AD-TACKER
DESIGN DOCUMENT

Play4Real XR Lab

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Game Concept

The concept of Ad-Tacker is to create an educational puzzle game. The primary puzzle is to find out what presented advertisements fit the criteria given for a particular stage. Player's use their phone camera's to explore whatever room they are in to find and select the correct ads.

Genre

Ad-Tacker is at it's core a puzzle game. With it's focus on learning and teaching about marketing and advertisements, Ad-Tacker can also be classified as an educational game.

Legality

As Ad-Tacker uses an educational license, all images and third-party assets used are protected for our use, provided the project is not monetized.

Learning Goals

Ad-Tacker is designed to teach player's about the different facets of advertising and how that is used to influence thought. Our learning goal is to better inform player's of how and why advertisements look and read the way they do through different categories such as color, font, branding, imagery, etc..

Target Audience

In the digital era, more children than ever are exposed to advertising and their effects. The problem faced is that many of these children lack the understanding of how these ads work and how they inspire changes in behavior. Since we want to help educate this audience, our target

audience is young teens, aged 13-16. In terms of educational progress, our target range is 8th to 10th grade. Our reasoning for this target audience is that they will have the mental capacities necessary for understanding the elements described in the Learning Goals but are still within the age range most susceptible to advertising.

Player Motivation/Rewards

- Audio Motivation (Using Fmod) **(POTENTIAL)**
    - Background audio will change in pace and tonality depending on player state and actions (Similar to Doom 2016's audio backing to stimulate continued play)
        - Ex.
            - Lots of incorrect guesses gives a more solemn and slower music track
            - Correct answer streak will give a faster and more upbeat music to stimulate
- Ad Gallery
    - Each correct ad collected unlocks the ad in a separate gallery
    - Players can explore ads at their own pace in a no-objective environment
    - Hope to use this to provide players a sense of collector satisfaction similar to trading cards
- Sticker Collection
    - Similar to ad gallery, hope to give a collection goal to players
    - Stickers based on ad categories (food, games, movies, etc.)
    - Style would be cartoonish, similar to CalArts style (i.e. Steven Universe, Adventure Time, etc.)
- Multiplayer Avatar Customization items **(POTENTIAL)**
    - New clothing/hair/color variants/etc. unlocked via progression
    - Provide a sense of personalization for players when playing mp
    - Option to select favorite sticker as avatar
- Bonus Ad categories **(POTENTIAL)**
    - Secret categories unlocked through special challenges, such as (can also act as conditions for unlocking stickers):
        - Full completion on all sets
        - No incorrect guesses for an entire set
        - No hints used on an entire set
- Emojis/Icons **(POTENTIAL)**

  - React to correct/incorrect actions
  - Let players know whether they are performing well/poorly

Game Progression

- Start
  - Player enters menu
    - Selects room size
  - In-between screen
    - See option for level selection, ad gallery, or sticker gallery
  - Clicks desired level
- Gameplay
  - Player rotates phone, looking at different ads
  - Players observe for specific characteristics, different motions aid this
    - 2 finger spread = zoom
    - Tap = select
- End of Gameplay
  - Upon finding all ads in a level, stylized results screen gives read out on progression and completion
  - Depending on performance, different tips/messages display
  - Level menu updates to reflect new progress

Player Input

As the game is meant to be played on a touch display, the player inputs will consist of different touch gestures. The following gestures are included at the moment, but this list is liable to change as development progresses:

- Touch
  - To activate an ad, players will tap on it.

- Swipes
  - Once an ad is activated, players will swipe left or right to either select or reject an ad. This system is inspired by Tinder's swiping system.

Scoring

For scoring, all ads are worth the same. The point value itself is subject to change (current score is 25 points for quarterly point structure). Partial points can be given for partial completeness. A minimum point requirement to progress to further stages (similar to the score system found in *Super Mario 3D Land*), so full completion will be required for a majority of levels. By allowing for players to complete only part of the level, we allow players to tailor their experience, replaying segments they liked and avoiding those they didn't. To prevent player's from feeling defeated, there will be no point deduction for incorrect selections. Instead, mistakes will be used as opportunities to teach players more about advertising, explaining their mistake and encouraging progression.

Game Options

As we want to encourage all types of children to play Ad-Tacker, accessibility is key. Various options will be offered to allow players to cater the experience to their own needs and preferences.

The following options are planned for addition:

- Voice
    - By default, voiceover will be set to audibly inform players of their given task. This will be toggleable to turn on or off.

- Volume
    - Players will have the option to adjust the volume levels of the various sound effects and voiceover.
- Text for Voiceover
    - For hearing impaired players, the option for a text based presentation of the voiceover text will be offered.

Ad Genres

Ad genres will be broken into 3 main categories: Consideration ads (ads that introduce audiences to your brand and build connections), Conversion ads (ads that work to convert customers from one brand to another), and Awareness ads (ads that bring awareness to a product or idea).

Within these categories, there will be subcategories based on the theme of the ads. Example categories of this include: food, vaping, candy, movies, games, etc.

UI

The UI used will be minimal in style to keep the attention on the game itself. The font used will be a sans-serif font, currently Gogh font. This is to provide maximum readability so information is conveyed quickly to the player without effort on behalf of the player.

The guiding principle behind the HUD is the idea of “Need to Know” . Only the pertinent information to a player’s situation will be presented at any given time. This is done to prevent crowding of the screen. As Ad-tacker is a mobile game, preserving screen space is a top priority in our UI design.

UI should be designed in a vertical aspect ratio, using the **1280x720** resolution guide in the UE4 widget editor.

Current HUD elements include:

- Score
    - Score for player progression presented in a numeric form on the screen to provide feedback to the player.
- Ad Collected
    - As players are tasked with finding various ads, a UI element will be provided to indicate how far players have progressed into a level.
- Various Pop-ups
    - Added score
        - When a correct ad is tapped, a score indicator will show up on screen indicating the increase in score
    - Encouraging messages
        - When a correct ad is tapped, a message of encouragement will be presented to keep player motivation high and encourage continued play

Audio

The audio elements include voiceover elements and sounds based on inputs. The voiceover will guide player objective and play. This will be on by default but will be toggleable in a settings menu. Different movements will produce different results. For example, a tap movement will produce a different sound from a drag movement. The purpose of this is to allow players to know what action they are performing without having to pull focus away from the ad. All sound

elements will have the option to adjust the volume. As mentioned in the "Player Motivation/Rewards" section, audio motivation may require use of FMod, which would require the project to be converted into a C++ project, in which case follow this guide: How to Convert a Blueprint Only Project to a C++ Project (using Windows) (allarsblog.com)

Audio Design Reference List:

- Tap Sound
  - Link:
    - https://www.youtube.com/watch?v=SDEQhymEPSE
  - Description:
    - Sounds like someone tapping on his or her phone
  - Purpose:
    - This sound should play when the player taps on the screen
- Click Sound
  - Link:
    - https://www.youtube.com/watch?v=h6_8SlZZwvQ
  - Description:
    - Sounds like someone clicking something on something with a mouse
  - Purpose:
    - This sound should play when the player clicks on an ad
- Correct Sound
  - Link:
    - https://www.youtube.com/watch?v=ABTcpIZE_mM
  - Source:
    - The Price is Right
  - Description:
    - The sound that plays when you get the correct price
  - Purpose:
    - This sound should play when the player picks the correct ad
- Incorrect Sound
  - Link:
    - https://www.youtube.com/watch?v=NtKEMWX8OqU
  - Source:
    - Family Feud
  - Description:
    - This sound plays when someone makes a wrong answer

    - Purpose:
        - This sound should play when the player picks the wrong ad.
- Point Sound
    - Link:
        - https://www.youtube.com/watch?v=RYDsI5mP-V8
    - Source:
        - Family Feud
    - Description:
        - The sound that plays when someone get the correct answer
    - Purpose:
        - This sound should play when the player gets a point in the game
- Game Over Sound
    - Link:
        - https://www.youtube.com/watch?v=_asNhzXq72w
    - Source:
        - The Price is Right
    - Description:
        - This sound plays when you get the incorrect price in this show.
    - Purpose:
        - This sound should play when the player loses the game.
- Zoom Sounds (Zoom In and Zoom Out)
    - Link:
        - https://www.youtube.com/watch?v=mKwwRqUDaCs
            - Note: Only the first two sounds are used from this video
    - Description:
        - Sounds like something zooming in and out of focus
    - Purpose:
        - The zoom in sound should play when the player is zooming into an ad, while the zoom out sound should play when the player is zooming out of an ad.
- Timer Sound
    - Link:
        - https://www.youtube.com/watch?v=73tGe3JE5IU
    - Source:
        - Jeopardy
    - Description:
        - This sound plays while someone thinks of an answer
    - Purpose:
        - This sound should play while the player is looking for ads

- Time Up Sound
  - Link:
    - https://www.youtube.com/watch?v=dSmUtWKW7EA
  - Source:
    - Jeopardy
  - Description:
    - This sound plays when someone runs out of time.
  - Purpose:
    - This sound should play when the player runs out of time
- Level Up Sound
  - Link:
    - https://www.youtube.com/watch?v=_eQO33JQRU0
  - Source:
    - Fortune Street (Dragon Quest)
  - Description:
    - This sound plays when a character from Dragon Quest levels up.
  - Purpose:
    - This sound should play once the player levels up
- Main Theme
  - Designed by Rick Velez

Visual Design

Colors:

- Score/Correct answer
  - Red
    - Bring attention to it and focus player attention
- Incorrect Answer
  - Orange
    - Raise alertness but not feel bad
    - Similar to correct answer to foster positive feedback
- Menus
  - Blue/Purple
    - Induce calmness and feel at peace
    - Allows menus to be used as a pacing tool to wind student s down before and after play
- Any use of white

    - Off-White
        - Brings greater focus than traditional white while still maintaining the same design ethos
- All the above colors can be mixed and alternated through the use of gradients
    - Keep pallet fresh while still limiting color selection

Potential Game Fonts:

Use of sans serif as a base to keep visuals clean and clear

- Gogh
    - https://www.1001freefonts.com/gogh.font
- Roboto
    - https://fonts.google.com/specimen/Roboto?query=roboto
- Lato
    - https://fonts.google.com/specimen/Lato?query=lato
- Nunito
    - https://fonts.google.com/specimen/Nunito?query=Nuni
- Rubik
    - https://fonts.google.com/specimen/Rubik?query=rubik

Logo Fonts:

- To be filled in