



10th Conference on Videogame
Sciences and Arts
Porto, 21 & 22 November
<http://vj2018.fba.up.pt/>

Hüpatá

Carolina Bonzinho¹; Aurora Peixoto²; Marta Rodrigues³; Pedro Amado⁴

¹FBAUP, carolina.bonzinho@gmail.com; ²FBAUP, aurora.peixoto97@gmail.com; ³FBAUP, martaareosar@gmail.com; ⁴FBAUP/12A05, panado@fba.up.pt



Image 1

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 fulfilling its main type specimen role – publicize the launch of a digital typography and its 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.

The central idea was to build a game's universe based on typography only. As defined by Salen & Zimmerman (2004), the current game elements of the interactive specimen are: the player who is transported into the game in the form an animated character (img. 4); the rules system that allow to move and overcome conflicts or obstacles in an uneven path; the purpose of completing this course without letting the character fall through the path; in the exploration activity that ultimately reveals the total form of the micro-typographic details or the full logo (img. 2).



Image 2

As a proof of concept, the logo created to prototype this game was based on concepts such as movement and interactivity – the name of the game "HÜPATÁ", which means "jump" in Estonian –, and the chosen character is composed by elements that convey the dynamics of the game. The mechanics are mainly based on three UX pillars for videogames (Hodent, 2017): clarity, minimum cognitive load and flexibility (for future applications with other logos or typographies). Nonetheless however having as a focus, the concept and its own aesthetics. Aesthetically, it is artificial and abstract. But it is this graphical nature that promotes the game's immersive properties and enhances the interaction.

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 (img. 2) – an animation as means to expose its details and the way it is built –, the playable platform level (img. 3), a transition of levels or final cut scene through a zoom out to reveal the singularities of the typography or 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.

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 platforms and obstacles.

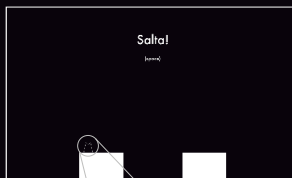


Image 3



Image 4

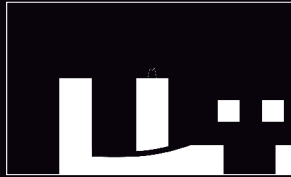


Image 5



Image 6

Referências:

- Amado, Pedro, and Ana Catarina Silva. 2016. "The Evolution of the Type Specimen Book: From Early XX Century Letterpress Books to Interactive Web Applications." In *ATypI Annual Conference*. Warsaw: ATypI. <https://www.atyp.org/colloquia/atypcon2016/programa/atividade.asp>
- Hodent, Célio. 2017. *The Gamer's Brain: How Neuroscience and UX Can Impact Video Game Design*. Boca Raton: CRC Press.
- Salen, Katie, Kate Salen Tealings, and Eric Zimmerman. 2004. *Rules of Play: Game Design Fundamentals*. MIT press.
- Porchez, Jean-François. 2014. The Typofondarie type specimens collection. In <https://typofondarie.com/gazette/post/typofondarie-type-specimen-collection-20-years-anniversary/>