

# Submission Worksheet

Course: IT265-002-S2025

Assignment: IT265 Case Study - Color Theory

Student: Rockwell R. (rmd2)

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/rmd2>

## 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



Landing Screen/Main 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:

In my honest opinion, while the atmosphere is not that immersive, it certainly gets the point across that the setting is a bowling alley. The background is all light brown, similar to the wood color used in real bowling alleys. Meanwhile, everything else is just a different shade of blue/green. There isn't a huge emphasis on realism, though the functionality makes the game clear and enjoyable.



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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:

A modern equivalent to Bowling on the Atari would be Bowling by Jason Belmonte. It's a mobile game designed for Android and iOS. Due to hardware constraints, the Atari game only really has a handful of colors, making it difficult to feel immersed, while maintaining the functionality of differentiating what everything is. In Bowling by Jason Belmonte, the game engine used allows for an extremely vast range of colors, shading, gradients, and reflections. All the assets, including the lane, balls, pins and even shoes are hyperrealistic to their real-life counterparts. This is because the founder of the app, Jason Belmonte, is actually a professional bowler (one of the best to do it, at that), who has partnered with official bowling companies and brands to make it as realistic and immersive as possible.



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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:

A cool revised mood/theme for the game could be a neon/blacklight based version, as some alleys do in real life. The lane and background could be a deep purple or blue, while the balls and pins are other neon colors like bright orange, green or pink. These colors are not only complementary to each other, but align with neon/cosmic themes used in real life and with such stark contrast between all these elements, they would stand out much more.



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

**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:

In a bowling game, color can be used to enhance storytelling by changing colors as the player progresses. For example, a player might start early levels in a more plain, relaxing setting with calmer colors. However, without using words, players might be able to assume that they are reaching new heights with higher stakes based on more striking colors in the environment, such as red or blue to convey some sort of competition or intensity. Colors that represent triumph or victory like bronze, silver and gold can also represent the idea that there are high stakes to winning. Wii Sports does this well by awarding bronze, silver, gold and even platinum medals based on your bowling score, and adding special effects to your bowling ball once you reach a certain skill level.



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

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

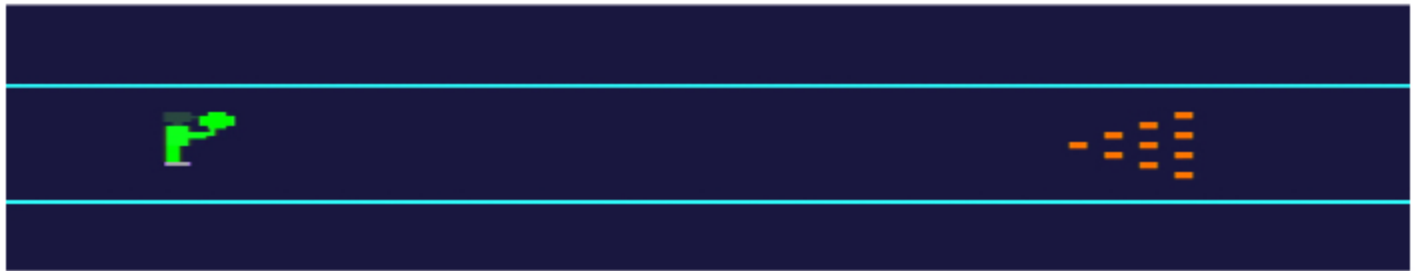
**Weight:** 50%

**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



Neon version of the Bowling game for Atari



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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 figure that once you win a certain amount of 1v1 matches or score above 200 a certain amount of times, you can unlock the neon/cosmic version of the game, signaling that you achieved greatness and progressed a lot in the game. I chose colors that I thought complemented each other and also aligned with the themes found in real life. They are all supposed to seem futuristic and edgy in a way.



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

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

**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:

The base sound design fits the visual color scheme, as it sounds just like it looks: a plain bowling alley. For the neon bowling version, I think it would be cool to have more futuristic, lasery and spacey sounding effects to be more immersive.



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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

Spacer UI



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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:

Color is important for usability and accessibility, as every color picked should easily convey importance and progression. For example, obvious colors should be used for rewards and punishments, such as green and red. However, it's also important to pick colors that do not feel out of place, so if you are to opt for something that fits the theme more, it's important to keep that stark contrast for distinction.



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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:

Colors are extremely important and applying their theories are crucial to a good player experience. They can easily convey emotions/messages, helping to make a game feel more immersive and show progression. With the Atari and other classic games, hardware limitations made it hard to utilize color well, as you couldn't get too fancy with color techniques. Furthermore, with lackluster graphics, you really had to be careful with which colors you used, as they should represent what they are meant to be extremely accurately.



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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:

This assignment has opened my eyes to the color choices in modern games I play now; I never really thought too hard about it, but thinking back, if I had to design these games color palettes, I'd probably not do a great job.



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