

Asset list and design documentation

04.02.01

Link to asset list:

http://mdesign.dk/squid_game/assets/assets.html

Design dokumentation



My game is called Squid Game.

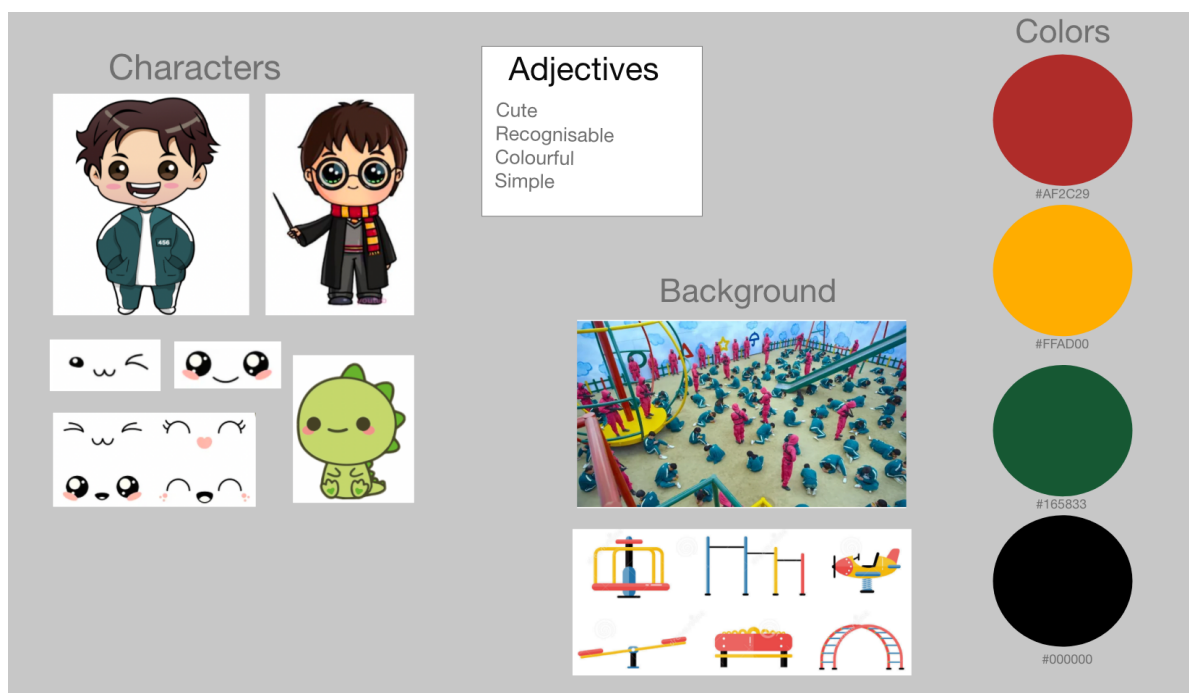
The game is heavily inspired by the Netflix series called by the same name; Squid Game.

Therefore most - if not all - the design leans up at the elements from the series.

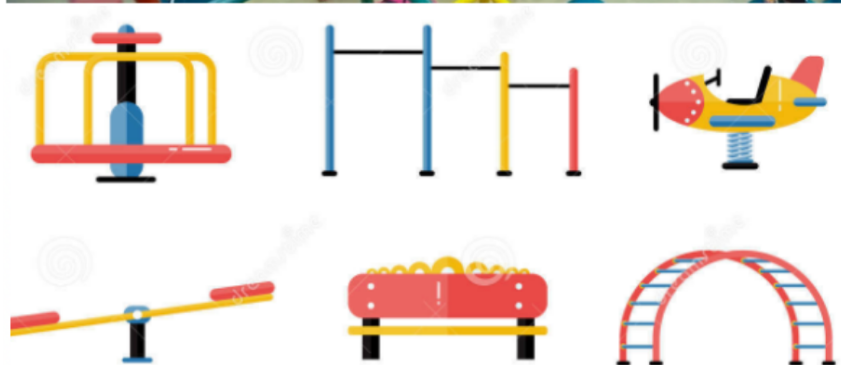
You play as the character Seong Gi-Hun who is in a game world, where he has to complete the game to gain money, otherwise he will be eliminated by the squid soldiers.

Style inspiration

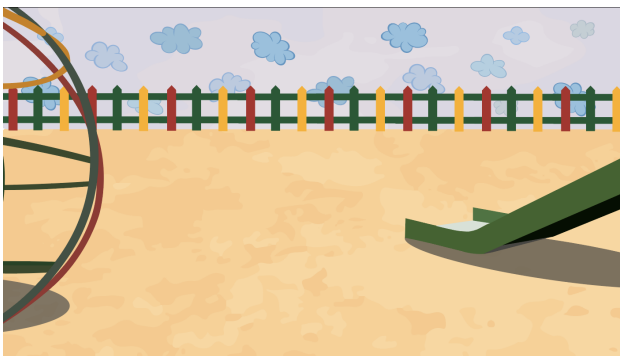
Moodboard



My style inspiration is kawaii. This is due to the fact that the Netflix series is a korean series and kawaii originated from Japan. Therefore I wanted to use this asian style. I also found inspiration from baby baes, as I wanted the characters to look a bit cute as a contrast to the brutality of the game. Furthermore I was inspired by flat design and wanted to use the style in my game.



How it inspired my design of the background



My background.

The original Netflix series.

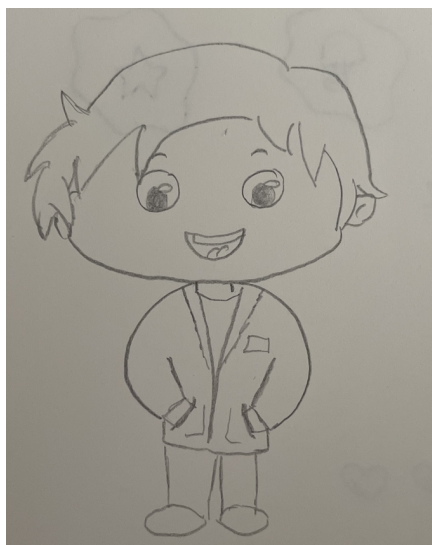
I wanted to make the set up and elements as regionizable as possible, so that the user easily understands which environment this game takes place in.

Character design



Pictures found online and from the netflix series for inspiration.

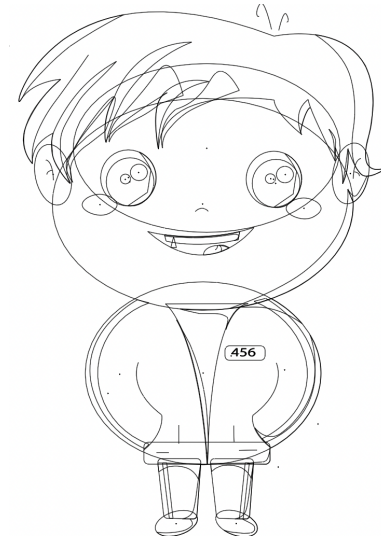
The development of my main character Seong Gi-Hun.



**KEA - project
From sketch****Design dokumentation and assets list****To illustrator design**

Seong Gi-Hun is mostly made in rounded shapes as he is a good character.

In illustrator I have used: The ellipse tool, rounded rectangular tool, star tool. I also used the pen tool and the curvature tool a lot to fix up positions.



When it comes to facial expressions I only have him happy, as this is him in the beginning of the game. When he wins he still has his happy facial expression and he also has his arms up as a celebration. Whenever he loses he doesn't get sad, but he is getting shot.

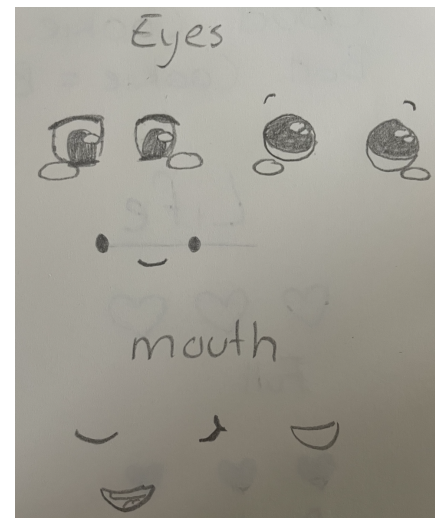
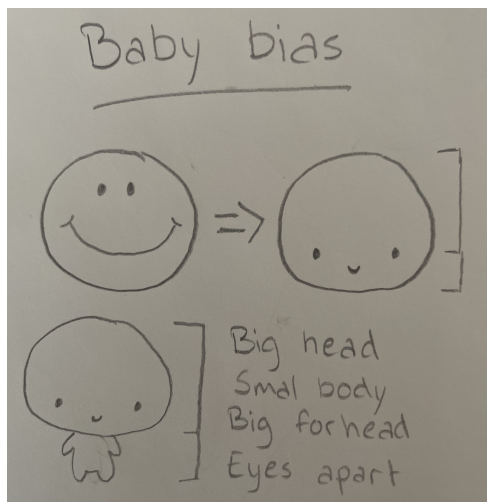


Seong Gi-Hun winning = happy

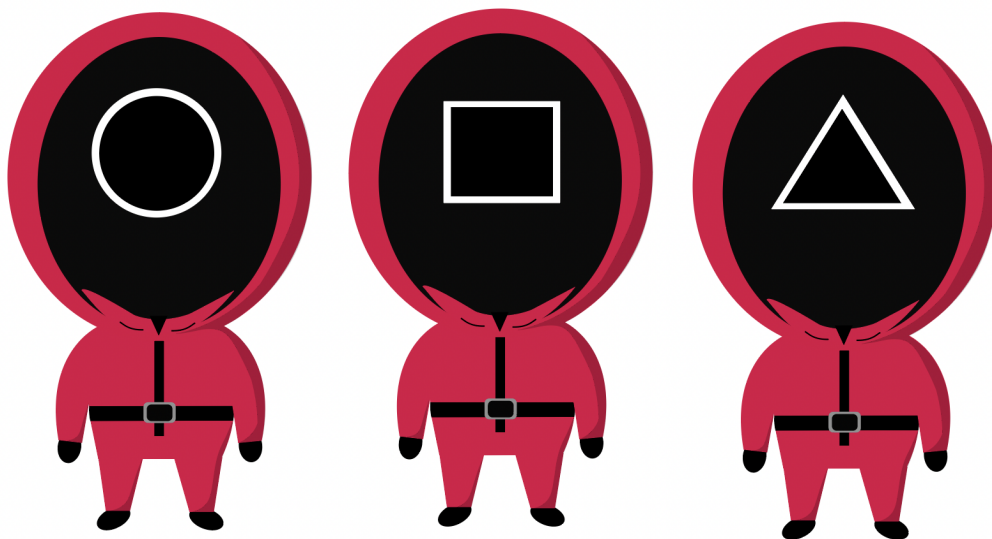


Seong Gi-Hun lose game = dead

When creating the main character I focused on baby bias and kawaii. I created him with a big head and big eyes far apart from each other and a smaller mouth, plus a smaller body. In the beginning I was trying out some anime style, as this is also an asian design style. But I found that kawaii goes so well with baby bias and that was the expression I am going for. The clothes for the character were easily decided as it must be the tracksuit from the netflix series.



The three soldiers final look



The inspiration for the soldiers



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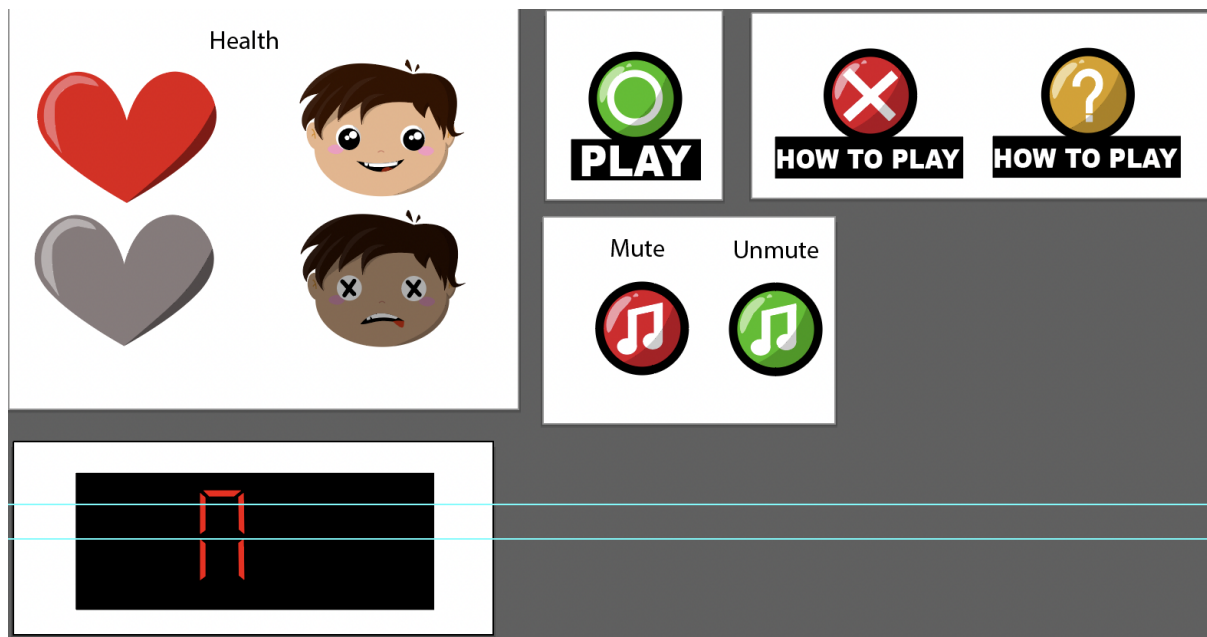
Design dokumentation and assets list

I was worried about keeping the rounded figure, as round typically is drawn to be 'good'. But I found it important that the look must rely on the soldiers from the Netflix series.

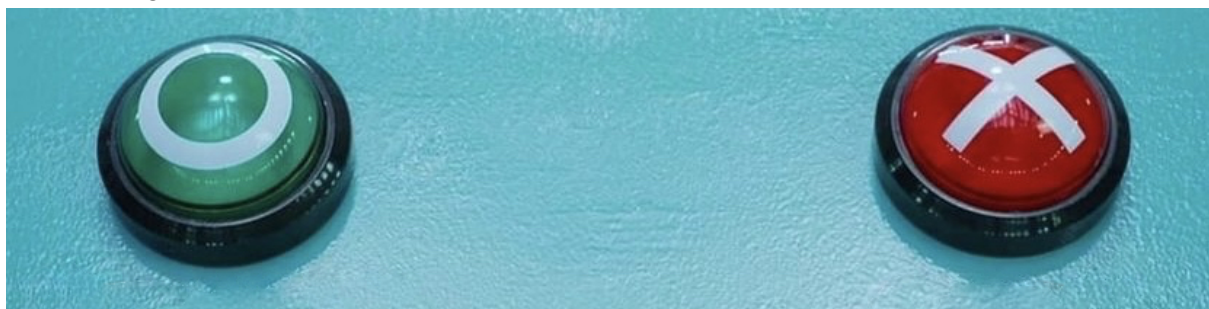
Furthermore, the style of baby bias must be consistent like the main character is drawn in.

The black mask with the recognizable figures in, did pop out as being 'evil' therefore I found the soldiers durable this way.

Other elements



The picture above shows a screenshot of the ongoing process of developing the design of my UI elements. First dilemma was the health icons. I think I wanted heads, which will turn dead and dark when losing life. This is due to the fact that in the Netflix series everytime one makes a mistake they die instantly. But in my game you have 3 lives before being eliminated (getting shot). Therefore I changed the health to look like hearts instead, as this makes the game over screen much more effective and 'shocking'. My second dilemma was the buttons. I quickly knew that the buttons must look like the buttons from the Netflix series. The dilemma occurred when making the 'how to play button'. This is due to the fact that the color red and crosses are associated with 'danger' or 'do not press'. I still don't know if i should keep the clear parallel to the Netflix series and make it a fun dilemma for the user to be put in this 'which button' situation. Or if I should change the color of the button to a yellow one while still keeping the same look of the button. This will make the user easily understand that this button gives instructions.

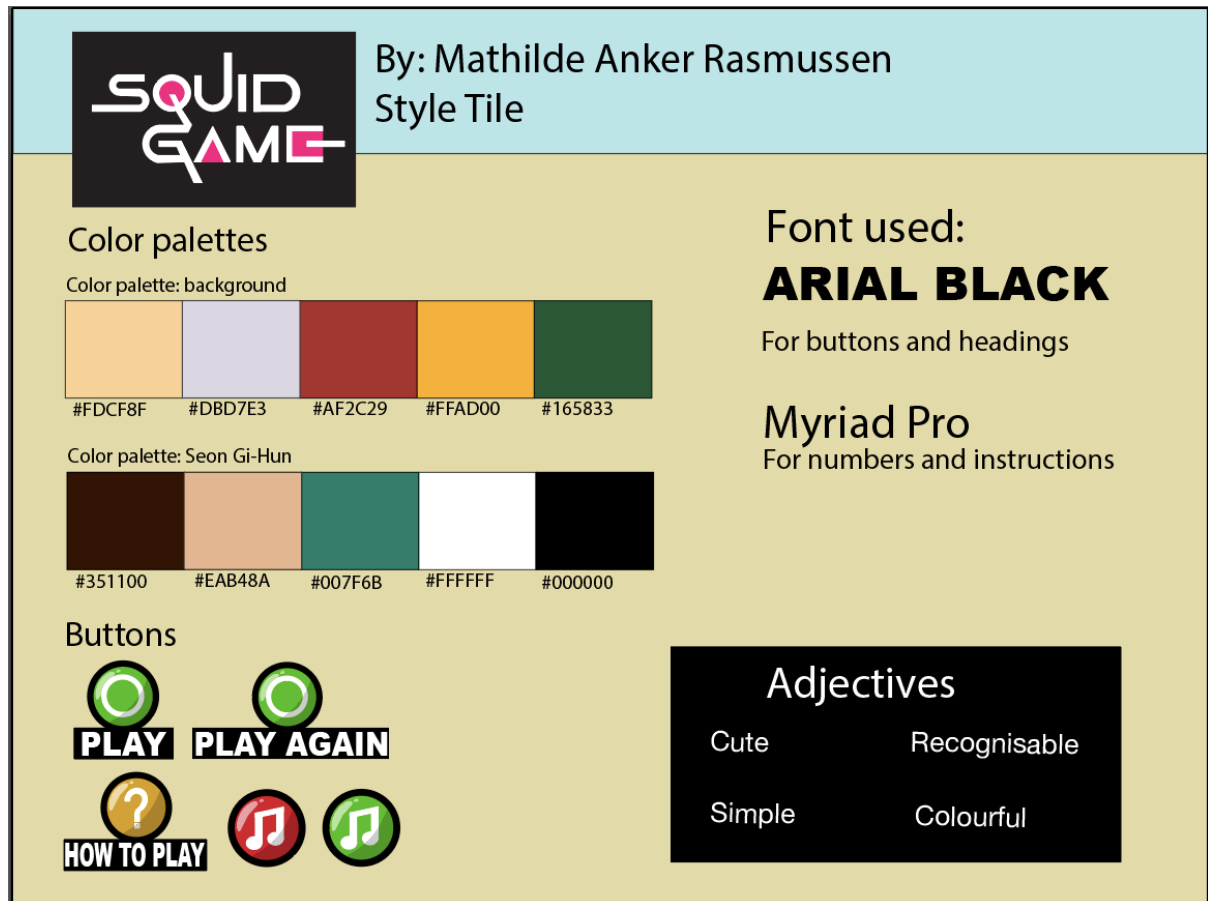


KEA - project

Design dokumentation and assets list

I also made the mute and unmute buttons the same style as the other buttons as the style must be consistent and the user will easily know that they are buttons and have a function. Lastly the timer is gonna look like the screen counting down the time from the Netflix series. This is gonna be red digital numbers counting down.

Style Tile



Colors:

When it comes to colors it must be the colors from the movies and therefore they are directly picked from the Netflix series. This is because the colors need to be regionizable for the user. Furthermore I decided to go with the blackest and whites colors. This is due to the fact that the darkness in the black will stand out and look dangerous, especially in the game over screen.

Fonts:

I decided that I like the simplicity in the Arial Black. Moreover, I wanted it to be redably and therefore the font is written in pure capitals. The font is also being squeezed in the game over screen. This gives a dominant and dramatic look. And conversely, the winner screen has a wider look as this looked more as a celebration.. I have also used the font called Myriad Pro. This one goes for numbers and for the instruction page. I like the money prize to be thinner. This is still easily read and is also somehow classy.

