



# CityLand Style Guide

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# Sepcial thanks to

## Ann Leung

Lecturer of SD2984 course

<http://www.anstudio.com>

*Who helped me a lot in producing the animation  
using Blender Software*

## Erwin Kho

Illustrator and graphic designer from Netherland

<http://www.zerbamine.nl>

*Who inspire me to finish this project and  
the characters' design is based on his work*

## User 'myname'

on 'Blendswap.com' Blender Objects Sharing Site

<http://www.blendswap.com/user/myname>

*One object 'Car' in game environment is  
produced by him*

# Production background

**CityLand** is a simulation game which focuses on city-building element. This is also cities management game that player act as a planner and leader of cites. Players are responsible for the happiness of citizens and the budget of the government.



(CityLand on iPhone)

There is no ending of the game and they should expand their cities with keeping a stable budget. Player can build different buildings in cites such as school, bank, hospital to supply necessary services to citizens.

It provides a social function to enable users to share maps and cites with others. They also can compare the scores and visit others' cities, but cannot interact in real-time gameplay.



# Background research analysis

There are different city-building games in the current market, such as **SimCity** and **CitiesXL**. They are reality games which provide many functions. To provide a wonderful player experience, they added many unique functions like robot attacking, data visualization and customizable buildings. Those functions are attractive to users.



(SimCity: Cities of Tomorrow)



(CitiesXL)

However, those games are **too realistic and too resources-demanding**. They are not suitable to run on mobile platforms. Players are not easy to get fun from them because they have to put many effort and energy to run the cities. The control methods of games are too complicated also. Players have to play very hard to take part into the game and it is **easy to get tired**.

However, there are some mobile games are quite popular and successful nowadays, like **2048** and **Flappy Birds**. Players are got addicted in playing them. Those games are quite challenging but the control methods are very easy. Dong Nguyen, Flappy Birds game developer, just created the game in two or three days.



(Flappy Bird)



(2048)

It shows that the **creative, game play and design** are more important than making all things become realistic.

They are simple games that anyone could play. It is great to play those games when boredom strikes, such as laying in bed or riding in the seat of transports. All you just need to practice is **tapping on the phone screen**. It doesn't take any hard to control it.



(2048 on Android devices)

Also, there are no barriers to entry the game. Flappy Birds and 2048 are 100% free to download and free to play, with no in-app purchases. Anyone can play it, and there is **only one playing method** in Flappy Bird: tap the screen to make the bird fly. You can play the game easily with one finger.

They inspire me to **make a simple game with easy-to-use game environment on mobile platform** that make anyone can enjoy and kill time when playing my game.

# Target audience analysis



Teenage  
(Age 15 – 18)

- Enjoy colorful game
- Like freedom
- Socializing with friends

(University of Toronto, 2005)

# Art direction

## Design theme: Low polygon style

In the game environments design, **low polygon style** with pure color will be used to create a simple feeling. Low polygon style illustrations are hot trend nowadays. The graphics in this style are **low-detailed, faceted models, highly rendered and with soft lighting effects**. Also, the objects in game environment look like origami artwork.

It can reduce the memory and resources usage to match the device requirements because there is no image-mapping object.

## Object shapes

We use fewer polygons in modeling stage to create a simpler and more abstract model. The objects are combined by simple geometric shapes such as cubes, cylinder. It creates a **blocky and angular objects look**.



## Colour scheme and palette

**Bright and dazzling colors** will be used to create a diverse feeling in the game.

Those colors work well with light and dark background. Also, they can create a great contrast between different visual components. Some colors are important in the game to create specific meanings.

#1ABC9C TURQUOISE	#5B9B42 OLIVEDRAB	#3C79B8 MIDNIGHTBLUE	#9B59B6 AMETHYST	#34495E WETASPHALT
#16A085 GREEN SEA	#27AE60 NEPHRITS	#3A6788 BELIZE HOLE	#8E44AD WISTERIA	#2C3E50 DRAK BLUE
#F1C40F SUNFLOWER	#E67E22 CARROT	#E74C3C ALIZARIN	#ECF0F1 CLOUDS	#95A5A6 CONCRETE
#F39C12 ORANGE	#D35400 PUMPKIN	#C0392B POMEGRANATE	#BDC3C7 SILVER	#7F8C8D ASBESTOS





## Lighting and shadowing

To make the game environment not too boring, there are some lighting effects and shadowing to create a layering feel. Therefore, the design style recalls paper-craft or origami.

The default world of game environment is night world. There is only one light source “Sun” in game environment to make the environment brighter.



To create different time and weather, sky color and lighting could be adjusted.



(Day: Mid-night)



(Day: Sunny)



(Weather: Mist)

## Camera views

The game will show in **isometric view** in default. It is often use in third-person games that making player can easily to have an overview of the cities.



However, users can **change the camera views** in different angles, such as three-points view, two-points view and one-points view. They also can **zoom in the camera** to view the details of different objects.



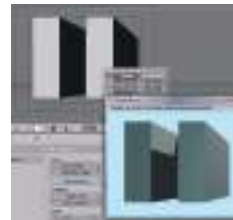
(Three-points view)



(Two-points view)



(One-point view)



## Space

To make the environment not too crowded, there are some space leaved in the game scene.

Also, users can use the spaces to build lands or buildings.

## Focal points & Center of interest

Different buildings and three lands in the game environment act as the **focal points** of the game.

There are two bridges connecting the lands and they act as the **guide lines** to make players focus on the buildings and the center of interest.



## Characters design

There are three characters in the game who acts as citizen of the cities. The characters design is based on Erwin Kho's work and I reproduce them in the Blender software.



Character  
'Blue'



Character  
'Smart'



Character  
'Grey'

# Design specifications

Design principles: Low-detailed



Design principles: Bright and dazzling colors



Design principles: Straight light shadows



Design principles: Reductive approach



## Game environment



## Game asset list

Hill, Tree & Land



Cloud



Bank



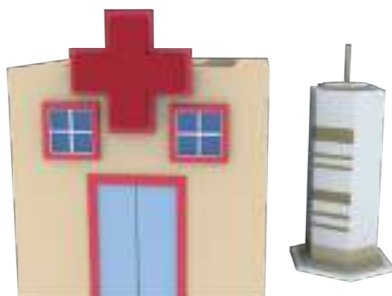
Police Station



School



Hospital





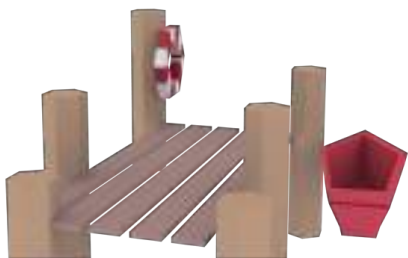
Tower & Commercial  
Buildings



Government  
Buildings



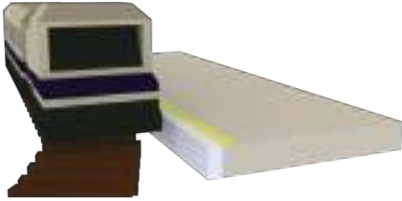
Pier & Boat



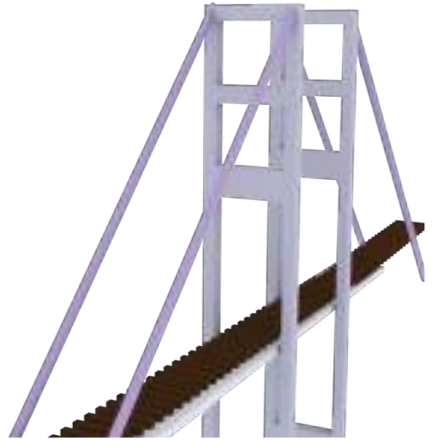
Park



Railway



Bridge



Car



Android (Statue)



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