“In other words, in *Super Mario Bros.,* the uncertainty is in your performance - in your ability to master the skills of the hand eye coordination demanded by the and apply them to overcome its challenges” - Costikyan, G (2013). *Uncertainty in Games*. Cambridge: MIT Press. p20.

For optimum readability you want the measure to be between 40-80 characters, including spaces. For a single-column design 65 characters is considered ideal...the larger the type size, the less leading is required. A good rule is to set the leading 2-5pt larger than the type size, depending on the typeface...When setting a block of text unjustified with a left or right alignment, be sure to keep the rag (the uneven side) balanced without any sudden “holes” or awkward shapes. - Aisle One. (2009). *8 Simple Ways to Improve Typography In Your Designs.* Available: http://www.aisleone.net/2009/04/06/8-ways-to-improve-your-typography/. Last accessed 11th March 2018.

<http://press.etc.cmu.edu/content/greatest-gift-ray-mazza> - theming

<https://www.creativebloq.com/graphic-design/gestalt-theory-10134960>

<https://www.smashingmagazine.com/2014/05/design-principles-space-figure-ground-relationship/>

<https://d1yn1kh78jj1rr.cloudfront.net/image/thumbnail/pjHZZl4/storyblocks-vector-seamless-newspaper-pattern-abstract-monochrome-background-for-design_BxbzcSz1f_thumb.jpg>

<https://www.colormatters.com/color-and-design/basic-color-theory>

<https://visscom.wordpress.com/2013/04/page/2/>

<http://www.simpleusability.com/our-services/games-testing/>

<http://blog.teamtreehouse.com/10-user-interface-design-fundamentals>

http://bokardo.com/principles-of-user-interface-design/