



NATURE ART BOX

Game Brief 05/04/17

OVERVIEW

The Nature Art Box is based on the *Nature Cat* “Nature Art Gallery” episode. This creativity engine allow for both open and guided play, with emphasis on creative open play. Though the Nature Art Box will include the virtual tools that kids have become accustomed to in other creative apps, like crayons and paint brushes, the main focus of this experience is to provide kids with virtual versions of natural elements in order to allow them to make images that demand the user to really look at the beauty of and wonder of natural objects.

GAME LOOK & FEEL

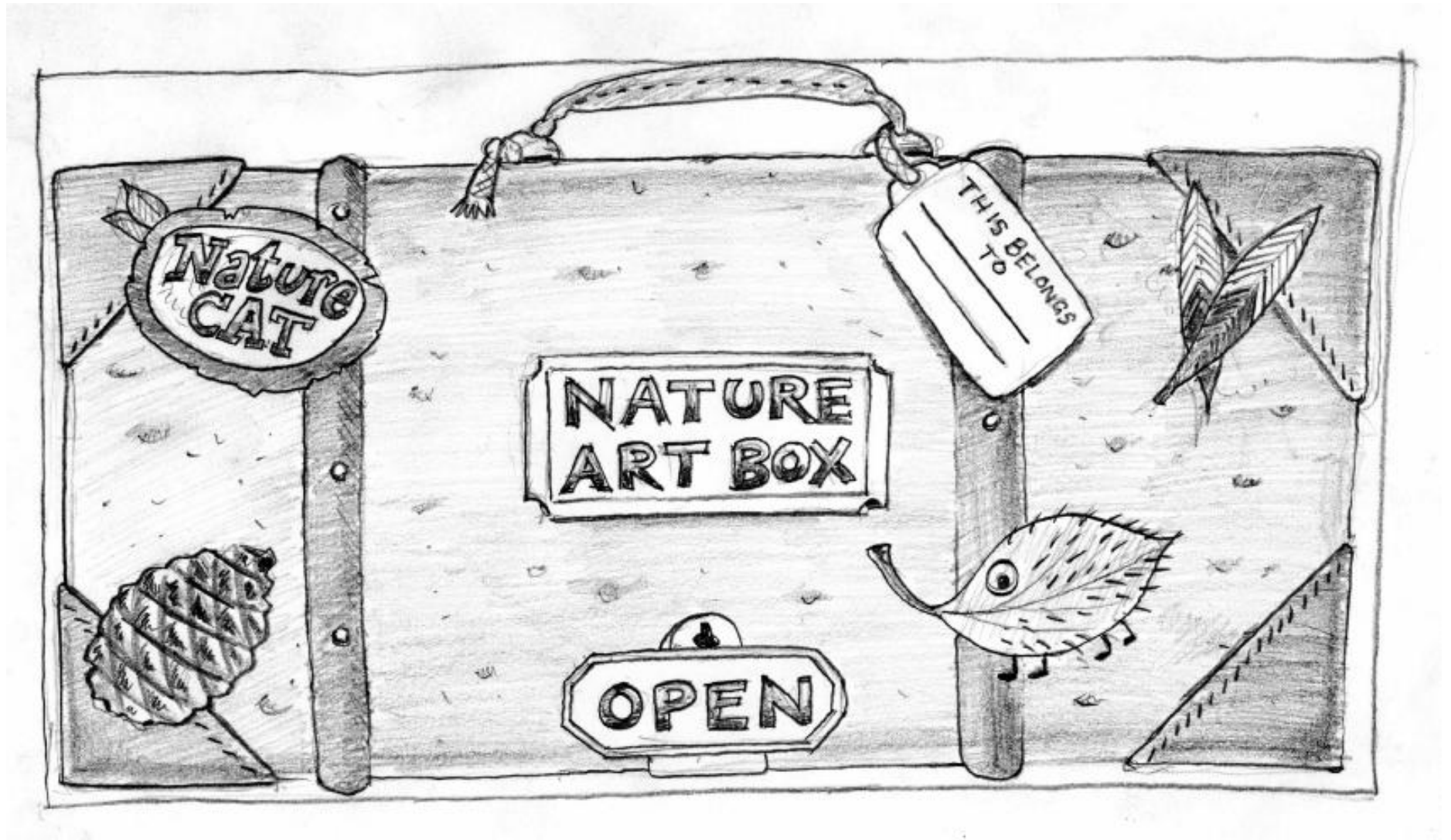
The application/game would look like a hand-made craft box made of cardboard, birch bark and twine, held together by tape and string and with a funky wooden and leather handle. It would look magical and slapped together at the same time. There may even be some funky/funny travel stickers on the outside of the box to give the feeling that this box “has been places!” The stickers could be from real places, like national parks or imaginary places where they’ve been in the show. As mentioned later in this document, the box can also be customized and personalized to make it feel unique.

The tools would be presented as *Nature Cat*-style cartoon images of natural items and traditional craft/creative tools. The traditional tools could also be different than normal, e.g the brush could be a collection of pine needles tied to a handle (of course, we’d want any tool to be designed so that players could easily recognize what its usage or intention is).

The Art Box would also be filled with sound and animation to complement the creative process, while still not taking the focus off the beauty of the objects found in nature.

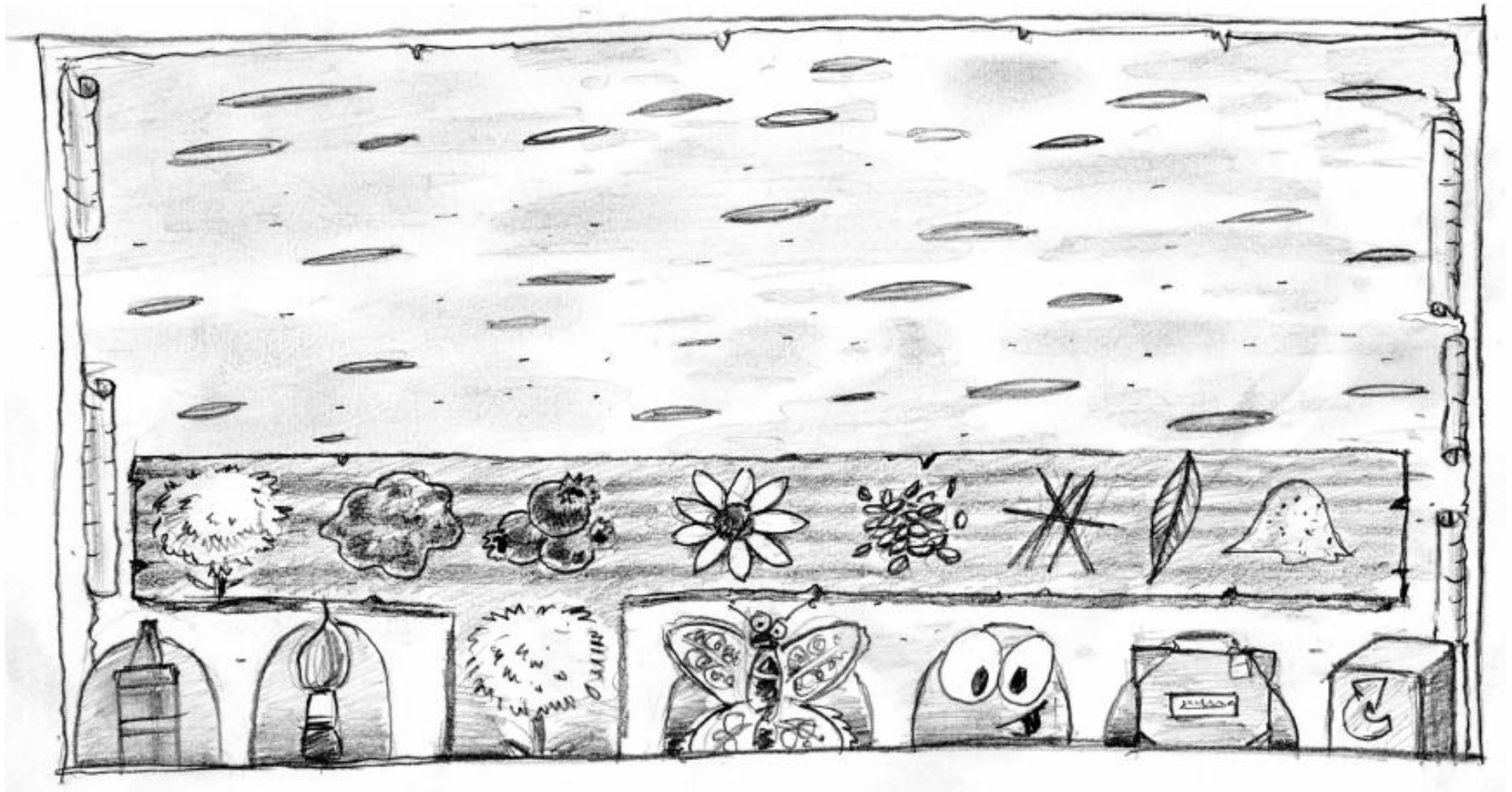
NATURE ART BOX COVER

The following is a rough sketch illustrating an approach to a customizable art box cover.



ART SUPPLY TOOLS

The following is a rough sketch illustrating the canvas of the art box and the potential navigation (note: all button and navigation design FPO):



- When a player opens up the art box they are initially presented with a “blank” field or canvas. However, in order to get the player into the “nature” mood and to reinforce that the Nature Box experience is going to be different than other creative tool kit, the canvas could be a piece of white birch bark, or something similar and natural.
- At the bottom of the canvas are an assortment of tools, or more accurately an assortment of buttons that access a submenu of a larger assortment of tools. For example, the main tool menu would be broken into 7 items, including:
 - **Crayons** (tab illustrated as a single crayon): the sub-menu would include an assortment of 11 crayons representing a full color spectrum
 - **Paint Brush** (tab illustrated as a single paint brush): the sub-menu would include an assortment of 11 paint brushes representing a full color spectrum
 - **Natural Creative Tools** (tab illustrated as a yellow dandelion): the sub-menu would include natural art supplies, including (actual nature tools TBD):
 - A dandelion that smears big golden swatches
 - A dab of mud that can be smeared or splatted on the canvas
 - Blue berries that can be dropped (drawn) onto the canvas
 - A colorful flower, with whose petals can be dabbed on the canvas to leave bursts of color
 - Multi-color seeds that can be sprinkled on to the canvas
 - Pine needles that can be sprinkled on to canvas
 - Feathers that can be sprinkled on to canvas
 - Beach sand that can be sprinkled on to canvas
 - Nature rubbings NOTE: this is a three-step process: first you have to arrange natural items, and then 2) you have to overlay “paper” and then 3) you have to rub. Solution may be a magic screen or field that has “hidden items” built into it that they only way

you can find them is by rubbing them with a crayon (though this sounds like an app all to itself!).

- **Nature Stickers** (tab illustrated as a picture of a critter): the sub-menu would represent a number of natural items that could be stuck on the surface of the canvas, including (actual items TBD):
 - Butterfly
 - Grasshopper
 - Sea shell
 - Maple Leaf
 - Pine cone
 - Cat-tail
 - Dried flower
 - Fossil
 - Twig/driftwood
 - NOTE: it has been discussed that the stickers could be “stuck on” using tree sap. This would entail a two-step process: 1) dabbing glue in appropriate places; and 2) choosing and placing items (no longer “stickers”) on to those places. There are a lot of standard “sticker” use case scenarios that would make this process difficult (i.e., changing sticker placement).
- **Special Effects** (name TBD) (tab illustrated as a pair of eyes): this would be a number of animated sticker items that would add life, humor and/or attitude to the image, including (actual items TBD):
 - Rotating “googly” eyes
 - Sparkling glitter
 - Undulating yarn
 - A glistening slime trail that you leave by moving a snail across the canvas

- Fluttering flower petals
- **Backgrounds** (tab illustrated as miniature image of art box cover): As mentioned previously, the default background could be a sheet of birch bark, but the player should be given the choice of multiple backgrounds, some of which might have “starter images” already on them. Backgrounds could include:
 - Plain white for those that don’t want to start with birch bark
 - Sand
 - Rough tree bark
 - Stone surface
 - Fur
 - Starter images, for guided play, which could include:
 - The start of a garden scene
 - The start of a beach scene
 - The start of a funny animal face
 - The start of a forest scene
 - The start of a birdhouse/bird feeder scene.
 - The cover of the Art Box., so that players can customize and personalize it
- **Eraser/ Go Back** (tab illustrated as an eraser and/or circle arrow icon): The player will also need to be able to erase images or to eliminate the last step taken in the creative process.

AUDIO AND/OR ANIMATED REINFORCEMENT

In order to add humor and attitude to the Nature Art Box experience, there will be a number of animated and audio reinforcements that will congratulate the player. The audio voiceovers would be from all the characters. Note: because kids don’t seem to need (or follow) VO instructions, they will only be used as

needed (i.e., if during testing kids seem confused). For that reason, all tools and their effects need to be visually obvious without requiring too many directions.

Those audio and animation cues that are used could include:

- Quick tool tips or names
- When a player chooses to delete and start again, a voiceover will prompt the player to make sure they want to delete
- When a creative activity is complete, a character will congratulate for a job well done
- Random exclamations of congratulations throughout the creative process

FEATURES TO BE DISCUSSED

- One of the features that has been discussed is “Save to Device”, allowing a user to save the image that she/he just completed as a photo in their photo image folder (on device) or in a folder of their choosing on desktop.
- Note” this is a feature that hasn’t been previously used or tested with PBS Kids as to its value or usability by a young audience, so this feature (which could require significant development time) is still under consideration.
- It has also been noted that a feature of this type currently would not be operable in the PBS Kids Game app, which means that currently it may have limited value.