Brand: Team Cherry Product: Needle's Edge

(An AR Game)



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Team Cherry: Background Information

- Small indie game team
- 3 core members
 - Ari Gibson (artist/animator), William Pellen (designer/programmer), and David Kazi (programmer)
- Gained international recognition from their debut game Hollow Knight in 2017
- Targets gamers who enjoy
 - Indie titles with deep lore and atmospheric storytelling
 - Challenging, skills-like gameplay (like souls-like or Metroidvania games)
 - Hand-drawn aesthetic and immersive world building
 - PC and console games
- Brand Positioning
 - o Leading indie studio known for high-quality, artistically rich, and emotionally resonant games
 - Minimalist but effective marketing
 - High Community Trust due to Transperency, Polish, and Post-Launch Support
- Current/Future Content
 - o Hollow Knight (2017) & DLC (2018) DLC is included with base game
 - Hollow Knight: Silksong (2025?)





Problem Statement

Team Cherry is supposedly going to release *Hollow Knight: Silksong* this year. Hollow Knight was released in 2017, Hollow Knight: Silksong was announced in 2019. It has now been 6 years since Hollow Knight: Silksong was announced so fans are starting to question when or if it will come out. It might come out this year, as the game content was in a trailer for Nintendo's new switch. Although apparently the same thing happened with XBox a couple of years ago (a clip of Hollow Knight: Silksong was shown for an XBox trailer). If the game does not come out soon, fans will become more and more skeptical of the game and if it will even release.

Why AR?

- An AR Game experience can be used to address this issue to excite people about *Hollow Knight: Silksong* and in general, to excite *Hollow Knight* fans with interactive fan made content. It allows them something interactive to experience while waiting for the game to release.
- AR is more effective than traditional methods because it brings the world of Hollow Knight into someone's physical space. On top of that, it is accessible. It does not require PCs or consoles, it just requires a phone, snapchat, and the ability to scan the snapcode.
- It would combine story, interaction, and immersion as well as offer a form of engagement for fans. This AR game is more rewarding rather than passive 2D content in game console trailers.
- It could potentially bring in new fans to the game due to the environment, story, game, and level of engagement for people.

Video Ideation of the XR Experience (Generated with Hailuo AI)



My Idea: Needle's Edge (An AR Game)

 I would like to create an AR Game on Lens Studio Called Needle's Edge. It would have a lush Green background, taking inspiration from Greenpath. Greenpath is the first area where you fight Hornet in Hollow Knight.

 The main character of this AR Game would be Hornet. Hornet will be main character in Hollow Knight: Silksong so I feel like that fits.

- Controls:
 - Swipe Up: Hornet Jumps Up (makes noise)
 - o Tap on Screen: Hornet Shoots out Web (makes noise)
- I am hoping for the platforms and background to be continuously looping
- Core feelings:
 - o I want the player to enjoy the game
 - o I want them to feel as though they are immersed in Hollow Knight or have an enjoyment for the character Hornet
 - Excite fans for the upcoming game by having an immersive and interactive experience

Approach pt. 1

- Google Teachable Machine
 - Sorts Different Biomes by Natural or Unnatural within the game Hollow Knight
 - https://teachablemachine.withgoogle.com/models/oomrFUCxe/
 - Use Case and Strategic Value:
 - Organization: Team Cherry can use this to tag or organize different environments. This could help with asset or environment creation, especially for Hollow Knight: Silksong.
 - Art Design: This would be useful for Team Cherry artists to make sure environments stay consistent such as making sure a lush area does not include industrial buildings.
 - <u>Lore:</u> Allows fans to see which areas of the kingdom have been taken over, meaning they include more man-made structures vs which ones stay as natural. It also gives insight to which maps may feel more peaceful, sometimes prettier, and more relaxed than other areas. It also gives insight to the areas which fans may enjoy more than others.
 - Studying Game Design: It gives insight to texture, structure, lighting, and color theory within the game.
 - Modding: Fan developers could use this to make sure their mods still look similar to the game and keep consistency with environment types.
 - <u>Fan Art:</u> This could help sort out fan arts of the different areas as well or even having themed galleries such as Lush Locations in Hollow Knight or Mechanical Locations in Hollow Knight.
 - This would be useful for Team Cherry to have maps or areas be consistent. It gives an idea of lore, such as how much of the world is overtaken by civilizations vs kept to natural. It can be used for visual storytelling, or which areas more people like vs don't like. Much of the natural areas are very pretty and visually appealing or just calmer (except for Deepnest–Deepnest is scary but is still very natural compared to something like Crystal Peaks). Finally it could help fans with fan art which could in turn bring more money for Team Cherry or bring more people to discover Hollow Knight which would also get them more money.

Approach pt. 2

- Color Palette & Mood Boards
 - Generated through ChatGPT





- Story Board
 - Generated Through ChatGPT

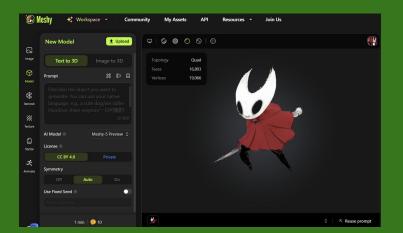


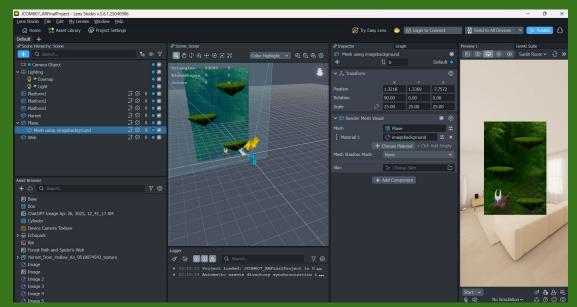


Approach pt. 3

- Meshy
 - Hornet Asset

- Lens Studio
 - AR Game: Needle's Edge





Tech Stack

Tools	Output
ChatGPT	Brand Logo, Mood Board, 2D Image of Hornet for Meshy, Grassy Platform
Google Teachable Machine	Environment Classification
ElevenLabs	Music, Sound Effects
Hailuo Al	Video Ideation
Meshy	3D Hornet Asset
Lens Studio	AR Game: Needle's Edge

Demo & Sound Video

Here is a sound & video demo of the AR Experience:



Theme Song





Shaaa

Demo

• Now I would like to show my Lens Studio AR Project



