

# Chapter 6.1

## Visual Design

- Key Features
- Text nomenclature



# Visual Design

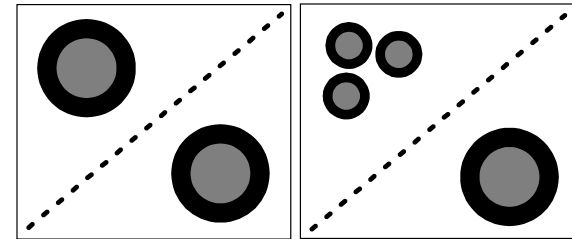
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- The management and presentation of visual information
  - Two dimensional & three dimensional communication
  - The “Look and Feel” of the game
  - Examples of the intended visual design can be found in the “Art Bible” which the lead artist creates

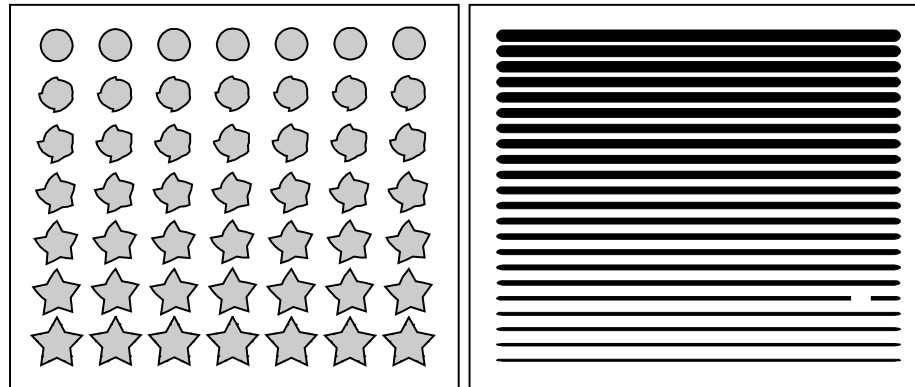


# Graphic Design Principles

- Balance
  - Symmetrical balance
  - Asymmetrical balance



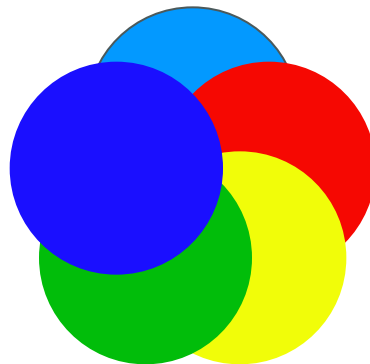
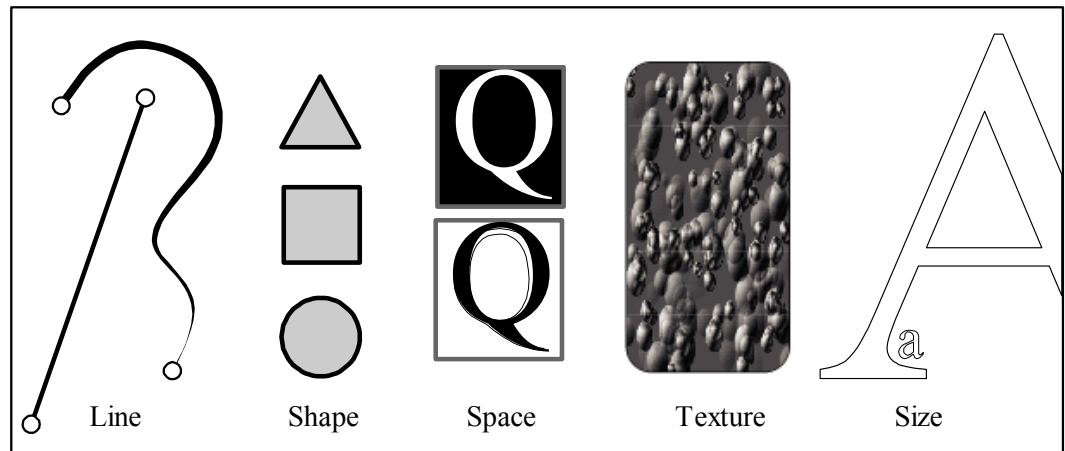
- Rhythm
- Emphasis
- Unity





# Elements of Graphic Design

- Line
- Shape
- Space
- Texture
- Size
- Color





# Color Theory

- The Visible Spectrum

- "Roy G. Biv" (Red, Orange, Yellow, Green, Blue, Indigo, Violet)



- Hue

- Describes the distinct characteristic of color that distinguishes red from yellow from blue.

- Saturation

- The strength of a color with respect to its value

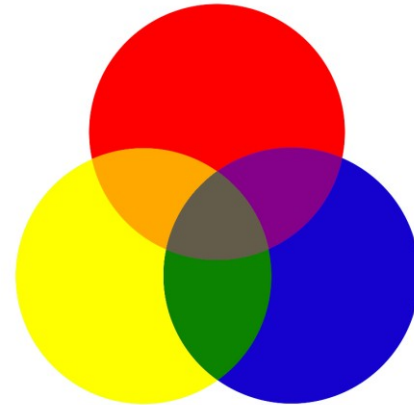
- Value

- The amount of white or black a color, also known as its brightness

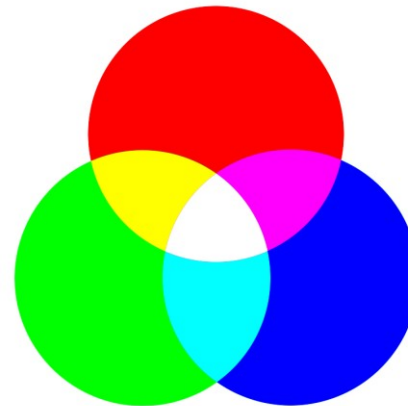


# Color Theory (2)

- Subtractive Color
  - Reflected light such as printing (CMYK) & painting



- Additive Color
  - Emissive light such as computer screens (RGB) or television.





# User Interface Design

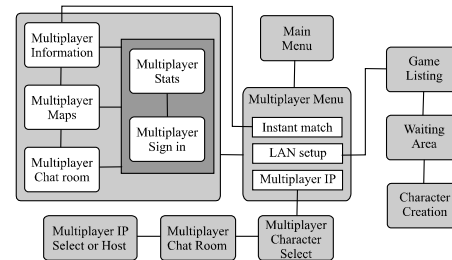
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- **Simplicity**
  - Keep the UI as simple as possible
- **Consistency**
  - Make the UI predictable
- **Target user (demographics)**
  - Know the target audience
- **Color usage**
  - Don't rely on color to carry a design
  - Learn about the psychology of color
- **Feedback mechanisms**
  - Inform the user of events and actions via feedback



# Design Elements

- A flow chart helps visualize a design
- Establish a design grid



- Create a tiered menu system
  - Allow advanced user to customize
- Localization considerations
  - Don't embed text in graphics if possible
  - Allow 30% around words for languages that have larger character counts per word (such as German)





# Design Elements (2)

- Typographic Fundamentals

- Serif vs. san-serif fonts



- International font considerations
- Kerning and hinting

gamer  
gamer

- Creating a game font

- Allow ample time for production

