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UI DESIGN DEALER SIMULATOR

KAAN ESKIKALCI

UI DESIGN DEALER SIMULATOR

THEME AND GAME TYPE

The type of the game is based on simulation and imitating real life. The main theme depends on drug dealing and further developing our character.



TARGET AUDIENCE

The target audience of the game is 18+. Since it is more of a game type played between streamers, our first target audience will be streamers and their audience.

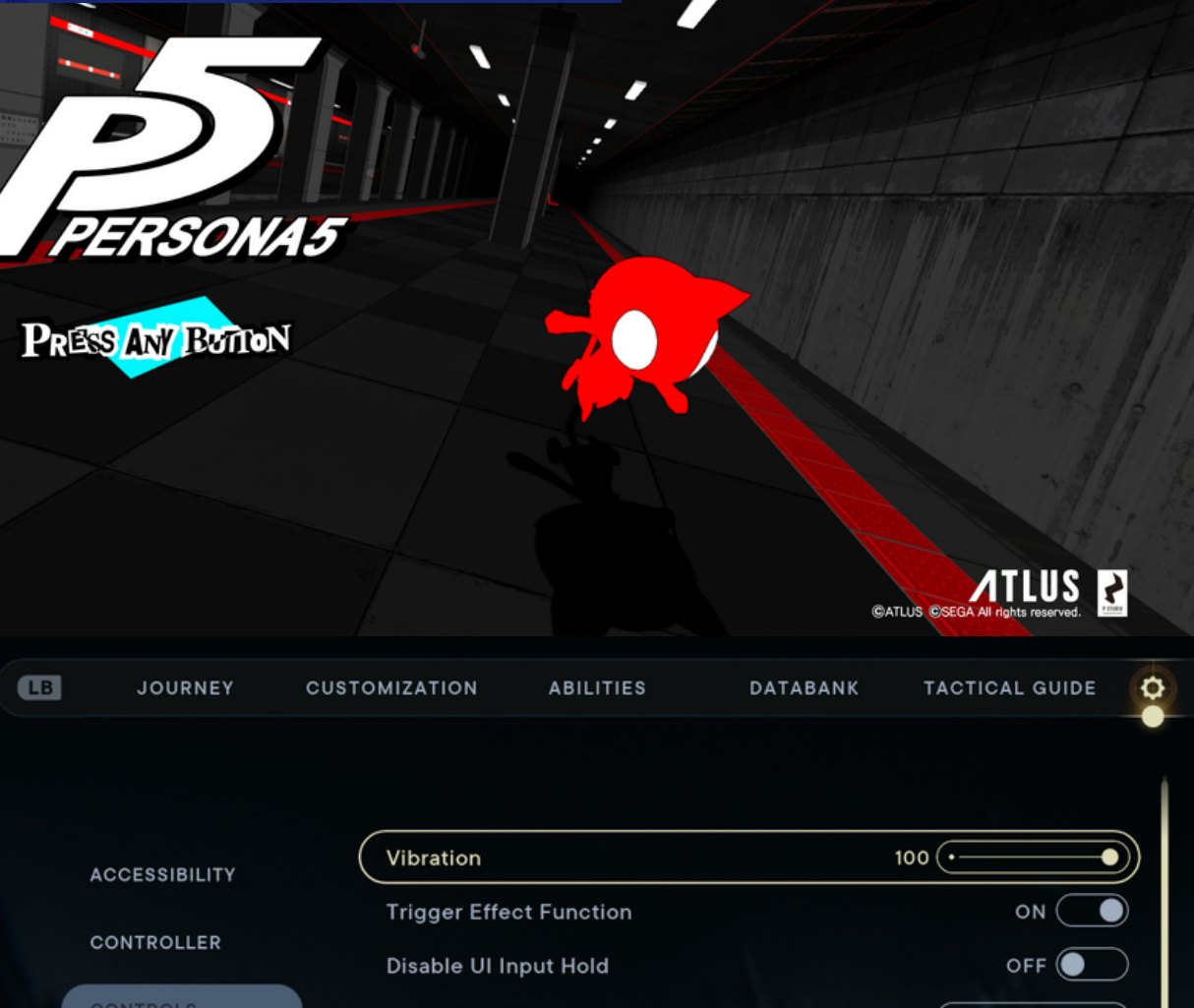
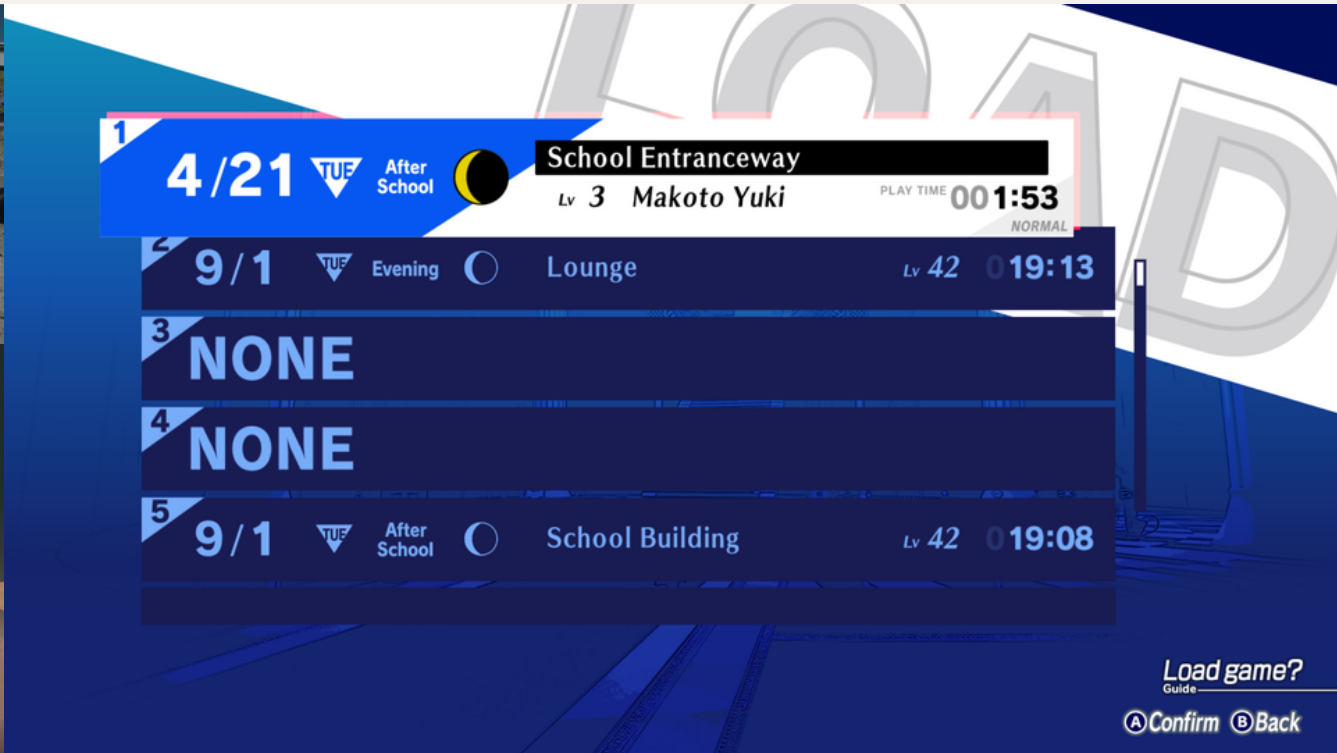
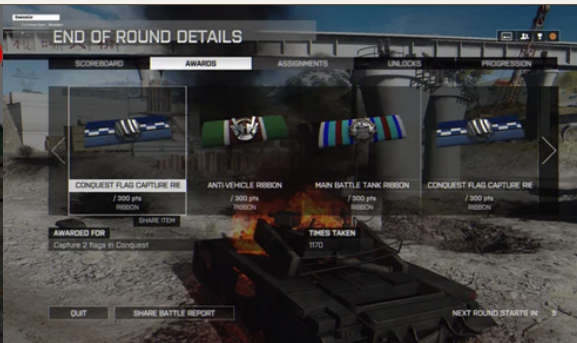
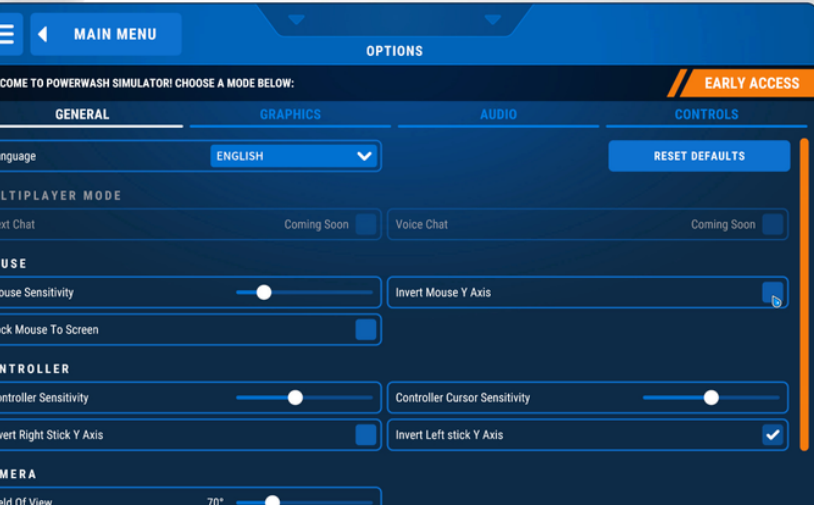


STORY

Our character, who has grown up very poor since he/she was a little boy/girl, first starts his/her life on the street and improves him/herself with the illegal work he/she does and progresses to become a baron.



MOOD BOARD



MAIN DESIGN ELEMENTS TO USE/LAYOUT



MAIN DESIGN ELEMENTS TO USE/ICONS



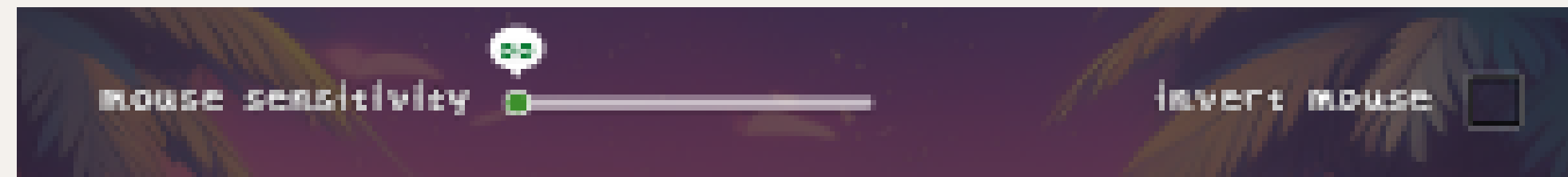
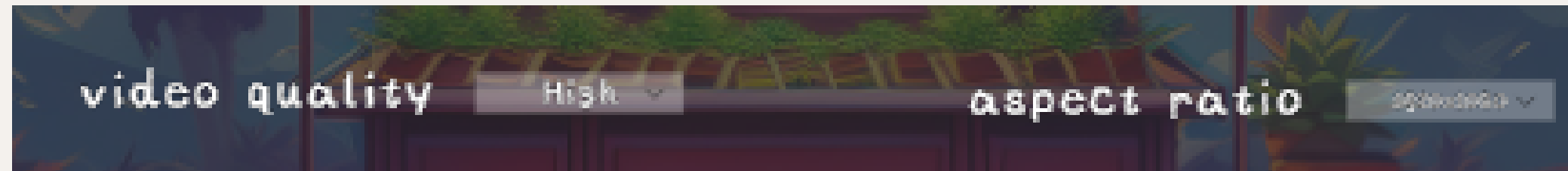
MAIN DESIGN ELEMENTS TO USE/IMAGERY



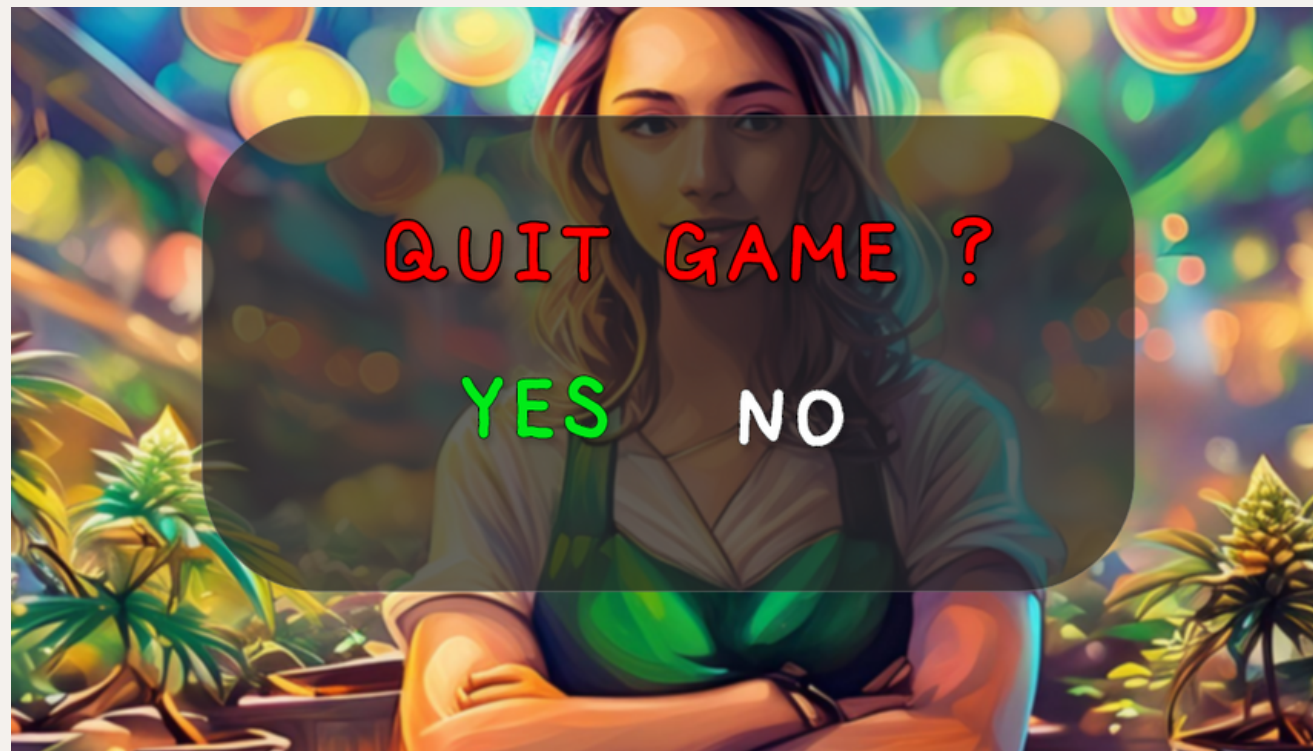
MAIN DESIGN ELEMENTS TO USE/BUTTONS



MAIN DESIGN ELEMENTS TO USE/FORMS



MAIN DESIGN ELEMENTS TO USE/FEEDBACK



MAIN DESIGN ELEMENTS TO USE/SPACING



COLOR SCALE

1. Deep Navy Blue: Can be used as the main background color. It connotes bad intentions and danger.
2. Red: Can be used as an accent color for important buttons or warnings. Indicates danger and risk.
3. Rust color: Can be used for text and details. It connects your game to the real world.
4. Night Black: Can be used as the main background color. This color creates a dark and mysterious atmosphere.

5. Dirty Gray: Can be used for interface elements. It represents the chaos of the streets and the dangerous environment.
6. Menacing Orange: Can be used for some accent points or emphasized text. It gives an attention grabbing and threatening feel.
7. (IMO) A slightly dark greenish color close to the color of Weed can be used to match the theme. A non-serious neon pink is also part of the game.

TYPOGRAPHIC ELEMENTS (FONT/USAGE TYPES OF FONT)



Font: TK-takumiShokeiFont HP

Font Size: 150/75/40

Border Size: 6/4/1

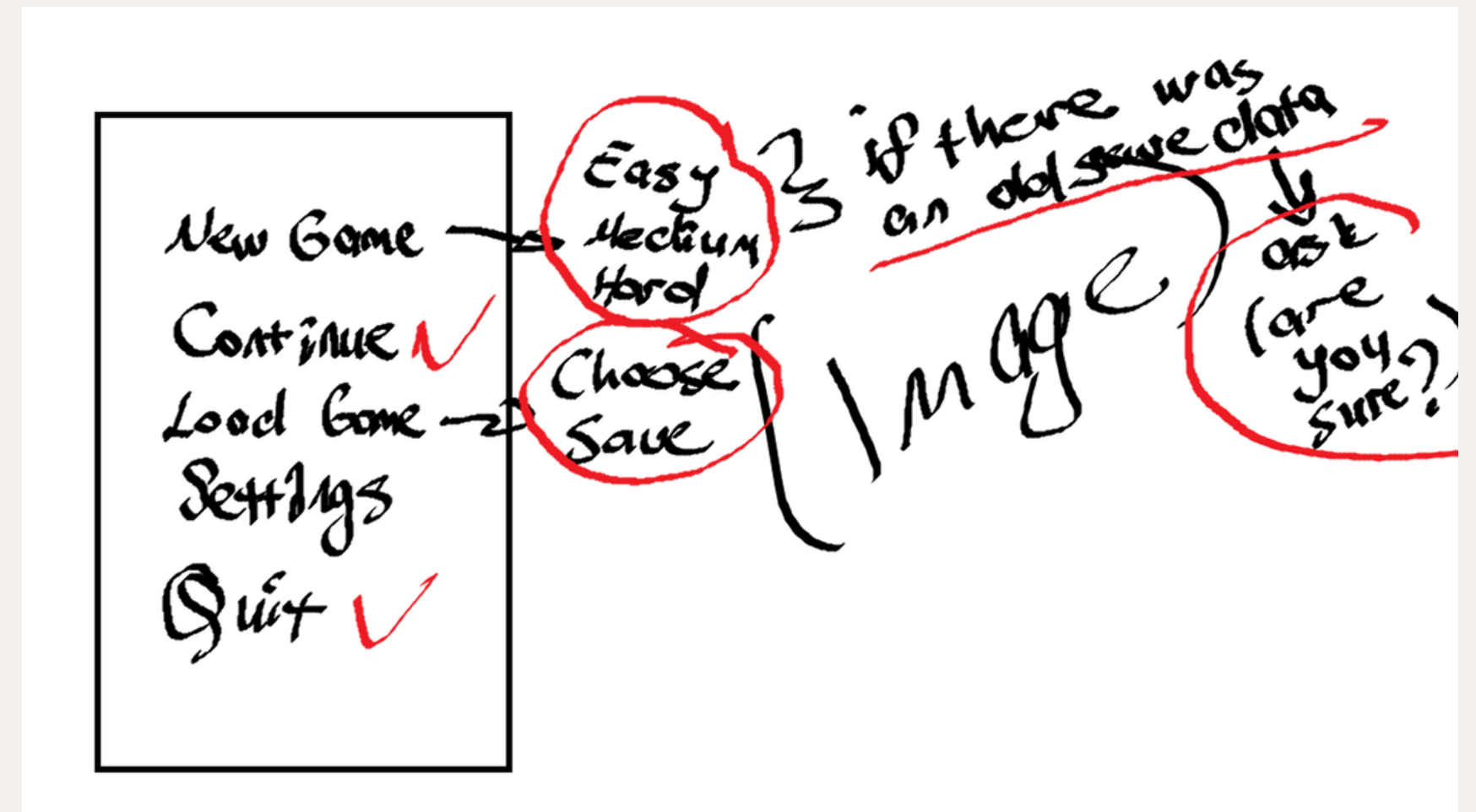
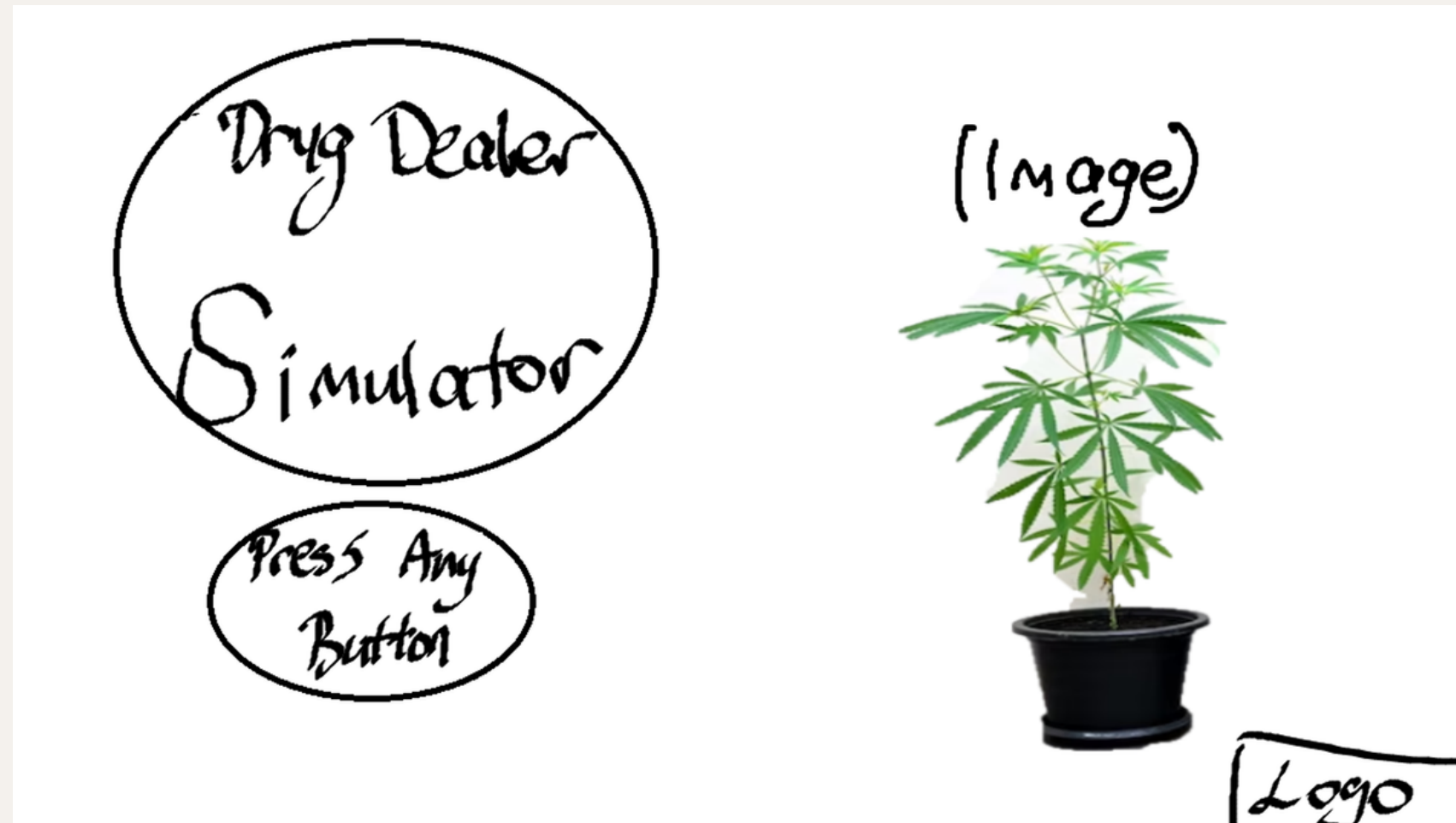


Drop Shadow: 5/5/6 - -2/4/8

Opacity: 100/85



CONCEPT ART SKETCHES



CONCEPT ART SKETCHES

Settings

- Game System
- Sound
- Graphics
- Display
- Key Bindings

→ Background Image
barely visible

1920x1080
16:9

→ Bungie
Hesli

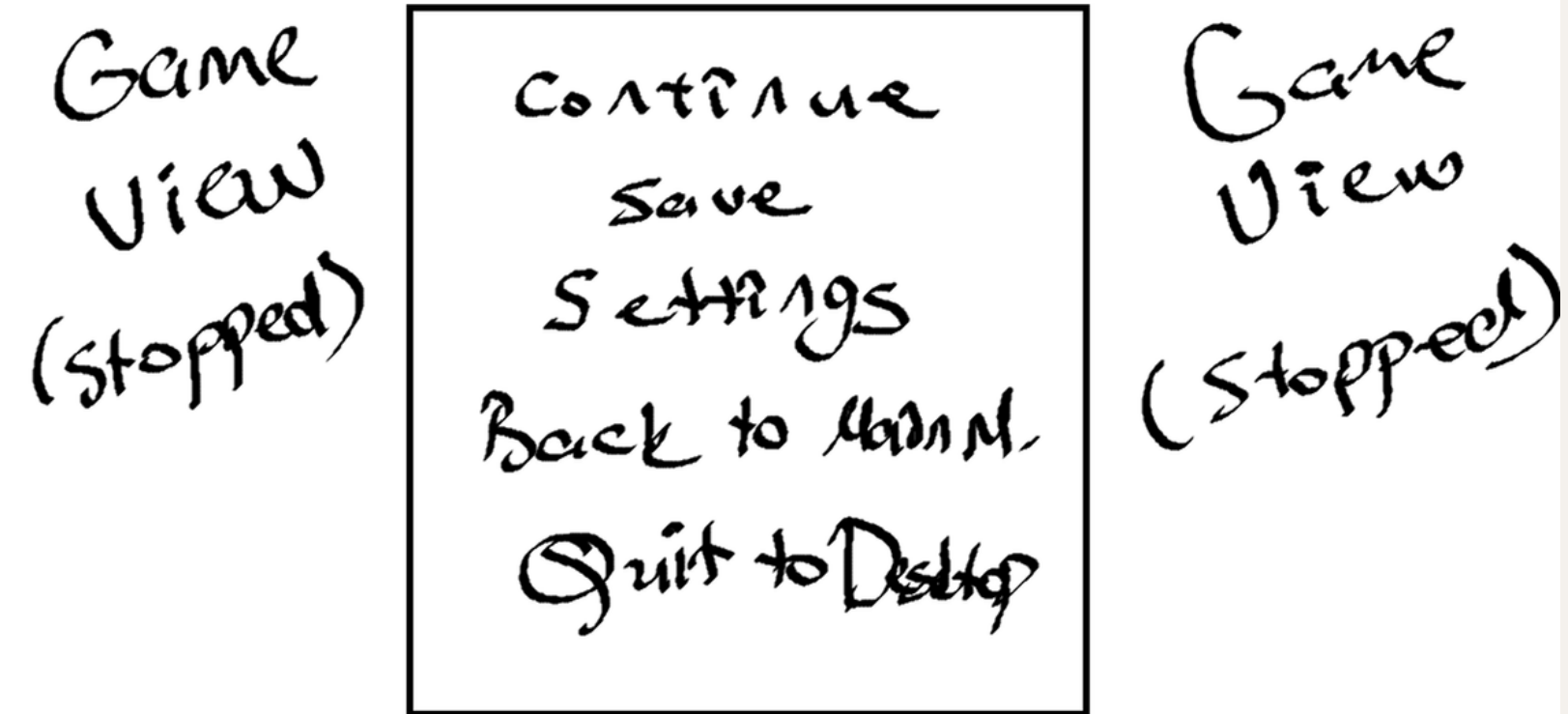
Tasks

Intercom
GA

(Char)
FIS

Kit
\$ 50.00
08.00.14

CONCEPT ART SKETCHES



THANK YOU !