



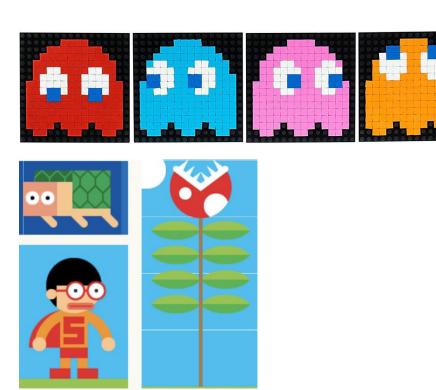


# Video Game Style on Website

(Retro design)

### Hvad er kendetegnene for jeres stil?

## Illustrationer

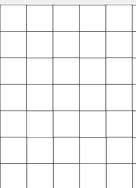


- Pixelering
- Geometriske former
- Farve kontraster

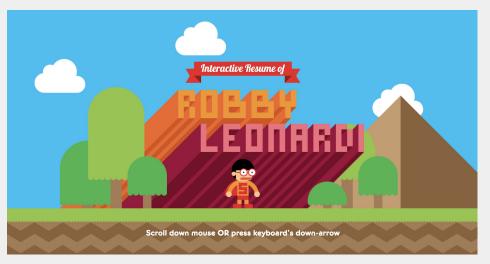


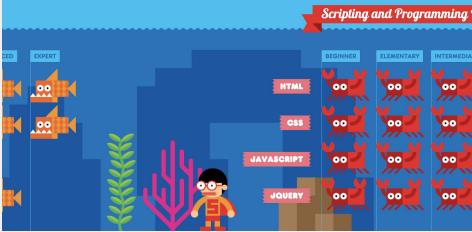
# Komposition

- Layoutet er dekorativt, i øjenfaldende
- Hierarki
- Opbygning efter grid
- Stærke kontraster







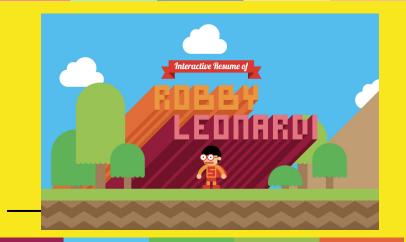


#### Farver

- Farver tiltrække opmærksomhed
- Stærke farver
- Pastel farver + retro
- Farve kontrast







# Typografi



#### PRESENTS...

a retro arcade that you can play on your mobile! There are 4 games inspired by our newest limited time only doughnuts that are all about your childhood and the 90s. We've turned our Instagram profile into a retro arcade and your phone into a console that'll remind you of your playground days. Play Fairy Bread Fantasy, Krispy Kart, Brownie Batter Bash and Finger Bun Fighter for a hit of nostagla. Score out of this world points for your chance to win some hella fresh piecs. Games can be played on mobile only. So grab your phone and don't forget to grab the doughnuts to play along with! That's not all. Play new for your chance to WIN\*. First place wins 1 years' supply of doughnuts, second place wins 6 months supply of doughnuts. Play one of the Throwback Arcade games, Submit your score to leaderboard and be one of the top 3 scorers to win.







#### **UI-elementer**

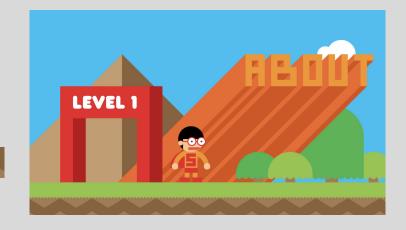
User interface elementer

- Knapper, menuer, links
- "Level 1" informerer seeren at man går ind i et nyt emne



Scroll down mouse OR press keyboard's down-arrow





### Målgruppe

- Primært unge der finder interesse
- Farverne og stilen spiller en rolle.
- Børn og unge bliver tiltrukket af pangfarver og moderne spil.
- +30 årige der kan huske spillene.
- +60 årige vil ikke finde det sjovt, da det bliver indviklet.

