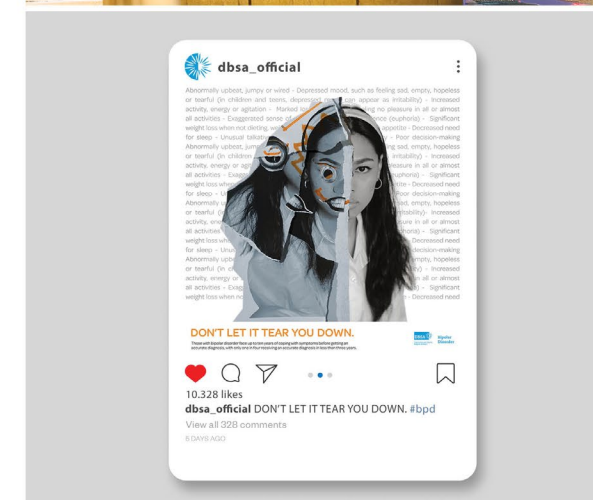
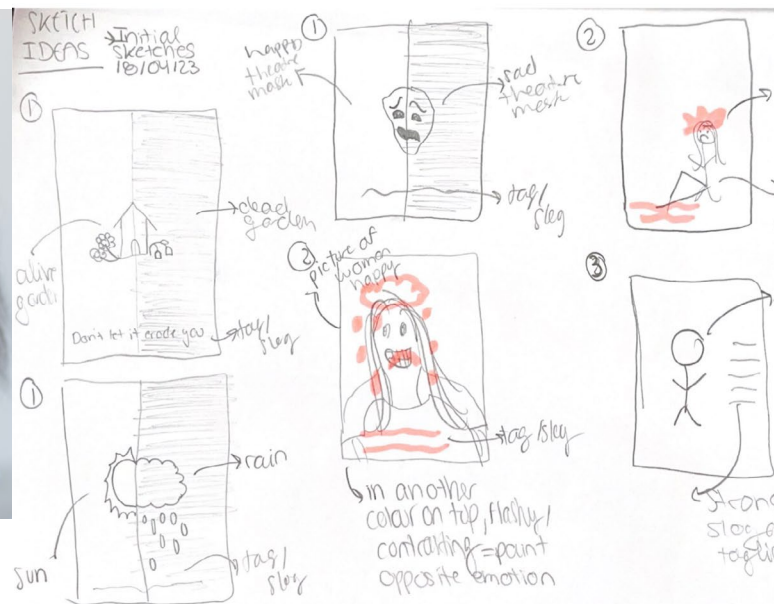
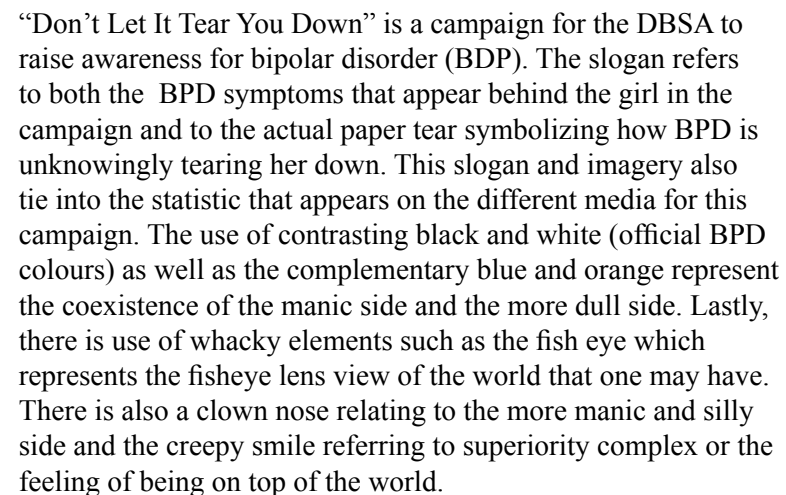


# 3

# Projects



# PSA: DONT LET IT TEAR YOU DOWN





# 2 ALPHAGETTI



Mediums: Illustrator, InDesign, Photoshop

This project was a package redesign for Alphagetti. For my package redesign, I decided to create a retro styled rubber hose character shaped like an A. The A cartoon is the face of the Alphagetti name as it is the first letter of the product name and also of the alphabet. The cartoon A also has a big smile which makes the packaging feel charismatic and fun. I chose this specific colour palette for this rebrand to be reminiscent of pasta and pasta sauce but in a modern and fresh way.



Maya De Marco



# 3 FLOWER POWER

### THEME

Our game is about a gardener who needs to collect flowers and make bouquets for his wife. The gardener needs to avoid the bad weeds that appear and multiply as the levels go up. It takes place in backyard of the gardener's house/his garden behind his house.

**Character:** Gardener (needs to collect flowers to add them to bouquet and avoid bad weeds).

**Goodies:** Flowers (when collected they get added to the bouquet).

**Baddies:** Bad weeds (when ran into the gardener loses a life).

### STYLE

Our design style for our game will resemble games like Hayday, Candy Crush, Gardenscapes', etc...

Our game and the elements in our game (character, goodies, baddies, background, etc...) will be designed in a cartoon style.

Our colours will be bubbly and positive (lighter and brighter colours).

Our fonts will be bolder and more bubbly sans-serif fonts.

### POSSIBLE COLOUR PALETTES

1

2

3

4

5

6

7

8

9

10

11

12

### GAMEPLAY

Our game is going to be a platform game.

The game is played through the character of the gardener. The goal is to collect the number of flowers required on the screen to create a bouquet and make the biggest bouquet possible/get the highest score/collect the most flowers (the number of flowers required in the bouquet go up by intervals of five: 5, 10, 15, 20, 25, etc...). The flowers, known as the goodies, also appear as the game goes on. There are also bad weeds that act as baddies in the game. They appear randomly when playing the game. Once the gardener makes a bouquet of 5 flowers, the rate that the baddies appear at speeds up and the number of baddies multiply.

The gardener has 3 lives. When the gardener comes in contact with a bad weed, the gardener loses a life. If the gardener comes in contact with 3 bad weeds, he loses all of his lives meaning that the player loses, gets sent to the "enter high score" screen and is given the option to play again.

### AUDIENCE

Our game is designed for our target audience which consists of women ages of 30-65.

These women are mostly working mothers who like to play games on their iPad/tablets or on their phones after a long day at work. They are busy women who balance working, taking care of their kids, errands, making supper, etc... Therefore, they like to play soothing games to relax after supper or before bed (Ex: Candy Crush, Gardenscapes', etc...). Our target audience tends to like brighter coloured casual games (simple gameplay).

### POSSIBLE FONT CHOICES

Font 1

Font 2

Font 3

Font 4

Font 5

Font 6

Font 7

Font 8

Font 9

Font 10

Font 11

Font 12

### POSSIBLE SPELLS

by Melody

Double Bubble Sh

Flower Power is a 2D game where the user plays as Mary (the gardener) to pick up flowers and form bouquets. This game is intended for working mothers or retired women ranging from 30 to 65 who enjoy gardening and simple mobile games. The game has a bright colour palette as it is reminiscent of the different colours one may find in a flower garden such as green, orange, pink, brown and blue. The design style is clean and simple to give users a calm, fresh, and fun feeling when playing the game. The fonts used in the game are all sans-serif bubbly styled fonts to make reading easier and to give a playful feeling.

Mediums: Illustrator, Photoshop, HTML, CSS, JS, PHP



Maya De Marco

