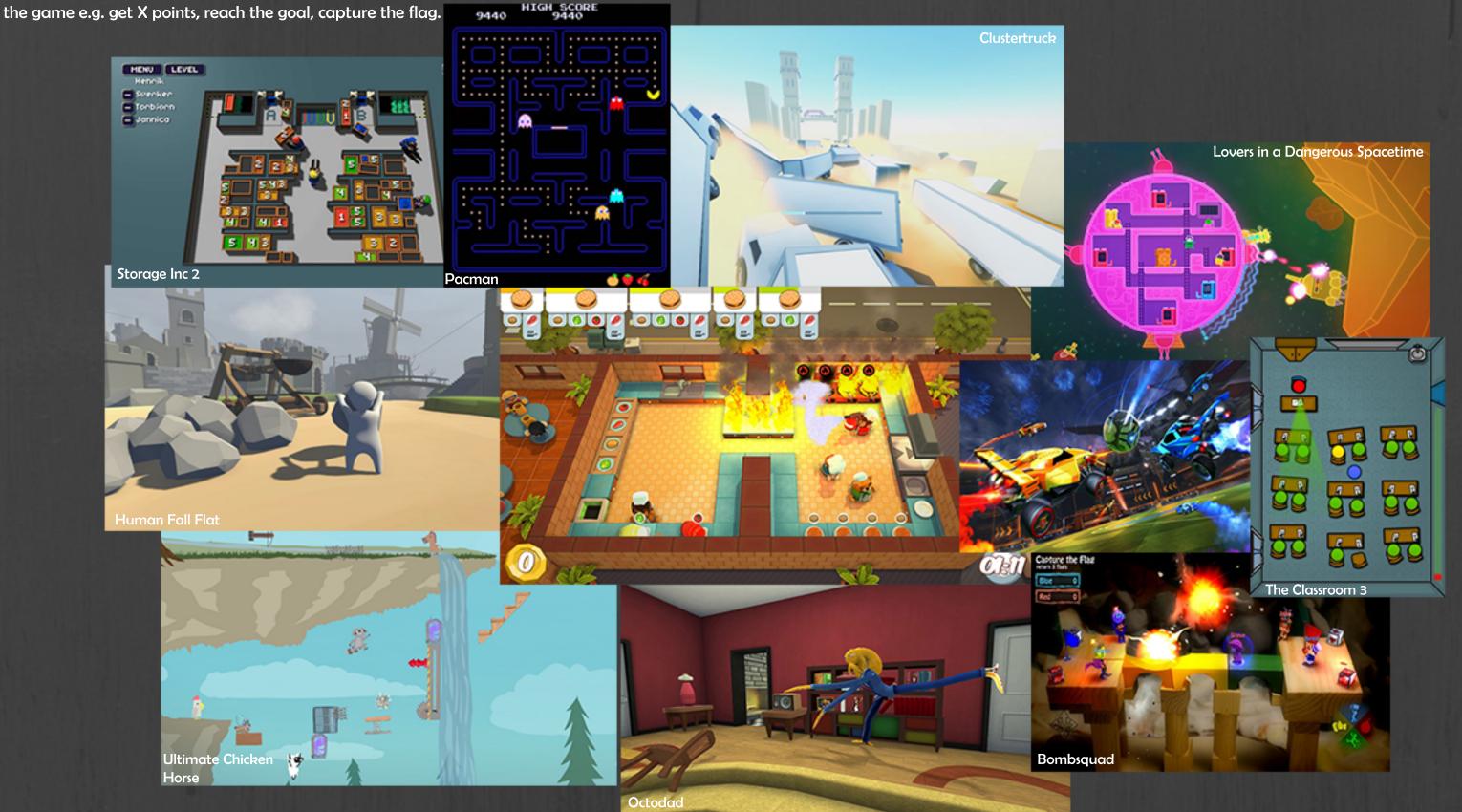
This style of game tend to be fast paced and timed, constantly making the players think about the next move or improvise when things go wrong (which is very likely). The games can bombard the player at times with their chaotic nature, however, they are simple to understand and control. These games tend to use timers and rank systems to get the players to try and get a better score. The mood board below shows some examples. These games tend to be very colourful, often feature a coop mode, have enclosed areas/ set spaces to work in and the majority are top down or third person perspective. This type of game is usually quite addictive with minimal story and emphasis on gameplay. Usually, these games will have a stylised art style and allow the player to know the end goal from the beginning of



Ideas for a game of this syle:

⁻ Laundrette: Similar to Overcooked, this game makes the player look after their own laundrette, having to take in, wash, dry and fold clothes before giving them to reception for collection, each element having it's own station to control.

The game can progress with more customers hearing about how good the laundrette is, special clothes being delievered which take more time and care (with bigger rewards) and upgraded equipment delivering the clothes faster to players.

⁻ Restaurant style game similar to the project I undertook in first year. this game was purposely chaotic with the use of a timer and a set amount of 'tips' (points) to earn, gathered by delivering food to tables. Blockages were purposely put in the way of the player to stop them, such as tables, chairs, customers etc. Players could explore the set space, however, would not have time if they wanted to win. The controls were simple as it was just the use of a line trace.

⁻ Game similar to ClusterTruck. Players must reach an end goal through a level of chaos and quickly form a plan of how they will get there. However, due to the nature of gameplay, players will be forced to improvise on the spot.

Survival games can be mixed with a range of other genres and themes to create an environment where the players are at risk of danger and potential injury or death. The gameplay tends to be slower in pacing than the chaotic games overall, however, usually holds tension for the player between fast action paced moments, causing the player to never feel fully safe as a threat lingers. The controls are usually more advanced than the previous 'chaotic' prototype, usually holding inventories of items, ranging from one slot to multiple. These games tend to be darker, more realistic and rely on players to plan, using more sensory clues (visual and audio cues) to determine the next move. Horror survival tends to be more limited in spacing, blocking the player in, whereas pure survival tends to be more open. Usually in a first or third person perspective to immerse players, the main goal is to survive as long as possible or until a set goal is achieved. Most games of this nature feature a narrative and attempt to evoke emotions such as fear, curiosity and exploration whilst in this hostile location.

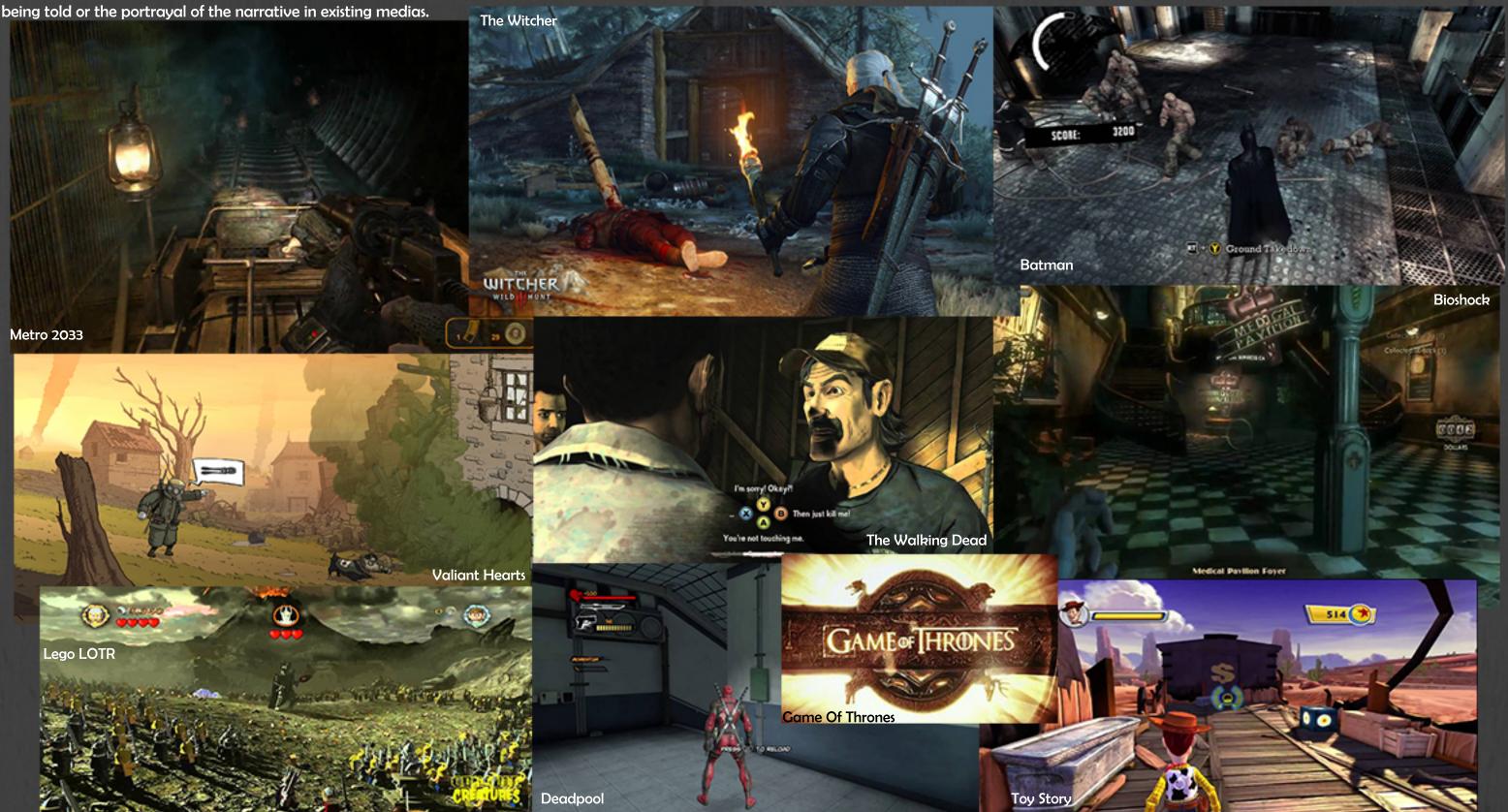


ldeas for a game of this syle:

- Elephant game similar to the project I concepted in first year. In this game, players would take on the role of a female elephant, attempting to take a group of elephants across Zimbabwe on an emotional migration journey to find fresh water and food. Players will have to negotiate with dangers along the way such as predators, poachers, lack of water and exhaustion, whilst communicating to the pack through low frequency rumblings, similar to real world communication.
- Flutterby game pitched in Contextual studies in first year. Players take on the role of a butterfly, after being stolen from a windowledge of their owner as a caterpillar by a bird. After wriggling free, the caterpillar goes through metamorphosis, changing into a butterfly. The player must then survive as the butterfly, making their way back to their owner who kept them alive whilst growing up, in a Journey inspired game, featuring a unique expressionism art style.
- Within an abandoned Victorian village, players must figure out where everyone has disappeared to whilst battling with a lurking unnerving presence. Players must keep themselves alive by exploring without being trapped by this entity.

Book/ literature/ other media/ event based game

This prototype looks into games based on other forms of media, such as books, literature, plays, films, television and even real world events which were written up in the news. These games tend to tell a story and are packed with narrative. Often these games can cross over into survival of some sort, as players deal with narrative choices and decisions. The pacing can be quite slow, allowing the players to explore the environment and discover the narrative around it. Usually more cut scene and cinematic heavy, the mechanics are often tools to help move the story along and cause more decisions for the players. Players are often left to explore and find the narrative or are 'hand held' and led down a linear or semi-linear path to reach a final goal. These games often mimic what the media before them have aimed for, using similar characters, choices and world to make the game feel similar to the world created previously in the franchise, meaning new players and hardcore fans can get a new chapter of an already structured story. The art style can differ depending on the story



Ideas for a game of this syl

^{- 1984} book (George Orwell): 'Big Brother is watching you', similar to We Happy Few. Oceania's Ministry of Truth, Plenty, Peace and Love set to rehabilitate criminals by brainwashing them into being loyal subjects and adoring Big Brother.

Players in this world could try to escape the system and have to survive when being forced to comply with things they don't believe in whilst being constantly watched. WW2 slogans 'The Walls have ears' could be another example of this.

⁻ Milgram Experiment (obedience to authority) / Stanford Prison experiment. In the Stanford Prison experiment (1971), a group of civilians were seperated into 2 groups: Prisoners and officers. The experiment looked into how regular people would behave when given uncontrolled influence over other people. The prisoners in this experiment quit after a few days due to the abuse they were undertaking. Lord of the Flies looks at similar ideas about holding power over others.

⁻ Concept storyboard from first year: A pilot called Colonel David Eberly is shot down by an SAM during Operation Desert Storm. After a few days of surviving in the desert of Iraq, him and his co-pilot are captured and taken for questioning.

Management games

Management games usually focus on statistics for players to juggle and make decisions on. These games also usually ask players to complete tasks, at their own pace and discretion, which will help achieve an end goal, for example, placing down a hospital in Tropico to allow for less people to die, thus, ensure the population does not decline too rapidly. These games give players the tools to create or plan for events how they wish, e.g. setting up a team how they want it in FIFA for the next match based on stats, opponent, budget etc. These games tend to be quite UI heavy and from a top down perspective. The puzzles players face are often ones of logic over reflex and players are usually guided by a tutorial before allowed to play freely, as there are a lot of systems to manage, even in a restricted/ set space. Some of these games have an end goal, but most have sub goals until the player decides they have finished with the game. These games focus on getting the players to balance resources and create new



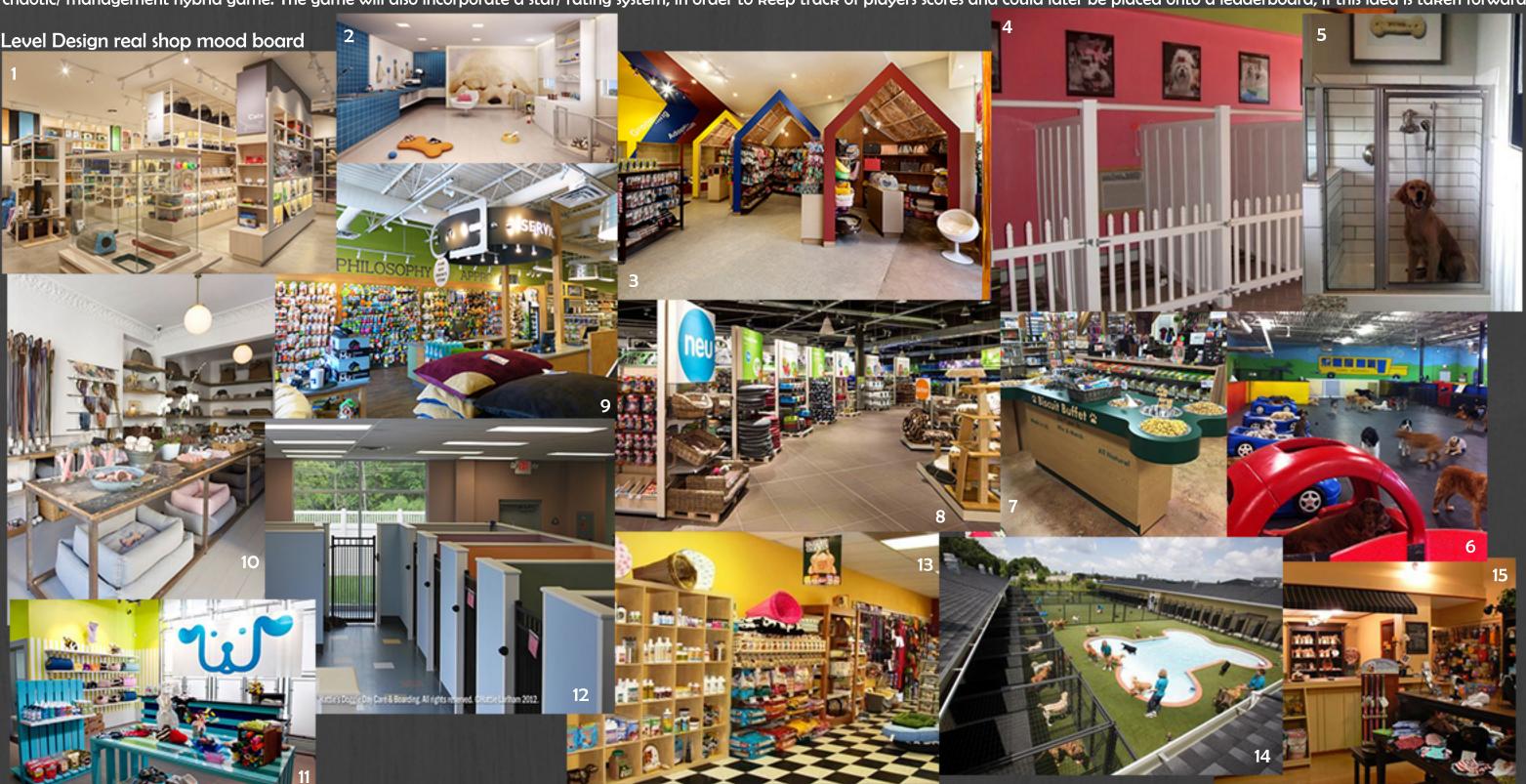
Ideas for a game of this syle:

⁻ Hybrid of management game and the chaos game from prototype 1: Given the pieces to create a restaurant/ cafe, create your own restaurant then have to complete orders, similar to building a house in The Sims and then living in it.
Players need to iterate their restaurants/ cafe after each shift with their budget to gain more income and buy better equipment/ buildings/ more tables to build up their establishments and then serve customers in it to earn budget money.

⁻ Ability to see NPCs emotions. Group of civilians have to complete tasks which the player sets them. If placed into the wrong place, will become sad and angry, causing their aura to glow red. This wil affect others around them, meaning the player will need to act on this before it becomes a problem and they become a rebel against the system. If an NPC is overworked, they will become fatigued and glow a different colour. Players have to deal with the civilians as problems show up and celebrate the ones which do well. Each NPC could have their own personality traits which will reflect how they behave, e.g. Fallout Shelter, if a settler is a scientist and placed into a bar, they will not be happy/ perform as well.

Prototype One: Chaotic Pet Shop/ Day Care

For our first prototype, we have decided to create a chaotic, Overcooked inspired game. Our game will be set in a pet shop/ day care, where the players are tasked with looking after animals and selling animal products. For the prototype, players will only have to deal with 3 animal types: Dogs, cats and lizards/ reptiles. Each animal will have 3 progression bars to their left, monitoring hunger, mood and health. They will also have a glowing coloured sphere above their heads, clearly showing the mood of the animal. The players objective for the prototype is to keep the animals healthy and happy, achieved by giving the animals toys and food to keep their stats up. The game could also be classed as a management game, with players having to focus on stats of the animals and find the correct product to give them in order to fix their mood. This game references 2 of the mechanics pitched in the initial ideas section of my preliminary research documents; of approaching NPCs moods and a chaotic/ management hybrid game. The game will also incorporate a star/ rating system, in order to keep track of players scores and could later be placed onto a leaderboard, if this idea is taken forward.



Key:

- 1) Shelving layout
- 2) Dog resting and sleeping space
- 3) A more unique layout of different items sold
- 4) Holding cages for animals to wait or sleep in
- 5) Shower area for animals (especially dogs)

- 6) Play area space
- 7) Treat/ feeding bar
- 8) Bigger shop shelving layout
- 9) Overview shop layout with tills/ checkout
- 10) Smaller shop layout (could be starting look to build up) 11) A more colourful look of items sold by a smaller shop
- 12) A different holding area, this not as friendly looking
- 13) Another overview of the shop, bit more open
- 14) Outside swimming pool and holding bays (future addition)
- 15) Smaller, more compact shop with till area

Eli De Carteret (BAGD-0619-003)

Game Design Y3

Ewan Armstrong

Games Proposal XB3001

Prototype One: Chaotic Pet Shop/ Day Care

After looking at some of the real world set ups from the references in the page prior, I began looking for articles giving advice on how to set up a pet store. The advice gathered from the articles will make the game feel more realistic and make the space feel more 'pet shop like' due to similar techniques being used. As this is based on human nature, similar techniques can be implimented into the games design, as the players immersion in the game will subconsiously lead them to noticing similar techniques and performing similar habits as to real life. Some of the advice includes:



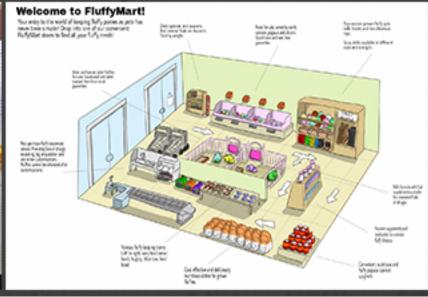
- · Customers usually look right when they walk in (Rich Kizer and Georganne Bender): Have something interesting there.
 - Customers do not really notice merchandise within 15 feet of the entrance: Place it further in.
- Choose a store layout that fits your business: Grid layout (aisles up and down), loop layout (central grouping of displays), free-flowing layout (move freely through the store).
- Having clean-up stations in the aisles can help with store tidiness (could possible be a future addition).
- Beware the "butt-brush effect."- Paco Underhill. Customers do not like being in close areas to other so avoid this problem by ensuring aisles and floor space allow patrons adequate personal space.
- Create a sensational entrance. Invest in an eye-catching entrance, strategically placing signage to entice shoppers inside.
- Create easy-to-navigate aisles with signs identifying different sections of your store and make sure all areas appear clean and tidy.



- Put the place people want to be most at the back of the store. This causes them to have to walk through the rest of the store to get there.

This is true with game design as well, as will want to get to that part and may get distracted.







Some of the considerations which I will need to think about when designing the level are:

- Make space for camera to not clip through anything
- Make space for character to walk through
- Ensure enough space for props

dog bones or larger toys.

toys.

- Consider where all props will be

Pet stores also benefit from gondola

- Consider how the gameplay will be laid out
- Consider how the pacing will work
- Consider how will get more difficult
- Look at lighting style

- Why set up in the way going to be
- Where rooms are placed
- Ensure players cannot get out of the map
- Set up areas for art to place the assets in over the top.

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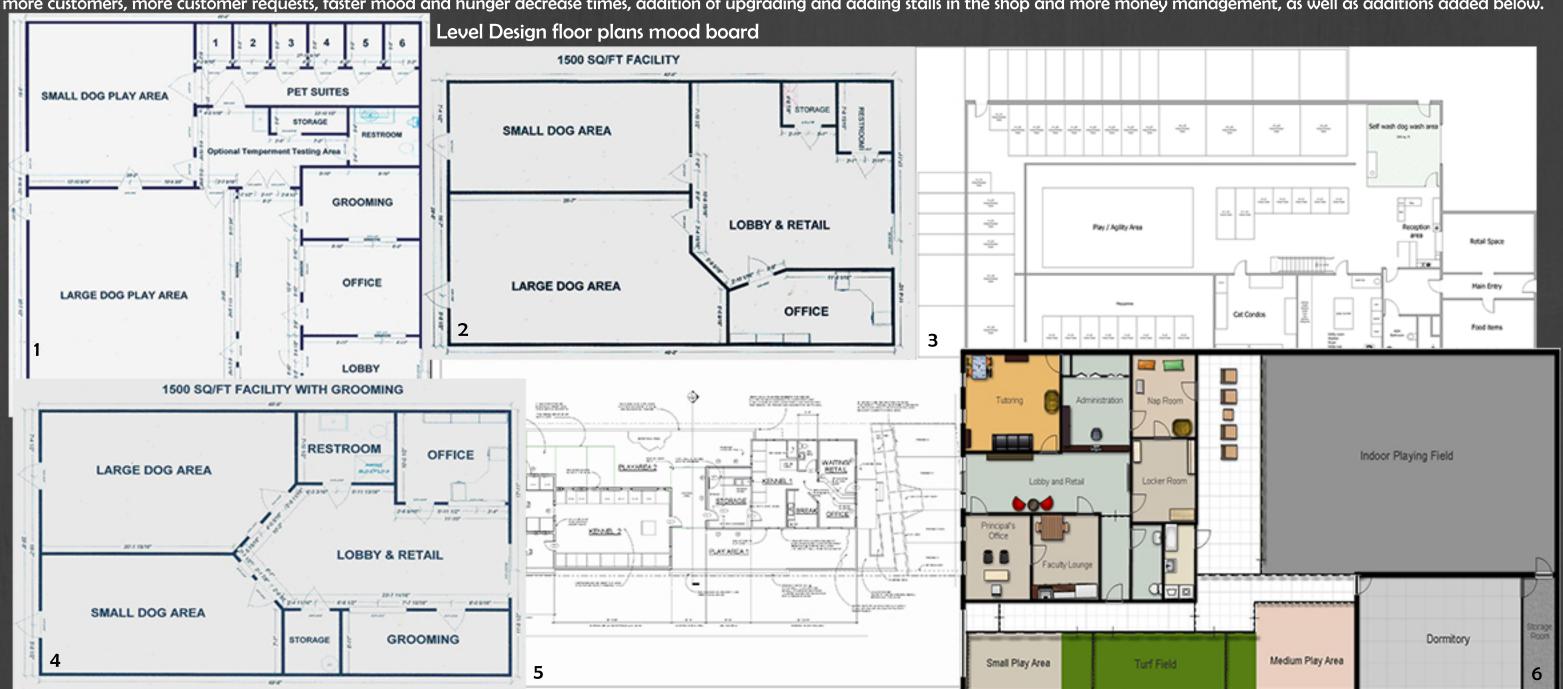


After looking at some of the real world set ups from the references in the pages prior, as well as the research into how to set up a pet shop/ dog day care in the real world, I began looking at some floor plan blueprints and thinking about considerations for the prototype in terms of what areas need to be placed in, future ambitions if this was taken forward, spacing and the gameplay progression system.

Considerations

The game will have a lot of emphasis on gameplay, whilst set in an enclosed area/ set space. Most games of this type are timed and players are forced to both improvise and plan as they are bombarded with tasks to complete or have a lot to keep an eye on. This will be the case in this game, with players having to keep an eye on the mood balls of the animals, before seeing which stat needs increasing and deciding how to deal with it, e.g. hungry dogs should be fed dog food, low mood dogs should be given toys to play with.

After looking at the mechanics being placed into the game, along with what models are being created, the areas I will need to design need to cater for all these assets and mechanics, to ensure the game flows well and works with these elements. In terms of progression, if this prototype is chosen, the game will follow the 'Challenge/ skill level' graph. In a practical sense, this means the later levels will feature more customers, more customer requests, faster mood and hunger decrease times, addition of upgrading and adding stalls in the shop and more money management, as well as additions added below.



After looking at the reference images from the previous page, discussing with the group based on art/ mechanics and researching the floor plans below, the areas which are going to be put into the prototype are:

- Feeding dispensaries (Food assets)
- Entrance
- Tills
- Reptile, cat and dog holding pens (Toys/ food)
- Petting/ play area (Toy assets) (Main area to play with pets)
- Sleep area (Beds for animals to chill/ sleep on)
- Shop: Buy items (Leads, food, beds, bowls and toys)
- Storage: Place to store new items

Future ambitions- If the project goes forward:

- Possible café as a future ambition
- Clothing area: Dress up animals in different clothing
- Storage: Shipments to be placed out when stocks are low

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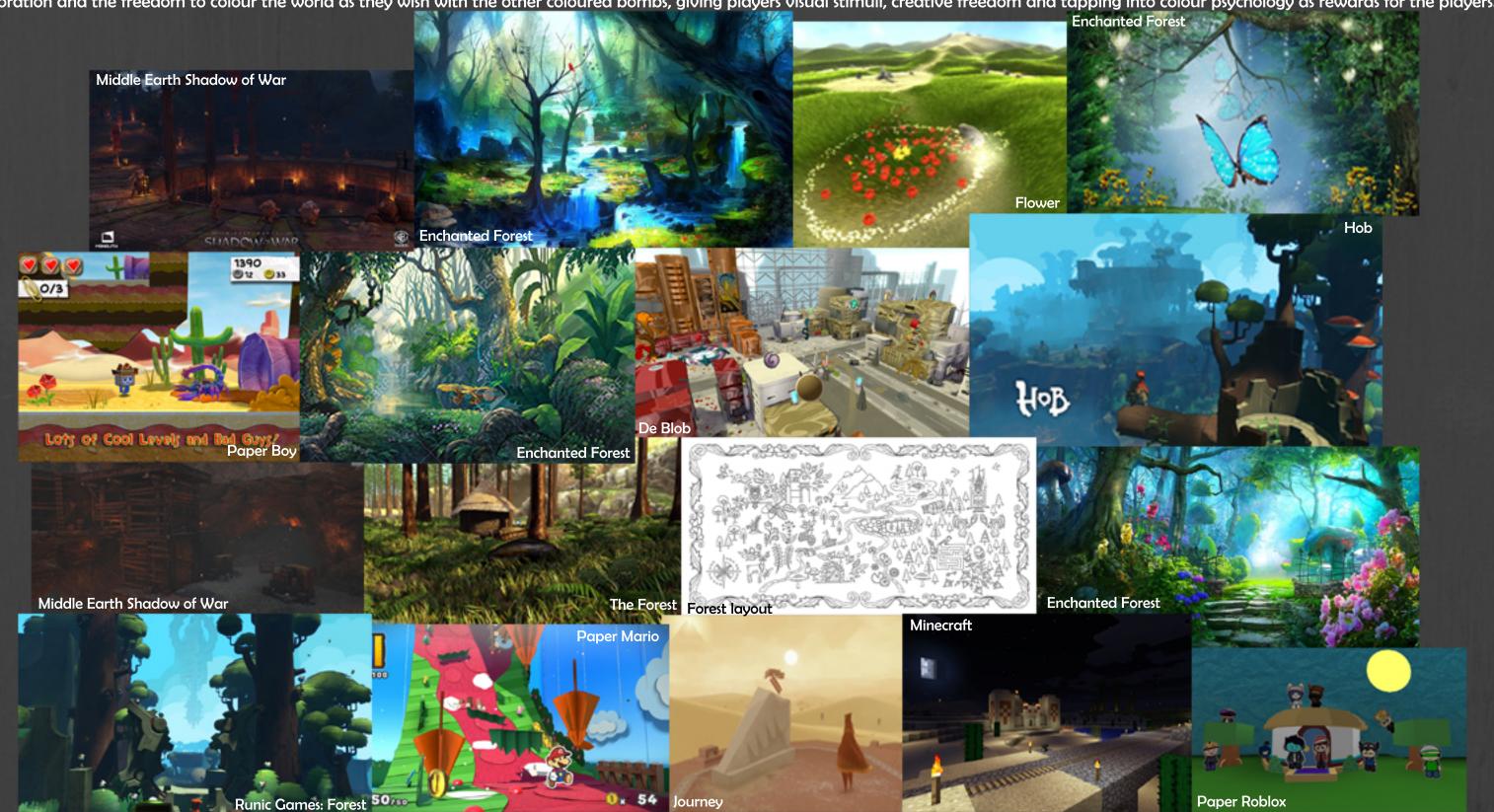
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Our second prototype looks towards puzzle games with a more open environment than the chaotic game from prototype 1. Whilst exploring an enchanted paper forest, players will discover a well. This well will have a symbol which players need to search for. The symbol will be attached to a coloured bomb, which when placed into the well, will run the colour down the pipes and colour the obstacle with that cel shaded colour which has previously blocked the player from leaving the area. When the colour is correct, the players can cut through the obstacle with a 'colour cutter', before shooting it with a bomb to blast through to the next area. Aiming for a relaxed atmosphere/ mood, the puzzles will be a tool for pushing exploration of the area. The game will be in a first person perspective, with a paper aesthetic, and will be lit using torches, as the game will be set at night. In terms of a reward structure, the player will be shown an end point to reach, which will act as a focal point and will be rewarded with exploration and the freedom to colour the world as they wish with the other coloured bombs, giving players visual stimuli, creative freedom and tapping into colour psychology as rewards for the players.



How this research will influence the level design:

When creating the level design, it needs to start whitebox coloured, before moving into a stage of colour. With reference from Shadow of Mordor and Minecraft torches, the game will be lit in an orangy white colour, however, looking at the bright colours of the enchanted forest, I am thinking of adding a bluey layer/ mist to the level to give it some extra colour and detail. With the assets already been planned to add such as rocks, fences, trees, grass, leaves, buterflies, birds etc, the game, when coloured, could definitely mimic the colour styles of the enchanted forests on the research mood board.

As the mood and feeling of the world is one of relaxation and calmness, games like Journey and Flower are big influences in this area. As for adding colour to the world, games like Flower and De Blob can give some insight on how to add the colour to the world and for it to feel like a smooth transition. Finally, the images of forests from games such as Hob and The Forest, are just basic references into how a forest landscape looks and how others have made them feel.

Prototype 3: Elephant survival game

Our third prototype will be a survival game, taking the idea I concepted in first year of playing as an elephant going through the migration journey and turning it into a prototype. This game will be more realistic in it's aesthetic than the previous 2 prototypes, as this is one of the tools which can develop a great survival game rather than using a stylised look. In terms of the gameplay, players will take control of a female Matriarch elephant, leading a herd towards safety and a lush new environment in order to find more sustainable supplies. Along this journey, inspired by realistic elephant migration journeys, the players will face a number of challenges to overcome, such as lack of water/ food and becoming tired or too hot, as well as facing predators such as lions, poachers and crocodiles. When danger is spotted however, players will recieve feedback through controller rumble and screen shake, as other elephants use low frequency rumbles to warn of potential harm. With a day/ night system integrated into the game, players will have to think strategically in order to been themselves and their herd glive and make it to the new migration spot.



How this research will influence the level design and environmental layout:

The game will need to simulate a more realistic experience than the previous 2 prototypes due to it's simulation style aesthetic. Using the above research, the landscape appears very rocky, with mountainous areas filling the landscape.

Placement of the assets, such as grass (food), water sources, shade spots, trees, villages and predators etc, will be very important in achieving a correct feeling of realism and survival, whilst still being a fun experience for the player.

The mood of the game should be one of struggle, as players battle their way through rough terrain in order to reach the new migration spot, but also be a wonderous experience, with players free to explore for new areas, resources and terrains. The layout will also need to cater for the mechanics, such as giving/ recieving communication feedback to/ from other elephants, being able to steal fruit from villages, having shade to go into to cool down, ensuring resources are not too far apart in order to stay alive and making sure the landscape is clear to navigate, whilst being diverse enough to keep the player interested, as repetitive scenery can quickly become tedious to navigate and dwindle player retention.

Pet Shop game: Role aspects research

As I created a pretty extensive set of mood boards and research in the prototyping section, this research is going to delve into my role as a level designer for this project, looking into what jobs I will be in charge of, what considerations I will need to make and reference images looking into these specific areas. Now that a more solid idea of the gameplay has been decided on, this research can be more specifically created, in order to form a clearer vision into what my exact role in the project will be, as well as the specific jobs which are required of this position. Understanding this role and the jobs which need to be undertaken, allows for me to create a plan/ schedule, which in turn will help aid the development start time, due to having a clear path of work, filtering into an uninterrupted flow in the development to the game. This scheduling and plan will also allow me to give better and more insightful communication to the rest of the team from an early stage, regarding what I am working on and what the plan consists of, meaning the team can work in harmony, allowing for a successful final product to be delivered.

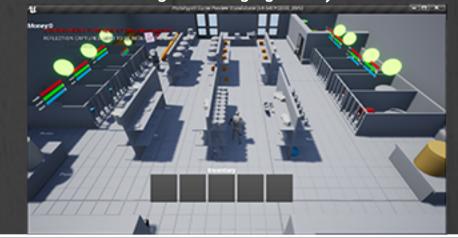
MECHANICS

The mechanics we decided this game will involve include:

- Inventory system.
- Visual outlines.
- Grid system (build mode to place items into world).
- Score system: total score, coin system, floating numbers.
- Side bars for hunger, happiness etc.
- Visual indictations into moods and stats of Al.
- Win states: earn money, rating, time limits.
- Pick up and drop items.
- Upgrade a feature or item in shop.
- Al walk around and animals to move around.
- Progress bars for item status.

With these as the mechanics, my jobs are going to include:

- Figuring out which items will be in the inventory.
- Figuring out where these items can be placed on the grid.
- Figuring out how big the grid should be.
- Figuring out how the UI should look.
- Figuring out the pacing of the different systems.
- Designing the mini games.
- Figuring out the pacing for the win and lose conditions.
- Figuring out the rewards and punishments for the game.
- Figuring out different upgrades for players and when they should become available (upgrade progression).
- Figuring out the boundaries for the players.
- Figuring out how fast items deteriorate (e.g. how long before animals need cleaning or feeding again etc).



PACING/ FLOW/ PROGRESSION

One of the key aspects for this role will include figuring out the flow of the game and how fast the player will progress. Different ways to progress the game and figure out the flow will include:

- Extending the playable space which players can work in.
- Increasing the pattern of difficulty in order to follow the audience interest curve so players do not get bored or frustrated by making the game more chaotic, giving the players less time and giving the players more to do.
- Figuring out what skills players will require to complete the tasks.
- Figuring out player interactions, including how many interactions the players are having to deal with, who they are interacting with, what they are having to do, how the interactions impact players and why they are important.
- Creating levels to use time limits and figuring out how long each stage will take to complete and why. This will also impact the rating system of the levels, for example, if a player cannot reach the certain target in the time, they will get a lower grade.
- Figuring out how long it will take to learn particular skills and how to use them correctly.
- Figuring out how to show players how to use skills correctly and how long the game will take to complete overall.
- Figuring out how gamers are going to progress between sections.
- Figuring out what upgrades will appear in the store to add to the shops, e.g. staff to help out, but will take a chunk of the income.
- Figuring out how to get players to build new elements to their shops and how the difficulty will ramp up with these new elements.
- Figuring out what the minute by minute/ final goals and choices are.
- Figuring out what challenges the players will face.
- Figuring out what the job list will be for players to deal with on top of general shopkeeping.



LIGHTING

As the game is set in an interior location, there will need to be some consideration for the lighting, which falls under a mix of level design and environmental art. Considerations include:

- What type of lighting is used.
- How much static, baked lighting can be used (as elements can be moved around, not all lighting will be able to be baked).
- If there will be any movable lighting.
- Figuring out where the lighting will be placed.
- Figuring out the brightness, colour and details of the lighting.
- Figuring out what affect it will have on the look of the feel.

TUTORIAL

Some techniques and elements to consider when constructing the tutorial aspects are:

- Create clear how to play screens, as without this, players may get confused on how to play.
- Allow players to remind themselves on how to play with a menu, as even with a default control scheme, players may need to be told and reminded how to play the game.
- Teach players all mechanics of the game, including basic ideas such as how to interact with the world space and the character.
- Make sure objectives within the game are clear, with players knowing what to do and where to go at all times.
- How is the tutorial going to teach players? Is it effective in achieving this? How can the mechanics be used in the rest of the game world? What are the rules of the world space?
- Use the players short/ long term memory to deliver tactics, e.g.



players remembering tactics which worked before in previous levels and using them to master new levels.

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UI/ FEEDBACK

Feedback is very important in all games, therefore, this section is looking at some techniques and considerations for the UI and feedback which players will recieve whilst playing the game:

- Playability: In order to make the game appealing to the audience, the title screens, how to play screens, in game UI, level design, difficulty, default controller and keyboard control schemes/ patterns etc, need to be in line with industry standards. Looking at other games of the same genre and type can be good tools to research in order to get this correct. If the players cannot navigate these sections, they wil not be able to play the game.
- Visual elements: Give the player visual clues into what is happening, even if they are subtle or not directly pointed out.
- Feedback interface: Additional details such as maps, scores, messages, XP and timers can be used to add extra layers to the game in a number of different ways.
- Omnipresence: This relates to how much information players recieve about other ongoings in the world. This type of feedback can be used to deepen the world narrative or give players quests/ aspects to look towards.
- Visual stimuli: These are images to guide the player either to a location or to guide them when they are off course, giving them a reminder as to what they should be focusing on.
- Physical stimuli: Feedback which players can feel, e.g. the vibration of a controller rumbling, strengthening engagement.
- Ambient stimuli: Techniques such as audio can be used to communicate to players. Elements such as narrative, sound cues and well placed music can all be ambient stimuli.
- Interface design: Giving players visual indications at to how well they are performing can add a competitive edge to the players (e.g. health, XP, karma rating, timers, scores etc).



END GAME/ REWARDS

Some aspects to take into consideration when designing the end game, win condition and reward structure include:

- Reward effort: If a player is trying, make sure their effort is valid and rewarded, as even if they are not doing very well, they will still continue playing the game as they are getting rewarded for their play time, meaning they are getting something back from the game in return for their time.
- Have rapid, clear and frequent feedback with consequences for actions, as if players are having to wait too long for feedback, they will become frustrated if they are punished for something that happened a long time ago which they felt they got away with.
- Include elements of uncertainty and uncertain rewards, as this will make players want to play more, as they are being surprised every time they are rewarded, meaning they could get the prize which they want, giving their psychology a dopamine reward, as well as the actual reward and will keep playing until their get it.
- Windows of enhanced attention: Create windows of gameplay which require enhanced attention, whether that be using their memory or becoming more confidence and modify the reward structure to cater for this so they are more willing to take on risks.
- Figure out how players will be rewarded in this game.
- Figure out the win condition of each level and the final game.
- Figure out the economy, e.g. how much each item costs, how much each customer will spend, how much the player will most likely end a round with, how much stock/ pieces/ space is available.



TESTING

Considerations for testing include:

- Who is testing it and when?
- What are they testing for? (e.g. bugs, playability, enjoyment)
- Criticisms: Use a survey to ask specific questions with an input box to ask for their thoughts and feelings. Using a rating system could also work well, as it is quick and easy for people to take part in.

SPACING

Although the spacing is on a grid, with players deciding where to place items, there are still some spacing elements to consider:

- How is the game going to allow players to build in the space.
- How will mistakes be put across to the player if they create
 something wrong? Are paths assigned to them? Is lighting used?
- How will consequences be learned if players mess things up within placing elements down in the wrong part of the space, e.g. not having a pathway for the AI to walk down. Will this be allowed, or are there constraints and boundaries in the space.



MOOD/ ATMOSPHERE

Mood and atmosphere are important in order to get the feeling of the space correct and let players be immersed in the world.

- How does the music and audio influence the mood?.
- What elements set the mood?
- What mood is this game going for?
- What is the atmosphere? How is this put across?
- Is there a meaning or message being portrayed in the space?
- How do the visuals, mechanics and audio etc, portray the message?
- What feedback are players recieving on a momentary basis?
- Are there characters, storylines or narratives to set the mood?

MINI GAMES

One other task this project asks for is designing the mini games.

• Mini games: e.g. clear the flees, wash the pet, fill the water etc.



 Mini games help players feel more invested and can make the game feel more chaotic, as they give players more to do/ play.