

Ryan Murphy
EGD 220-04
Milestone 1

Back to Blue

Concept Statement:

Back to Blue is a game where you are playing as a fish trying to clean the polluted ocean. The water starts off being murky, but the more tasks you complete the cleaner the water gets.

Target Audience:

We intend to target this game towards Environmental Activists, specifically towards people who want to help clean bodies of water.

How the game Relates to Blue

Back to Blue relates to the color blue because you are being loyal to the environment and cleaning it. It's all about saving the environment which means you're staying loyal to the world and not destroying it.

Art Direction: