

RICH PLASTOW

Cell Survivor is a **retro-style online game**. It's fun to play but also carries a serious message, and has helped to raise awareness of HIV among young people around the world.

CASE STUDY **Cell Survivor**

CLIENT **AIDS Alliance**

LAUNCHED **December 2014**

SKILLS **HTML5 GAME DEVELOPMENT** **GAME DESIGN** **GRAPHIC DESIGN** **UX DESIGN** **ILLUSTRATION**
BRAND & VISUAL IDENTITY **RESPONSIVE LAYOUT** **CROSS-PLATFORM** **LAMP SERVER**
GITHUB **PHASER** **GOOGLE TRANSLATE** **PHP** **COFFEESCRIPT** **HTML** **CSS**

Brighton-based charity **AIDS Alliance** needed an impactful, social media savvy way of reaching teenage boys, as part of their campaign for World AIDS Day.

I was given complete creative freedom but limited time and budget. I devised a simple but **unique game mechanic**, inspired by the body's immune-defence system, and went on to design and build a game which balances **education and entertainment**.

In **Cell Survivor** you play a cell nucleus which can defend itself from HIV and other infections using condoms and antiretroviral pills. Each level introduces a new defensive technique, applicable in the game and also the real world.



Project lifecycle

- PITCH** I put together the pitch, including **PSD mockups** and **target audience analysis**
- MECHANIC** A unique circular take on **'Breakout'**, inspired by receptors on a white blood cell wall
- ARTWORK** I used **Photoshop** to create all sprites and graphic elements from scratch
- BRAND** Re-imagined the client's brand as a **1980s arcade title**, like Konami or Atari
- BALANCE** **Weighted each level** to keep it challenging without alienating inexperienced players
- MAINTENANCE** I run and maintain the **'high scores' server**, and test the game on a monthly basis

Maximum reach

- RESPONSIVE** Icons position themselves depending on landscape or portrait **orientation**
- MULTILINGUAL** Uses **Google Translate** to switch between 100 languages, from Albanian to Zulu
- BROWSER** Tested on IE11, Edge 13+, Firefox 12+, Chrome 15+, Opera 15+, Safari 6+
- PLATFORM** Tested on Windows XP+, OS X 10.6+, Android 4.4+, iOS 4+

Find out more...

- PROFILE** [linkedin.com/in/richardplastow](https://www.linkedin.com/in/richardplastow)
- PORTFOLIO** richplastow.com
- EMAIL** rich@richplastow.com
- MOBILE** +44 (0)7473 155 092