



CITY LAND

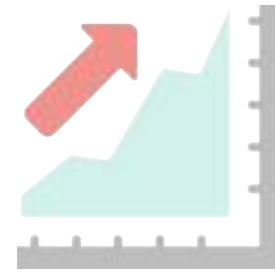
- ◉ City-building
- ◉ Simulation game



CITY LAND



act as
planner and **leader**
of a city



responsible for
growth and
management

Target Players

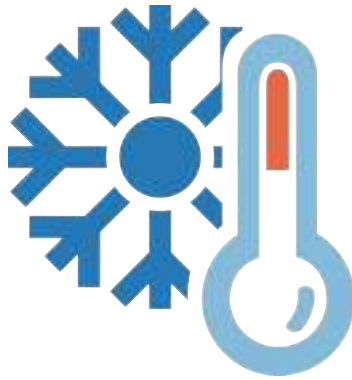


Teenage
(Age 15 – 18)

- Enjoy colorful game
- Like freedom
- Socializing with friends

(University of Toronto, 2005)

Game World



Cold & Winter



Simple &
Easy-to-use

Available on



Smart Phone



Tablet Computer





Game on iPhone

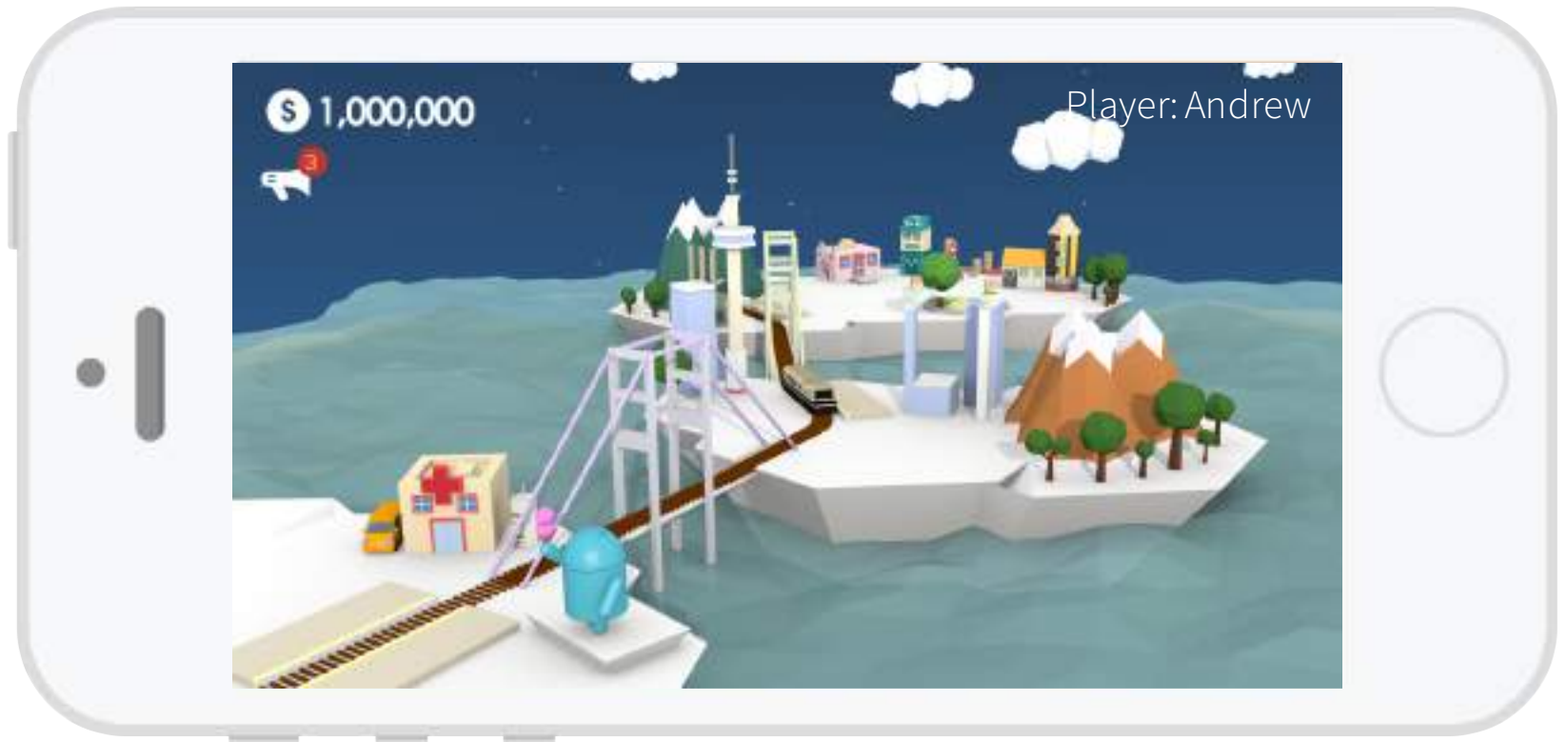
Game on iPhone



Game on iPhone



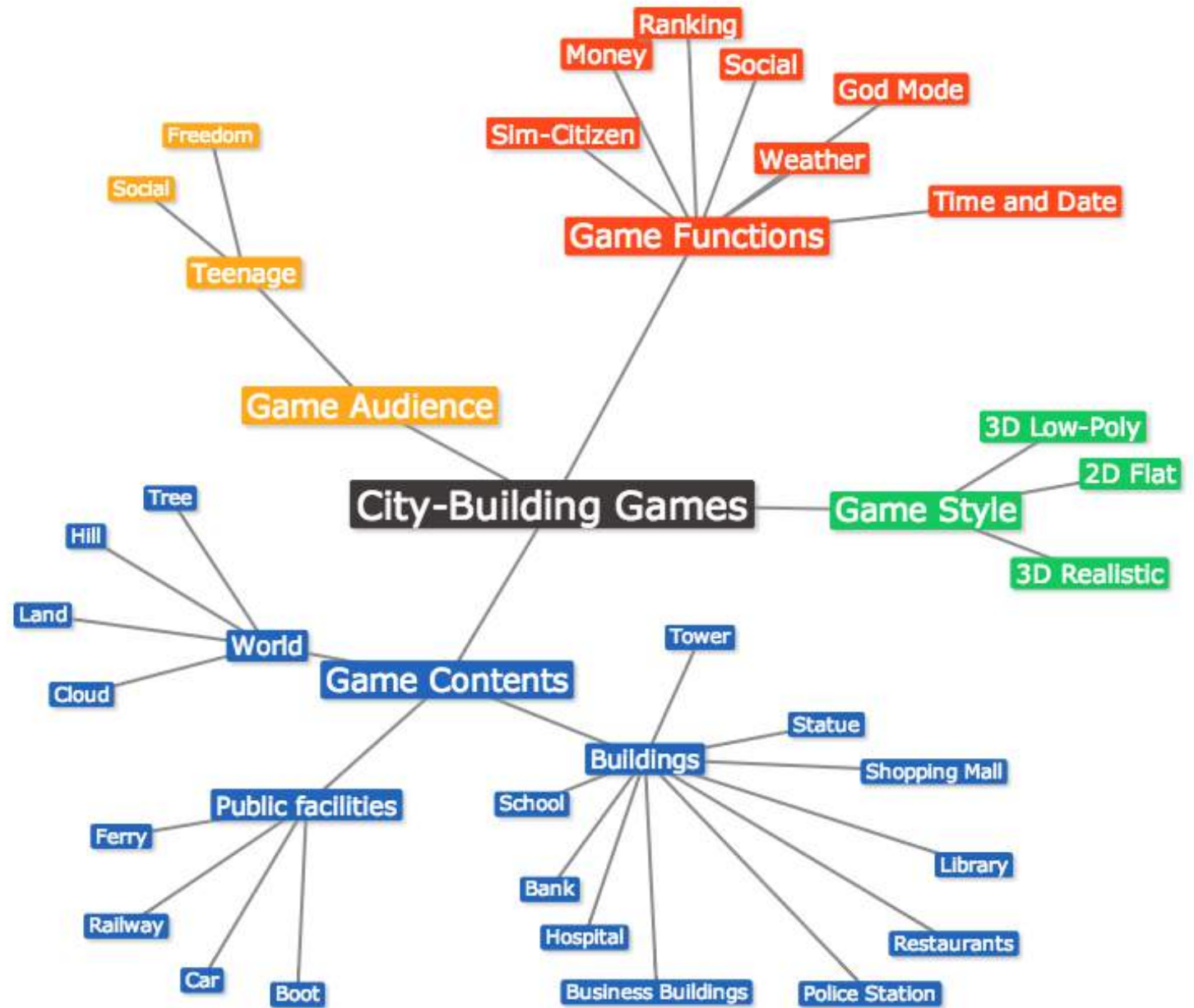
Game on iPhone



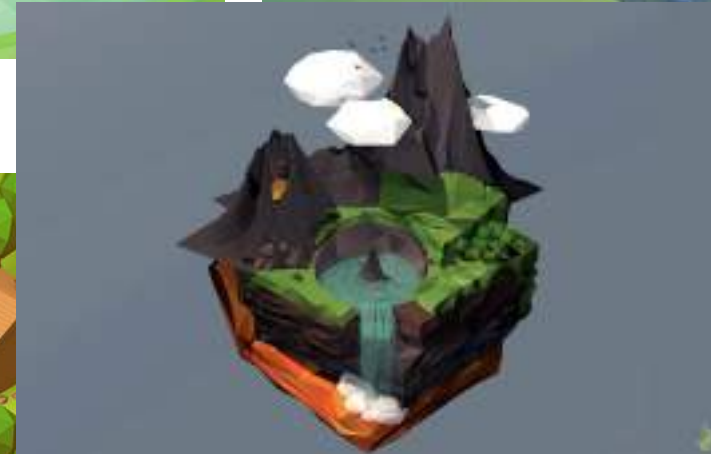
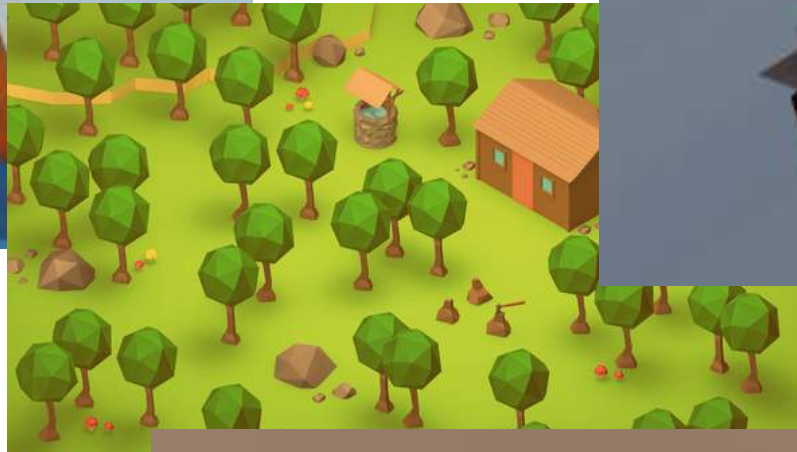


Design and Concept Development

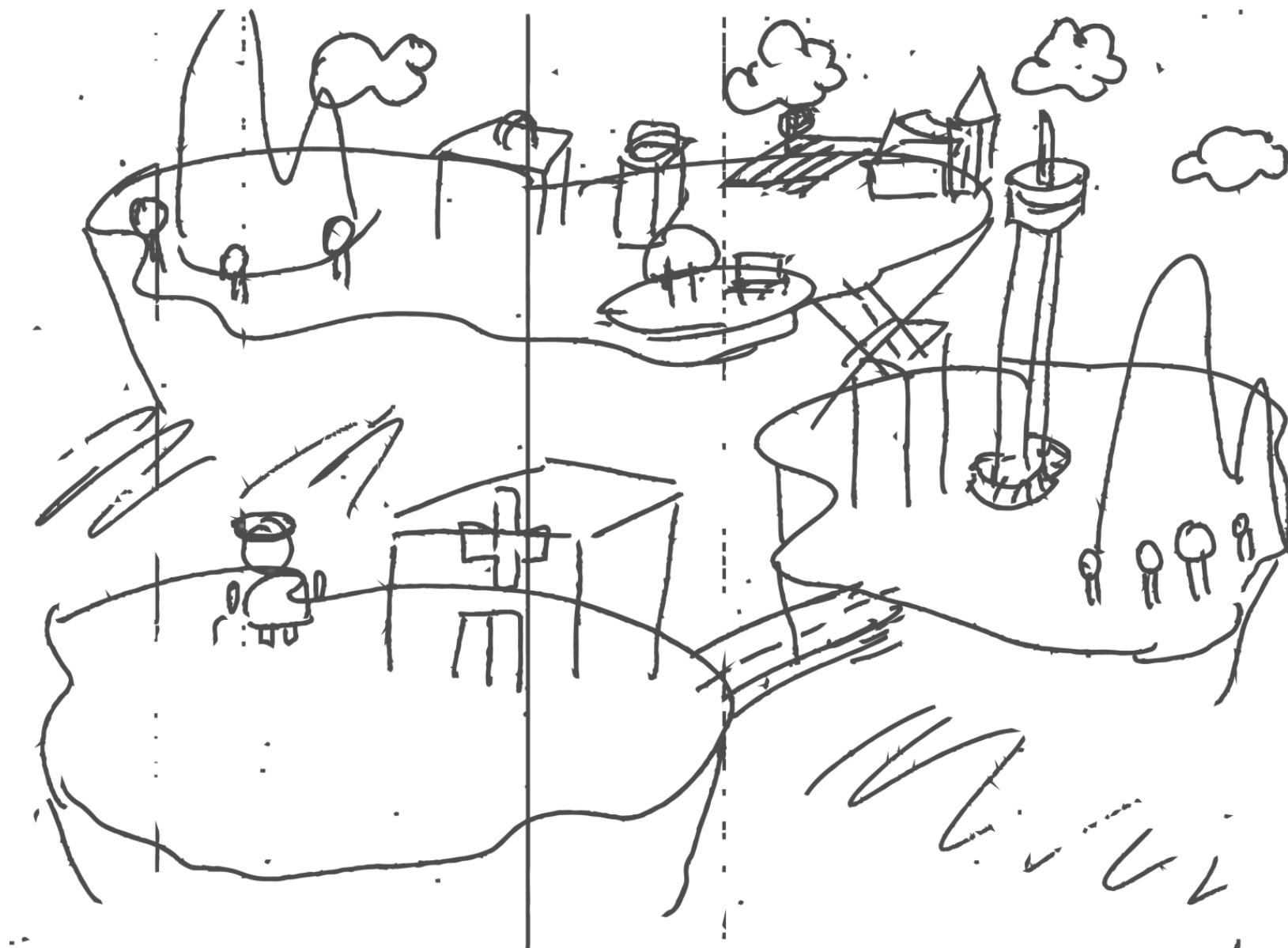
Mind map



Reference Images



Thumbnail Sketches



Current Games in market



- Reality but complicated
- Have to play very hard
- Easily to get tried

Development Stages

1

RESEARCH ANALYSIS

- Game scenario
- Target audience

2

DEVELOP VISUAL COMPONENTS

- Design specification and main theme
- Game scene
- Characters
- Environment Design (e.g. Moods and Lighting)

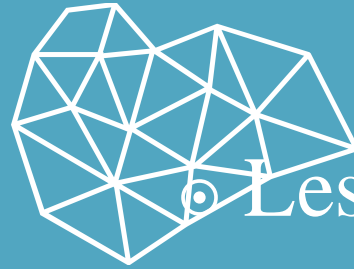
3

COMBINE DIFFERENT COMPONENTS

- Assign different positions
- Make small adjustments



Design Specification

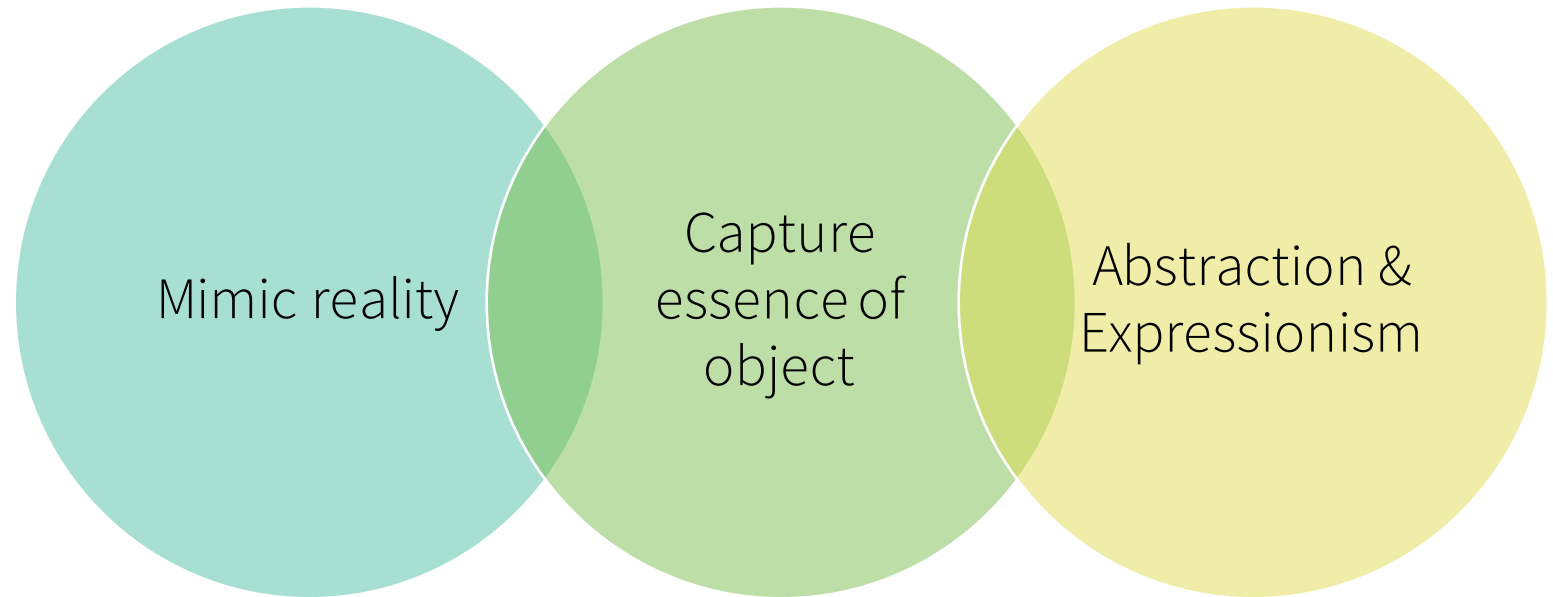


• Less is more

• Recalls Paper-craft or
Origami art work

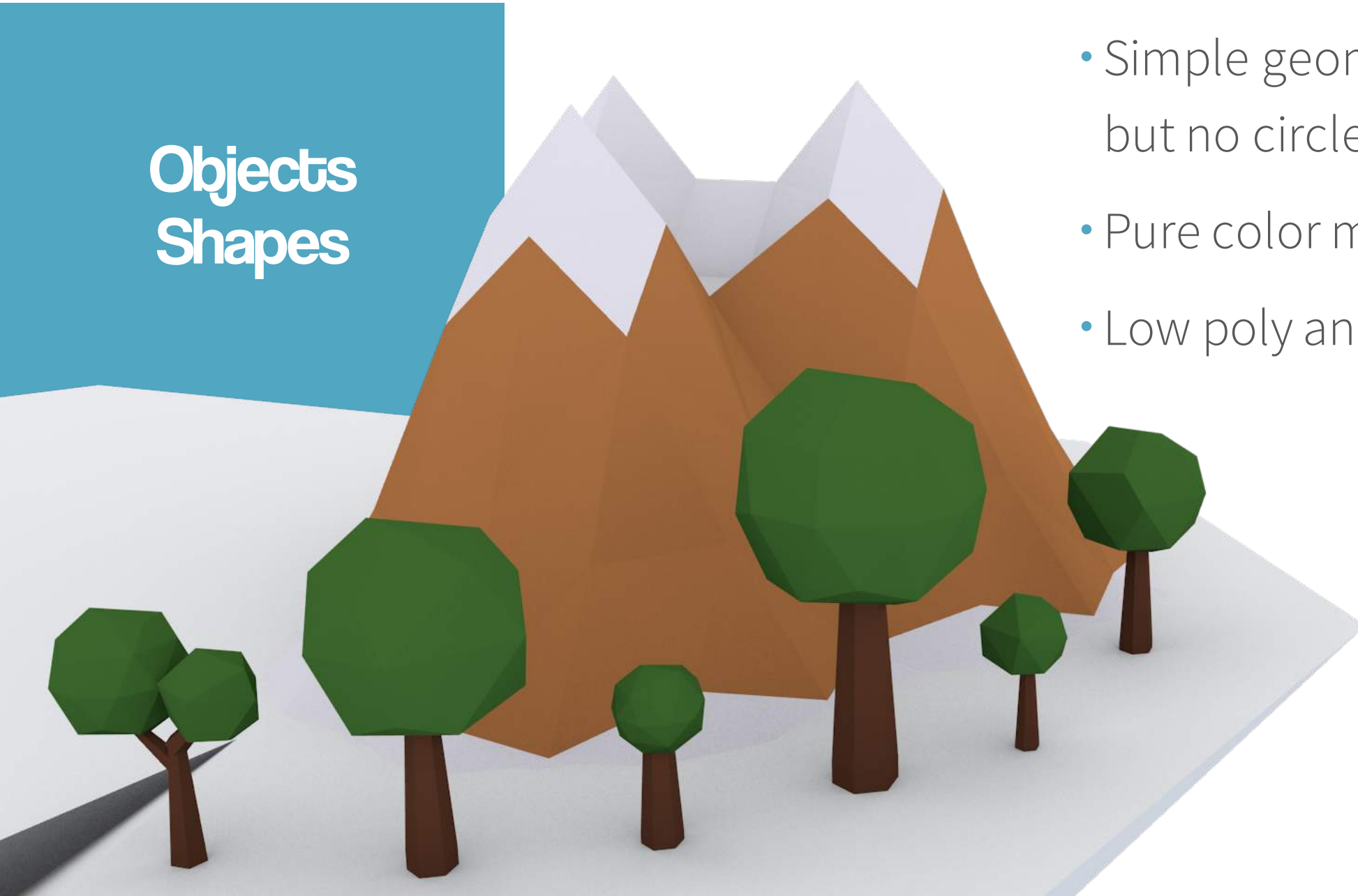
**LOW POLYGON STYLE
ILLUSTRATIONS**

Design Concepts

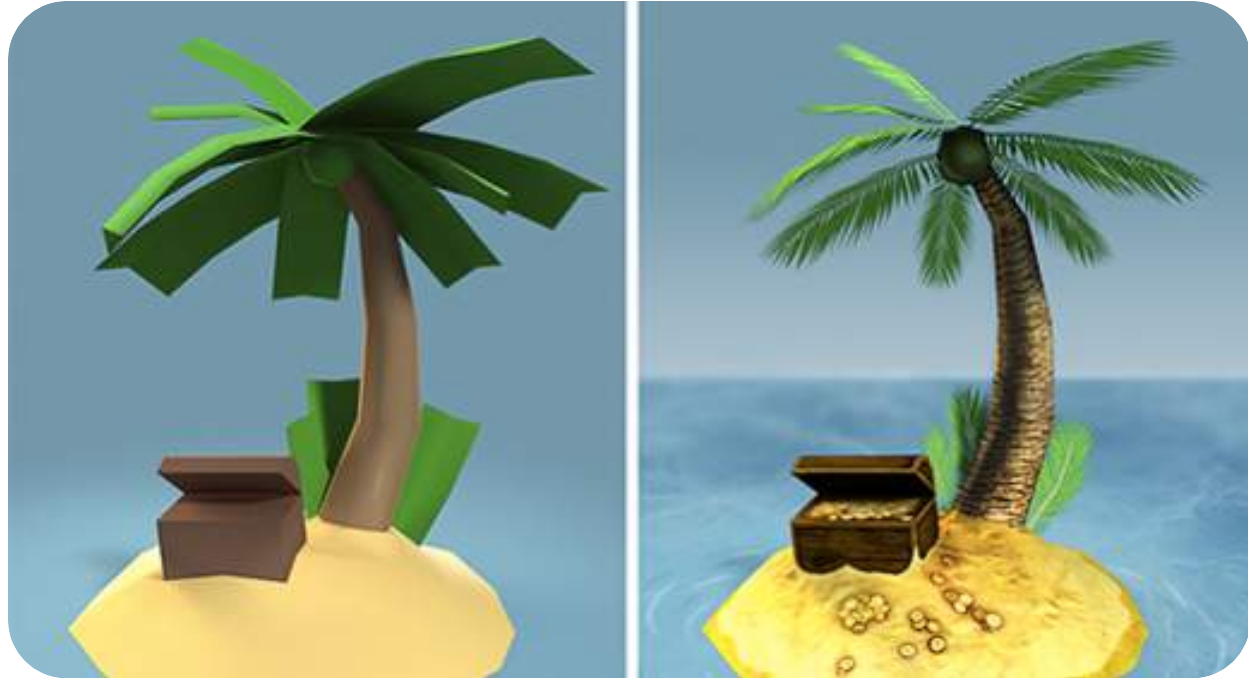


Objects Shapes

- Simple geometric shapes but no circles
- Pure color mapping
- Low poly angularity



Compare with realistic 3D object



- More simple
- Low-detailed and abstract
- Still can recognize what it is

Color Scheme

Bright and
dazzling colors



- Create a **diverse** feeling
- Create a **great contrast** between visual components
- Work with light or dark background

Color Scheme

Bright and
dazzling colors

#1ABC9C TURQUOISE	#2ECC71 EMERLAND	#3498DB PETER RIVER	#9B59B6 AMETHYST	#34495E WET ASPHALT
#16A085 GREEN SEA	#27AE60 NEPHRITIS	#2980B9 BELIZE HOLE	#8E44AD WISTERIA	#2C3E50 MIDNIGHT BLUE
#F1C40F SUN FLOWER	#E67E22 CARROT	#E74C3C ALIZARIN	#ECF0F1 CLOUDS	#95A5A6 CONCRETE
#F39C12 ORANGE	#D35400 PUMPKIN	#C0392B POMEGRANATE	#BDC3C7 SILVER	#7F8C8D ASBESTOS

- Create a **diverse feeling**
- Create a **great contrast** between visual components
- Work with light or dark background

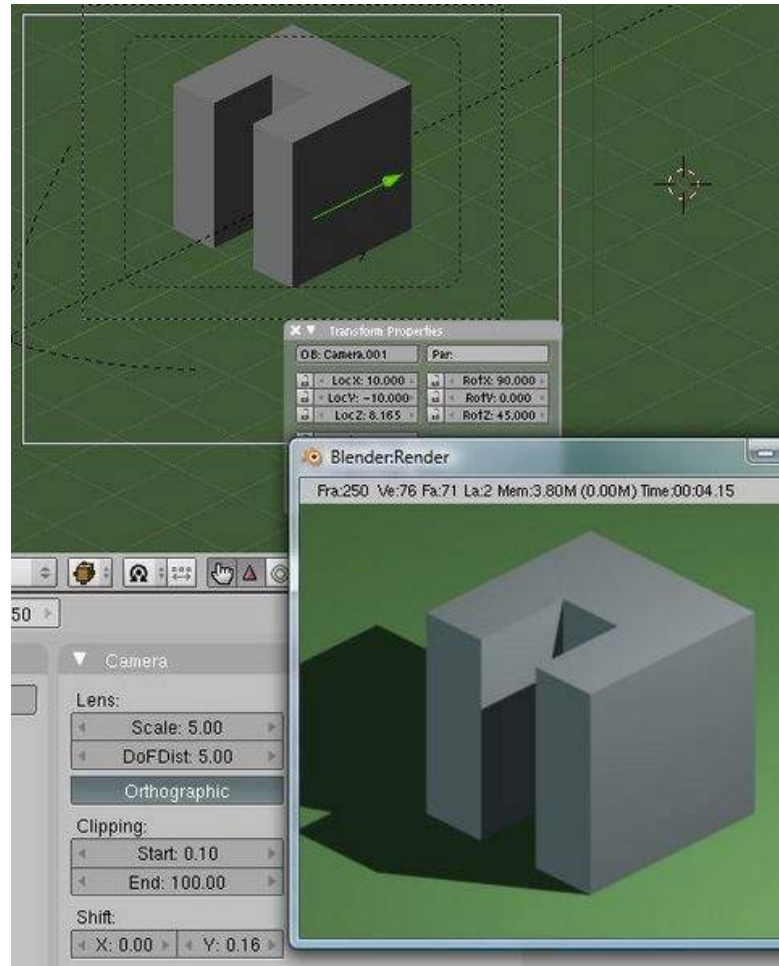
Colors

in the game environment



Camera View

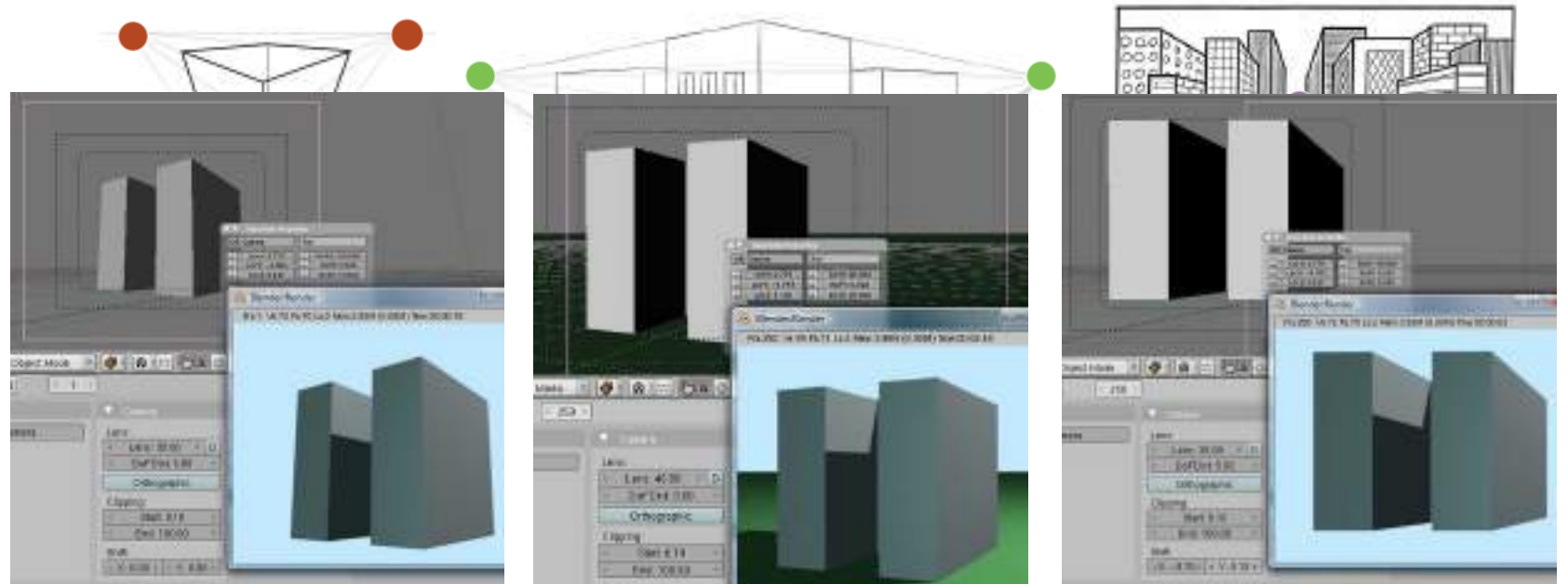
Isometric view



- Default settings
- Often used in third-person games
- 45° in XY plane, and raised 30° angle

Camera View

User
adjustments



Lighting & World

Default: Night



- Not much realistic
- One lighting source: Sun
- Get the cast shadows

Lighting & World

Different Time & Weather



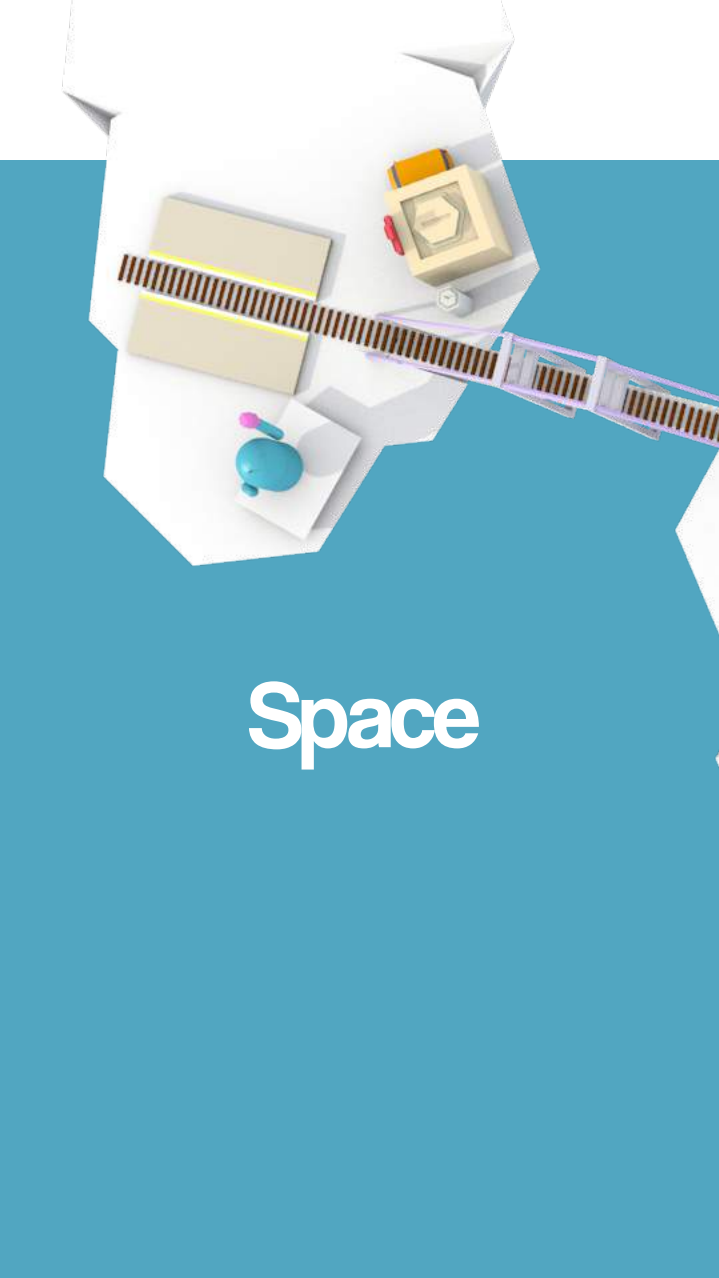
Mid-night



Day (Sunny)



Day (Mist)



Space



- For players to build lands / buildings
- Make the environment not too crowded

Focal Points & Center of Interest

- Three lands as focal points
- Two bridges as guide lines (Directional)
- Guide the viewer to center of interest





Game Asset List

Game Asset List

Game Environment



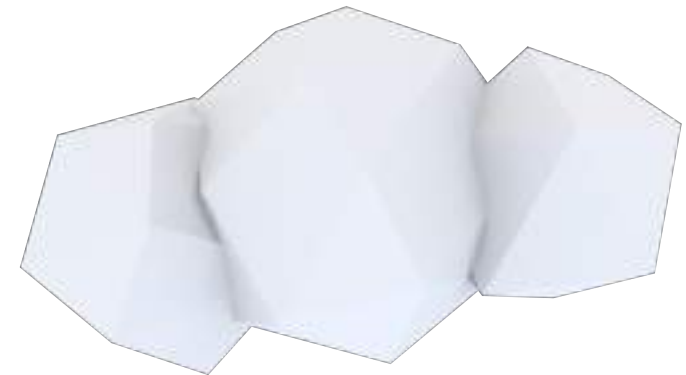
Game Asset List

Environment

Hill, Tree & Land



Cloud



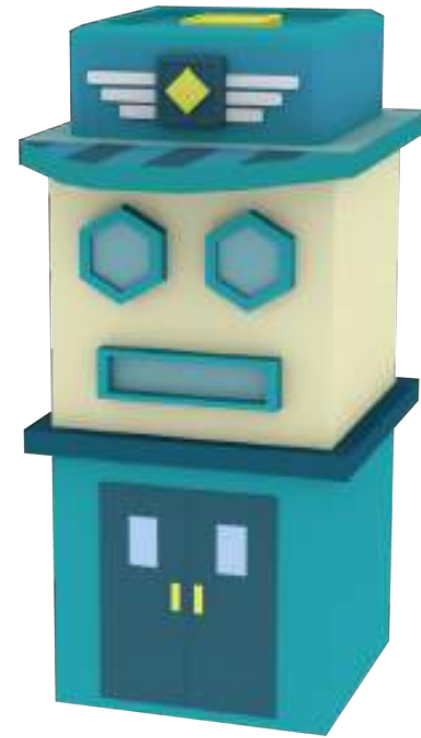
Game Asset List

Buildings

Bank



Police Station



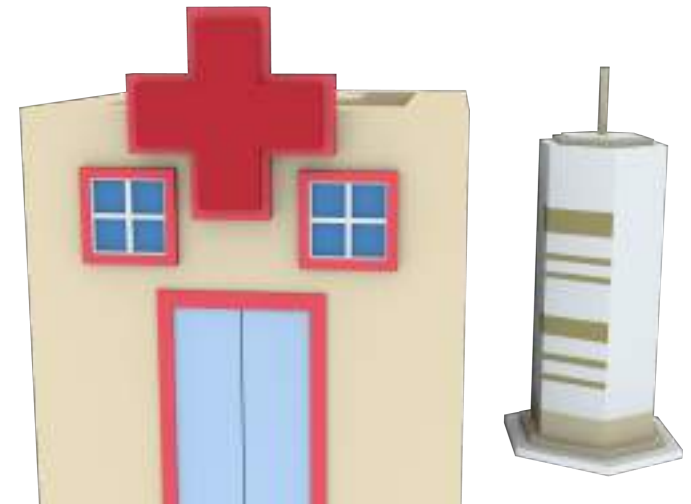
Game Asset List

Buildings

School



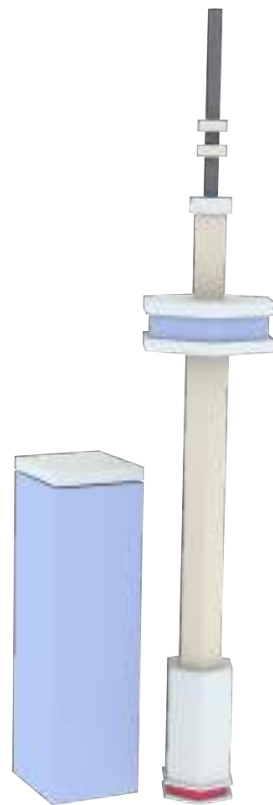
Hospital



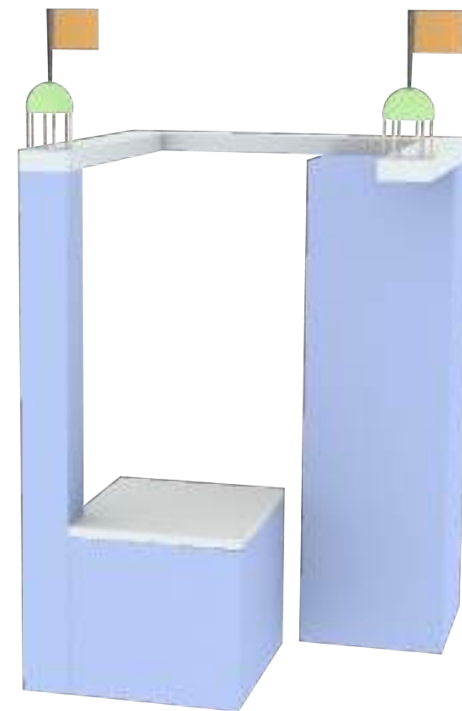
Game Asset List

Buildings

Tower & Commercial Buildings



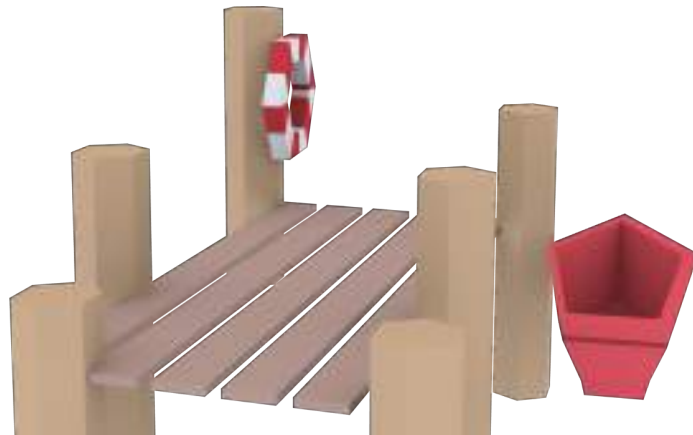
Government Buildings



Game Asset List

Public Facilities

Pier & Boat



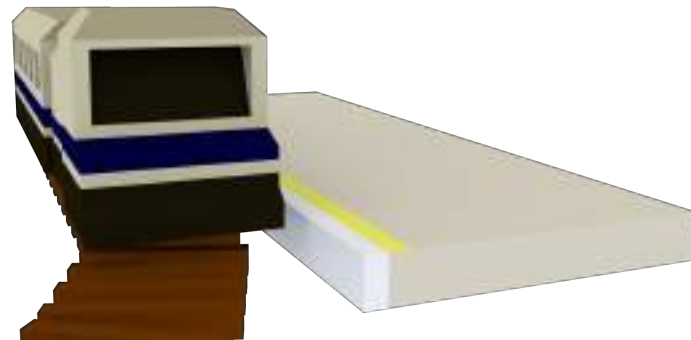
Park



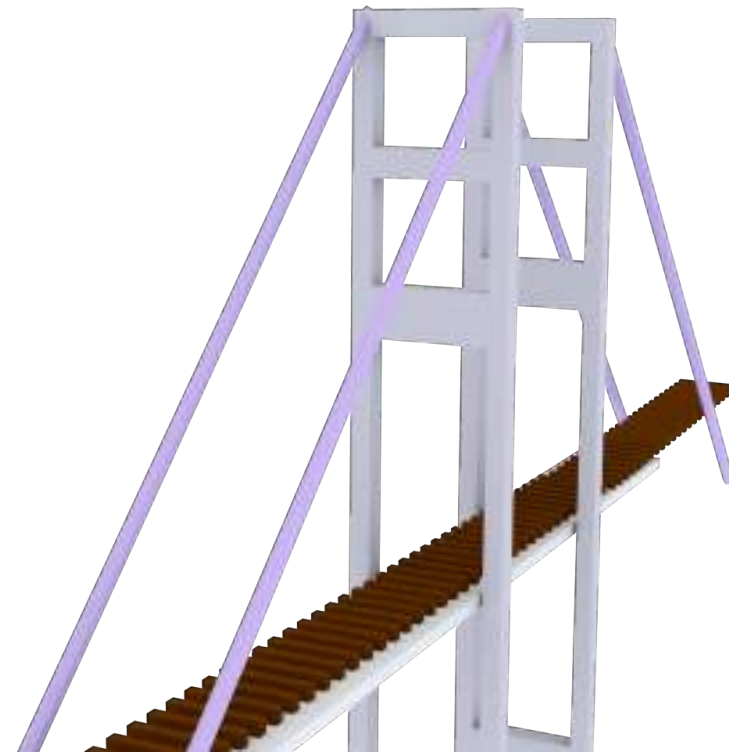
Game Asset List

Public Facilities

Railway



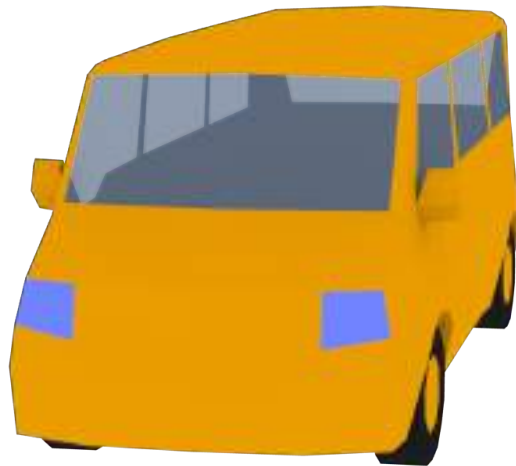
Bridge



Game Asset List

Others

Car



Android (Statue)



Game Asset List

Characters
Turntable Shot



Bibliography

- B., D. (2014). VFX Minimalism: The Beauty of Low-Poly Art. *Gnomon School Blog*. Retrieved 23 April 2014, from <http://www.gnomonschool.com/blog/art-techniques/vfx-minimalism-the-beauty-of-low-poly-art>
- Behance. (2014). Low Poly Art. Retrieved 23 April 2014, from <http://www.behance.net/gallery/Low-Poly-Art/6547729>
- Blendernation.com. (2014). Tutorial: Secrets to Creating Low Poly Illustrations in Blender. Retrieved 23 April 2014, from <http://www.blendernation.com/2014/02/06/tutorial-secrets-to-creating-low-poly-illustrations-in-blender/>
- Conzitoool. (2014). Pond low poly by conzitoool. Retrieved 23 April 2014, from <http://conzitoool.deviantart.com/art/pond-low-poly-434854366>
- designrfix.com. (2011). Erwin Kho: Artist Of The Day - designrfix.com. Retrieved 23 April 2014, from <http://designrfix.com/inspiration/erwin-kho>
- Gelbaxa. (2013). deviantART: More Like Low poly. Retrieved 23 April 2014, from http://www.deviantart.com/morelikethis/artists/354462464?view_mode=2
- Maty241. (2014). Low Poly Island. Retrieved 23 April 2014, from <http://maty241.deviantart.com/art/Low-Poly-Island-429215716>
- models, H. (2013). How to create low-poly 3D models. *Creativebloq.com*. Retrieved 23 April 2014, from <http://www.creativebloq.com/3d/how-create-low-poly-3d-models-121310159>
- Nuddelsala. (2014). Low Poly Park. Retrieved 23 April 2014, from <http://nuddelsalat.deviantart.com/art/Low-Poly-Park-410644422>
- Society6. (2014). The Cabin (Low Poly Isometric) Art Print by ERROR23. Retrieved 23 April 2014, from http://society6.com/error23/The-Cabin-Low-Poly-Isometric_Print
- Webdesigner Depot. (2014). How to get the low-poly look. Retrieved 23 April 2014, from <http://www.webdesignerdepot.com/2013/09/how-to-get-the-low-poly-look/>
- YouTube. (2014). BLENDER Tutorial: Low poly forest assets!. Retrieved 23 April 2014, from <http://www.youtube.com/watch?v=rtO9maU709>

Special Thanks



Erwin Kho

Illustrator & graphic designer

Rotterdam, Netherlands

<http://www.zerbamine.nl/>

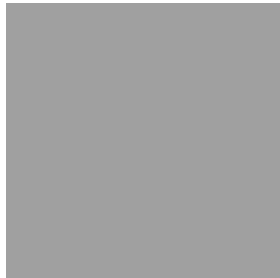


Ann/y Leung

Lecturer of SD2984

Hong Kong

<http://www.anstudio.com/>



Other students
who helped me a lot



THANK YOU!