Faculdade de Design,
Tecnologia e Comunicação
Universidade Europeia

Design Team	Camila Levin	Joana Bento	Daniela Diniz	Diana Silva	Catarina Costa	Mariya Brovkina	Gabriel Vergari
Team Management	100%	-	-	-	-	-	-
Brand Kit:	10.7%	8.7%	46.4%	24%	4.7%	2.5%	2.5%
Layout	-	-	100%	-	-	-	-
Written part	12.5%	50%	25%	6.25%	6.25%	-	-
Brand Logo	-	-	100%	-	-	-	-
Brand Concept	14%	14%	14%	14%	14%	14%	14%
Brand mission, vision and values	17.5%	17.5%	17.5%	30%	17.5%	-	-
Brand Pattern	-	-	-	100%	-	-	-
Brand Guidelines	-	-	100%	-	-	-	-
Brand Merchandise	-	-	100%	-	-	-	-
Gaming Cafe Concept	14%	14%	14%	14%	14%	14%	14%
Gaming Cafe Merch	60%	-	40%	-	-	-	-
Cover	-	-	-	100%	-	-	-
Concept Book:	24.6%	28.2%	20.7%	16.2%	3.8%	0.4%	5.5%
Layout	75%	-	25%	-	-	-	-
Cover	-	-	-	100%	-	-	-
Game Identity Guidelines	-	-	100%	-	-	-	-
Game Logo	-	-	100%	-	-	-	-
Game Concept	14%	14%	14%	14%	14%	14%	14%
Game Pattern	-	-	-	100%	-	-	-
Game Merch	20%	-	80%	-	-	-	-
Actantial Models	-	-	-	100%	-	-	-
Theme Matrix	-	-	100%	-	-	-	-
Narrative	20%	20%	20%	20%	20%	-	-
Storyboard	-	100%	-	-	-	-	-
Timeline	-	100%	-	-	-	-	-
Specifications	50%	-	-	-	-	-	50%
Questionnaire Elaboration	30%	-	30%	30%	10%	-	-
Questionnaire Analysis	-	-	-	-	100%	-	-
Persona: Manuel	100%	-	-	-	-	-	-
Persona: Luísa	100%	-	-	-	-	-	-
Persona: Mike	100%	-	-	-	-	-	-
Persona: Kei	100%	-	-	-	-	-	-
SWOT: Little Nightmares	33%	33%	-	-	-	-	33%

SWOT: The Evil Withing 2	33%	33%	-	-	-	-	33%
SWOT: Hellblade	33%	33%	-	-	-	-	33%
Principles	80%	-	20%	-	-	-	-
Game environment moodboards	-	-	100%	-	-	-	-
Game character moodboards	-	-	100%	-	-	-	-
Initial Sketches	-	33%	33%	33%	-	-	-
Castle Sketches (Final)	-	100%	-	-	-	-	-
Environment Sketches (Final)	-	100%	-	-	-	-	-
The Child Sketches (Final)	-	100%	-	-	-	-	-
Nurse Sketches (Final)	-	100%	-	-	-	-	-
Receptionist Sketches (Final)	-	100%	-	-	-	-	-
Janitor Sketches (Final)	-	100%	-	-	-	-	-
Imaginary Friends Sketches (Final)	-	100%	-	-	-	-	-
Shadow Sketches (Final)	-	-	-	100%	-	-	-
Item Sketches (Final)	-	-	-	100%	-	-	-
UI Sketches	50%	-	-	-	-	-	50%
"In-Game" Greyboxes	25%	25%	25%	25%	-	-	-
Game Merch	50%	-	50%	-	-	-	-
Written part	65%	10%	10%	10%	5%	-	-
Presentation - Layout	14%	14%	14%	14%	14%	14%	14%
Presentation - Content	-	-	50%	50%	-	-	-
Spec Sheet - Layout	75%	-	-	-	-	-	25%
Code/Dev Team							
Game Design Document:	-	-	-	-	-	50%	50%
Introduction	-	-	-	-	-	40%	60%
Gameplay	-	-	-	-	-	45%	55%
Graphics	-	-	-	-	-	60%	40%
Ai & Behavior	-	-	-	-	-	60%	40%
Level Design	-	-	-	-	-	45%	55%
Art & Animation	-	20%	-	-	-	40%	40%
Music & Sound Effects	-	-	-	-	-	50%	50%
Presentation - Content	-	-	-	-	-	50%	50%
Spec Sheet - Content	-	-	-	-	-	50%	50%

Both Teams							
Production Plan	10%	10%	10%	10%	10%	25%	25%
Research	21.5%	21.5%	10.7%	7.1%	14.3%	7%	17.9%
Schizophrenia	-	100%	-	-	-	-	-
Game Marketing in Asia (strategies, style, etc.)	50%	-	-	-	-	-	50%
Gaming Studio Income Sources	-	-	100%	-	-	-	-
The psychology of movie techniques	-	100%	-	-	-	-	-
Korean Gaming Culture	-	100%	-	-	-	-	-
Horror/Thriller Movie Techniques for emotion provoking	100%	-	-	-	-	-	-
Human Fear Stimuli and how to use them	-	100%	-	-	-	-	-
Settings and Characters in horror media	-	100%	-	-	-	-	-
What are the best horror/thriller soundtracks and why	-	-	-	-	-	100%	-
Music/ Sound and Stimuli induction	-	100%	-	-	-	-	-
Known cults, creepy tribes and/or creepy happenings	-	-	100%	-	-	-	-
Human experiments with fear and their results	-	-	100%	-	-	-	-
Biggest mysteries in history and/or most intricate plots	-	-	-	-	-	100%	-
Important factors/areas of the gaming industry	-	-	-	-	100%	-	-
Other mental illnesses depicted in Videogames	50%	-	-	-	50%	-	-
Korean Gaming Cafes (From an economic standpoint, profit, etc.)	-	-	-	-	-	-	100%
PS4 Guidelines	-	-	-	-	-	-	100%
Psychological Horror & Techniques	-	-	-	-	-	-	100%
Game Café Branding In Korea	-	-	-	-	-	-	100%
Why are Thriller/Horror games popular	-	-	-	100%	-	-	-
Game market in 2020	-	-	-	-	100%	-	-
Game market in 2021	-	-	-	-	100%	-	-
Game restrictions for Sony and PlayStation (game acceptance guideli	-	-	-	-	100%	-	-
Thriller/Horror game audiences	-	-	-	100%	-	-	-
Schizophrenia represented in games	100%	-	-	-	-	-	-
Age restrictions or codes and what topics they cover (ex: pg 8 = no blo	100%	-	-	-	-	-	-
Game Companies Moodboard	100%	-	-	-	-	-	-
Main Target Audience (to define)	100%	-	-	-	-	-	-

We would like to mention that although some tasks are shown as 100%, or, other high percentages, we all worked as a team and gave each other comments on every single element of the work. Thank You!