

# Design Adventures

## Instruction Manual



# Table of Contents

**My Story Unfolds - Pg 3**  
**Myself Personified - Pg 4**  
**Equipped for Work - Pg5**  
**Design Faster than Ever - Pg 6**  
**Evil Rises - Pg 7**  
**Choose Your World - Pg8**  
**Design with your Friends - Pg9**  
**Controller + Controls - Pg10**  
**Real Power Ups - Pg11**  
**Digital Power Ups - Pg12**  
**Power Downs - Pg13**  
**Credits - Pg14**  
**Credits Cont'd - Pg15**  
**Business Cards - Pg 16**  
**Letterhead - Pg17**

# My Story Unfolds

May 5th, 2015

After 5 years of work and studying, I, the hero of this game, finally graduated college! The next day, I get a call from the bank saying that my student loans are due soon, and will need to pay them back starting in the next few months.

Thanks for all the time bank, appreciate it.

Without any leads to go on, I decide that it's best that I put my two degree's to work and start my career as a graphic/ advertisement designer. The journey ahead will be a tough one with a lot of uncertainty ahead, but I'm sure you won't let me down in my quest!



# Myself Personified

This is me, well not actually me, close enough. I'm the hero of this game about bringing new and exciting designs to a world full of boring colors and straight lines. I'm probably not the hero that everyone expects. I don't have gigantic spikey hair, huge muscles, and I'm not comprised of green or various shades of gray. I'm the light-hearted protagonist that looks at the world as a place of constant development and growth.

So, what's the deal? Why am I this jelly looking thing? I'm glad you asked, I created this little jelly character because he stands out from the rest of the world. A perfect personification of myself.



# Equipped for Work



Like in real life, I can be equipped to face all challenges ahead. Depending on my equipment I can do a wide variety of tasks that can cut through the competition. My equipment can constantly be changed and modified to deal with the tasks ahead, make sure to prepare me properly for each job for the best effect possible.

# Design Faster than Ever



I am eager to start my work as a professional advertisement and graphic designer. I even come with a special dash function the game that lets me move even faster than I already do, pretty cool huh? This dash feature allows me to get my work and designs done even faster than before.

# Evil Rises

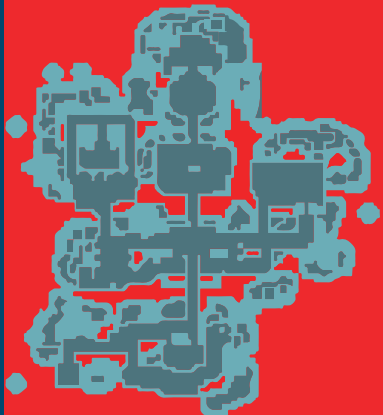
Unfortunately, every story has to have a main bad guy, right? Well this game is no different unfortunately. Luckily for you, the player, these guys are pretty easy based on how many power ups and items you equip me with, but if you send me in with nothing, expect a very difficult and lengthy boss battle. This guy below is the one pulling all the strings, he's pretty tricky.



# Choose Your World!



Hate it when you have no choice or creative freedom? I feel ya, that's why in you get to choose what levels you play using the level select screen up top.



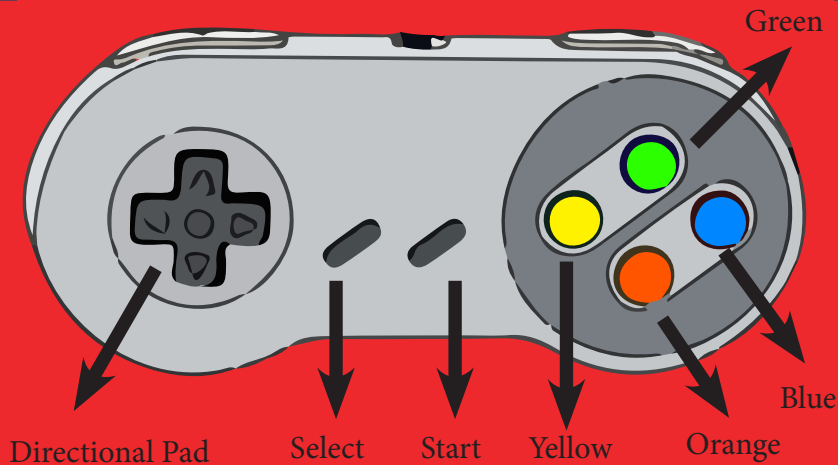
This map to the left shows just one of the many places that I will adventure to. I'm sure it's full of danger and peril, but you'll help out right? Please.

# Design with your friends!

Is teamwork your thing? No? Well it should be. The best in everyone is brought out by new challenges and other people, so we designed the game to be played alone or with all of your friends. Just make sure you play nice with them, it's important that everyone gets along.



# Controller + Controls



## Directional Pad

Moves you one step closer to calling tim for an interview

## Select Button

Selects Tim from your list of potential job candidates and gives him the job

## Start Button

Chooses the starting date for your newest employee, Tim

## Red Button

Grabs Tim's resume and displays it on screen

## Blue Button

Sends Tim an email and lets him know the job is his

## Green Button

Highlights Tim's phone number and gives him a call

## Yellow Button

Hire's Tim on the spot

# Real Power Ups



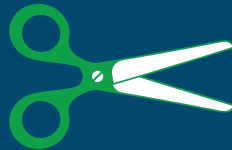
## Radical Resume

Collect as many resume's that you can and use them to strengthen your own! That dream job is just around the corner!



## Magic Pencil

Gives you the ability to sketch out all of your ideas to see what will work and what won't! Enemies will fear your point of justice!



## Super Scissors

Cut, trim, and finalize your design way to victory by using the super scissors. Also slices and dices whatever is in your way!



## Lappy

Take your work on the go, gives you the ability to take the game with you, and when you're not doing that, you can go do more work!

# Digital Power Ups



## Photoshop

You feel a surge of artistic power at your fingertips! All projects that are due will be completed much faster using this power up!



## Flash

Using the power of action script, you rwork the current project you're working on and come up with better faster code to make it work!



## Indesign

You equip yourself with an army unique and interesting fonts. All enemies with Comic-Sans are instantly destroyed!



## Illustrator

With your pen tool in hand, you pick apart the enemy by their vector points and sculpt them into a beautiful design!

# Power Downs



## The Clock

You are always fighting against the clock, in real life and this game. Be sure to use your time wisely and avoid this power down.



## Computer Freezes

Technology is back with a vengeance, freezing your computer and stopping all progress. Make sure to save your work often.



## Texts from Friends

Your friends constantly sending you text messages while you are in the middle of working! Make sure to mute your phone to avoid distraction



## Sleep: 1-hit KO

Working on designs 70 hours a week is taxing on the body, be sure to avoid this powerup or it's game over.

# Credits

Tim DecloniemacLennan  
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## Education

Michigan State University, East Lansing MI August 2010 – May 2015  
Bachelors of Science, Telecommunication, Information Studies and Media  
Bachelors of Science, Advertising

Forest Hills Central High School / Milton High School August 2006 – June 2010

Approximately 3.85 GPA, multiple Outstanding Academic Performance Awards

## Experience

Usability/Accessibility Research and Consulting, December 2013 - Present

- Responsible for reviewing websites for accessibility based on WCAG 2.0, completing user interface reviews, designing various types of media

Cashier / Sales Floor - Target, Woodstock GA May 2011 – August 2013

- Responsible for handling and distributing money, customer communication, stocking and maintaining the presentation of the sales floor, and providing excellent assistance and knowledge for customers.

Lot Coordinator - Cherokee Ford, Woodstock GA August 2010 – August 2011

- Responsible for maintaining the presentation of the lot, arranging and positioning vehicles to best suit customer needs, assisting customers on the lot, and detailing all vehicles in a timely fashion.

Lot Coordinator - Wayland Ford, Wayland MI June 2008 – September 2008

- Responsible for detailing recently sold new and used vehicles, including washing and polishing the vehicle, fixing minor exterior and interior issues, and preparing vehicles for customer delivery

# Credits Cont'd

## Technical Skills

Knowledge of various web languages and applications.

- Including HTML, CSS, Javascript, Adobe Dreamweaver, Wordpress, and ActionScript 3.0.

- Basic interface design, graphic design, and information structure.

Knowledge of 3D modeling and animation.

- Including Autodesk Maya, Scratch, and Adobe Flash.
- Structuring models, texturing models, frame by frame animation, pose to pose animation, and model skeleton creation.

Knowledge of various professional digital media programs and products.

- Including Adobe InDesign, Adobe Illustrator, Adobe Photoshop,

Paint.NET, Microsoft Office

(Word, PowerPoint, Excel), iMovie and multiple Windows Operating Systems such as Windows

7, Vista, and XP.

Knowledge of advertising and marketing.

- Including designing advertisements using Adobe InDesign and Adobe Flash.

- Consumer trends, consumer mental models and psychology, and basic market research.



# Business Cards

## Front Side

**Tim MacLennan**  
**decloni1@msu.edu**

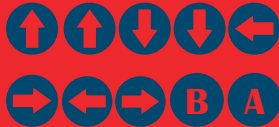
**Creative Design**

**Phone: 678-522-8942**



## Back Side

**Unlock Goodies**



# Letterhead

**Tim MacLennan**  
**decloni1@msu.edu**

**1404 E Grand River Ave**



# Thanks For Playing

