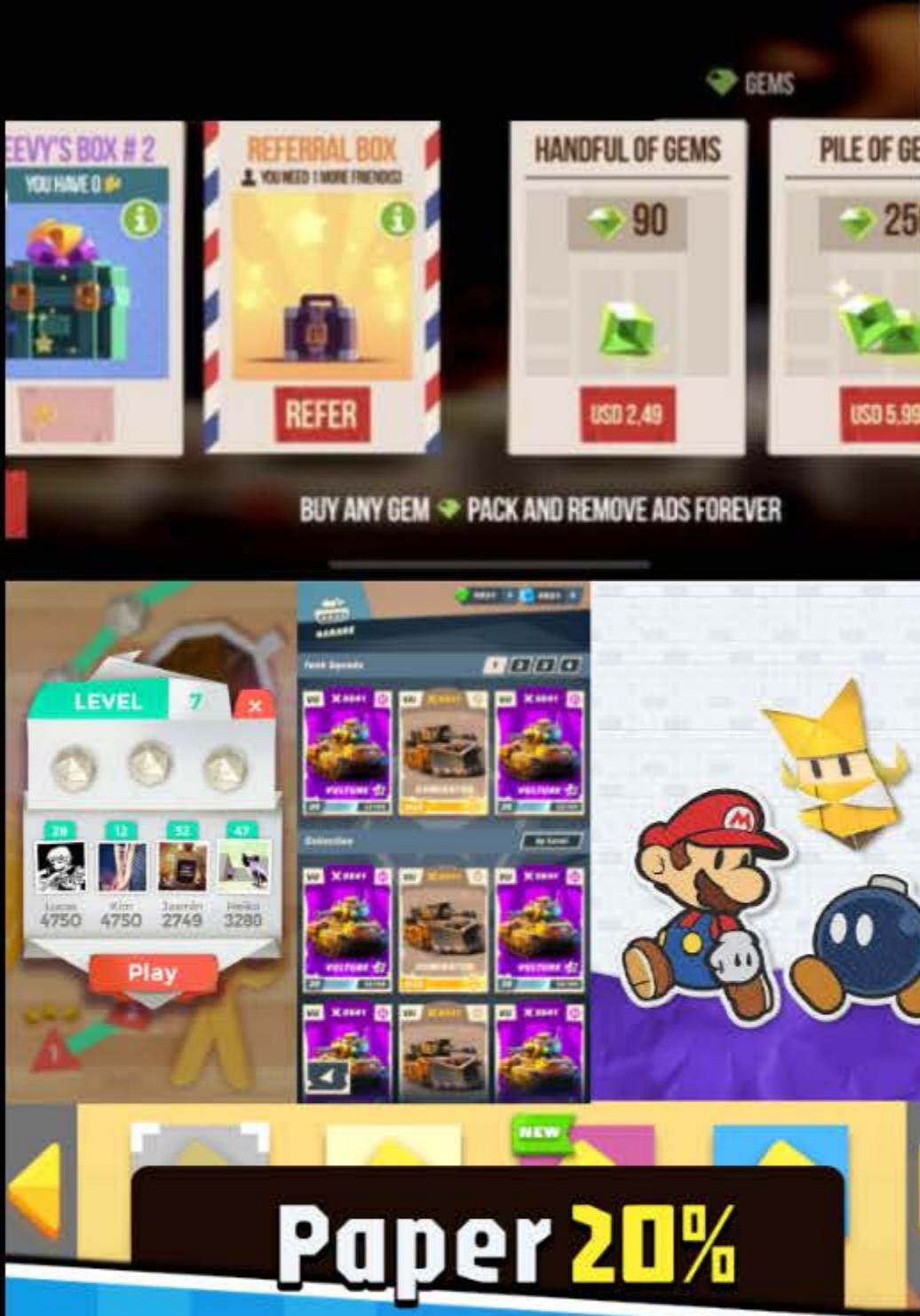
# **Art Vision**

**Let the FUN begin!**

## Recap

As a summary from the previous part, I will take my decisions based on the **following assumptions**:

- **Product**
  - Based on actual games, I believe the company is open to move away from being 100% conservative. Also, taking into account this is a test and the briefing stated to propose a “**unique identity**” I will be inclined to be **bolder** with some decisions.
- **Competitors & Audience**
  - I will take things from: Brawl Stars, Royal Match and Stumble guys and adapt them to my convenience.
- **Paper.2**
  - I will double down on the **voxel** look and feel but trying to add some ‘**paper**’ reminiscence.



Sticker like white outlines  
and torn corners

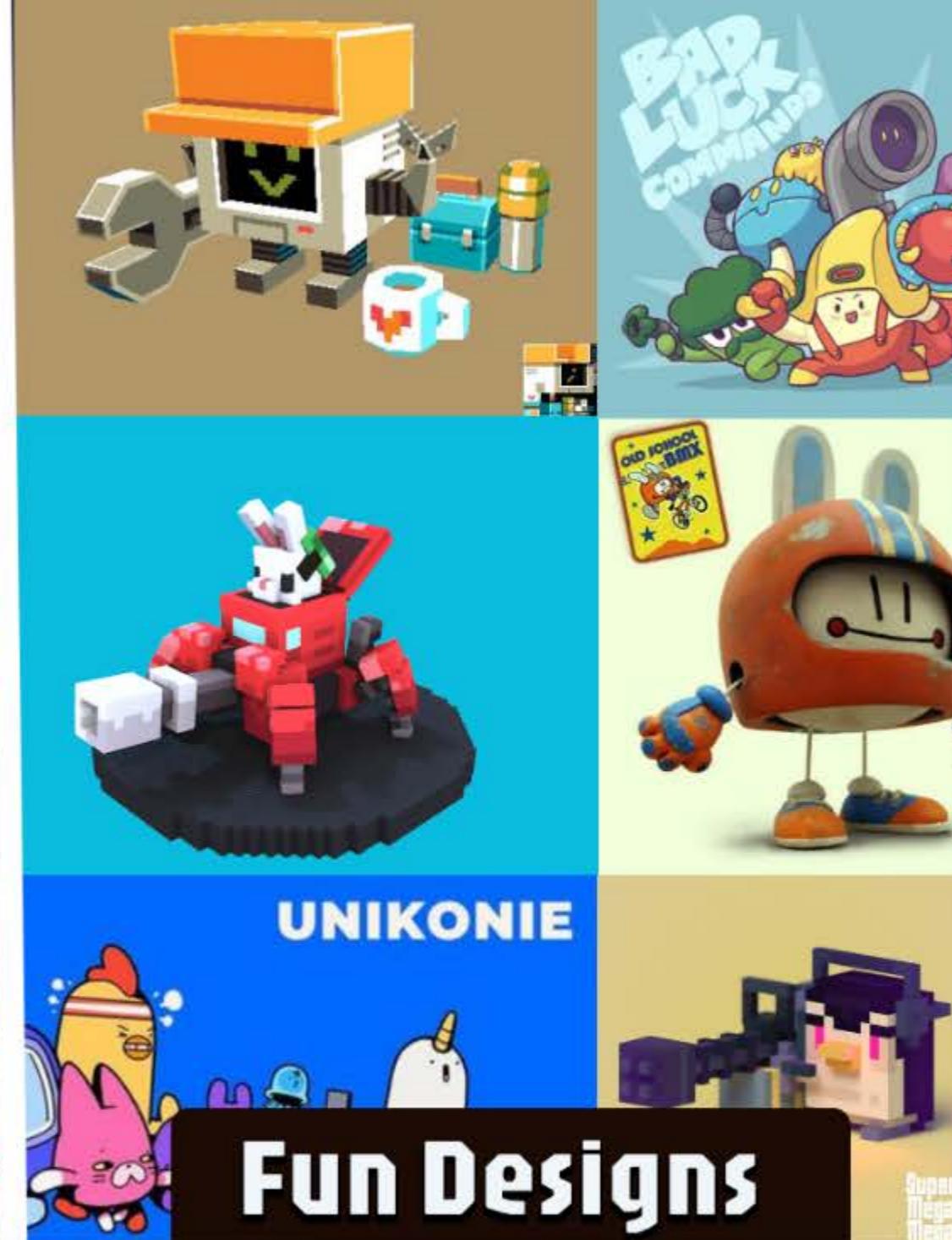
Familiar for the user, graphic treatment,  
high contrast, hard shadows, bright colors

UoUoUoUOXEL! Squares,  
pixels, retro vibe, toys



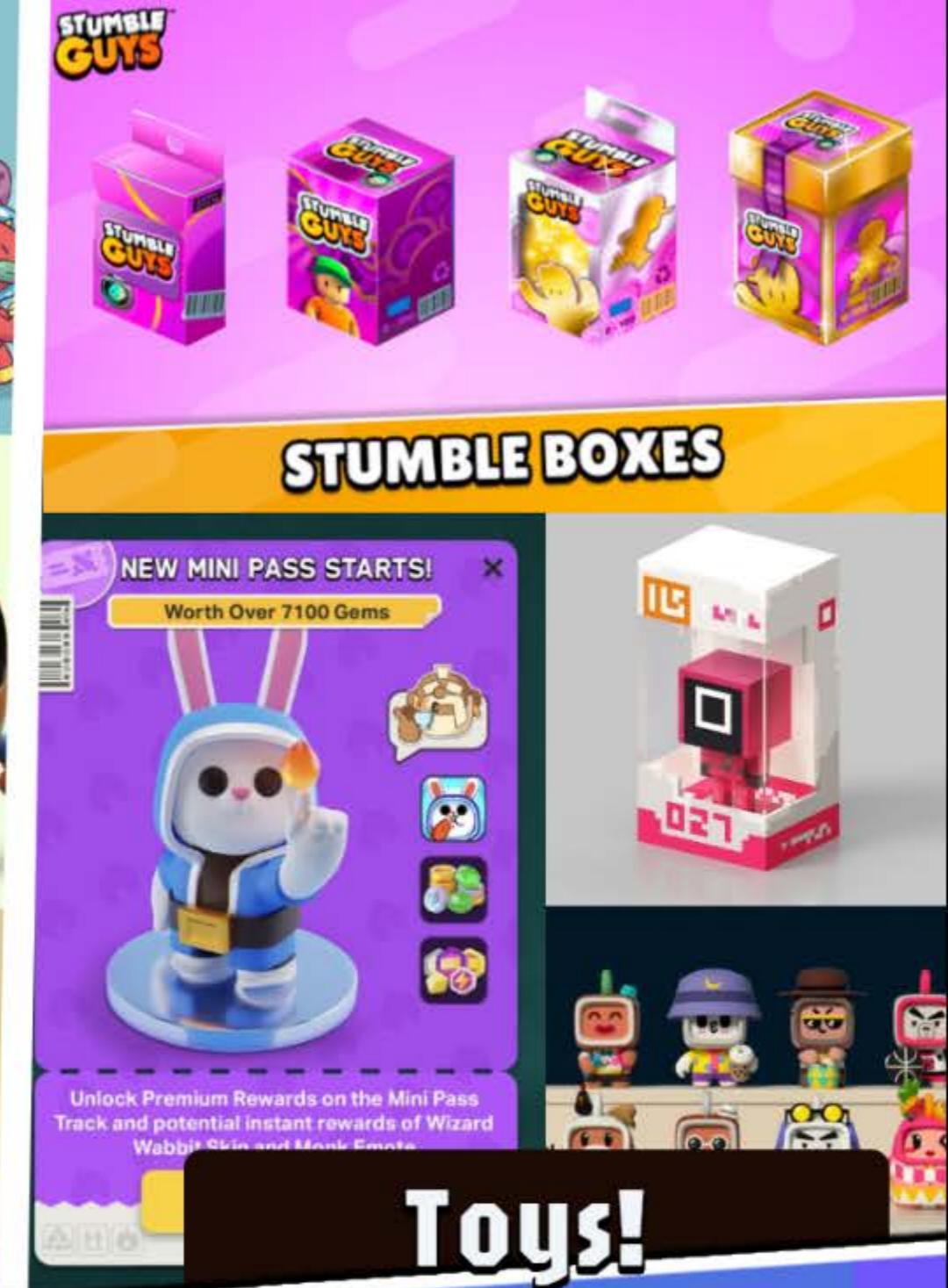
## Graphic

Toon shaded, possibly outline,  
adding more texture work



## Fun Designs

Double down on FUN, COOL and  
CUTE! Simplifying them to the core,  
yet making them desirable



## Toys!

Boxes, collections, rarities,  
possible physical goods...

#3597ff

#80beff

#153eb3

#161b43

#ffd941

#ff8952

#ff583b

#ffffff

#000000

For the palette I kept blue as the main color. It works well with the map/earth theme and it's the preferred color globally.

I used a monochromatic scheme for menu/not highlighted elements and a complementary scheme for highlights. Many midcore games use yellow as the call to action color instead of green, so it was a perfect fit.

Also at some point and, in the sake of contrast, I used plain black and white.

## PALETTE



! I'm unsure about the visual hierarchy here. Why is the NO ADS at the same level of settings?

Also in the most unreachable point of the screen.

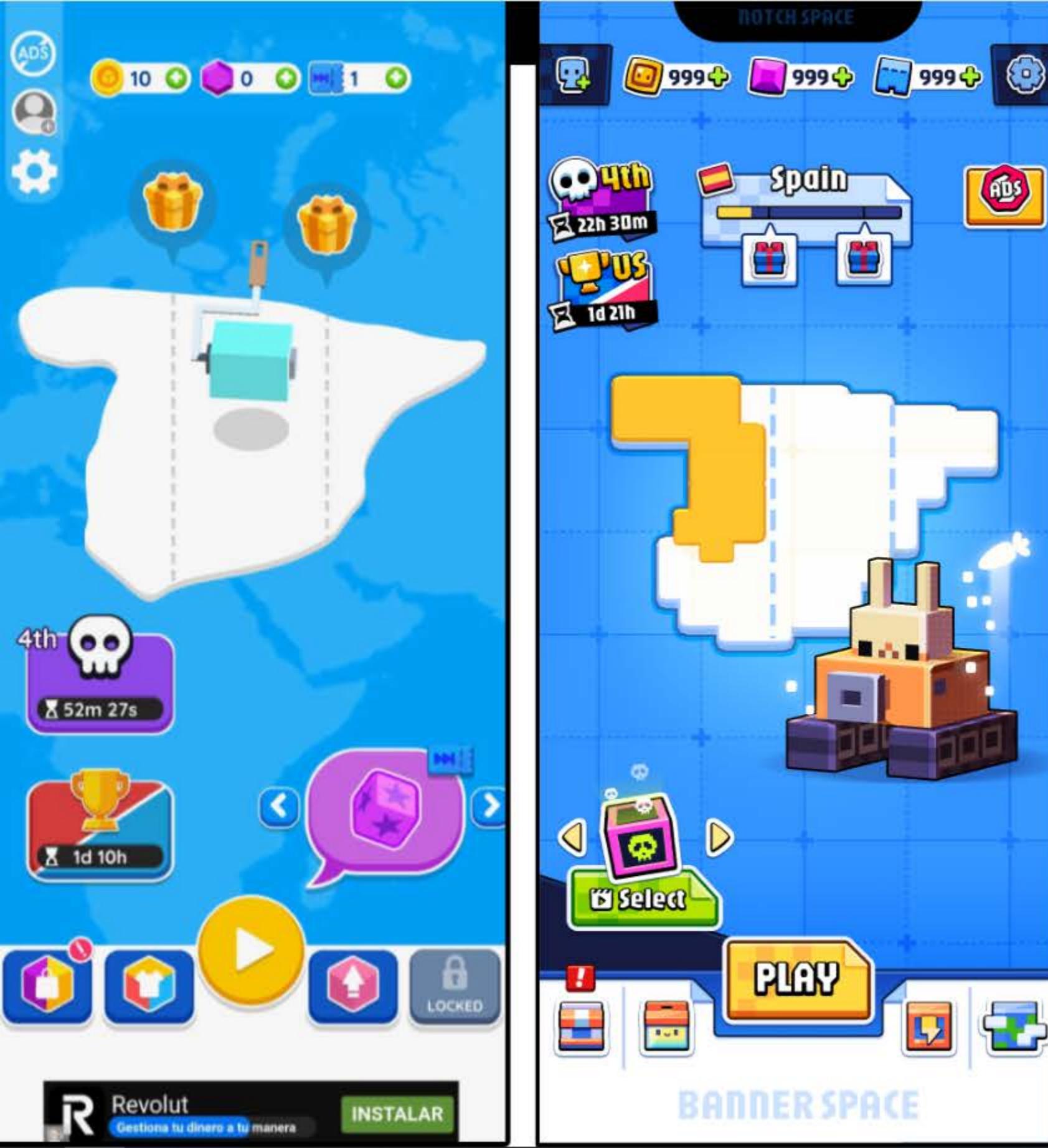
! Having the Events here is not the usual placement. For right handed users this is the most accessible part of the screen. Do we want to use it for events?

! Most countries read from left to right, maybe is better to have the select power up in the other side. 1st you select then you play.

I wanted to make some UX comments before moving to the mockups.

I changed some things UX wise and I wanted to explain WHY.

## MAIN SCREEN UX

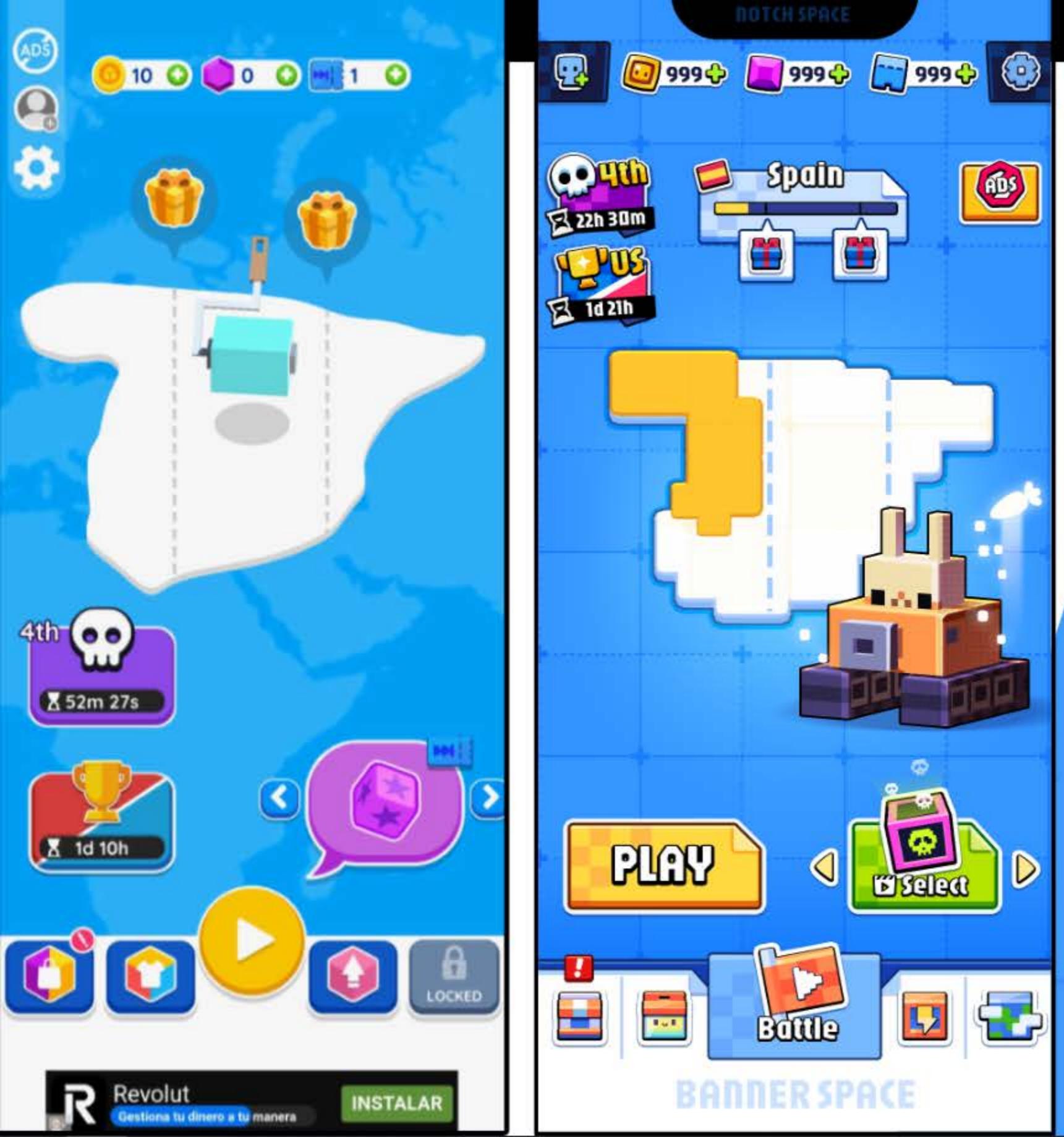


## UX OPTION A

The top HUD has now the user on the left and the settings on the right, both of them toned down as they are not meant to call the user's attention.

I used the classic left row for events and right row for monetization features. The NO ADS is now highlighted in the call to action color (yellow).

I added a progression bar, so it's no issue if the map is covered by the events. Also moved the select powerup as commented before.



## UX OPTION B

Option B is identical to option A except for the bottom part. I wanted to try the same exact layout Royal Match has.

The thing with this layout is that the play button has the easiest to reach placement..but just for right handed users. Also, we may want to swap the select powerup and the play.

I used the yellow call to action as in other midcore games, but for casual users it may be misleading.

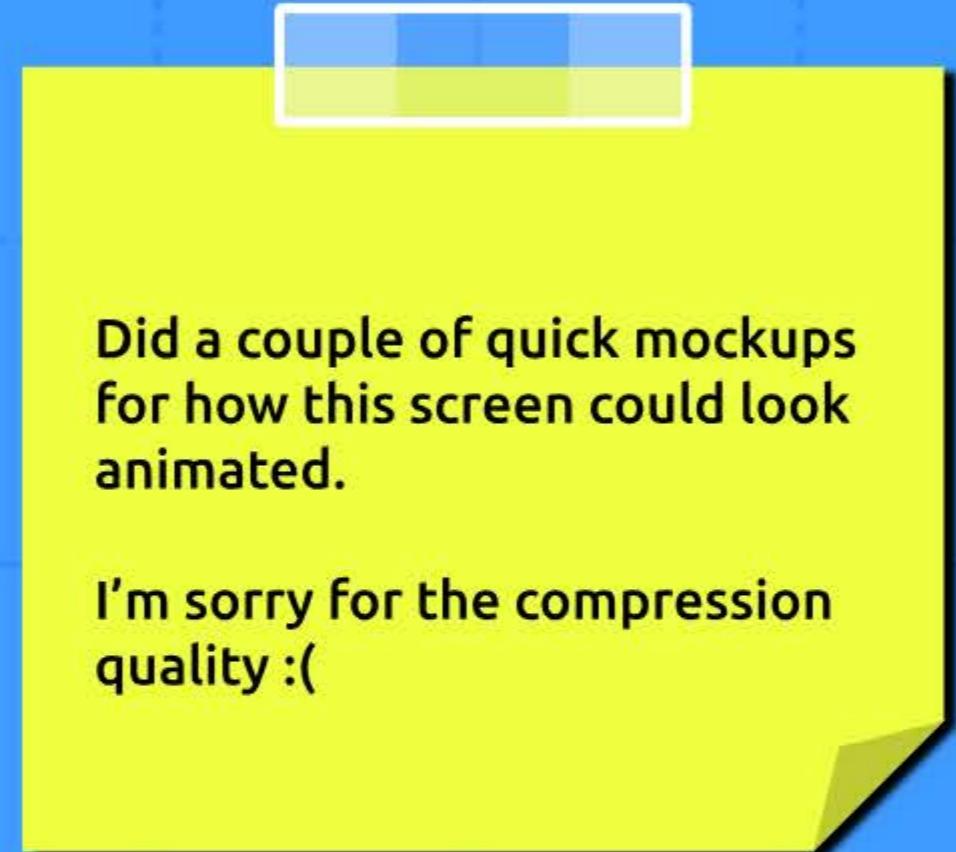


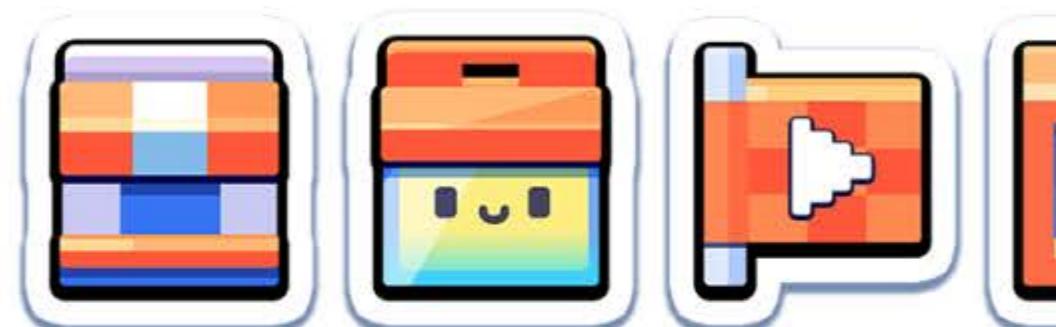
## ART CHOICES

The style aims to have the chunkiness and graphic style (outlines, flat colors) of some of the reference games. It's high contrast and it reads well in B&W.

I added the sticker like treatment (white outline with projected shadow) and the torned corners to recall the paper feel.

I went for squarified icons and a pixel checker pattern to also convey the 'voxel' retro vibe.

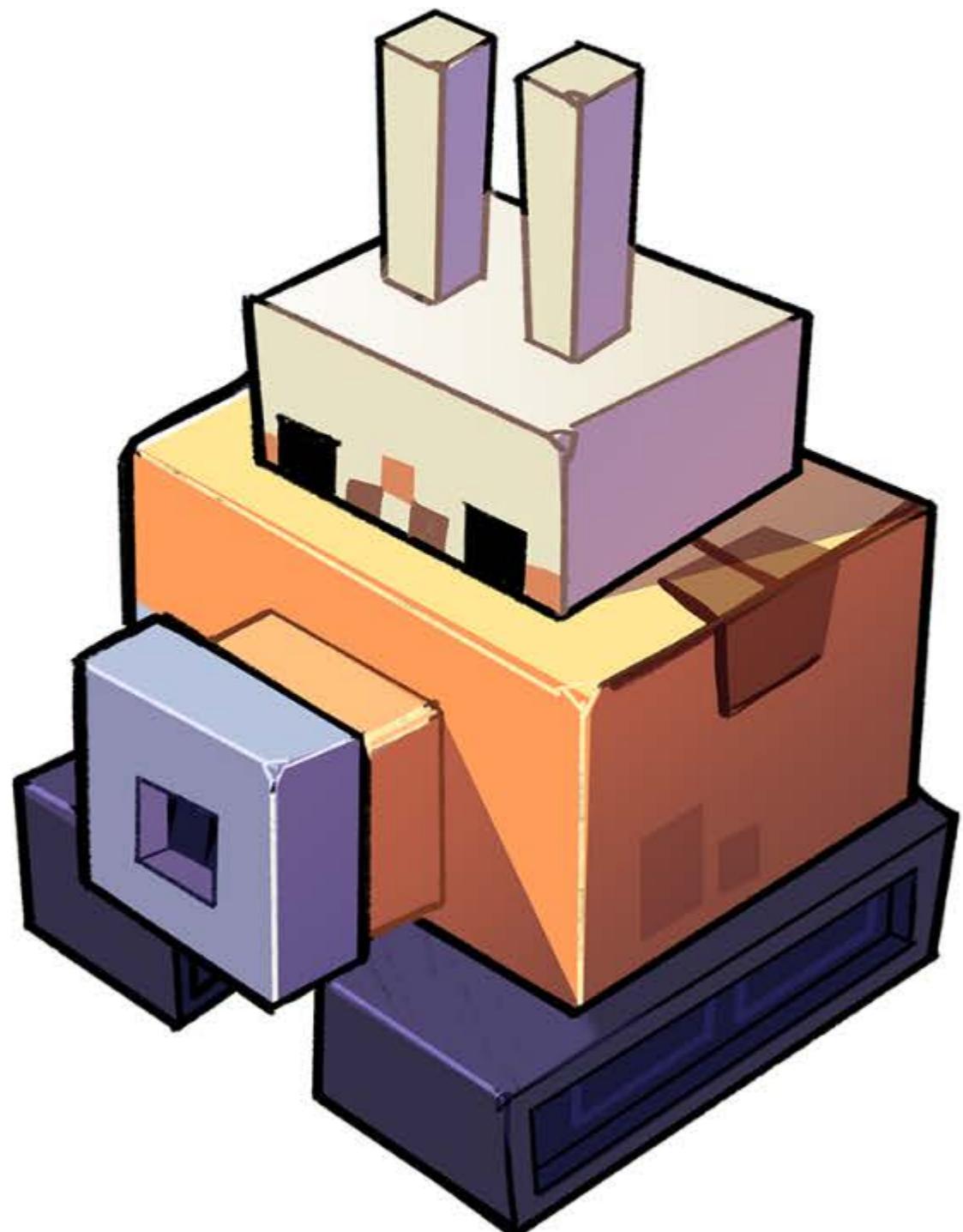




Wanted to push for the square like icons, however I felt going full pixel may create visual noise, so I rounded the corners to soften them.

## ICONS



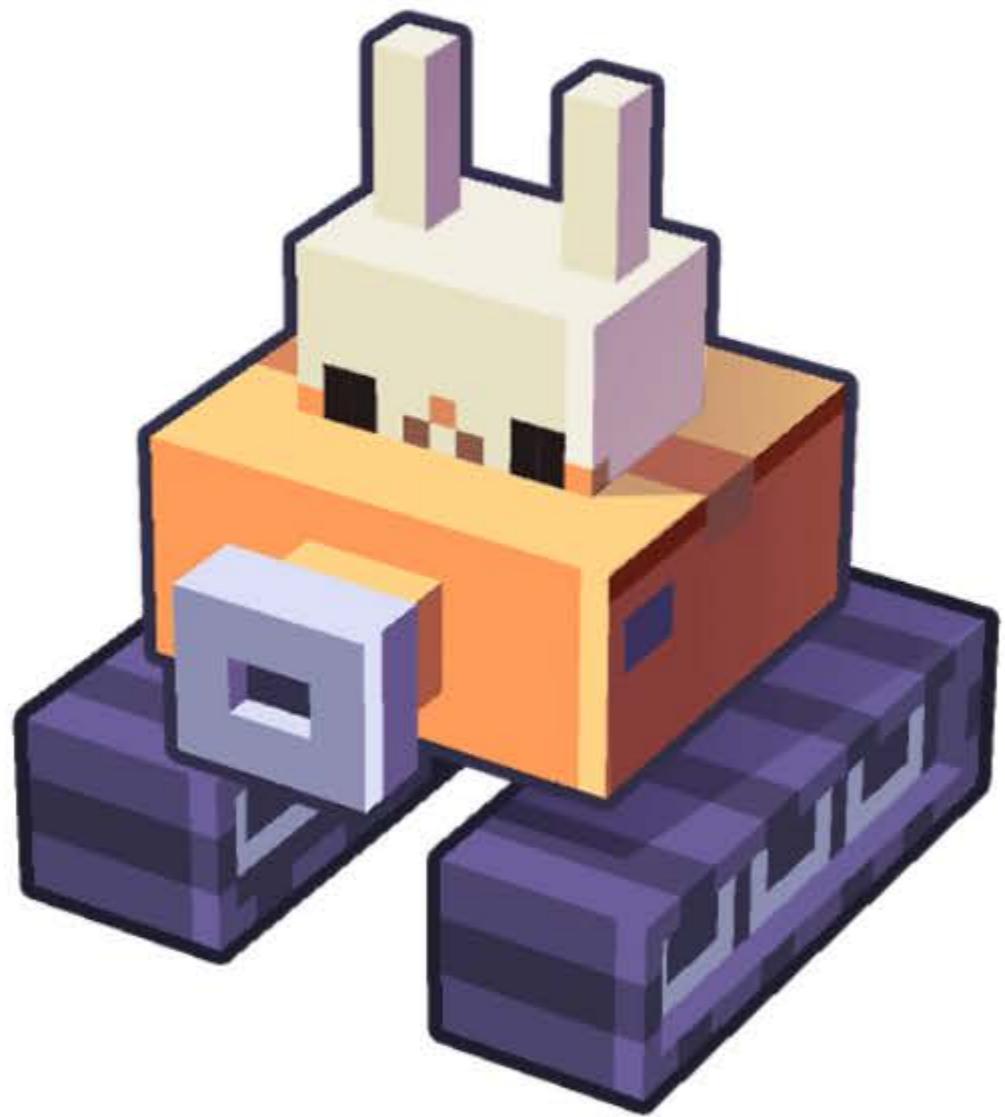


I wanted to create a fun character for the test and I came up with this design based on some cool references I found.

Instead of doing a vehicle, why not an animal driving one??

I decided to go with this tank made of a cardboard box.

## RABBIIX // CONCEPT



2 Gifs Loading...



RABBIIX // UNLIT 3D



RABBIIX // 3D ARNOLD



Another thing that came to my mind is the toy boxes.

I added it on the moodboard and it came to my mind that I will look fun to design.

I imagine them coming from a gacha, having different rarities and also having 'mysterious' boxes!

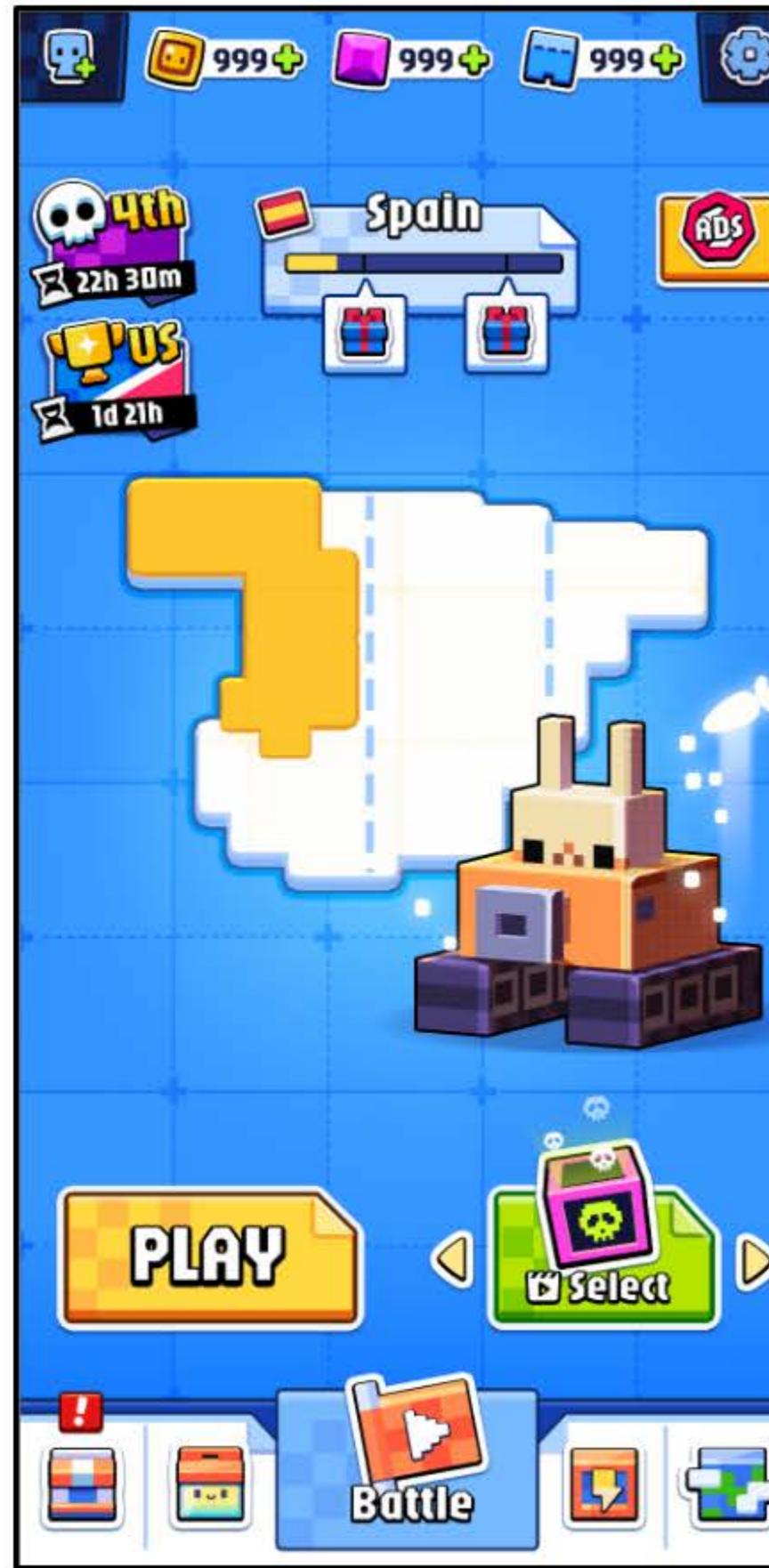
# RABBIK BOX // CONCEPT



RABBIX BOX // UNLIT 3D



Gif Loading...



Features Loading...

# Features

**What is NEXT?**

## Gameplay, Narrative and...

The test briefing requested some ideas on how a visually improved **gameplay** and a potential **narrative** could look. Also, features that may add to the game. In my case I will suggest some features based on doubling down skins as a monetization driver.

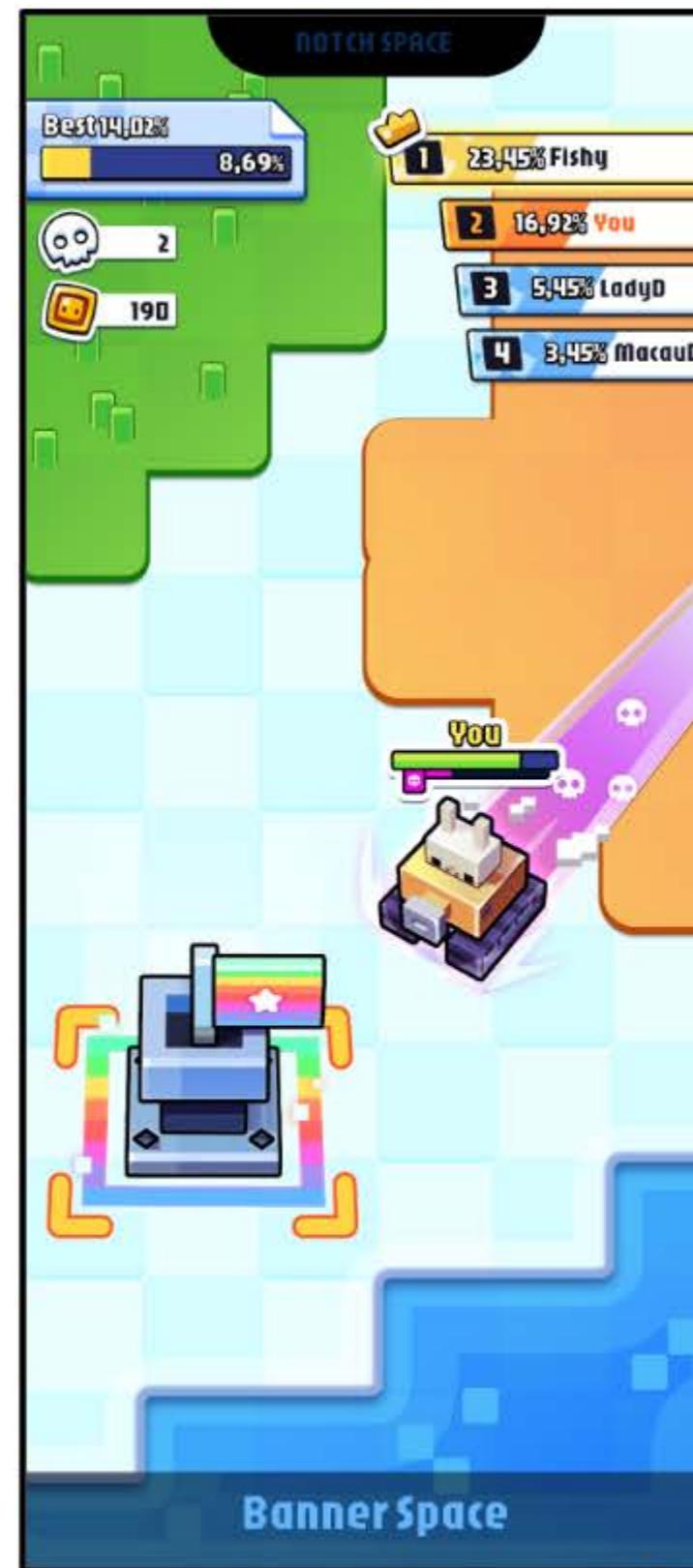


## GAMEPLAY

For the gameplay I imagine WAY more visual feedback. More explosions, more effect when using the powerups...

I took the idea of having outlines for readability from Brawl Stars.

I was also considering the checker kind of background, but it may not work well for the mechanics of this particular paper iteration.

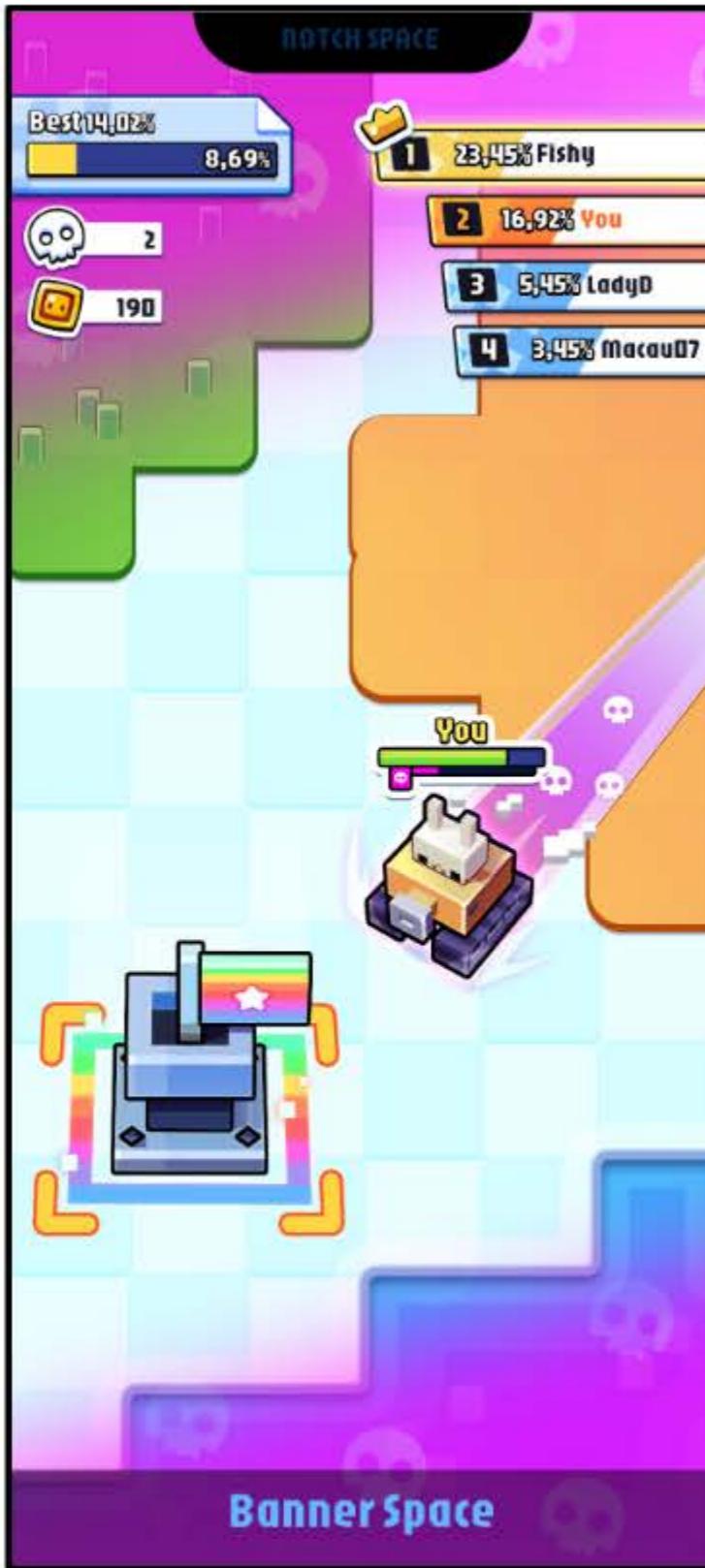


Taking Brawl Stars as an example I added outlines for a bolder readability.

Also I did the checker test, just to see how it would look.

I had some issues knowing the duration of the powerup effect and when I was going to be killed, so I added bars to give this info to the user.

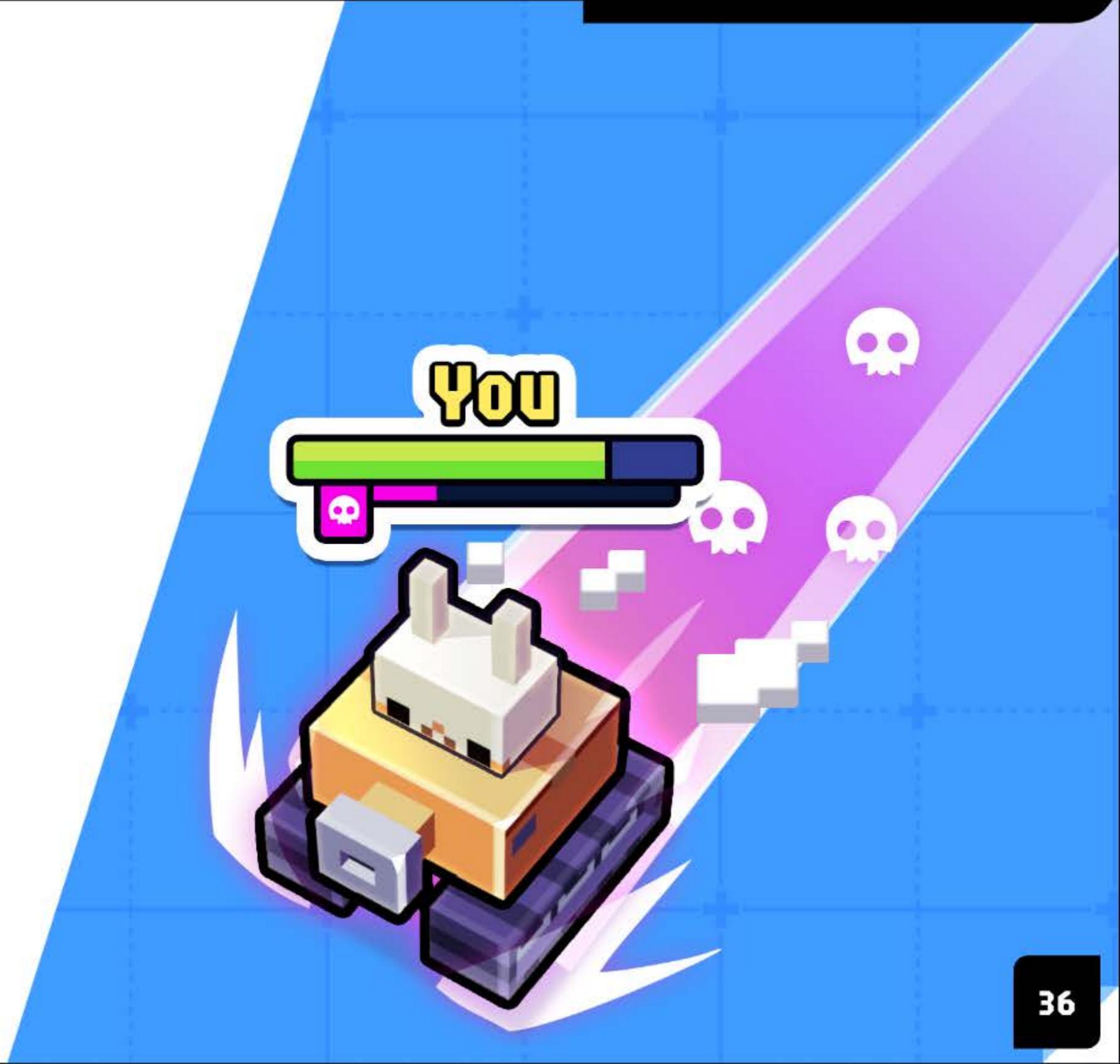
## GAMEPLAY



Here I was imagining that it would be cool to have some visual screen effect when you are using a powerup up on the corners of the screen (non intrusive).

I was imagining the skulls moving horizontally in a pattern, similar to the UI game backgrounds.

## GAMEPLAY





The first time I saw the turret in game I thought it was actually something BAD!

I wanted to redesign it to make it look friendlier.

I kept the rainbow idea and I imagine it to be animated as it is right now.

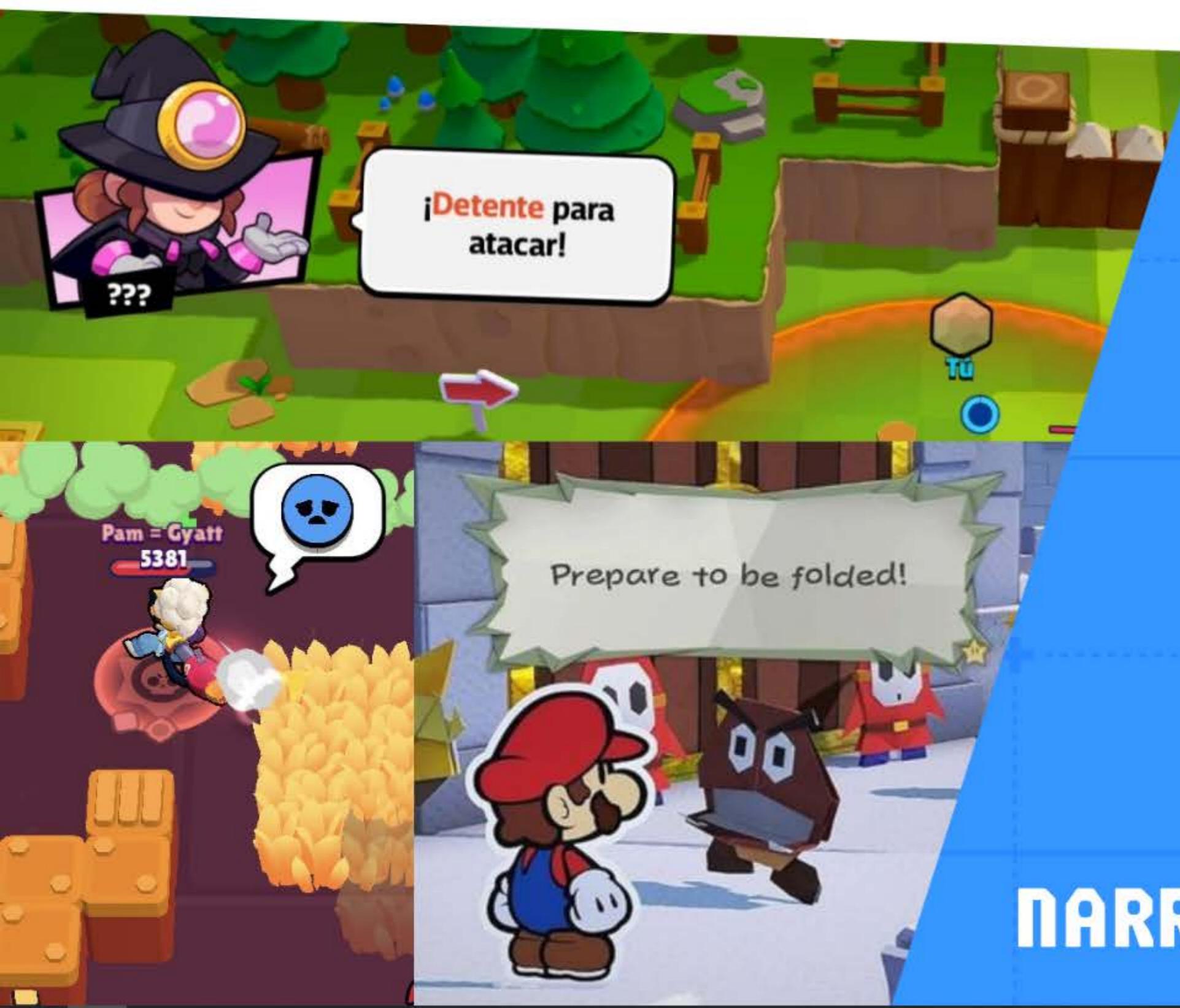
## GAMEPLAY // TURRET



UNLIT



UNLIT + BEVEL + OUTLINE

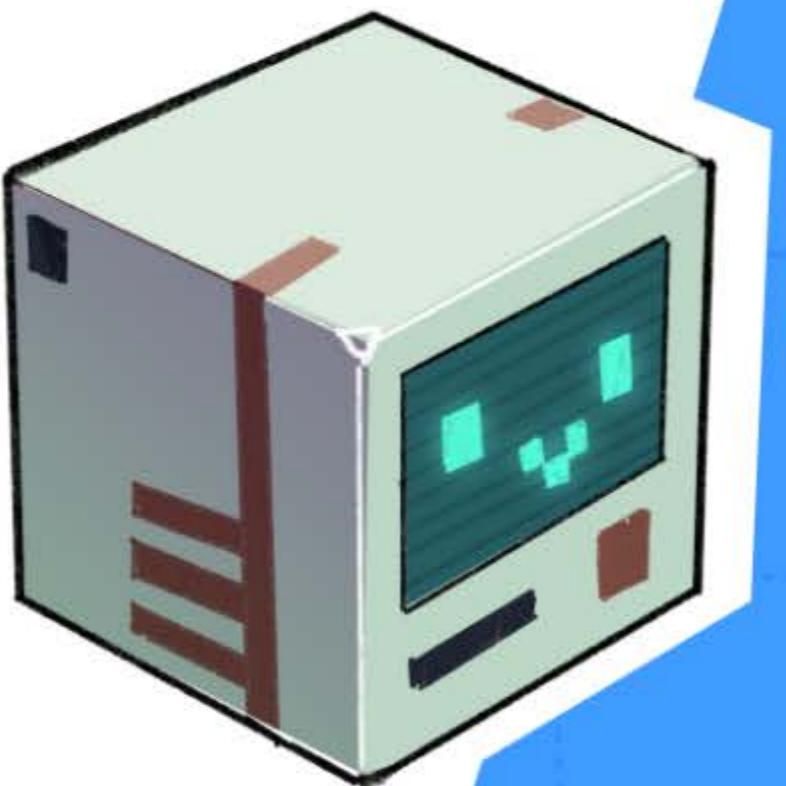
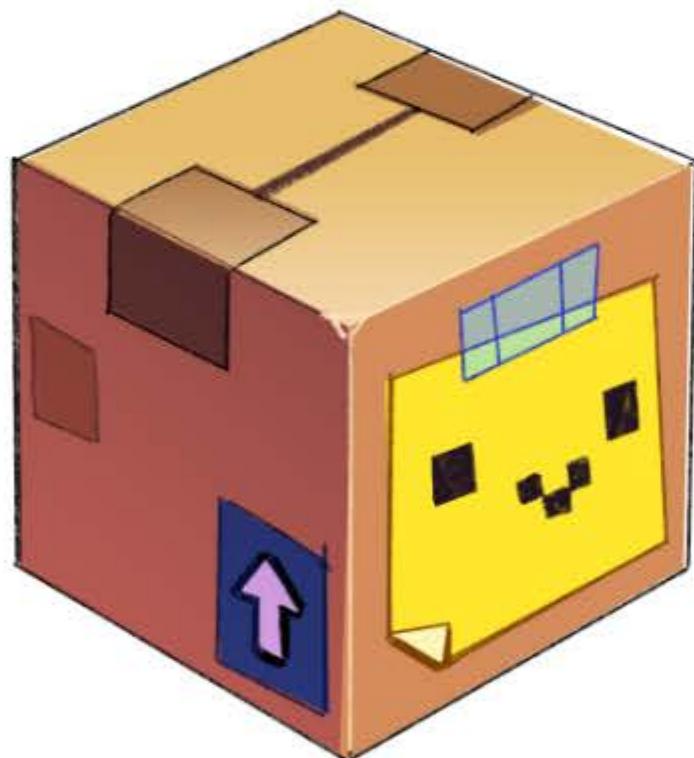


I was a little surprised for the narrative request, but here it is!

I focused on creating a mascot that works as a mentor in the game.

I also thought about adding emojis in the gameplay, but I felt this was not narrative per se.

## NARRATIUE



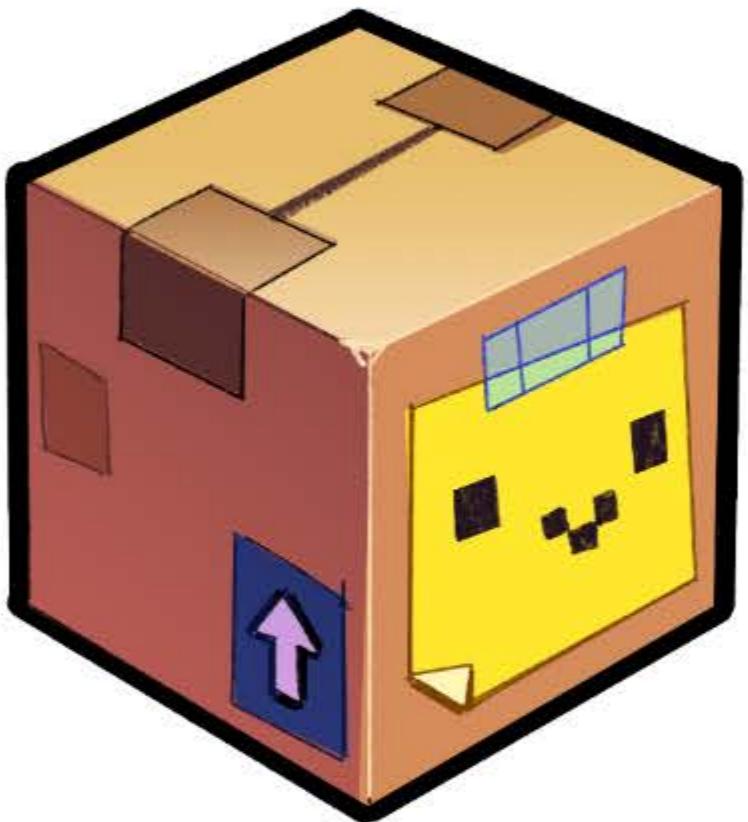
I came up with a couple of quick designs for a mascot.

I wanted it to be very simple, a pure cubic shape.

It was important for me that it had some sort of face, so it can express its emotions easily.

I went for the cardboard box because it had the paper feel. I called it BOXY.

## NARRATIVE // MASCOT



Concept



Unlit 3D



Bevel + Arnold Render

NARRATIVE // BOXY 3D

**CLICK** on the present to  
**CLAIM** your**PRIZE!**



I imagine BOXY appearing in the same way the witch mentor appears in Squad busters.

It may serve as a tutorial for the user.

If we have tournaments I can picture BOXY appearing with a mic presenting the Match.

## NARRATIVE // BOXY



## NARRATIVE // BOXY

# Features



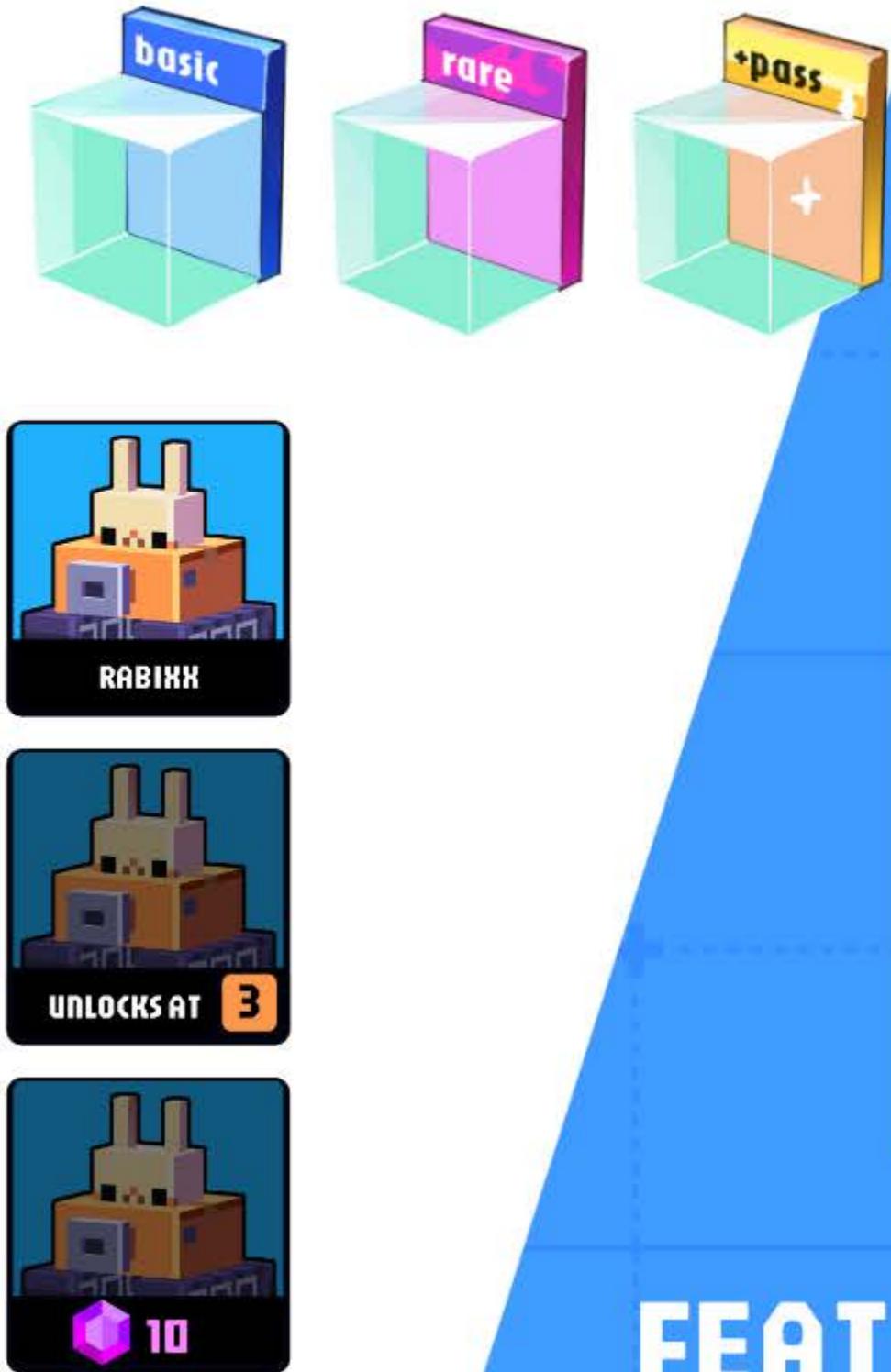
## DISCLAIMER

Rough Mockups ahead!!

I focused on envisioning features related to the SKINS.

One of my main references that I think it could work really well with this game is STUMBLE GUYS. They have roulette, gachas, boxes, skin centered season pass...

## FEATURES // SKINS



Of course I imagine a season Pass where you can get the +PASS super cool skins for a limited time!

I was thinking about the scalability of the skins and thought the user could earn shards as in other collectible games in order to unlock the characters.

## FEATURES // SEASON PASS



For the season pass I envision not only super cool SKINS, but maybe also brand partnerships.

Currently in stumble guys they are offering Ninja turtles skins, so here is my voxel take on it!

## FEATURES // BRANDS



And of course GACHAS! They can come in any shape or form, but we know people LOVE them.

I added the info button so we can offer the prize probabilities to the users and the app store / gplay doesn't get mad at us.

## FEATURES // GACHA

# Team Composition

Let people SHINE!

## Art Needs

Let's imagine I have to execute this vision. The team proposed in the brief is a **UI Artist** and a **Generalist Artist**. Well... Let's see what my needs would be. I will evaluate them in the next slide following the colored tags below.

UI	Concept	3D/Animation	UFX/SHADERS
<ul style="list-style-type: none"><li>• UI</li><li>• Icon creation</li><li>• Export &amp; Implementation</li><li>• UI Animations</li><li>• UI VFX</li></ul>	<ul style="list-style-type: none"><li>• Concept Art for future SKINS &amp; Gameplay items.</li><li>• Offer/In Game Illustrations.</li></ul>	<ul style="list-style-type: none"><li>• Skins &amp; Gameplay Model &amp; texturing</li><li>• Rig &amp; Skinning</li><li>• Animations</li></ul>	<ul style="list-style-type: none"><li>• In game VFX</li><li>• Unity shaders and materials.</li></ul>
PERFECT FIT	MISSING SOME SKILLS	UNKNOWN SKILLS	MISSING PROFILE
			49

## Skills Match

### UI

- UI
- Icon creation
- Export & Implementation
- UI Animations
- UI VFX

### Concept

- Concept Art for future SKINS & Gameplay items.
- Offer/In Game Illustrations.

### 3D/Animation

- Skins & Gameplay Model & texturing
- Rig & Skinning
- Animations

### UFX/SHADERS

- In game VFX
- Unity shaders and materials.



**UI ARTIST**

**AD**

**AD**

**GENERALIST**

**AD**

**GENERALIST**

**GENERALIST**

**PURCHASE PACKAGE**

**GENERALIST**

**UFX/TECH ARTIST**

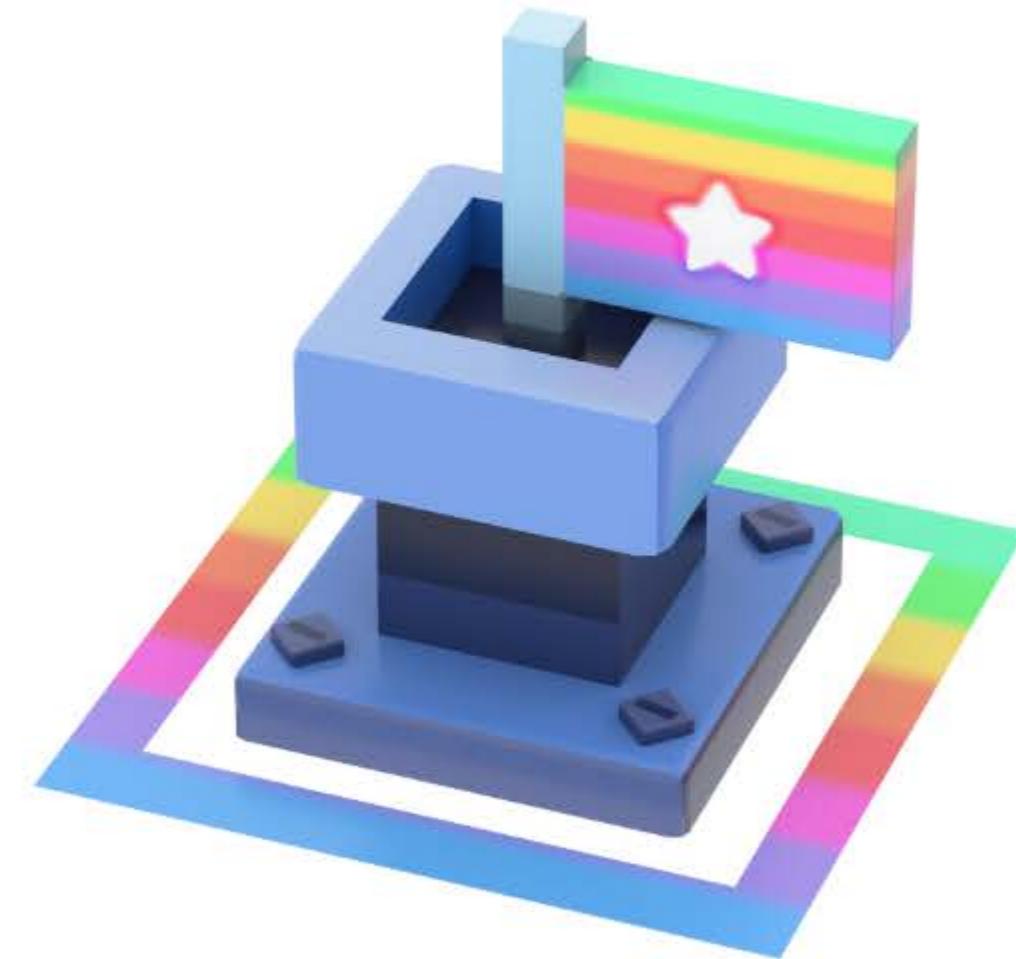
## Summary

Based on my very loose assessment (since I don't really know the precise skills everybody has) we should be pretty covered to move on.

The only friction point could be in the **VFX/Shaders** area. We can still buy packages or reuse and tweak stuff done in other games, however if we want something very concrete we may not be able to get it 100%.

I doubt this project would require a continuous flow of work for VFX/Shaders though. We may require an initial push to set the materials we want and build a tiny library of VFX to reskin later. It may be a good idea to have a floating VFX or TECH artist that can aid in different projects.

# Thank you!



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