SQUID GAME

By Anjila R

- A South Korean Netflix series where participants compete in deadly children's games for a cash prize.
- Released in 2021, it became a global phenomenon.

Geometric Shapes as a Visual Language

- Circle, Triangle, Square = key visual symbols
- Shapes create hierarchy and meaning visually.

mid-ranking guards

lowest-ranking guards

supervisors /
highest-ranking guards
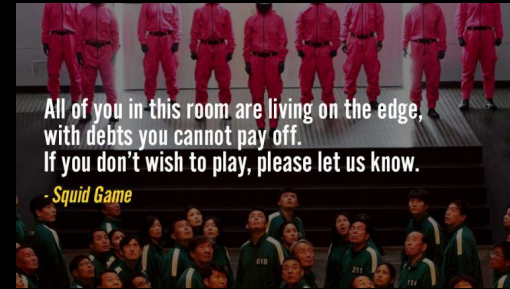
Color and Contrast

- Red vs. Green: Guards vs. Contestants → immediate visual distinction

- High contrast draws attention to key figures and areas

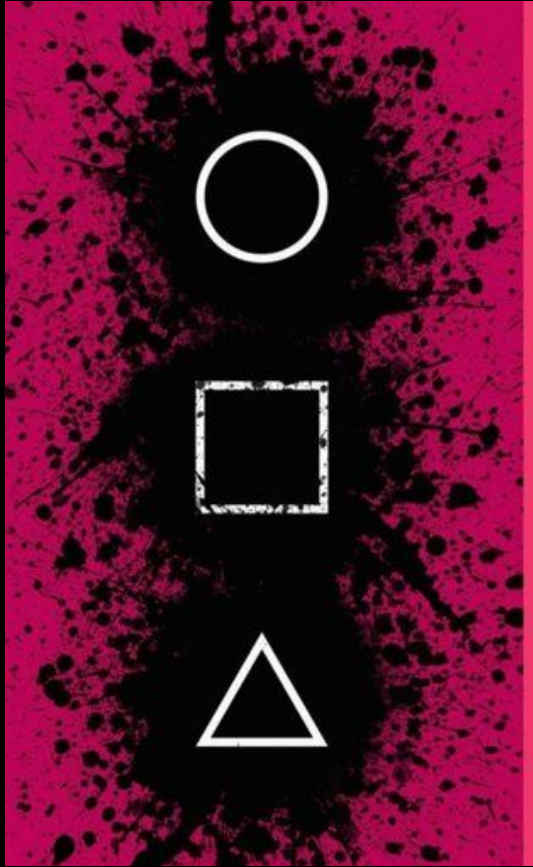- Color creates tension, focus, and emotion

Typography & Text Design

- Minimal text (scoreboards, rules)

- Bold, clean typography = clarity and urgency

- Typography complements shapes and color

All of you in this room are living on the edge, with debts you cannot pay off.
If you don't wish to play, please let us know.
- *Squid Game*

NETFLIX

1) Players must compete in the game.
2) Players will be terminated if they stop competing in the game.
3) The games can be terminated if a majority of players agree.

Shapes and colors repeated across:

- Posters

- Merchandise

- Sets

Creates visual unity and pattern recognition

Viewers recognize shapes and colors subconsciously → **enhances engagement**.

오징어게임

- Central title = primary focus
- Figures arranged symmetrically
- Guides viewer's eye across image

The symmetrical composition draws attention first to the title, then to the figures. This establishes a clear hierarchy. The arrangement conveys control and order, supporting the narrative theme visually.

Emotion and Audience Impact

Design choices create:

- Tension and unease

- Awareness of hierarchy

- Psychological engagement

Minimalism + bright contrasts
 = heightened suspense

Peer Discussion Question

How do simple geometric shapes like circle, triangle, and square communicate complex hierarchy and tension more effectively than text or dialogue?

Key Takeaways:

- Shapes = hierarchy and symbolism

- Color = contrast and emotional impact

- Typography = clarity and urgency

- Unity & repetition = recognizability and rhythm

Squid Game demonstrates how design elements tell stories and influence emotions.

THANK YOU