MAKE RAMEN HAPPY

by Gosia Warwaszynska

Link to assets:

http://malagorzata.com/product/index.html

PITCH:

Make ramen happy by catching 'bad' ingredients from falling into the soup - don't let the ramen's taste be spoilt by poison and candy. If you stop 'good' ingredients from falling into ramen, you'll lose out on points (and great taste!).

1. Moodboard / inspiration

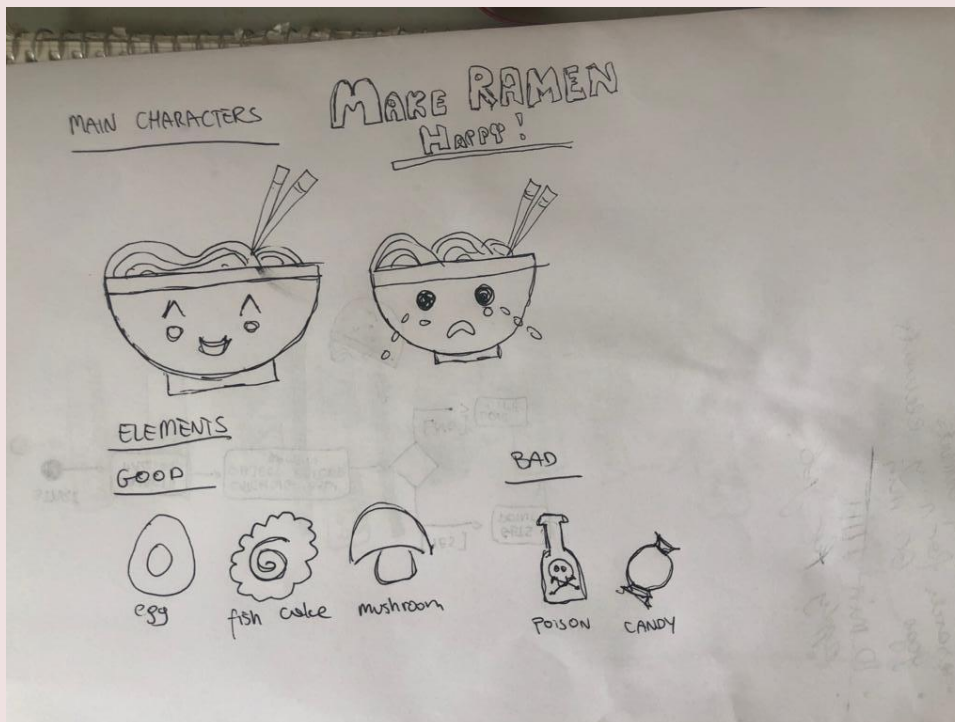
Rosi Feist

Michelle Vandy

Pinterest

The style of the game was inspired by Japanese simplicity as well as flat design. The Japanese culture is also linked to Kawaii style that portrays all the characters in 'cute' way. The dimmed colours and 'cute' theme was the overarching style for the inspiration.
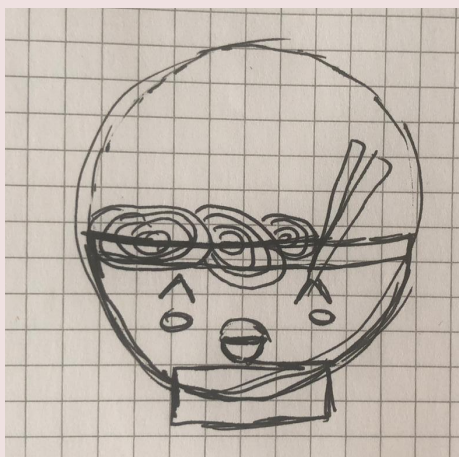
2. Hand & digital sketches of characters

First hand sketches of characters - both happy and sad versions. Additionally, the good and bad ingredients are presented.
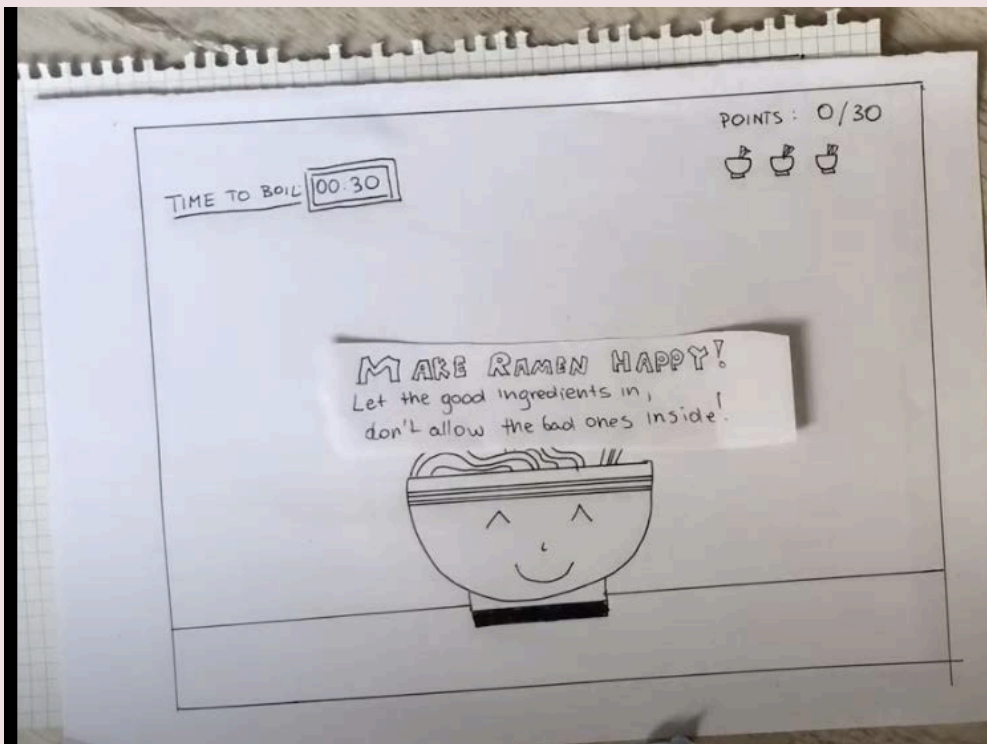
Paper prototype snapshot with another version of ramen - experimenting with facial expression and the colours added.
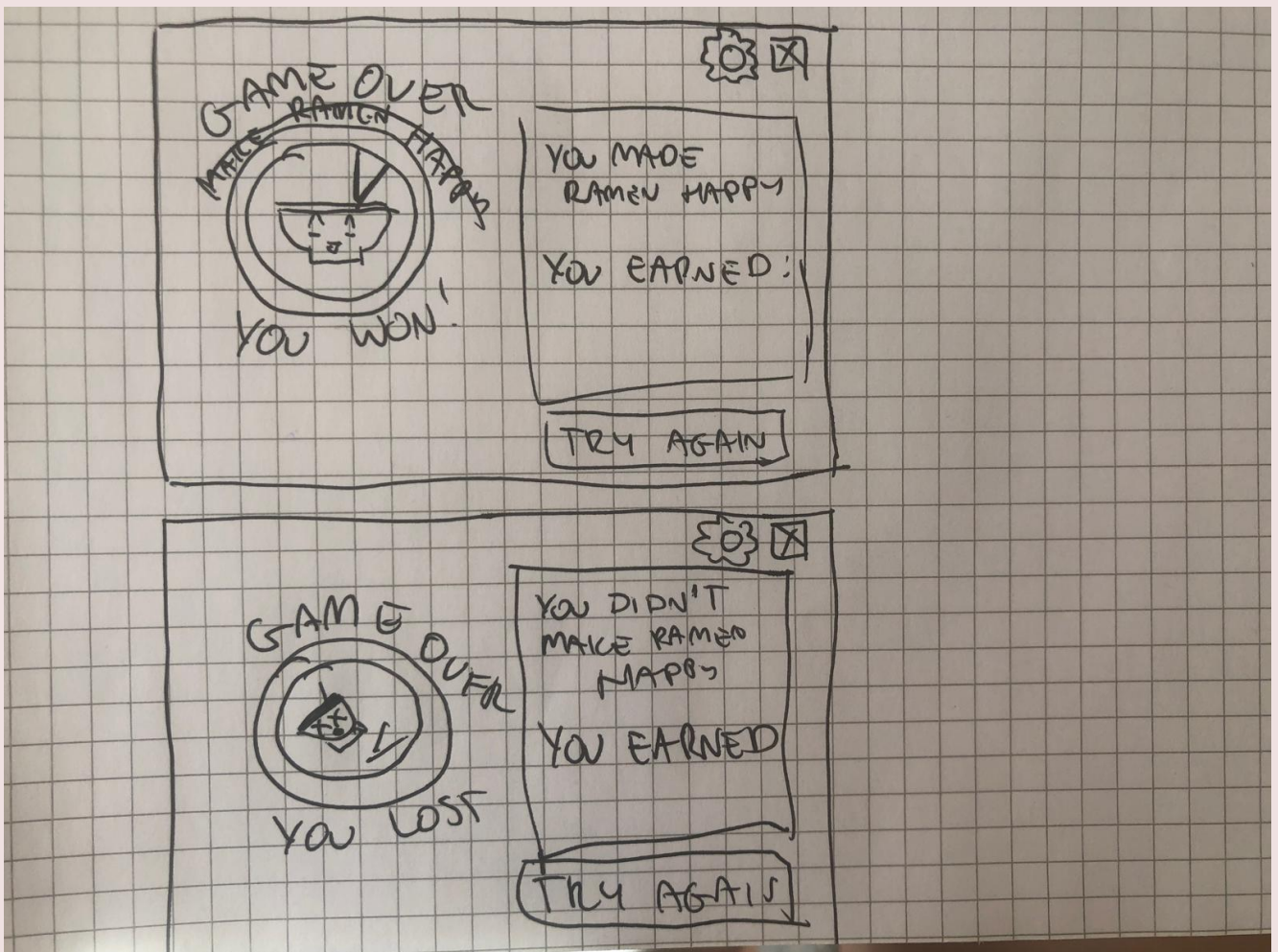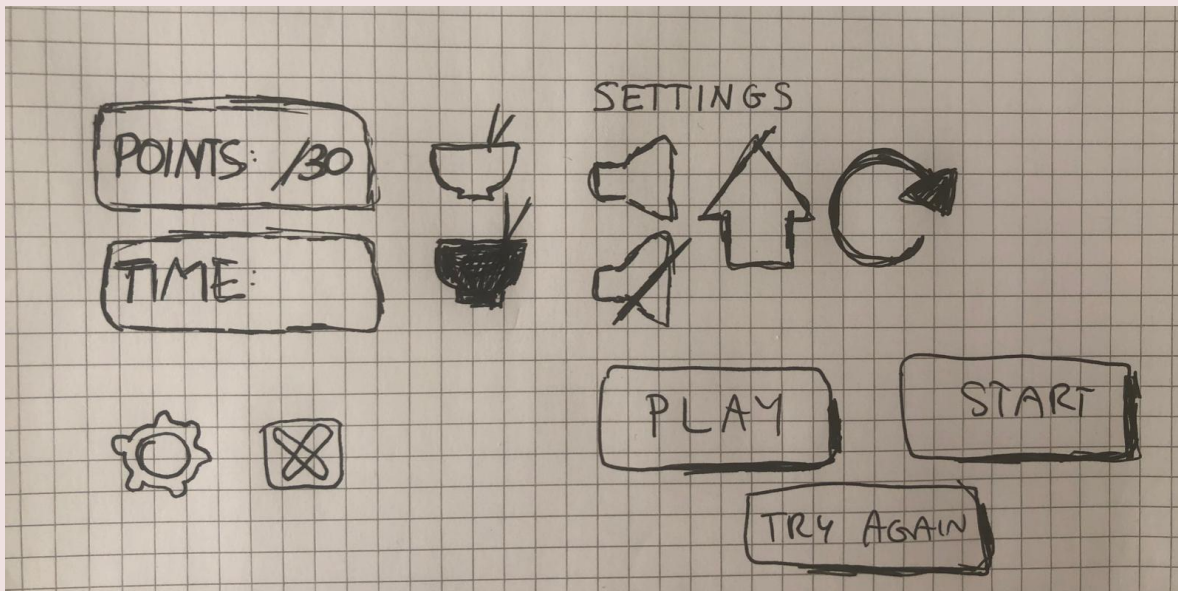

Digital versions of the characters - the shapes are mostly based on round objects and circles to encapsulate the cuteness of characters and other elements. This is also visible in the hand sketch were the design is created from round shapes.

3. Final characters

4. UI elements and screens

Sketches of UI elements and 'lost' and 'won' screens. UI elements are kept simple and rounded to match the overarching style of the game. The goal is to keep the elements simple to ensure that user is not distracted by other elements but also can easily navigate through them when needed. Additionally, the elements are kept to minimum to ensure the affordability of all the buttons.

Final digital sketches of 'game over' screens for both 'lost' and 'won' options as well as instructions and start screen.
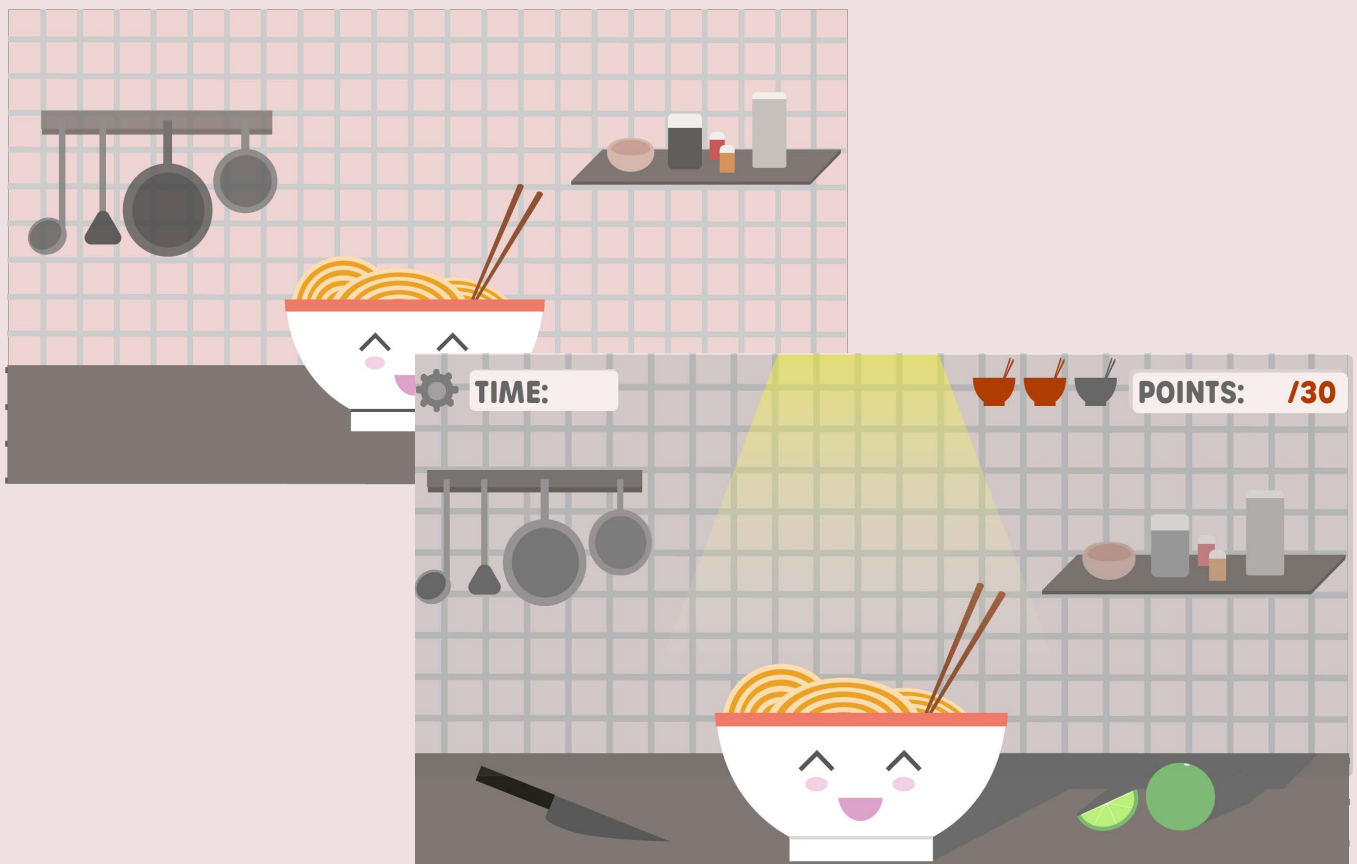
Above sketches portray the beginning design of the game screen and then final. Final design has more dimmed background to enable user to fully concentrate on the main elements of the game. Additionally, it adds the kitchen elements that put the player in the kitchen scenario and enhances the experience.

5. Style tile

MAKE RAMEN HAPPY

MAKE RAMEN HAPPY

#F2F0F1

#EFE1E1

#DADADA

#D6BABA

#6B6B6A

#EA8B86

START

PLAY

TRY AGAIN

HEADER

#EA8B86, Urbane Rounded Heavy

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendre-

#666666, Urbane Rounded Medium

Style tile showcases the main colours used in the design. They are inspired by Japanese illustrations as well as flat design style. As visible, the main colours are dimmed pink and gray and stronger pinkish colour to distinguish the main title. Additionally, the chosen font is rounded to suit the style and highlight 'cuteness' of design and characters.