Prototype of a Platform Game as an Interactive Typographic Model

This project emerged in the context of a Communication Design course with the purpose of creating a kinetic typography interactive application. The solution developed explores the theme in an innovative way — using an interactive game to disclose and promote a typographic specimen (Porchez, 2014; Amado & Silva, 2016) giving a new purpose to the characters. A Processing app was created with the goal of entertaining while disclosing its typographic and characteristics. In the game the glyphs are shown as elements that communicate through their shape, and its formal components make up all the scenario and objects in the game.

With this in mind, we used as reference games that were present in our childhood. The way the character moves, falling gradually, is related with the game Flappy Bird — where a simple rules system is privileged, as well as Super Mario from which we also used the character’s movement and its relationship with the platform and obstacles.

We created this game as a possible context for the launching of a new font, for example, the typography we used for the title. The game’s structure was designed considering an initial cut scene — an animation as means to expose its details and the way it is made, the playable platform level (img. 3), a transition of levels or final cut scene through a zoom out that reveals the micro-typographic details or the full logo (img. 1, 5 & 6). In this context, the app emerges to show an easy adaptation of the type to any scenario as well as its utility or relevance for future design or marketing applications.

References: