

Course: IT265-002-S2025

Assignment: IT265 Case Study - Color Theory

Student: Benjamin L. (bal29)

Status: Submitted | Worksheet Progress: 100.00%

Potential Grade: 10.10/10.00 (101.00%)

Received Grade: 0.00/10.00 (0.00%)

Grading Link: <https://learn.ethereallab.app/assignment/v3/IT265-002-S2025/it265-case-study-color-theory/grading/bal29>

Instructions

Step 1: Recommended to use your original choice from the Atari Case Study, but if it's just black and white a different retro game of your choice may be picked (preferably first-generation systems or older).

- For reference, here are the links from the prior assignment:
- <https://www.free80sarcade.com/all2600games.php>
- <https://games.aarp.org/category/atari-games>
- <https://playclassic.games/games/action-atari-2600-games-online/keystone-kapers/play/>
- <https://www.tripletsandus.com/play-classic-80s-arcade-games/play-atari-2600-video-games/>

Step 2: Analyze the color/design further and come up with a modernized sketch/outline/etc per the below tasks. I understand not everyone is an artist (neither am I) hence the goal of these are sketches, but you're free to be more elaborate.

Step 3: Save the worksheet. Export the PDF. Upload it to GitHub. Upload the PDF to Canvas.

Section #1: (2 pts.) Exploratory Analysis Of Original Game

Task #1 (0.00 / 0.67 pts.) - Color Schemes Identification

Weight: 33.33%

Objective: *Color Schemes Identification*

Details:

Include relevant screenshots of the game. You don't need to go crazy with this but do capture the essence.

Image Prompt



Screenshot showcases one of the random levels of the game



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Task #2 (0.00 / 0.67 pts.) - Analyze how these colors contribute to

Weight: 33.33%

Objective: *Analyze how these colors contribute to the game's atmosphere*

≡ Text Prompt

Your Response:

Besides the gas tank gradually going from red to white as you move around to signify that you're running out of fuel, and the police cars being blue to signify that they are police, I honestly don't think the colors contribute to the game at all. The banks are white, which is not a terrible color to make them but it doesn't really signify anything to me, since banks could be any color. If the pickups were green, then that might signal to the player "that looks like it's good I should go over there", since green is associated with luck and money.



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Task #3 (0.00 / 0.67 pts.) - Compare with a modern equivalent

Weight: 33.33%

Objective: *Compare with a modern equivalent*

Details:

- Mention the comparison game (can be more than one game)
- Compare the use of color to the modern game and highlight how color usage evolved (or devolved)

≡ Text Prompt

Your Response:

Crazy Maze is a relatively recent maze game that can be found online and played for free. Color doesn't really help in this instance either, because it's a really simple game, so there isn't much to help. The walls of the maze are black, which might indicate danger to some people which works since the walls kill you. The end of the maze which you need to guide your cube to is green which indicates that you should head towards it. I wouldn't really say the usage of color evolved or devolved, I'd say it stayed the same.



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Section #2: (2 pts.) Creative Conceptualization For Redesign

Task #1 (0.00 / 1 pt.) - Modern Mood/Theme Proposal via Color

Weight: 50%

Objective: *Modern Mood/Theme Proposal via Color*

Details:

- Propose a revised mood or theme for the game, justified with a new color scheme
- Explain your choice of colors using color harmony rules (e.g., analogous, complementary)

≡ Text Prompt

Your Response:

Instead of riding around in a car you could be on foot inside the actual bank vaults. Then, you could change the pickups to bags of money, and make them green, and make the police cars that spawn in red to signify danger. I would also change the gas meter to a stamina meter and make that yellow, since yellow is associated with speed.



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Task #2 (0.00 / 1 pt.) - Narrative Enhancement Through Color

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Weight: 50%

Objective: *Narrative Enhancement Through Color*

Details:

- Explain how color can be used to enhance storytelling within the game (this may be a stretch in some cases, but answer it the best you can)
- Provide examples/descriptions that illustrate your narrative color choices

≡ Text Prompt

Your Response:

Since the game is so simple and there really isn't a story to be told besides the fact that you are robbing a bank, I don't really think the color choices enhance the story telling.



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Section #3: (2 pts.) Design Sketching And Color Application

Task #1 (0.00 / 1 pt.) - Gameplay Mechanics and Color Integration

Weight: 50%

Objective: *Gameplay Mechanics and Color Integration*

Details:

- Sketch gameplay elements or mechanics enhanced by your new color scheme (excludes interface as it's a different question/task)
- Provide concept art that showcases the updated visual style
- If using physical sketches, can use a scanner or phone photo to capture. It's recommended to also add the original to github as this upload process may not do the original work(s) justice.

🖼 Image Prompt





Sketch of color rework of Bank Heist



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Task #2 (0.00 / 1 pt.) - Explain the choices of your sketches

Weight: 50%

Objective: *Explain the choices of your sketches*

Details:

- Describe how these color choices affect player interaction and engagement
- Explain the rationale behind each color choice and its expected impact

≡ Text Prompt

Your Response:

I updated the bags of money with a green dollar sign on them. Green is usually associated with luck so people might be more inclined to go pick them up, as opposed to having a grey bank on the map. The enemies are now red, which might alert players more than having them be blue since red is associated with danger, at least in the U.S.



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Section #4: (2 pts.) Audiovisual Reimagining And Ui/ux Modernization

Task #1 (0.00 / 0.67 pts.) - Complementary Sound Design

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Weight: 33.33%

Objective: *Complementary Sound Design*

Details:

- Briefly outline how sound design complements the visual color scheme
- Mention if specific audio cues align with color changes or themes (use details)

≡ Text Prompt

Your Response:

Again, since this is such a simple game, the sound cues don't align or complement the colors in any way. They're actually quite grating to listen to.



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Task #2 (0.00 / 0.67 pts.) - UI/UX Color Scheme

Weight: 33.33%

Objective: *UI/UX Color Scheme*

Details:

- Sketch UI/UX elements highlighting the integration of your new color scheme
- If using physical sketches, can use a scanner or phone photo to capture. It's recommended to also add the original to github as this upload process may not do the original work(s) justice.

🖼 Image Prompt



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Task #3 (0.00 / 0.67 pts.) - UI/UX Color Functionality

Weight: 33.33%

Objective: *UI/UX Color Functionality*

Details:

Detail how color enhances usability, player feedback, and overall aesthetic. Include considerations for accessibility.

≡ Text Prompt

Your Response:

I made the color of the stamina bar yellow because yellow is usually associated with speed. I made the text that says "stamina" black for better readability. The player lives icons are white, the same color as the player so that the player does not get confused.



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Section #5: (2 pts.) Reflection

Task #1 (0.00 / 1 pt.) - Reflection on Color Theory in Game Design

Weight: 50%

Objective: *Reflection on Color Theory in Game Design*

Details:

- Reflect on how the application of color theory principles can transform the player experience
- Discuss challenges faced in applying color theory to a classic game

≡ Text Prompt

Your Response:

The use of color definitely boosts the player experience. Using the right colors for things based on what region you may be releasing your game in, or where it's based on can help signal things so that you don't have

region you may be releasing your game in, or where is based on can help signal things so that you don't have to explicitly have to spell it out. Such as heath bars being green (or red in some cases), or agic bars being green or blue. Because Bank Heist is older game on much older hardware, the developers were definitely limited in what they could do. The choice for the police cars to be blue was a good one, as a lot of people associate police with blue. There wasn't much to apply color theory too but I applied it to what I could.



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Task #2 (0.00 / 1 pt.) - Personal Learning Experience

Weight: 50%

Objective: *Personal Learning Experience*

Details:

- Share insights gained from this assignment, particularly in relation to color's impact on game aesthetics and mood
- Evaluate the effectiveness of your redesign choices based on color theory

≡ Text Prompt

Your Response:

Since I'm an avid gamer I don't think I learned anything *new*** per say, but it was interesting evaluating, and redesigning the colors of the game. I think my new color choices would be a little bit more effective at helping the player, assuming they've never played a game before.



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