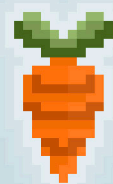
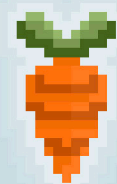
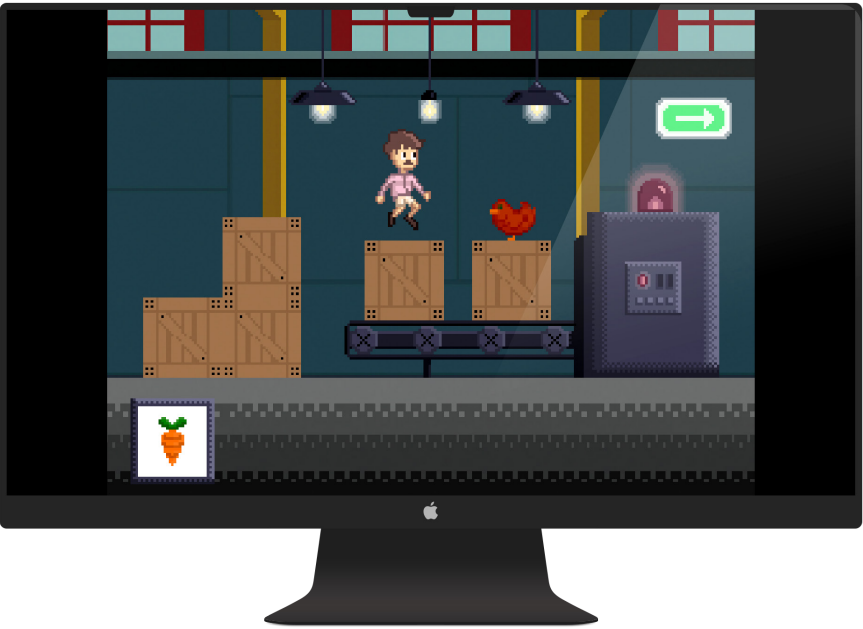


# VEGGIE MIGHT



# CONTENTS

3	OVERVIEW
4	LEVEL DESIGN
8	ASSET DESIGN
14	TIMELINE
15	PROCESS
18	TEAM ORGANIZATION
19	MEET THE TEAM
20	APPENDIX



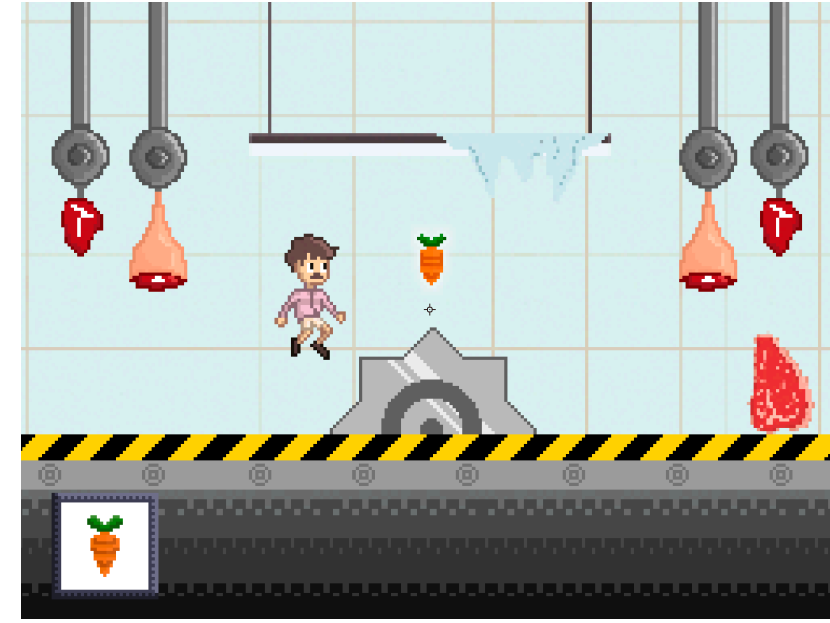
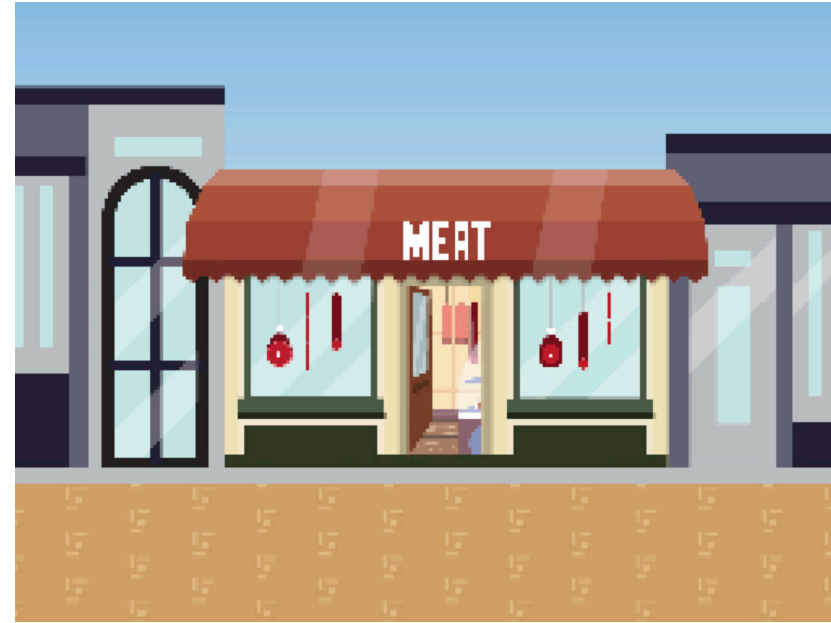
## WHAT IS VEGGIE MIGHT?

Veggie Might is a satirical side-scrolling action platformer video game. In Veggie Might, the main character, Bear, is an animal-loving, kombucha-drinking vegan on a journey to an animal-rights rally. Throughout his trip, he can't help but save any animal he sees.

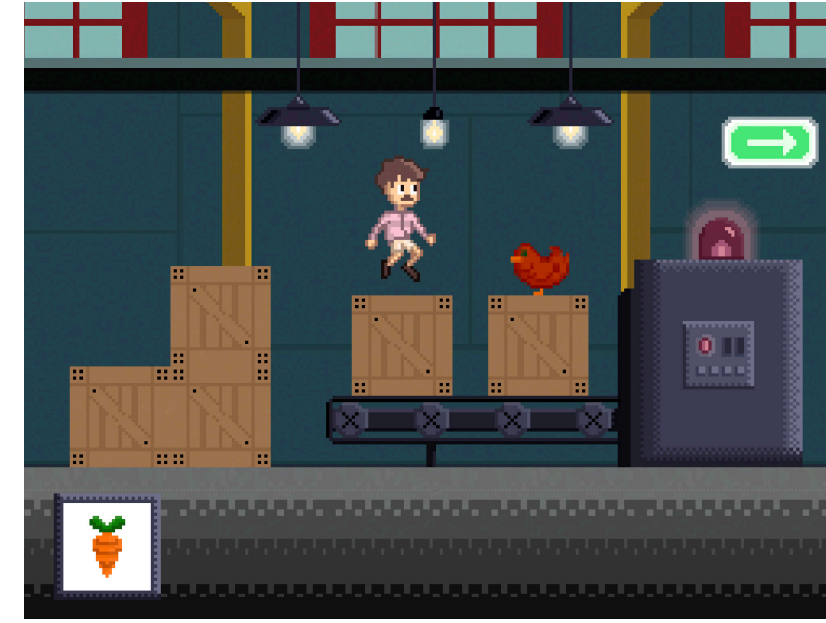


Veggie Might begins with an animated opening. The animation gives a brief background to the protagonist, Bear, and his motives in Veggie Might.

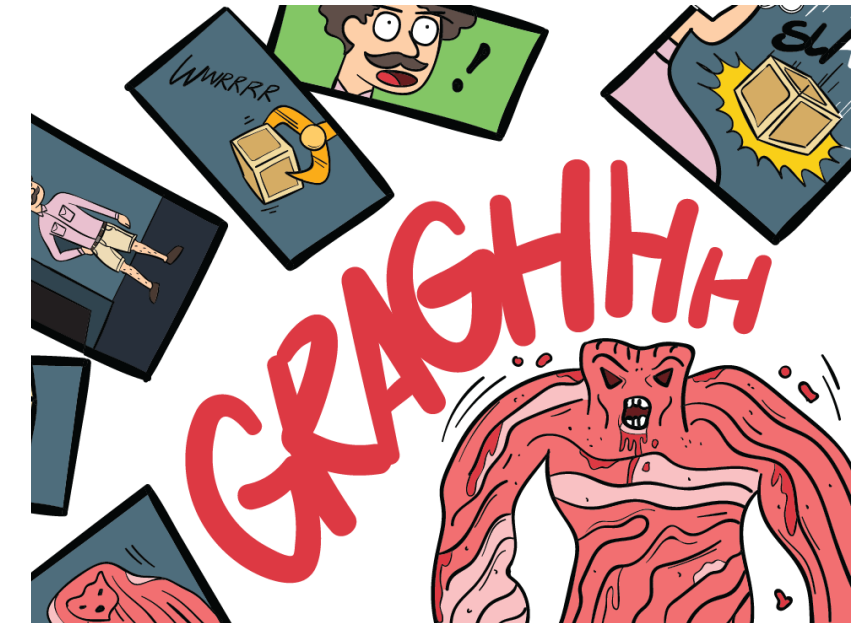




Bear journeys to a butcher shop. Though the shop is bright and colorful when Bear enters, the store immediately gets darker. As soon as Bear travels through the storefront to the processing area, he starts to see the behind-the-scenes view of the butcher shop. For the first time, Bear faces off against level hazards and enemies.



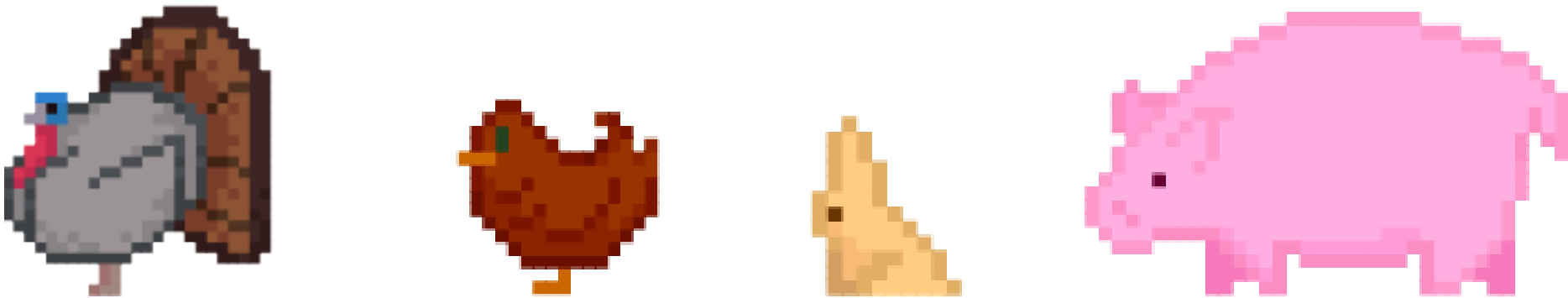
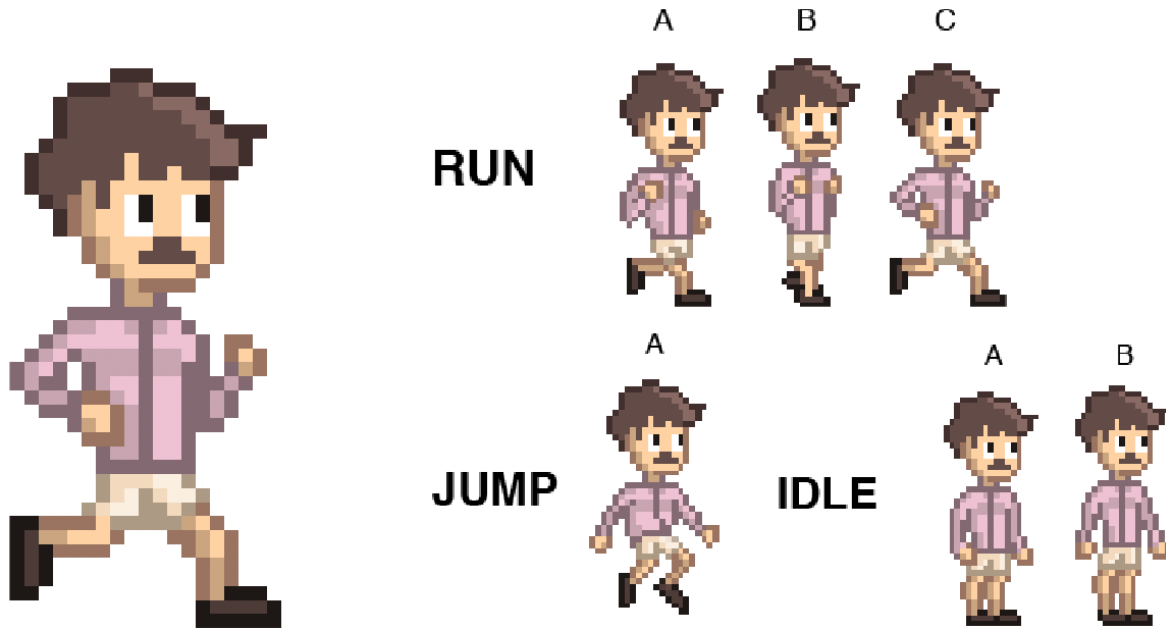
The demo level ends similarly to how the game began, with an animated scene that introduces the final enemy of the level. This scene leaves players on the edge of their seat and entices them to continue playing Veggie Might.





# PROTAGONIST

For our Veggie Might protagonist, we wanted to create someone who fit the vegan stereotype. Our creative director created Bear as our main character. Bear is complete with a handlebar mustache and a shirt buttoned to the top.



# ANIMALS

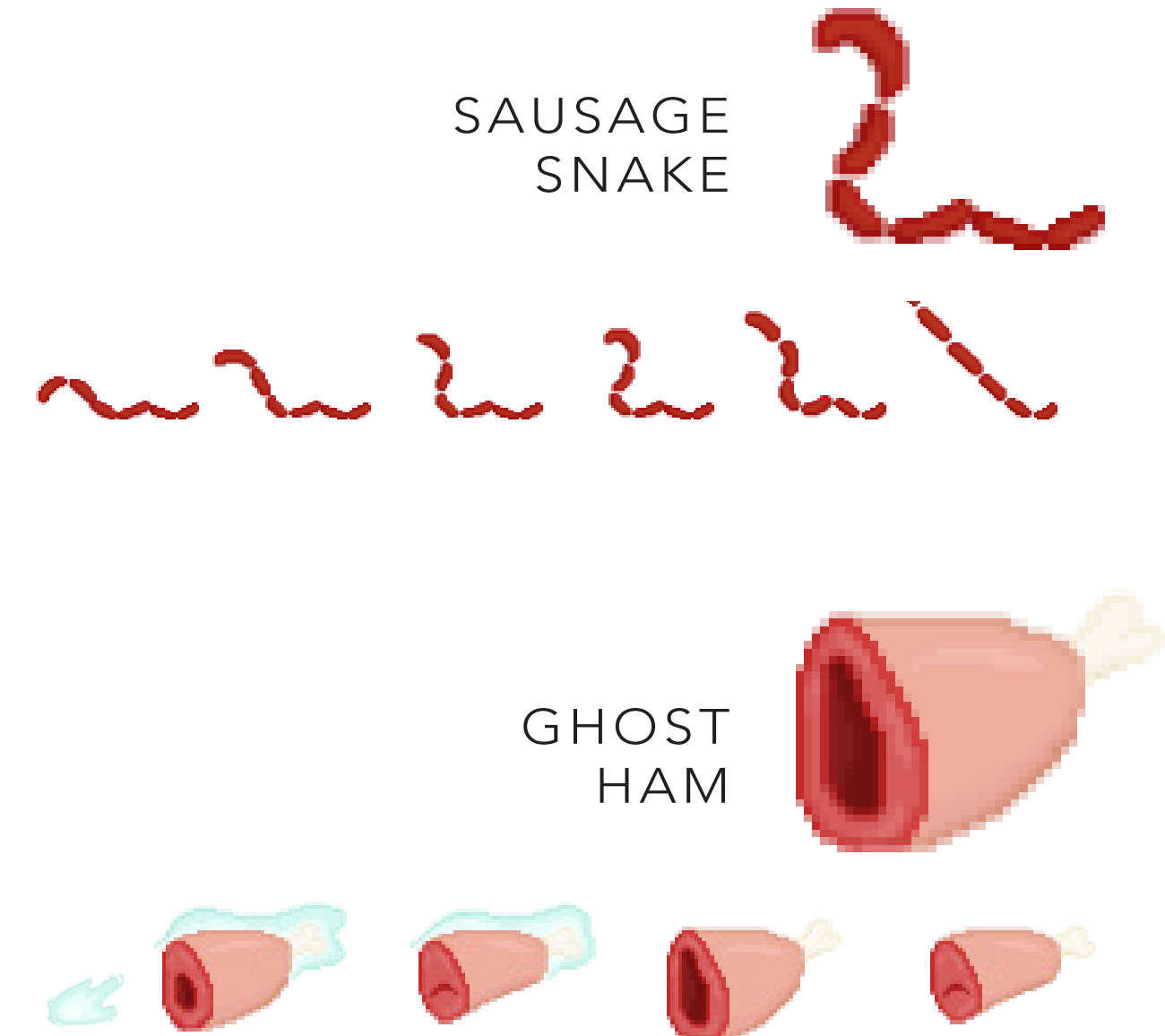
Though Bear’s end motive is to get to an animal rights rally, Bear also wants to save as many animals along the way as possible. For each animal created, the animal also needed to have animation frames for the game to give them movement.

## ENEMIES

A protagonist is nothing without obstacles that stand in his way. Because meat is, of course, a vegan's natural enemy, we created three meat-based enemies for our demo level.



T-BONE  
TOWER

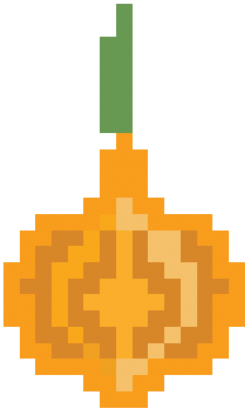


SAUSAGE  
SNAKE

GHOST  
HAM

# WEAPONS

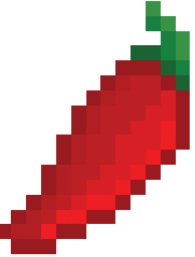
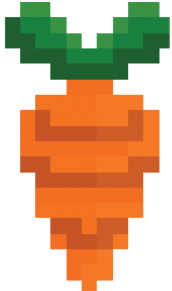
Though Bear may preach peace and love, he isn't opposed to using weapons for the "greater good." These weapons include fireball peppers, throwing carrots, and stink bomb onions.



PICK-UP



WEAPON



# 10 WEEKS



With a 10-week Timeline for the Veggie might demo level, we knew we would have to be extremely organized Creating a Gantt chart helped keep us on schedule for completion.

	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10
IDEATION										
ASSET CREATION										
IMPLEMENT IN GAMEMAKER										
LEVEL ORGANIZATION										
DESIGN CUT SCENES										
INCORPORATE MUSIC										
FINALIZE UI DESIGN										

# THE CREATIVE PROCESS



With a team of ten creatives behind Veggie Might, we decided on an outlined creative process.





Below, Bear is shown through all stages of his creation, starting as a sketch and going through multiple designers and rounds of feedback before making it to the game.

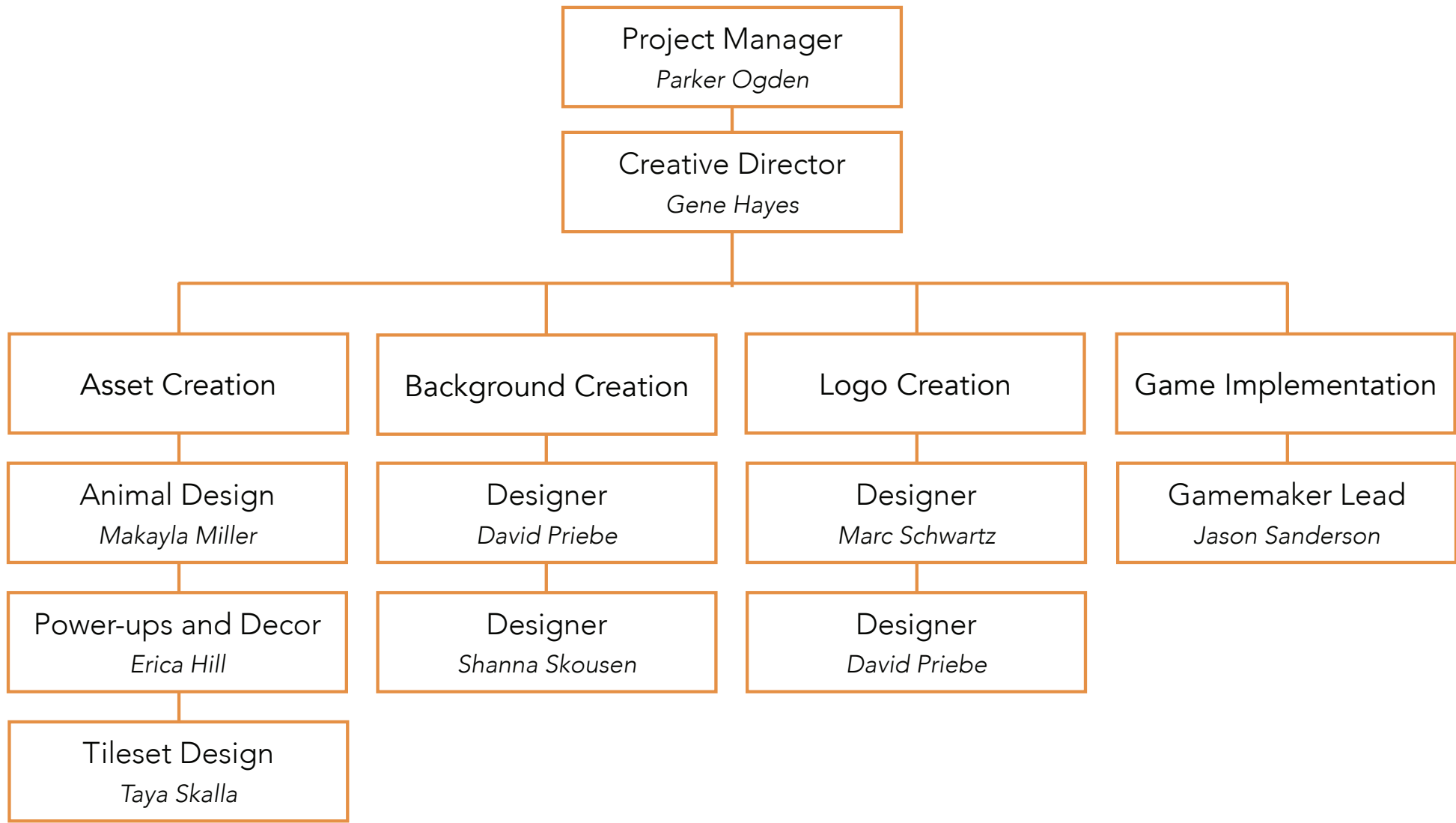


When the team first started working on Veggie Might, we communicated primarily through texting and through slack. Though this worked at first, it became clear later that Slack wasn't optimal for all of the assets and materials we needed to share with one another, and our Slack channels quickly became cluttered.

**700+**  
MESSAGES IN SLACK



We transitioned some of our creative collaboration to Trello, a list-making website which offered a much more organized system for our needs.



Taya Skalla  
*Tileset Design*



Gene Hayes  
*Creative Director*



Parker Ogden  
*Project Manager*



Makayla Miller  
*Animal Design*



Marc Schwartz  
*Logo Design*



David Priebe  
*Background Designer*



Erica Hill  
*Asset Design*



Jason Sanderson  
*Gamemaker Lead*



Shanna Skousen  
*Background Designer*

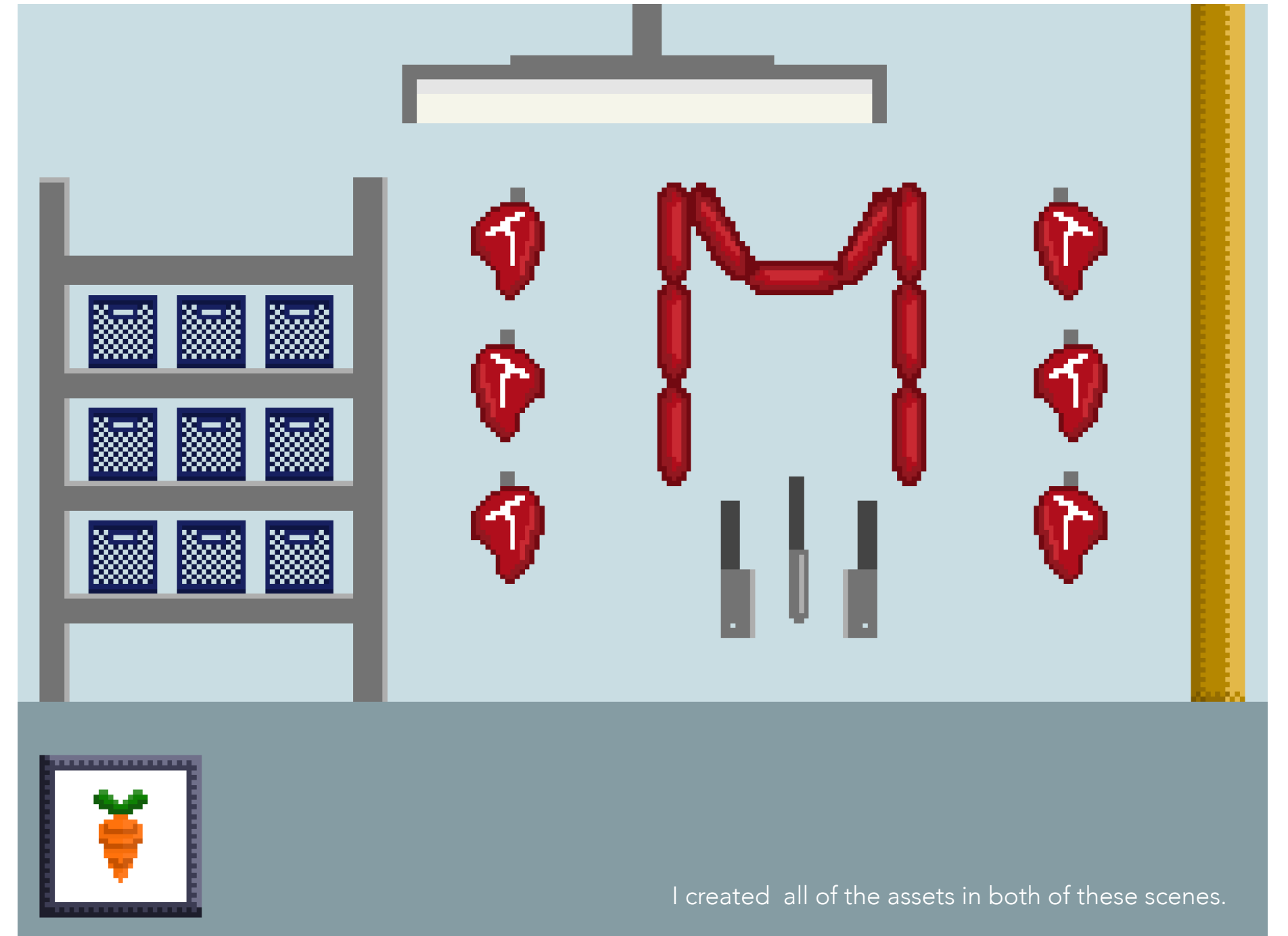
# APPENDIX



## ERICA HILL

*Power-up, background decorations,  
and case study design*

Though I had never created anything in a 16-bit style before I started working on Veggie Might, I was excited to jump in! I started off designing levels, but, eventually, I was primarily focusing miscellaneous decor for the levels and power-ups for Bear to use. Additionally, I was in charge of the case study design.

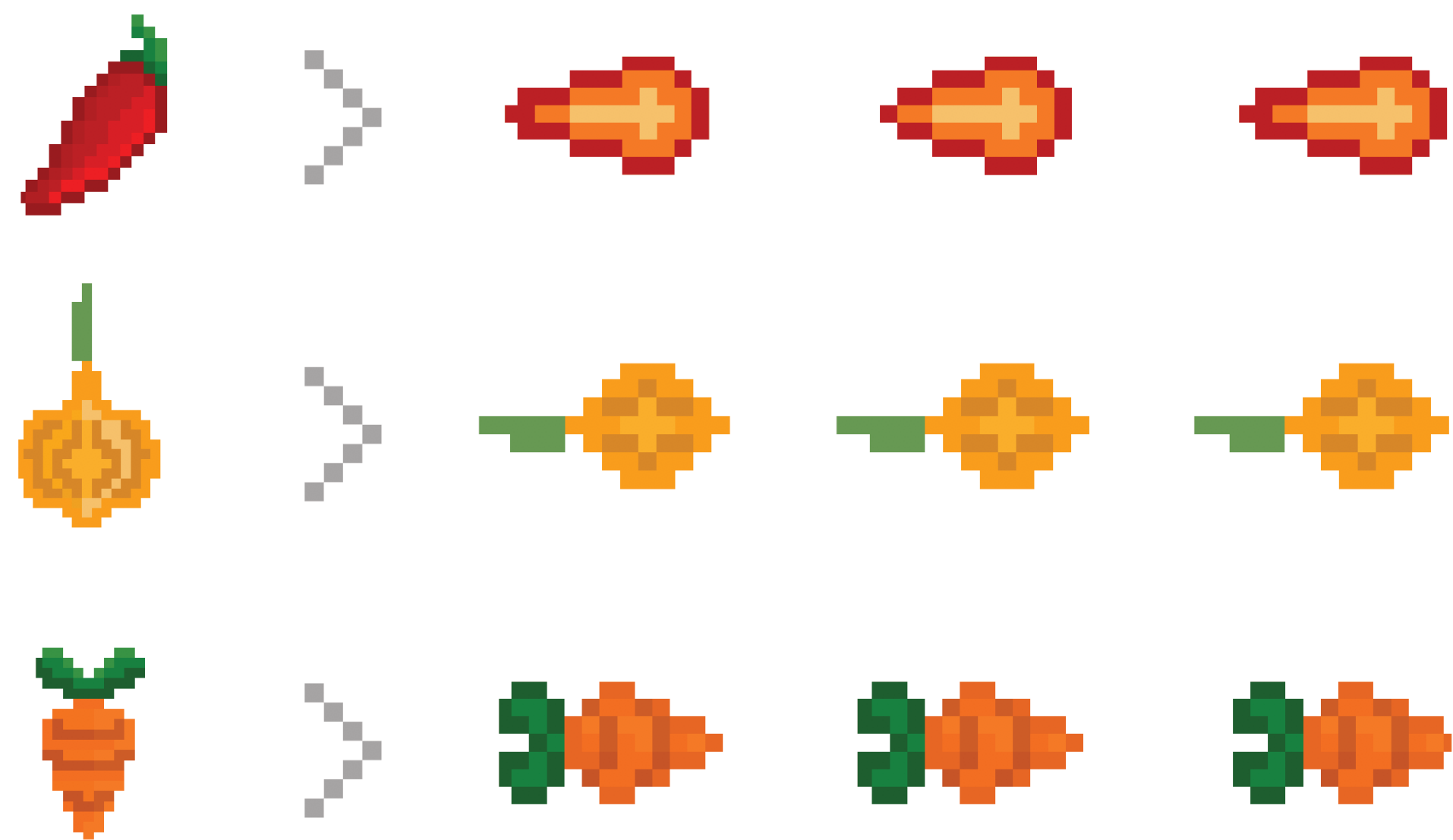


I created all of the assets in both of these scenes.

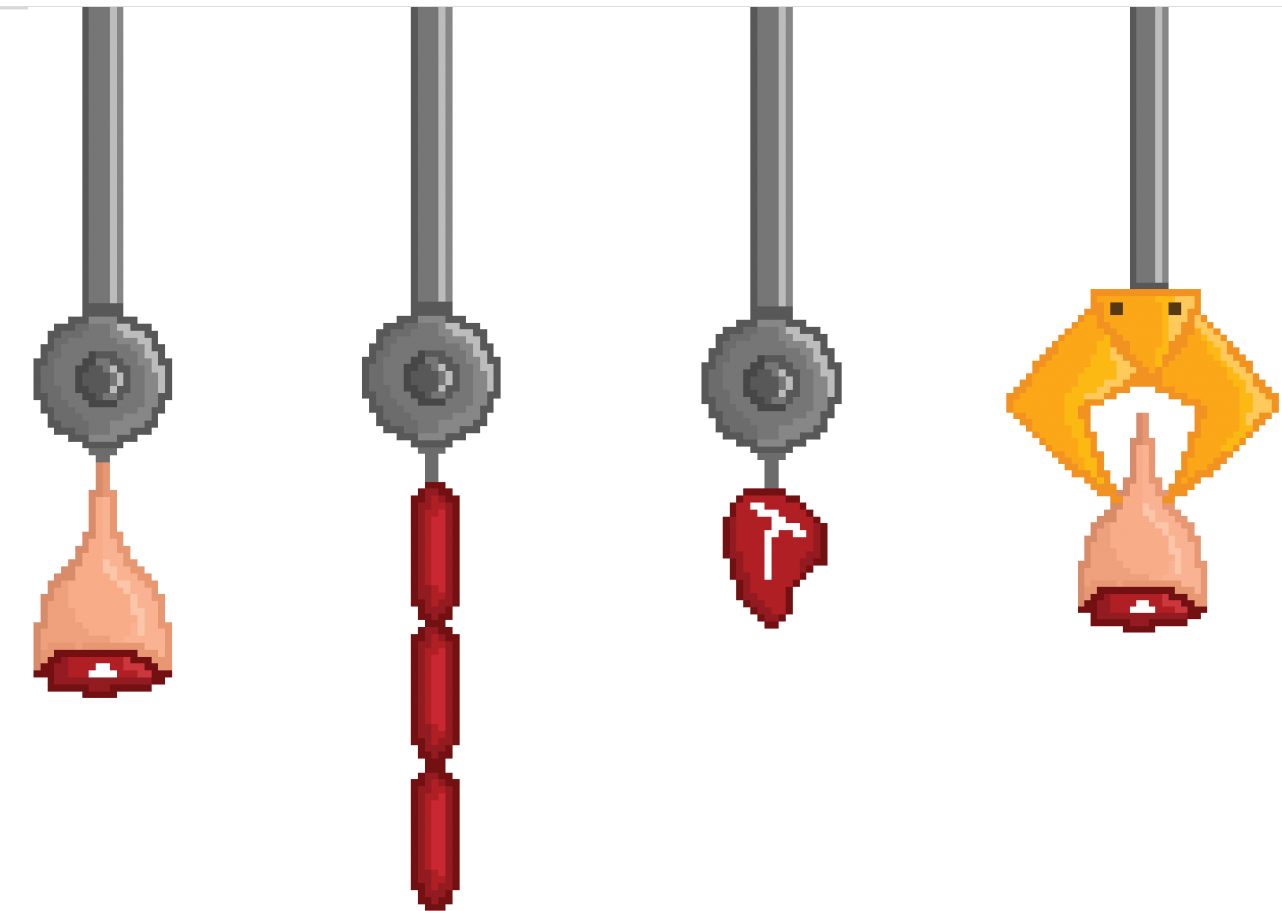
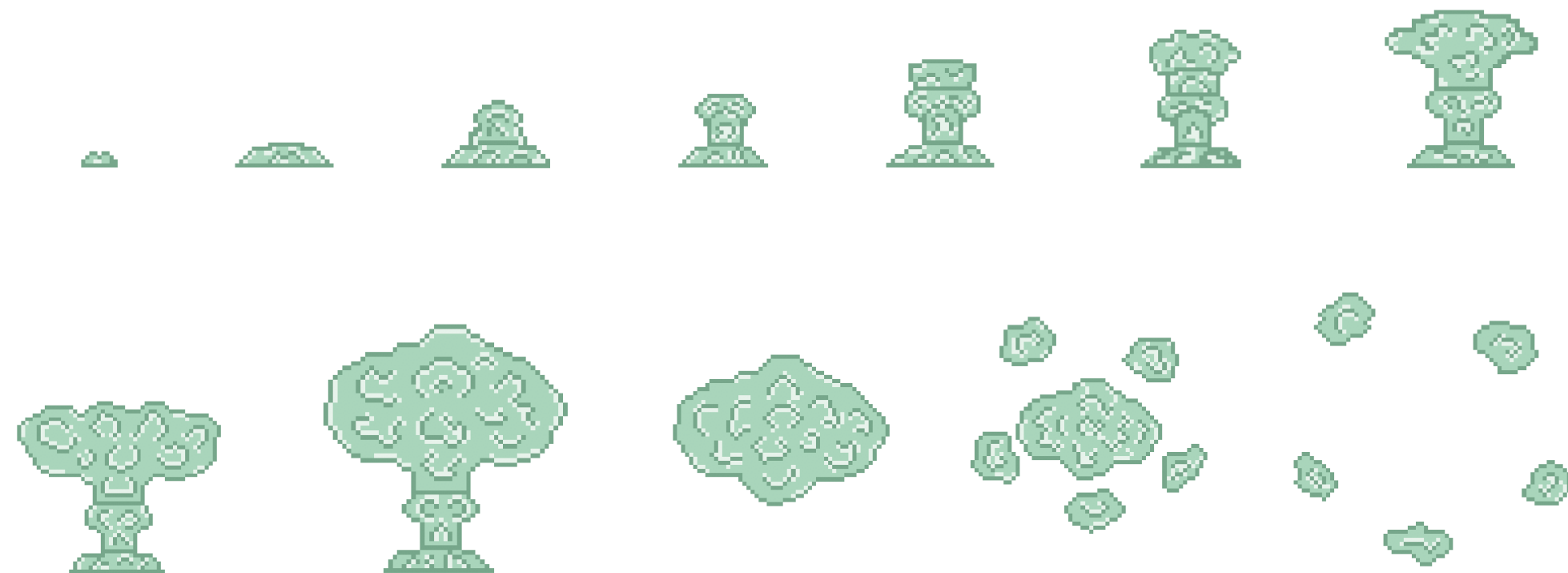


# POWER-UPS & WEAPONS

I was put in charge of creating the power-ups for Bear to attack his enemies with. We went with a carrot, which flies through the air like a dagger to hit its enemies, a hot pepper, which gives Bear the ability to shoot fireballs, and the onion, which acts like a stink bomb, flying through the air and detonating upon contact into a huge explosion.



For the onion bomb, I not only had to make the pick-up and make a smaller version of the onion for Bear to throw, I also created a 12-step bomb animation for the weapon.



*Examples of miscellaneous designs*

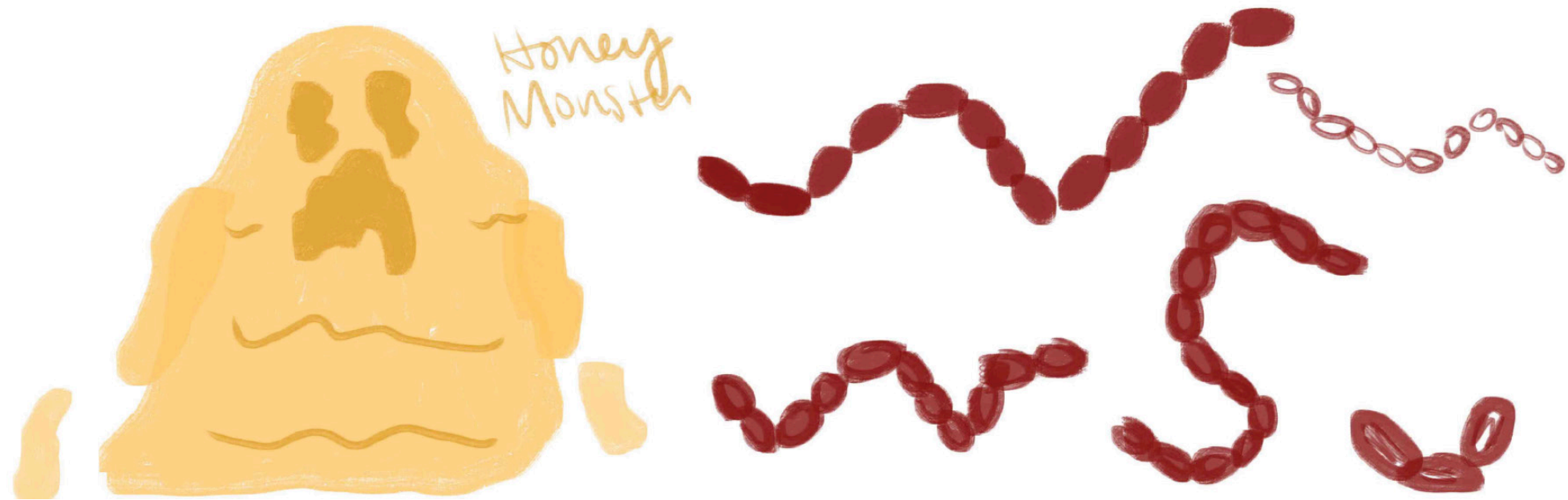
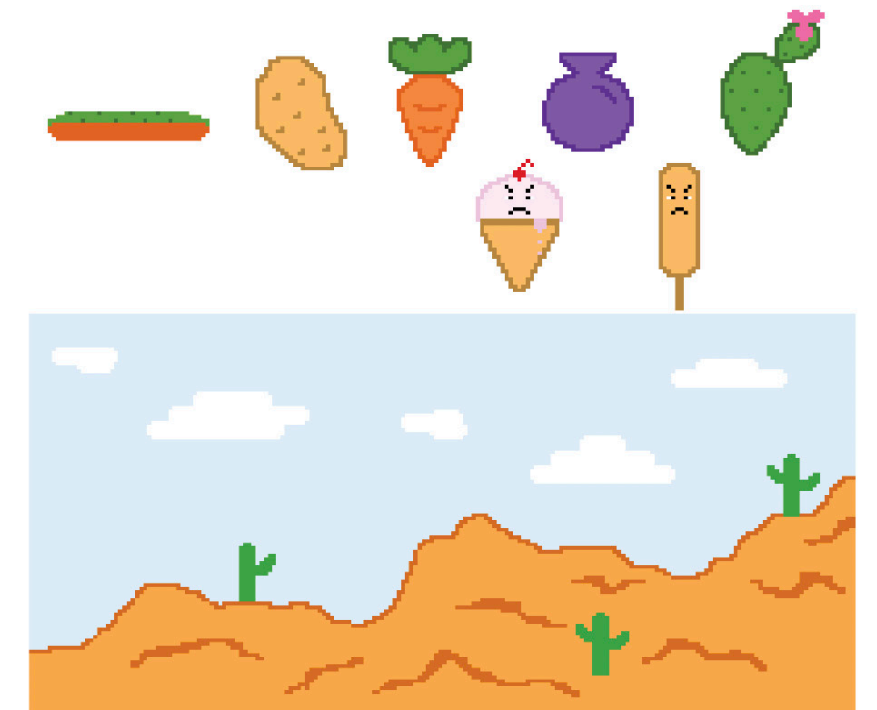
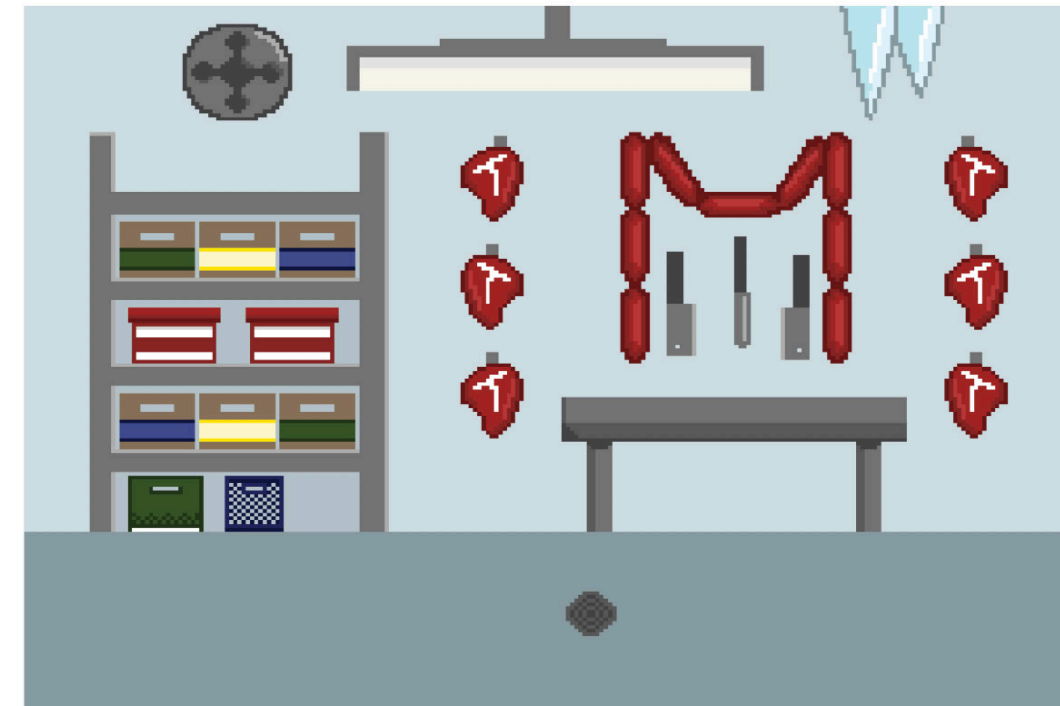
## SKETCHING & CONCEPTING

When we first started working on Veggie Might, we weren't sure what the game would look like. I sketched out possible characters, outfits, power-ups, backgrounds, and enemies. I primarily sketched using my iPad, Apple Pencil, and the Procreate app.

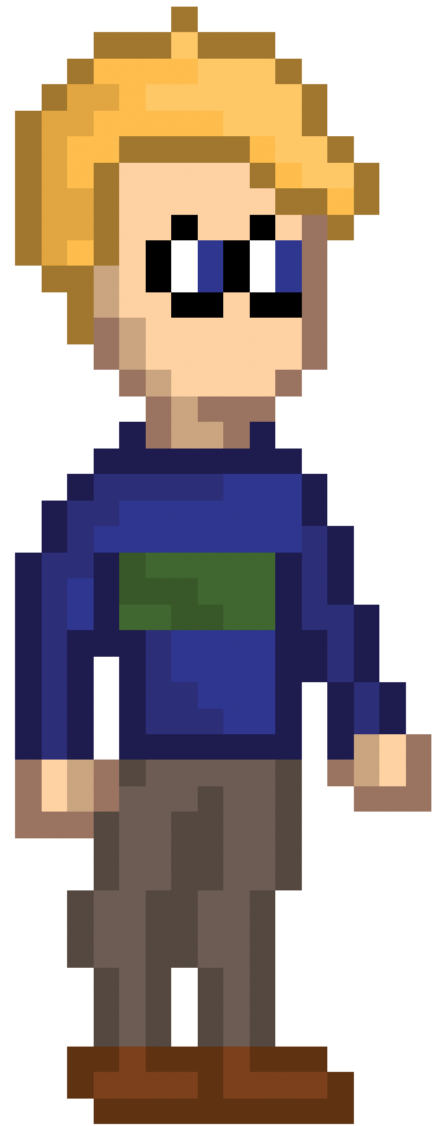


### Examples of sketches



*Enemy sketches**Initial pixel designs*

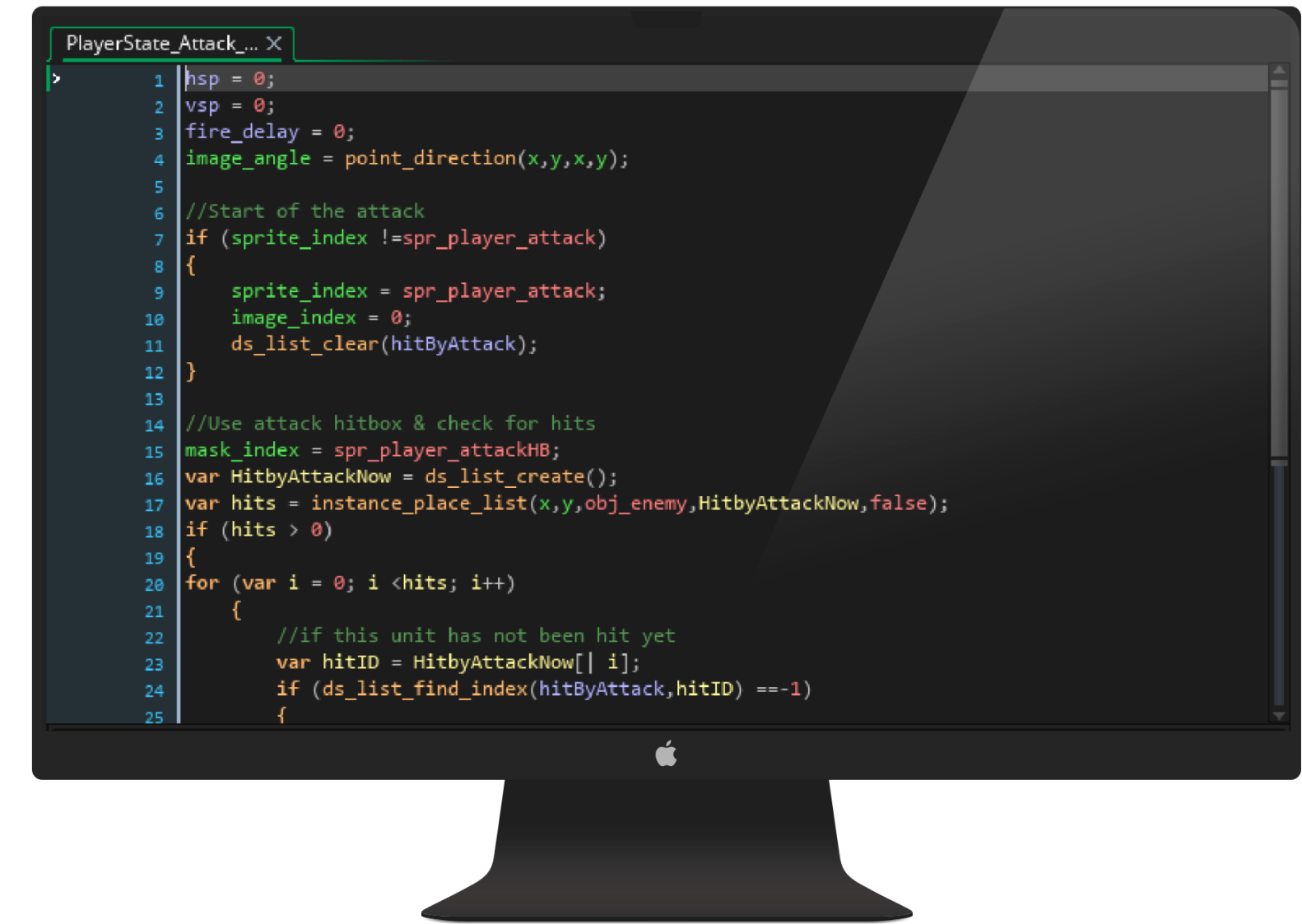




# JASON SANDERSON

*Level building and programming*

I did the majority of the Game Maker Studio 2 level creation and did the entirety of the coding for the Veggie Might Game. Coding included power-ups, cameras, and more.



# PLAYER CONTROL

The majority of coding needed in any game has to do with how the player will interact with the environment. Creating a system for movement and gaining power-ups is what allows for the game to be played.

```
obj_player: Events
Create
Step
1 key_left = keyboard_check(vk_left) || keyboard_check(ord("A"));
2 key_right = keyboard_check(vk_right) || keyboard_check(ord("D"));
3 key_jump = keyboard_check_pressed(vk_space) || keyboard_check(ord("W"));
4 key_attack = keyboard_check(ord("E"));
5
```

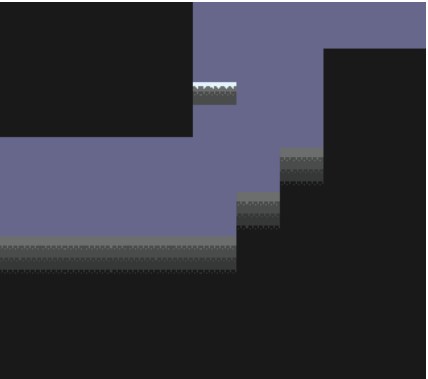
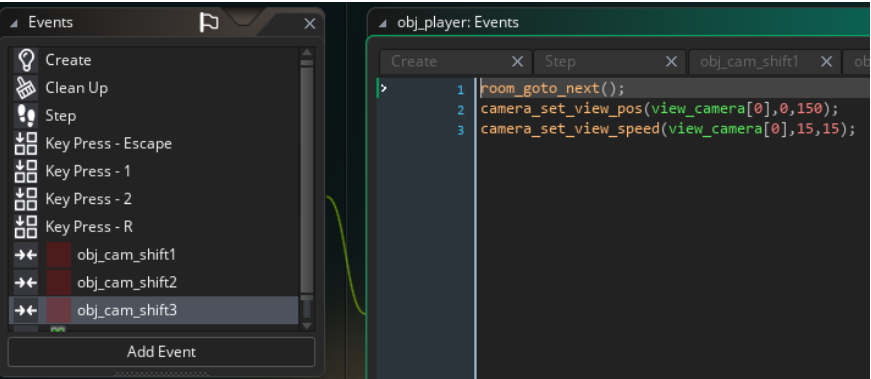
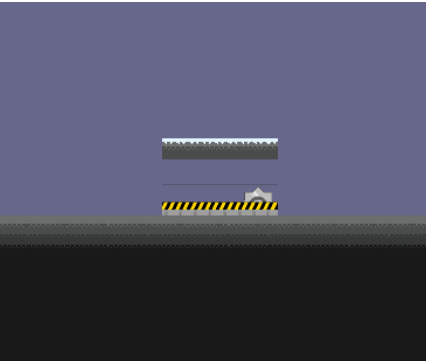
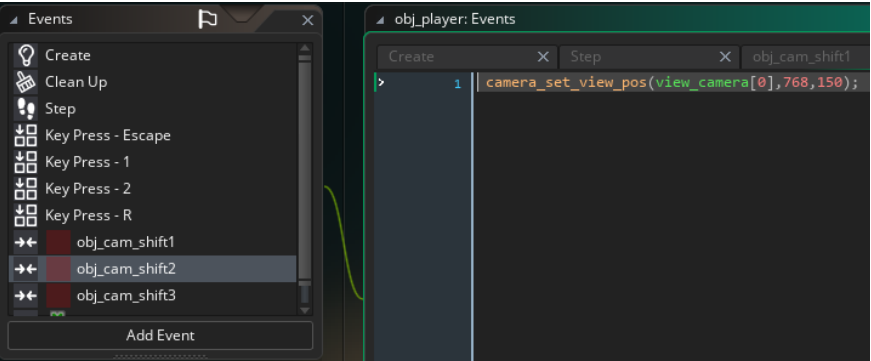
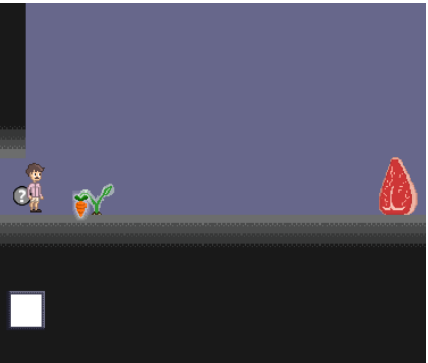
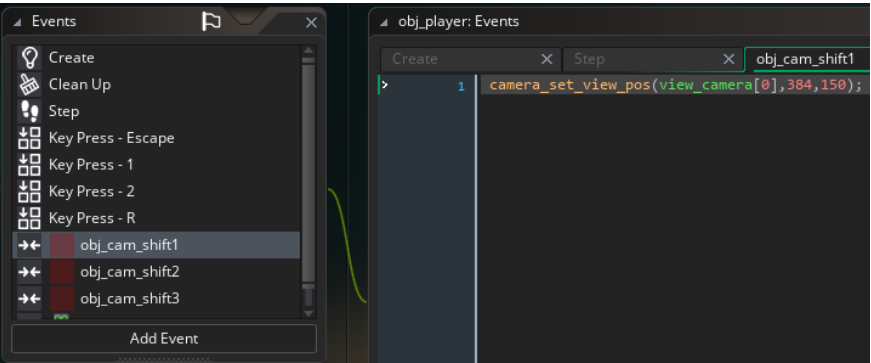


```
obj_player
1 //Carrot Check
2 if (floor(image_index) == 0)
3 {
4     with (obj_player)
5     {
6         player_power = 1
7     }
8
9     with (obj_powerup_card)
10    {
11        sprite_index = spr_carrot_card;
12    }
13 }
14
15 //Onion Check
16 if (floor(image_index) == 1)
17 {
18     with (obj_player)
19     {
20         player_power = 2
21     }
22
23     with (obj_powerup_card)
```



# CAMERA CONTROL

After creating a player that will interact with the world, the player needs to be able to have a camera follow them. The camera system that was used does not constantly follow the player, instead after a certain point on the level, the camera will shift to the next section. Once the end of the level is reached, the game needs to switch to the next room.





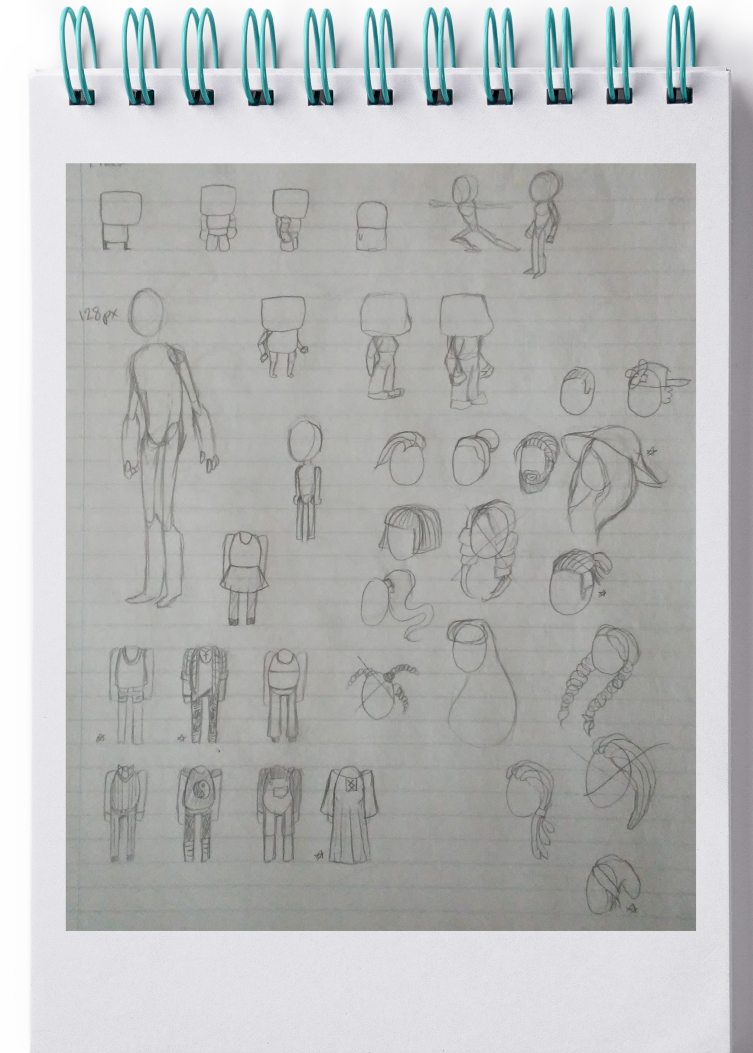
# MAKAYLA MILLER

*Concepted and created pixel Assets for the game.*

I love creating characters and world-building, so I volunteered to do concepting and asset making. While my designs for the main character and level weren't chosen, my animal and enemy designs were.

# CHARACTER CONCEPTS

The main character was the first thing I worked on. First, I sketched what body type I liked best and would be simple to animate. When I chose a general body type, I sketched outfits and hairstyles for different genders.





The body shape was further simplified when I made my pixel drafts.

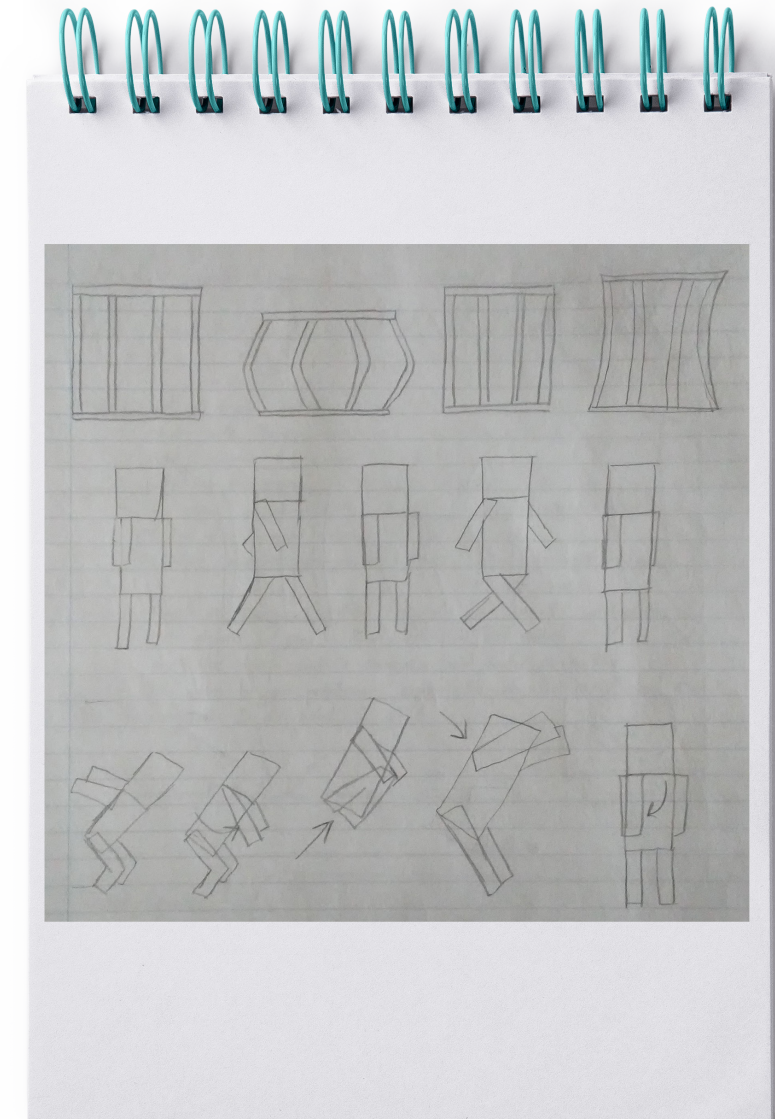
I chose my favorite outfit and put 3 different hairstyles onto it. I then made 2 more outfit drafts for so the team could see some more variety.



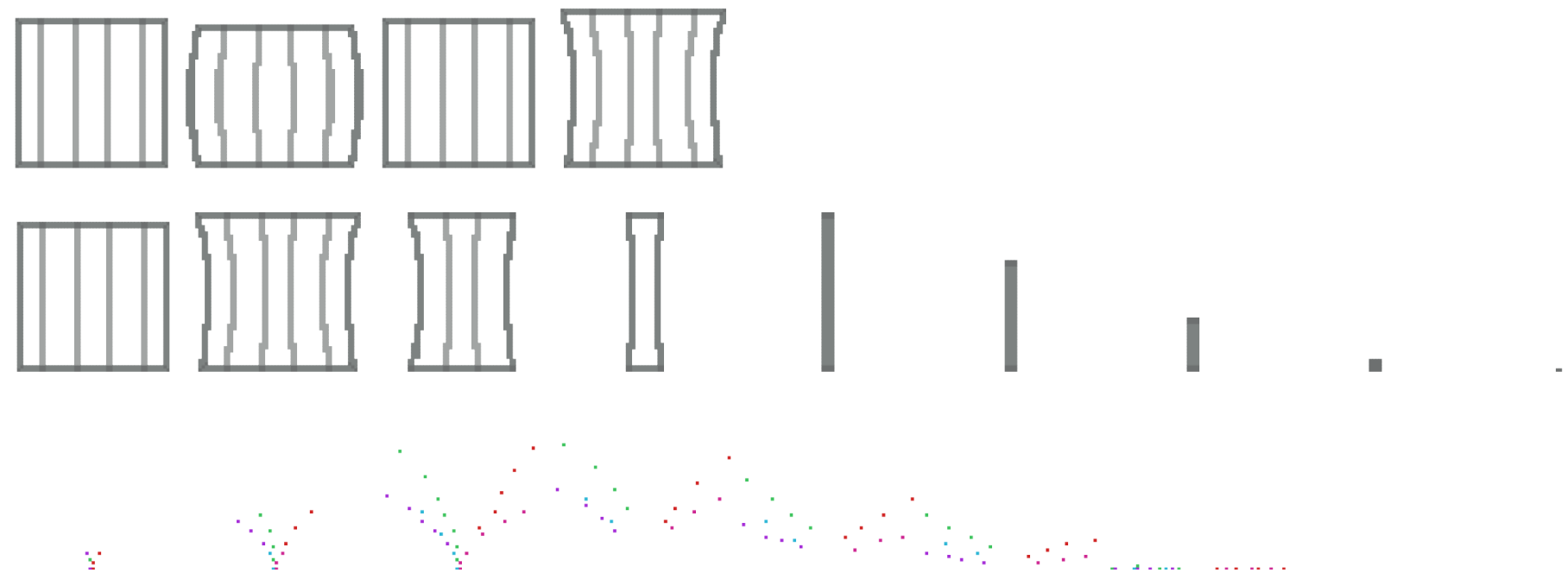
# FIRST ANIMATIONS

The team hadn't decided on a character design yet, so I designed the character animation. Since I designed a blocky body type, I thought a choppy animation style would fit and be a little funny.

I also designed a cage for animals to be trapped in for the player to rescue, adding a bounce animation to continue the fun cartoon style.



To rescue the animals, the player would bounce on the cage, which would make it shrink and explode into confetti. The idea was cut due to time constraints.



## ANIMALS, FRUIT, AND VEGGIES

By this time, my character design wasn't chosen for the final cut. So I volunteered to design animals instead. I spent a good deal of time creating and animating the animals.

I also designed and made some fruit and veggies as additional style options. These were cut as well for time constraints and game coding complications.



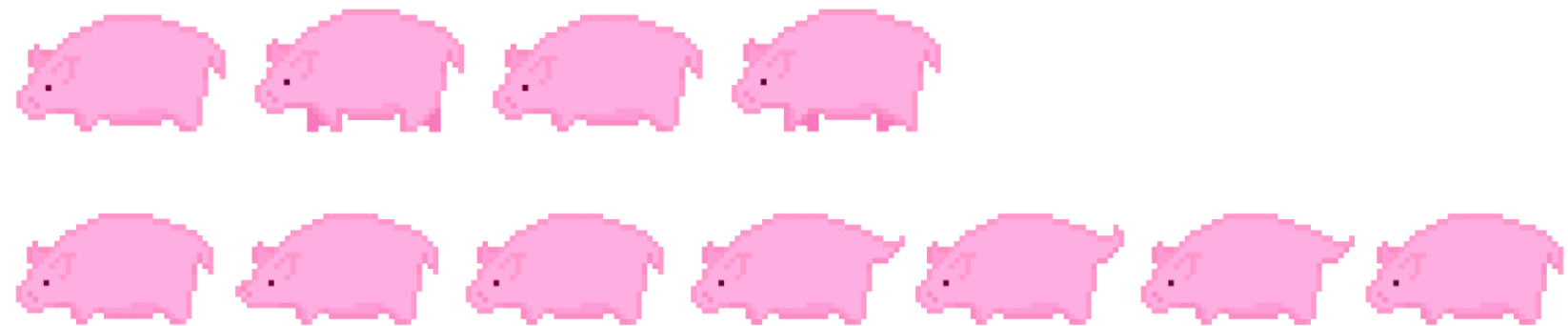
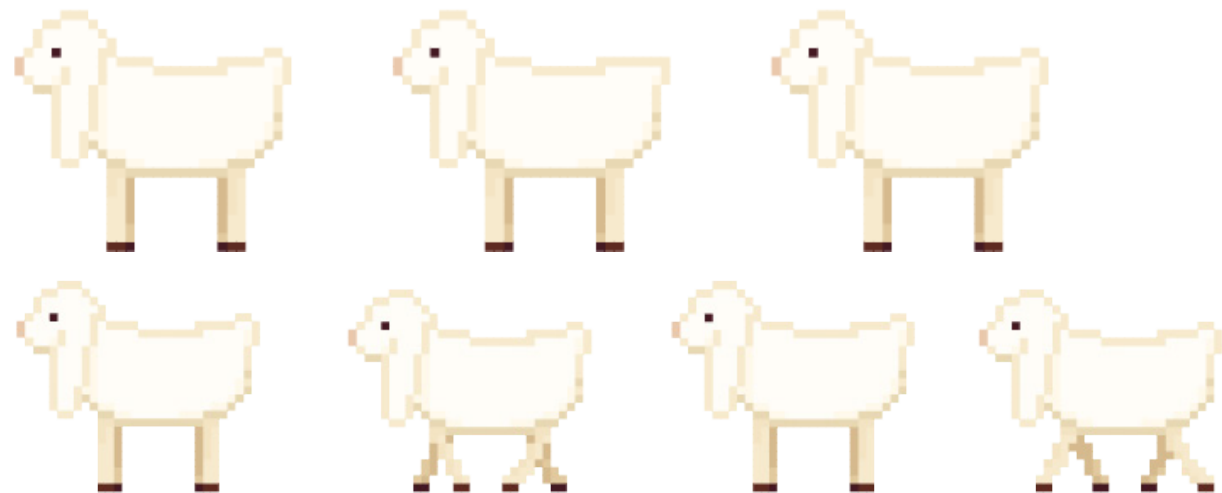
Bear here is used for scale. The veggies would have been power-ups and the fruit would have given different amounts of health.



While all these animals didn't make it into the demo we finished, it was planned to have an animal to rescue at the end of every level.

Each animal has an 'idle' animation, there they move slightly as they stay still, and a walking animation.



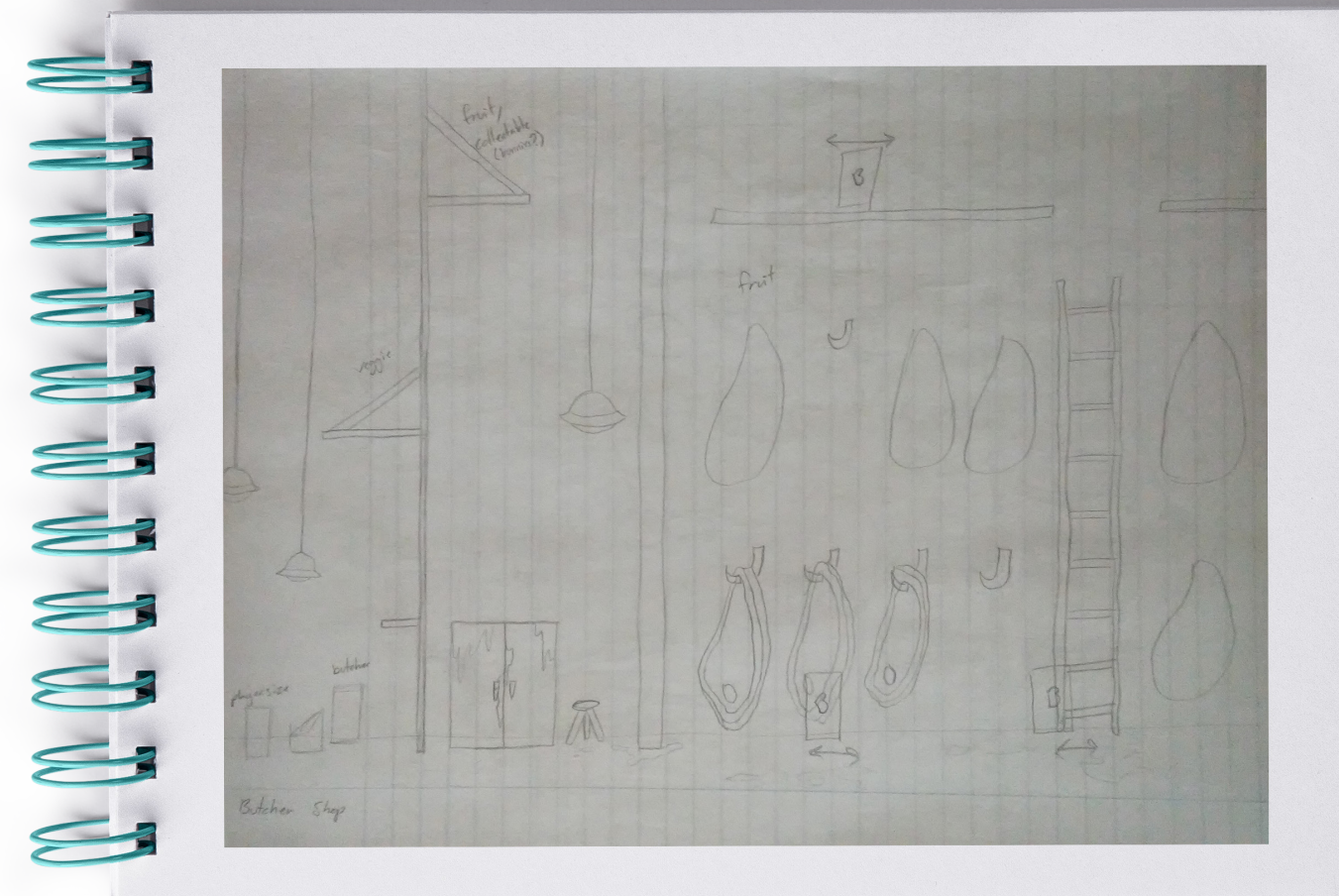




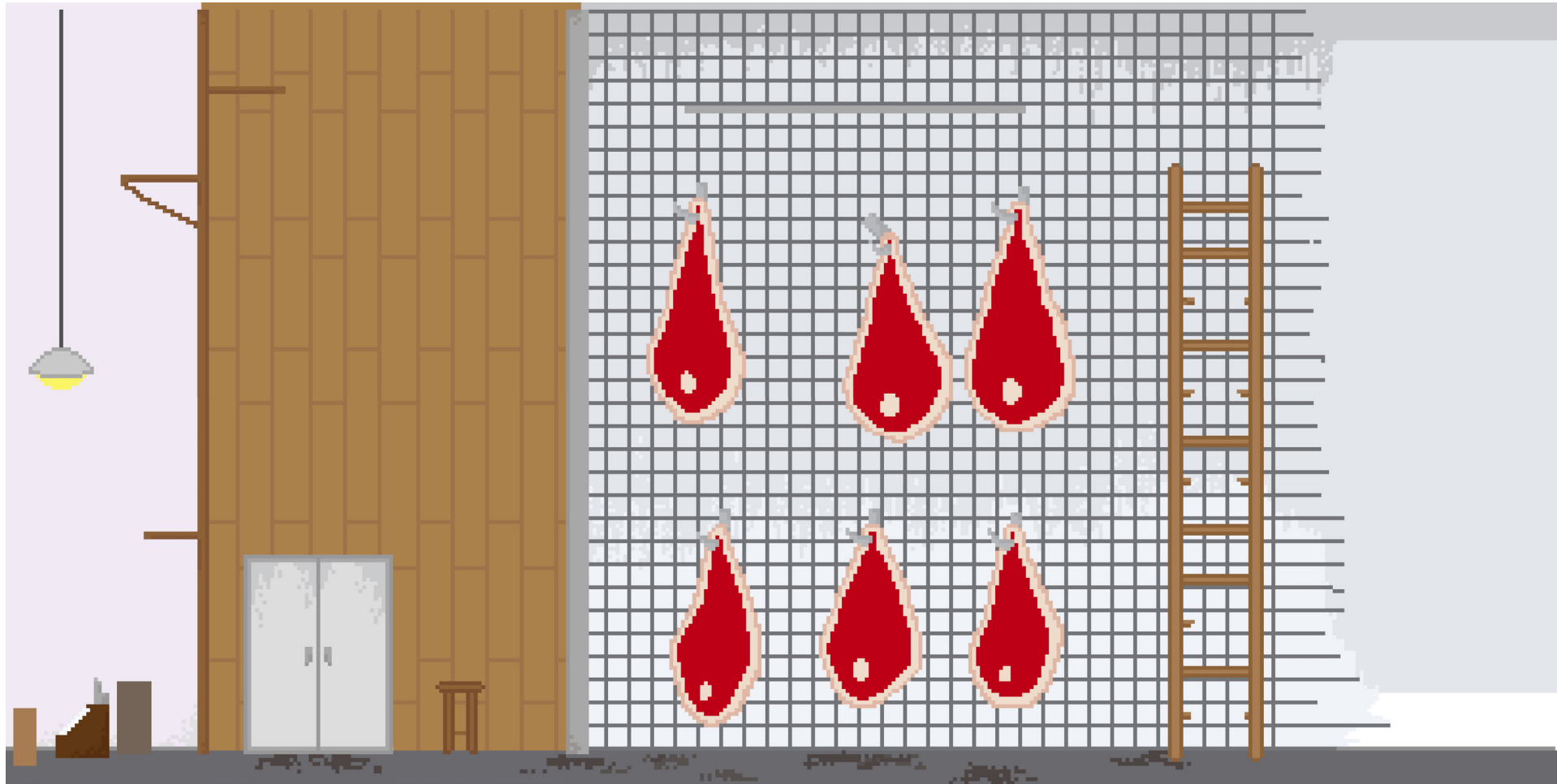
# BUTCHER SHOP LEVEL

After we decided what kinds of assets each of us could make, we started drafting level designs. Because none of us had ever made a video game before, we focused on one level to see how long it would take.

A butcher shop level was an obvious choice, so a few team members came up with some designs to choose from.



This is as far as I got with my pixelated level design. Another design was quickly chosen over mine, so I moved on making other assets.



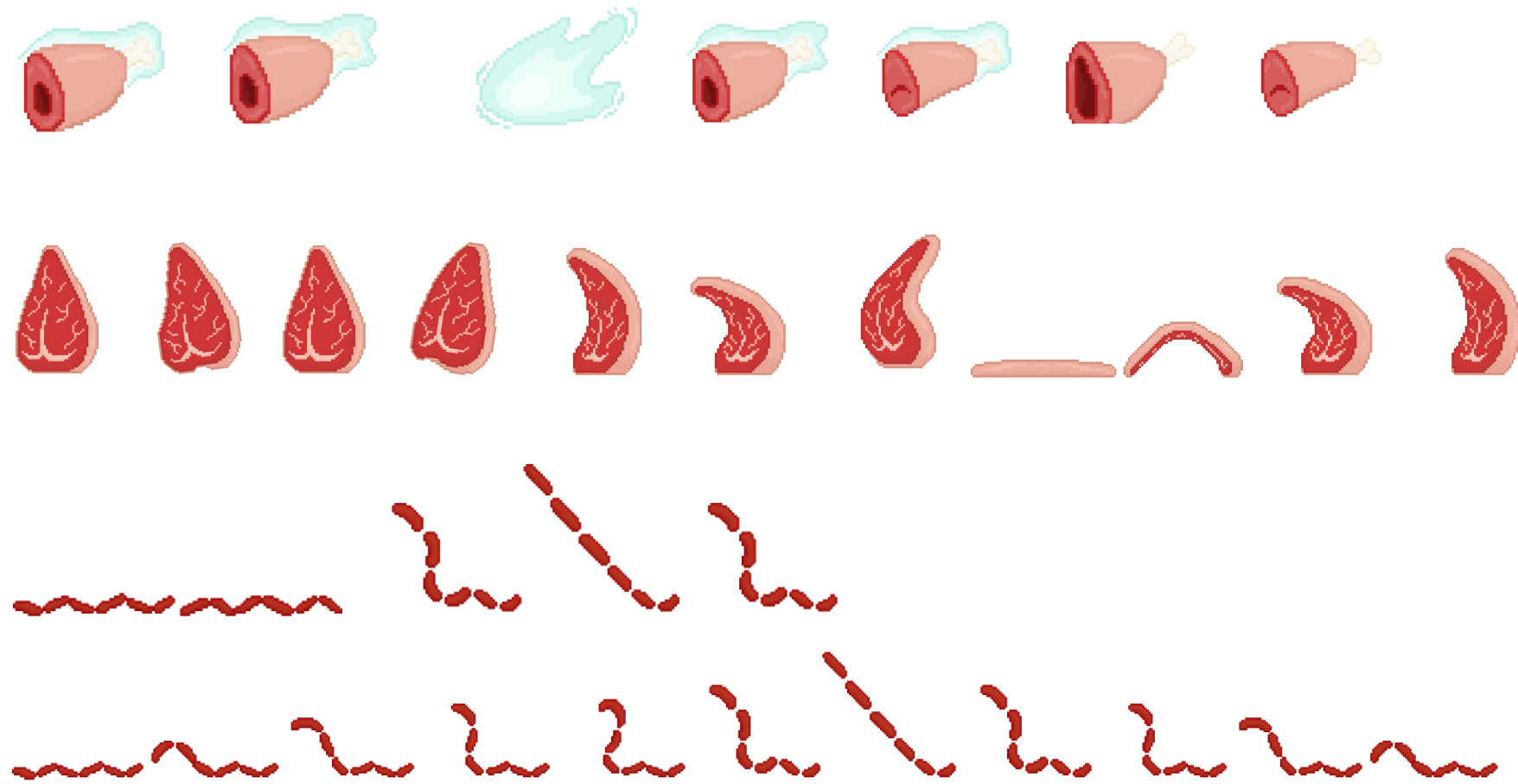
## ENEMY CONCEPTS

While the level was being designed, we knew we would need to insert enemies eventually. I took over the enemy design for Veggie Might.





The final enemies are the Ghost Ham, the T-Bone Tower, and the Sausage Snake respectively, each with an idle, walking, and attack animations. They provide projectiles, slam attacks, and air strikes respectively.



## START SCREEN

I was given the chance to design the start and pause screens for Veggie Might. From the beginning, when the game was originally going to be mobile, I had the idea to have the animals marching behind the player in front of rolling green hills and the logo in the sky.



These were the first drafts of the start and pause screens I showed the team. I only put some shading details in the pause screen to see what it would look like.



We decided just to have a simple semi-transparent black screen for the pause menu, so these hills all became start screen options. In the end, I created three options: many hills, fewer hills with trees, and a medium amount of desaturated hills.



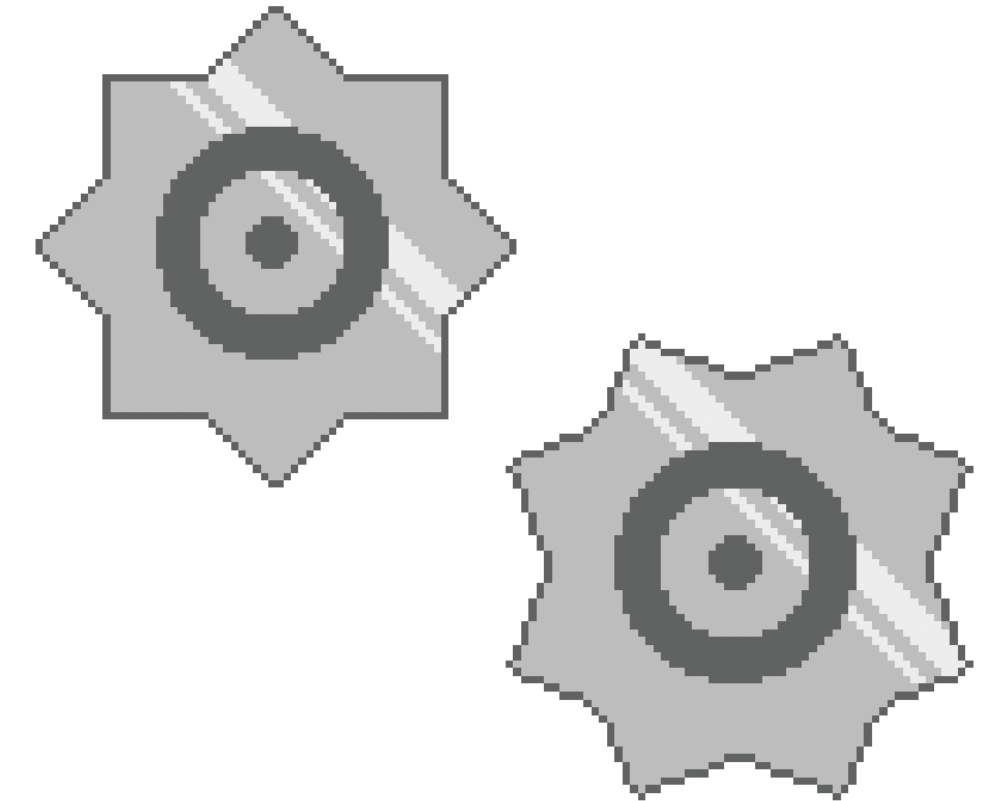


# PARKER OGDEN

*Project Manager, concepting and visualization, level layout and design*

As Project Manager, my goal was to gather the team's ideas for the game and then form them into a cohesive vision that drove the development of the final product. This led me to have a strong hand in gameplay features, asset visualization, and the final level layout.

The buzzsaw hazard was an early concept that fits well as a hazard in an action platformer like ours, especially in the setting of the butcher's shop world. Translating the original design to pixels, however, was easier said than done. Each frame needed special attention to the saw teeth to make sure they were even and would animate well when played in quick succession.



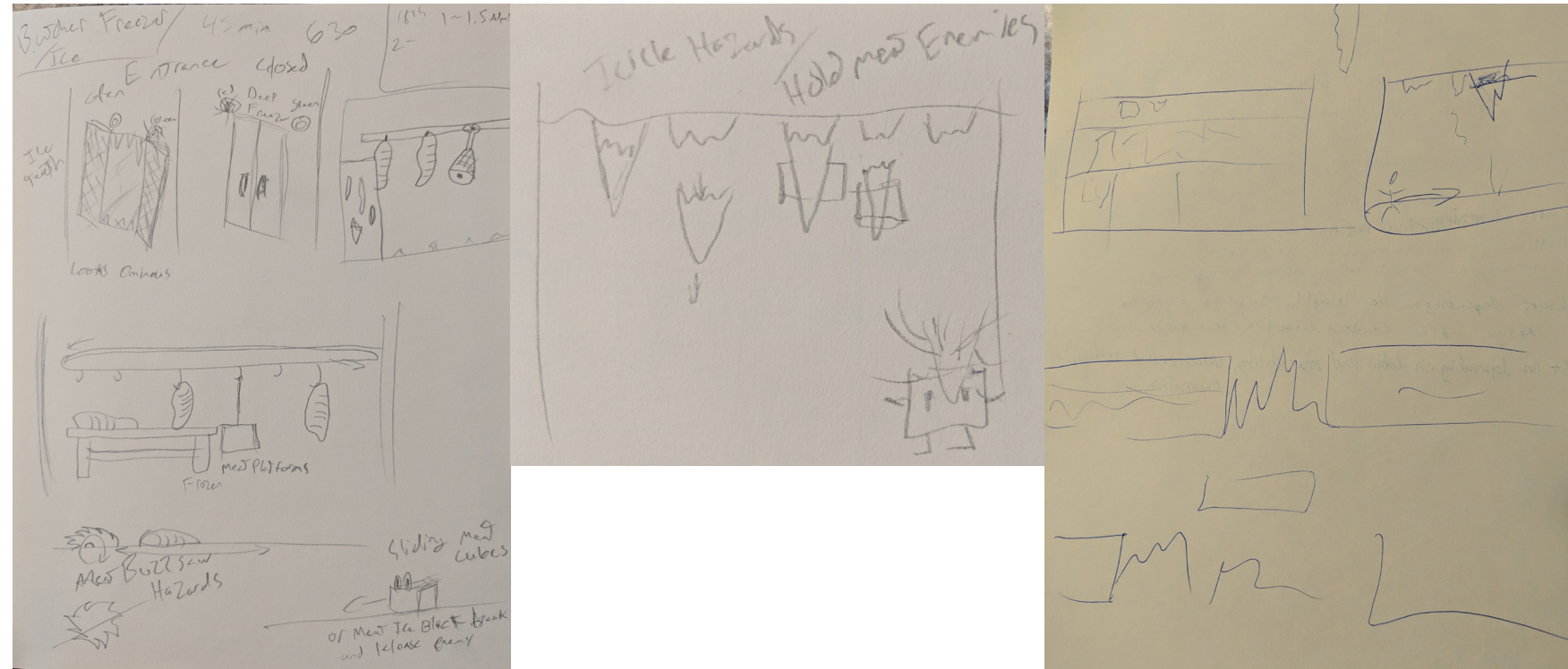


# CONCEPTUAL SKETCHES

While many members of the team eventually settled on a primary focus during development, like I did with the level design, early on I branched out to all aspect of the game in my sketching which later helped inform asset creation requests posted on Trello. This included: potential player characters, animal collectibles, player power-ups/abilities, world environments, environment hazards, area-specific enemies, and world bosses.





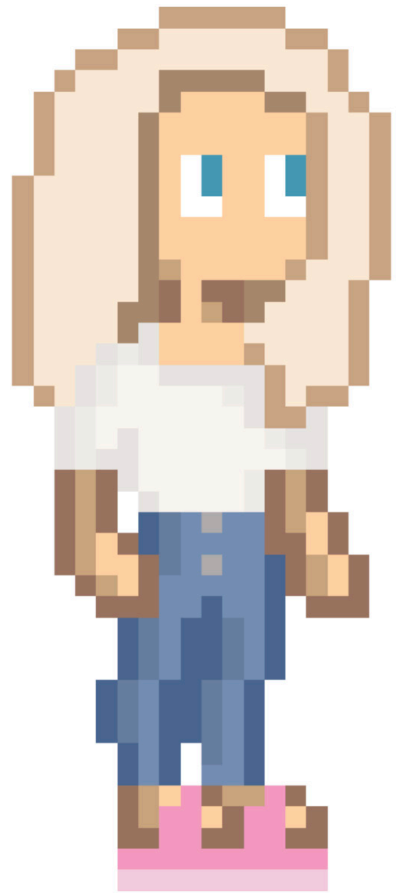


Pictured above on the left is early sketches of the butcher's freezer level, with ideas presented that ended up in the final product. These include stalactite hazards, buzzsaw panels, and meat processing backgrounds.

Pictured above on the right are extremely rough sketches I scrawled out to help a team member understand how certain assets would look and function in the levels, like stalactites and stalagmites. This helped them better understand how to create these assets.

## LEVEL LAYOUT

Our focus for this project was visual design first, so we created our assets and then afterward put a focus on how all of those assets would be used to create an engaging level to traverse and conquer. My goal was to design a level that would not only make good visual use of our assets but would also be a mechanically fun level to play. I strove for this balance by patterning my layout after the tried and tested model practiced by Nintendo in their more recent Mario games. That general model consists of introducing a new mechanic then pairing that mechanic with others in novel ways, gradually increasing the difficulty with each new section.

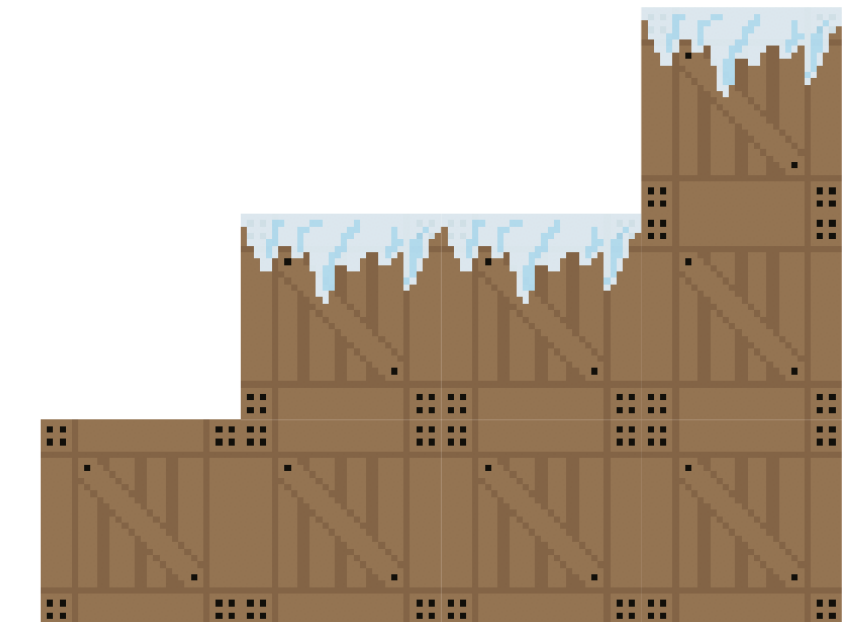
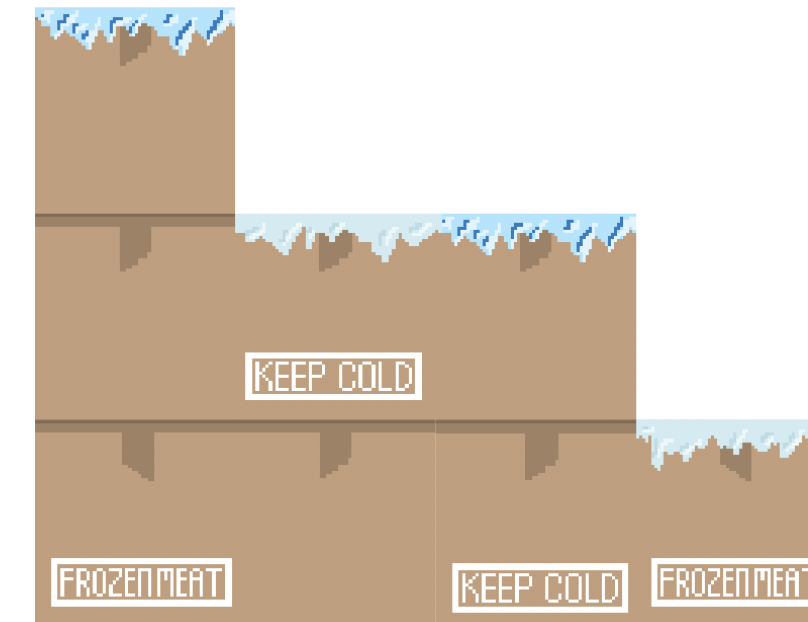


# TAYA SKALLA

*Tileset and check point designer*

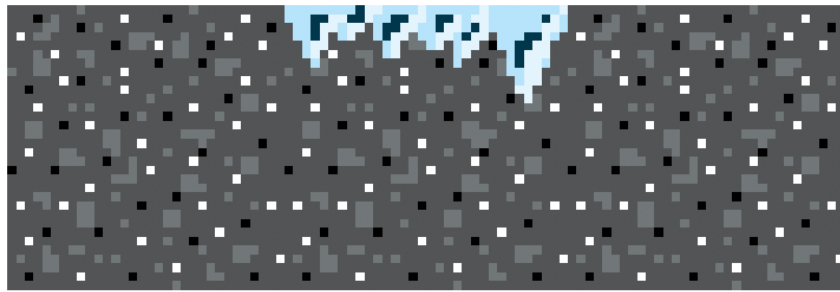
This entire game creation process was all new territory to me. I was in charge of creating tilesets for the level, but I also did other designing as needed.

I created boxes and crates for Veggie Might. I had to re-work the boxes a few times to make sure the size and style worked with the game layout and style guide. I made the crates based off of a few other elements in the level.



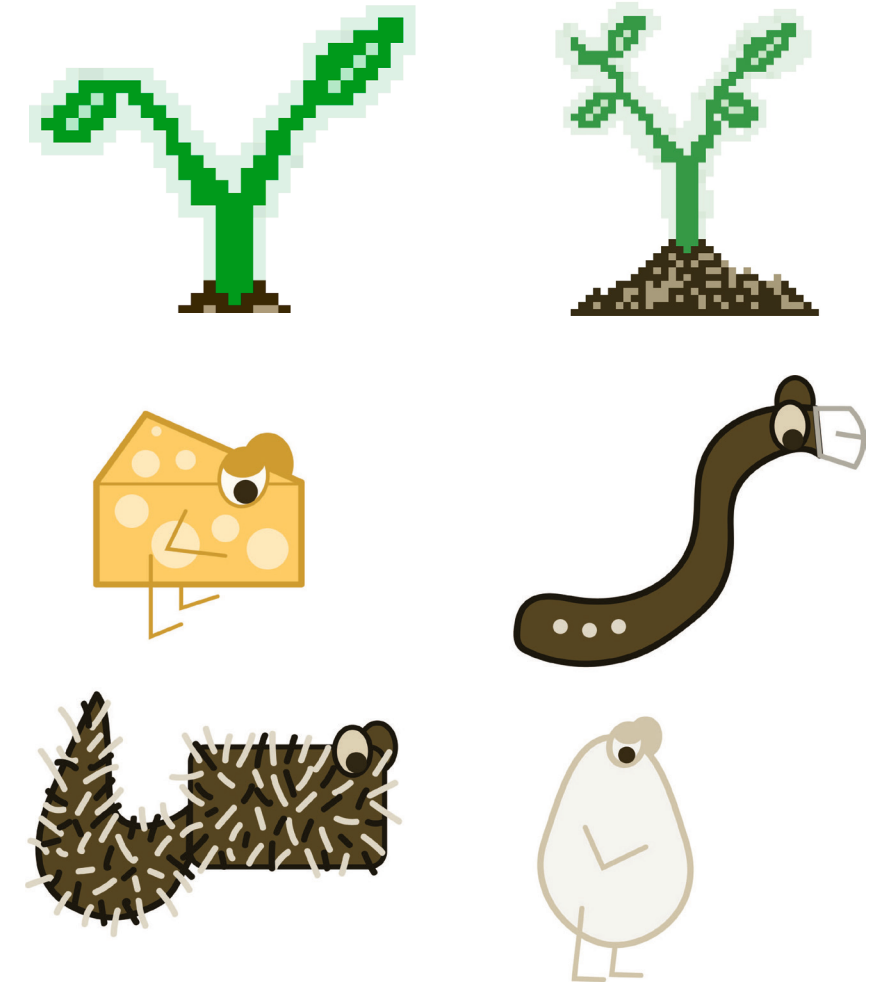


I created tilesets in a few different styles to be used throughout the level. I made that looks like concrete and another that looks like wood floor in the storefront.

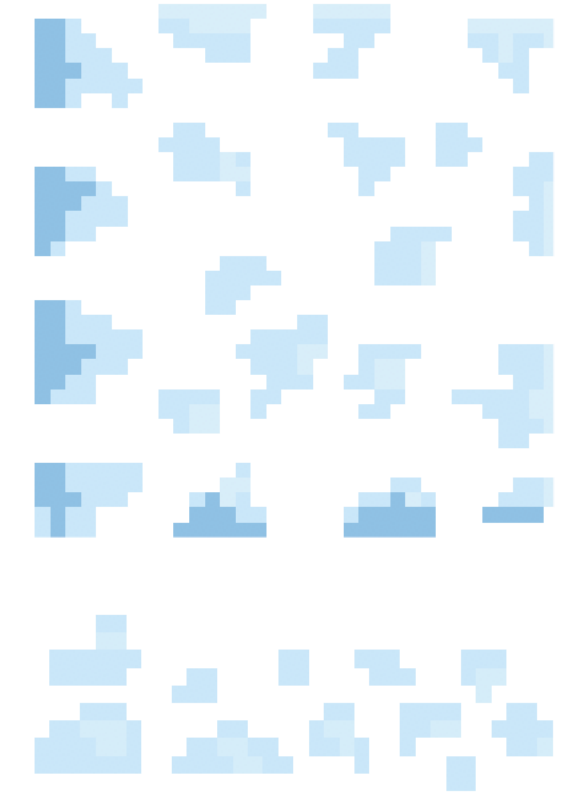
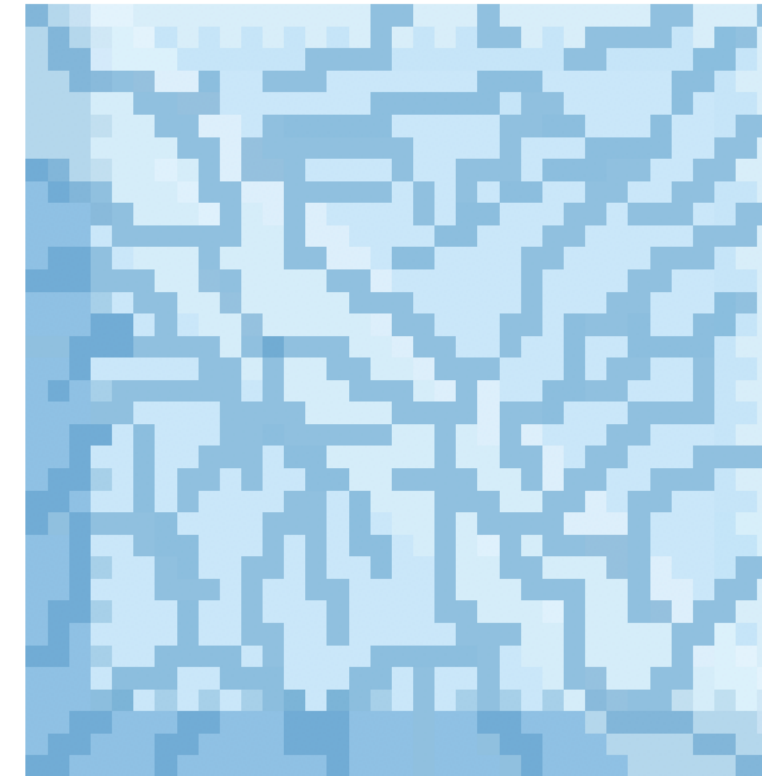
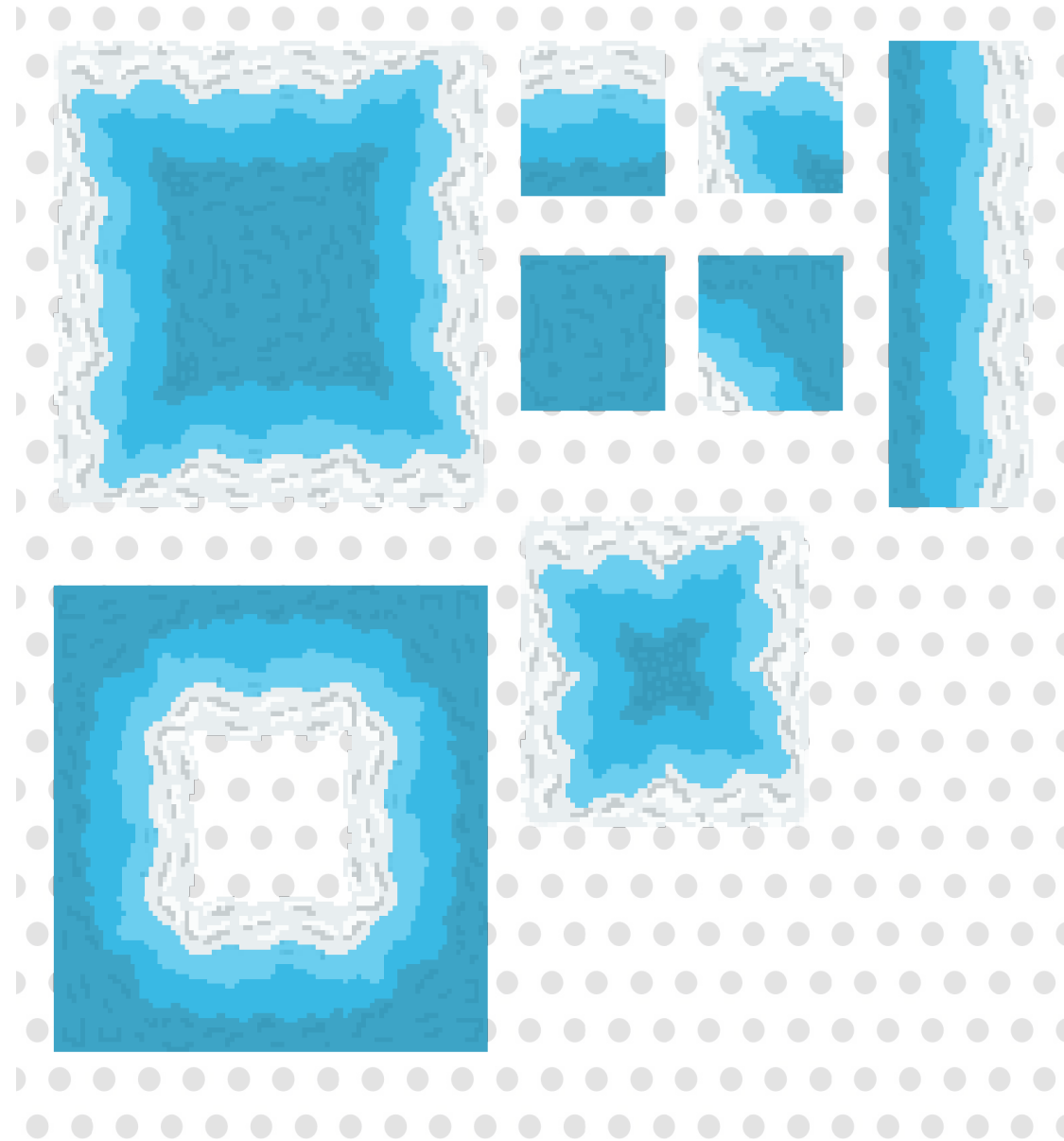


## MISCELLANEOUS

Aside from the tilesets that I designed, I also designed the checkpoint for the level and some possible enemies for other levels that could come later for the game.



Ice was a large part of the level that we created. I created an ice style guide of colors to use so everyone was able to create consistent ice. I then made a tileset, ice blocks, and a breaking ice block for the level.

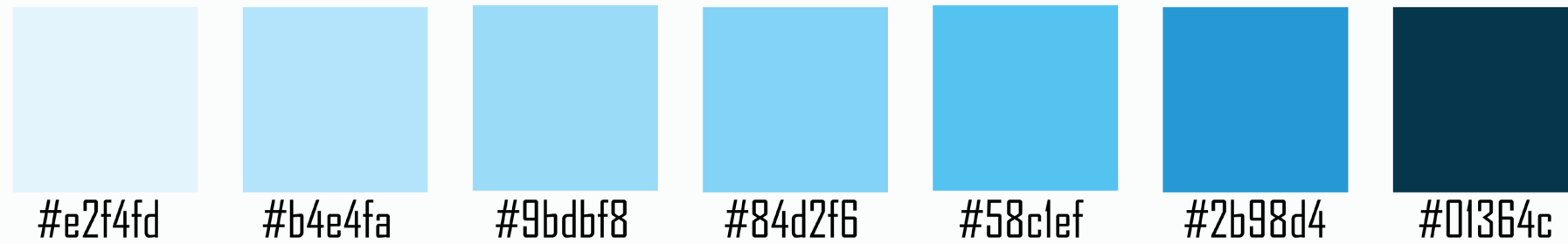


## ice color palette

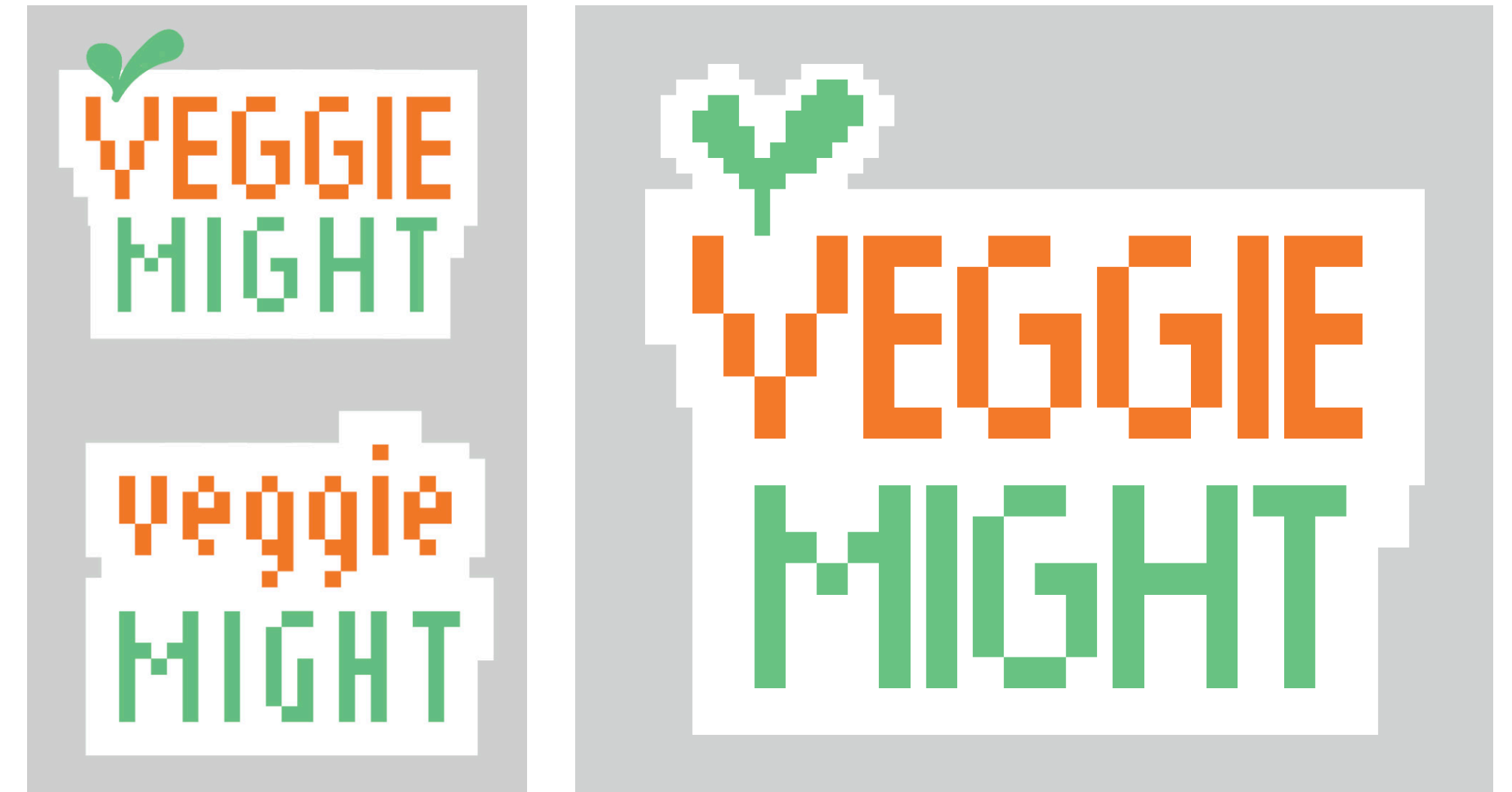
## background



## foreground



## Logo design



Logo drafts

Final logo



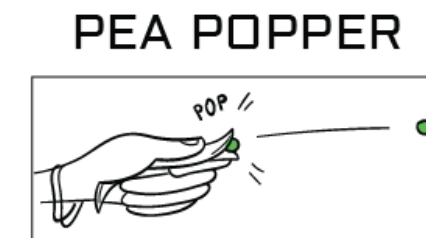
# GENE HAYES

*Creative Director  
character design and illustration*

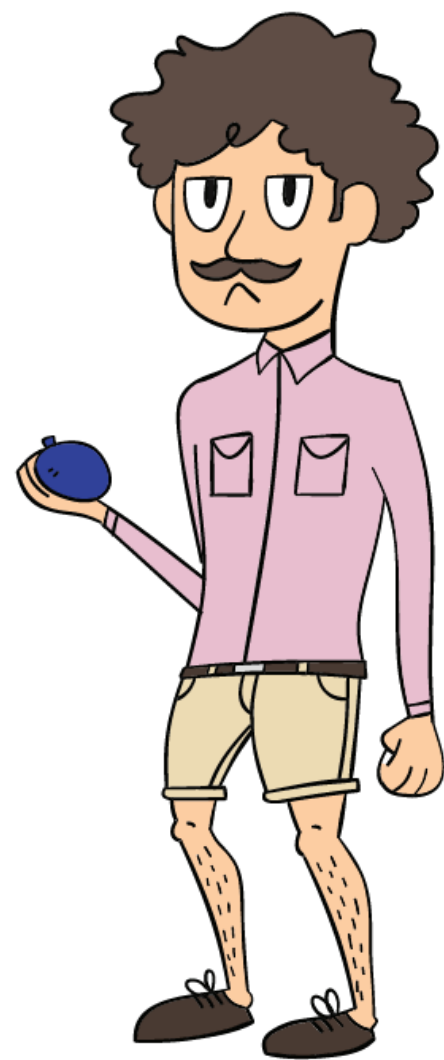
As the project's Creative Director, I created a style guide and oversaw the creation of all assets, ensuring everything fit together.

I designed the main protagonist, along with his various individual sprite animations. I also illustrated the game's comic book style opening and closing sequences.

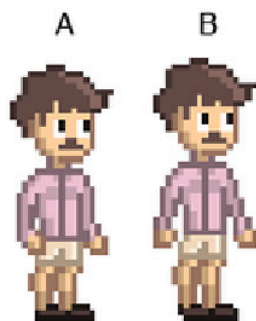
## Character concepts



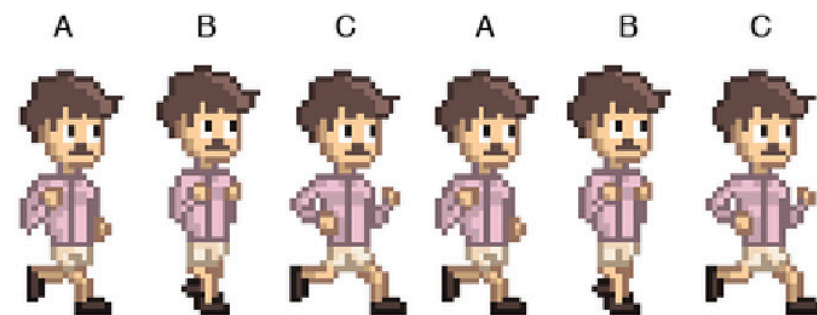
Character design and sprite animation - Bear



IDLE



RUN



JUMP

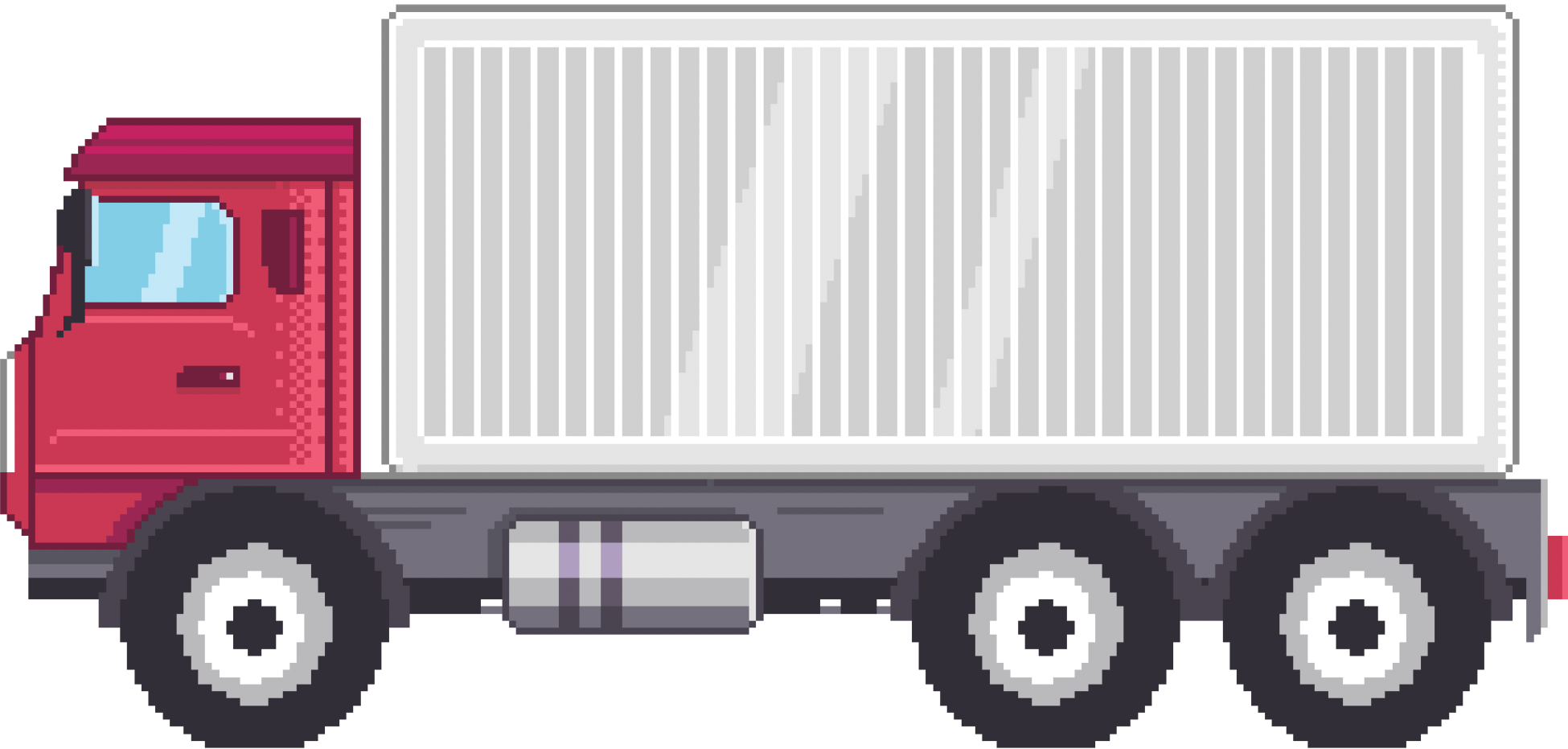


ATTACK





Asset design - truck sprite



Creative direction - style guide and approval process

# VEGGIE MIGHT STYLE GUIDE

These are general guidelines, not strict rules. Try to stick to them, but if you have a great idea don't be afraid to branch out. Just make sure everything looks like it belongs together.

**CHARACTER HEIGHT:** 39px

**SHADING/HIGHLIGHTS:** keep common light source, simple, adds dimension, slightly darker than main color

**OUTLINES:** colored to match the color of skin, hair, clothes, etc.

**BACKGROUND:** 66px from bottom (can vary)

**FOREGROUND:** 48px from bottom (can vary)

**SCREEN DIMENSIONS:** 256 x 192

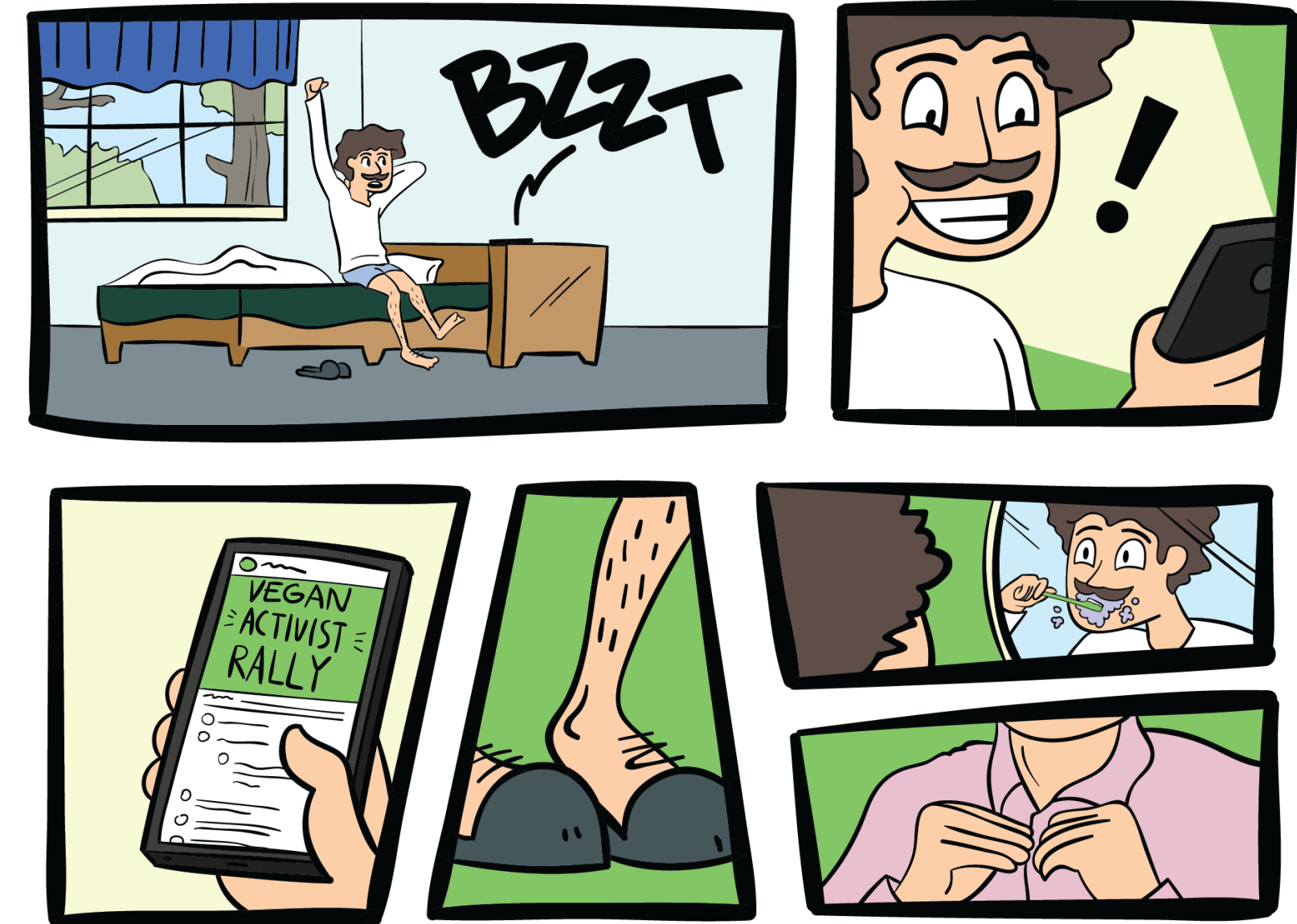
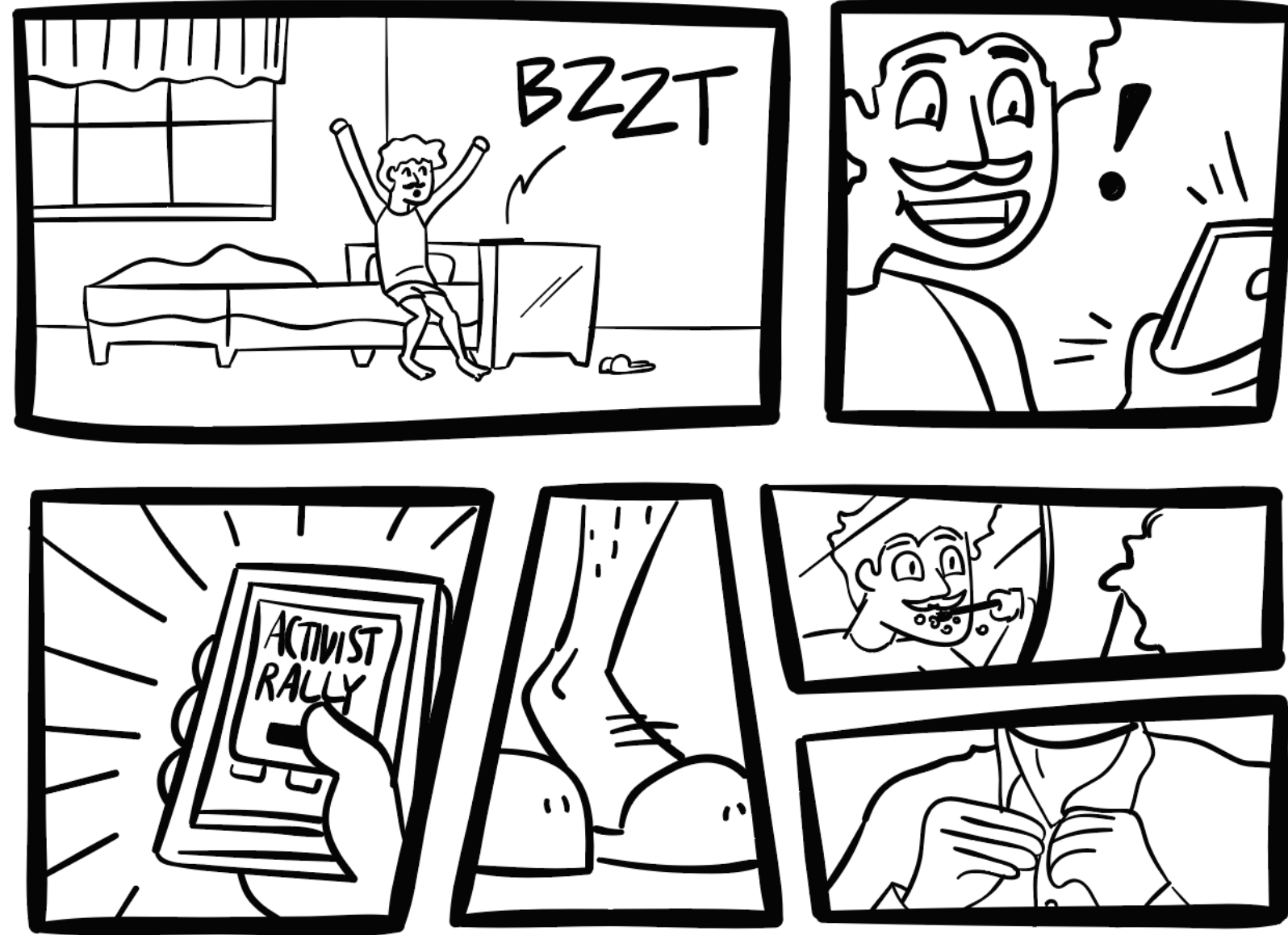
Hair/accesories will make the character taller, of course. This is not a set height, it is just a reference to base other sprites off of.

APPROVAL  
PROCESS

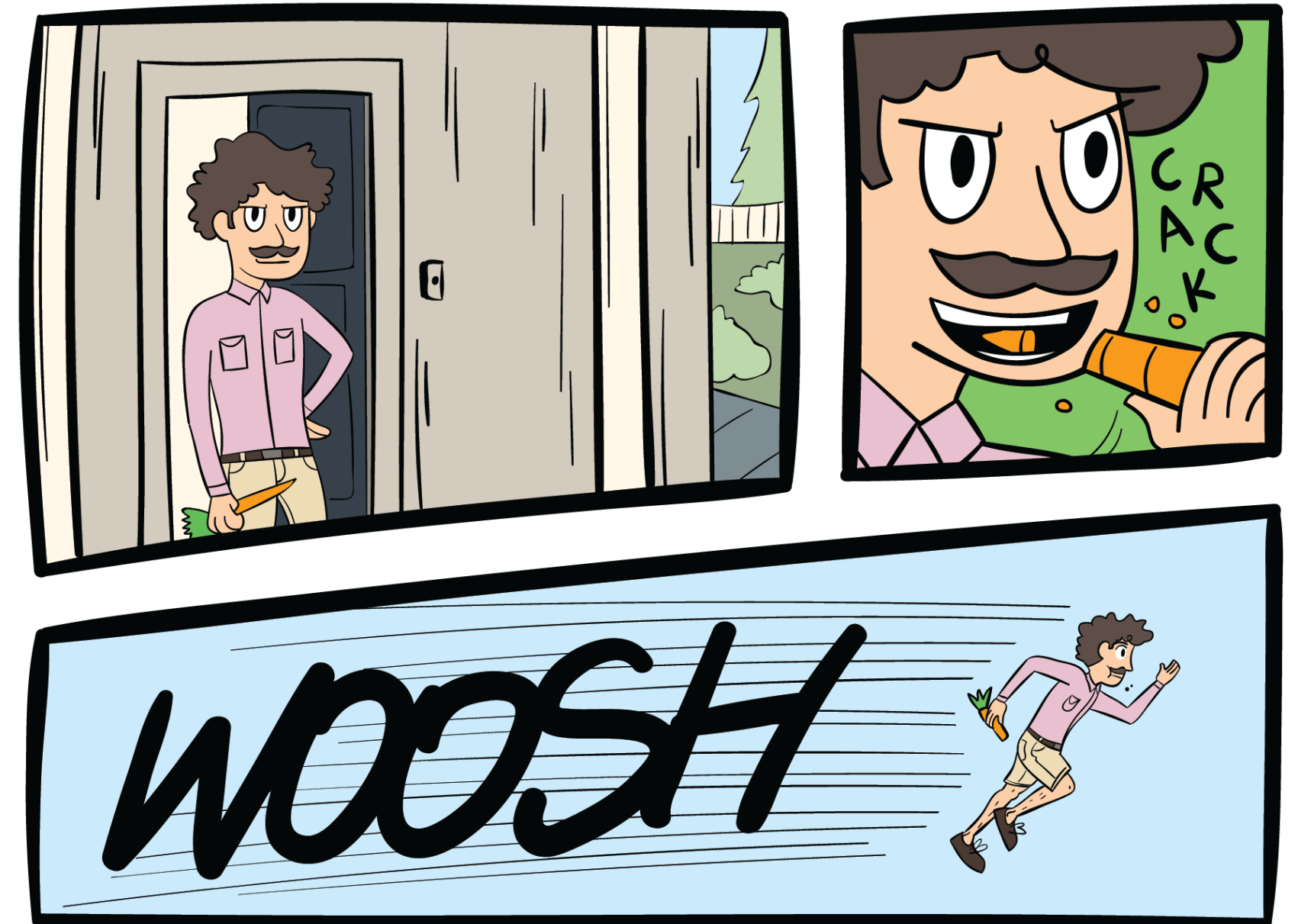
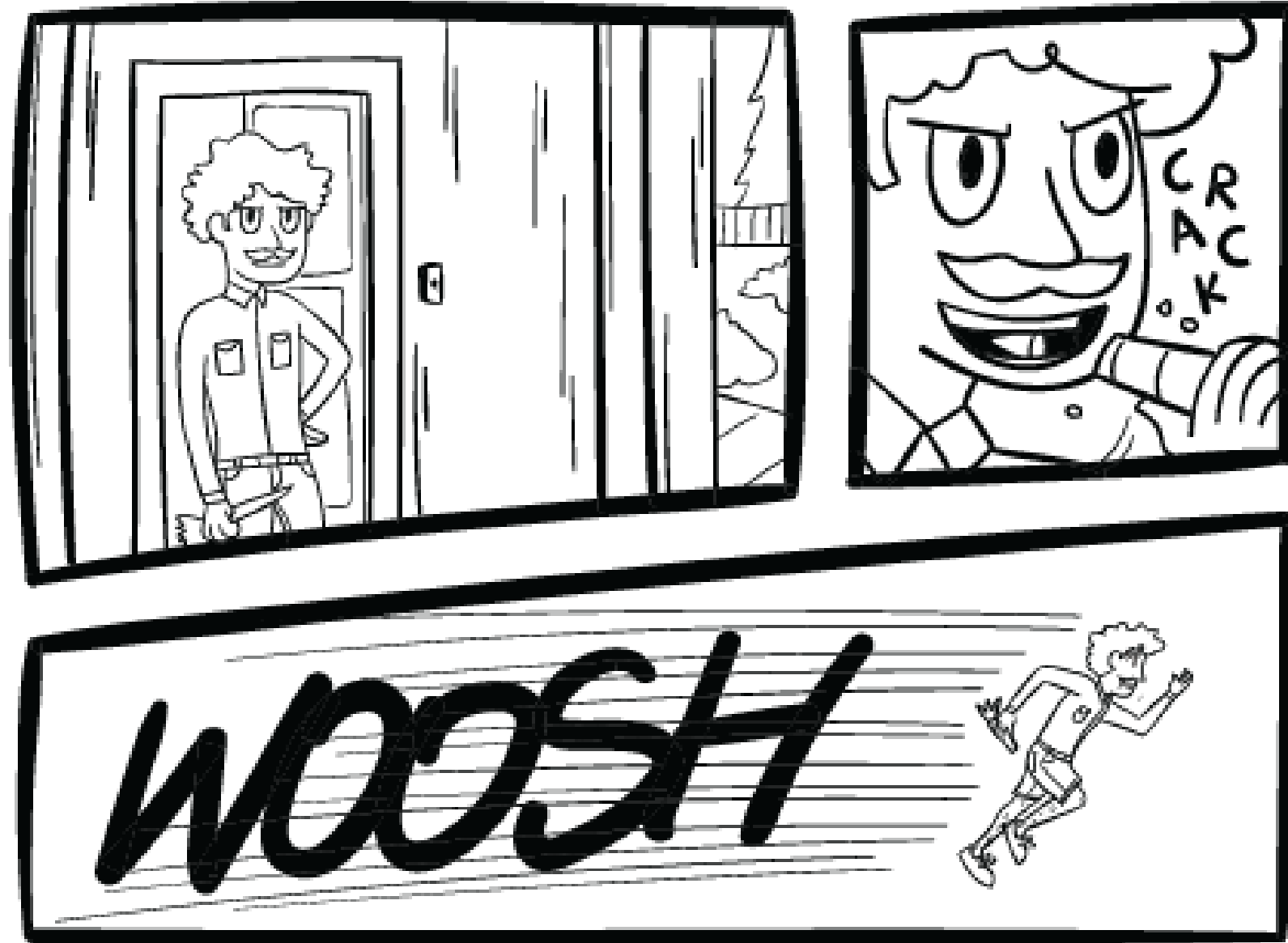
All assets are approved through Trello.  
If it's not on Trello, it doesn't exist.

- 1** Concepted idea is presented in Asset Pool and approved by Parker.
- 2** Asset concept is moved to In Progress and updated as it is worked on.
- 3** Asset is completed and moved to Awaiting Approval.
- 4** Asset is approved by Gene and moved to Finished.
- 5** Asset is exported as a .png with a transparent background and with "square" file dimensions (e.g. 42x42) and moved to appropriate Google Drive folder.
- 6** Asset is put into GameMaker by Parker and Jason.

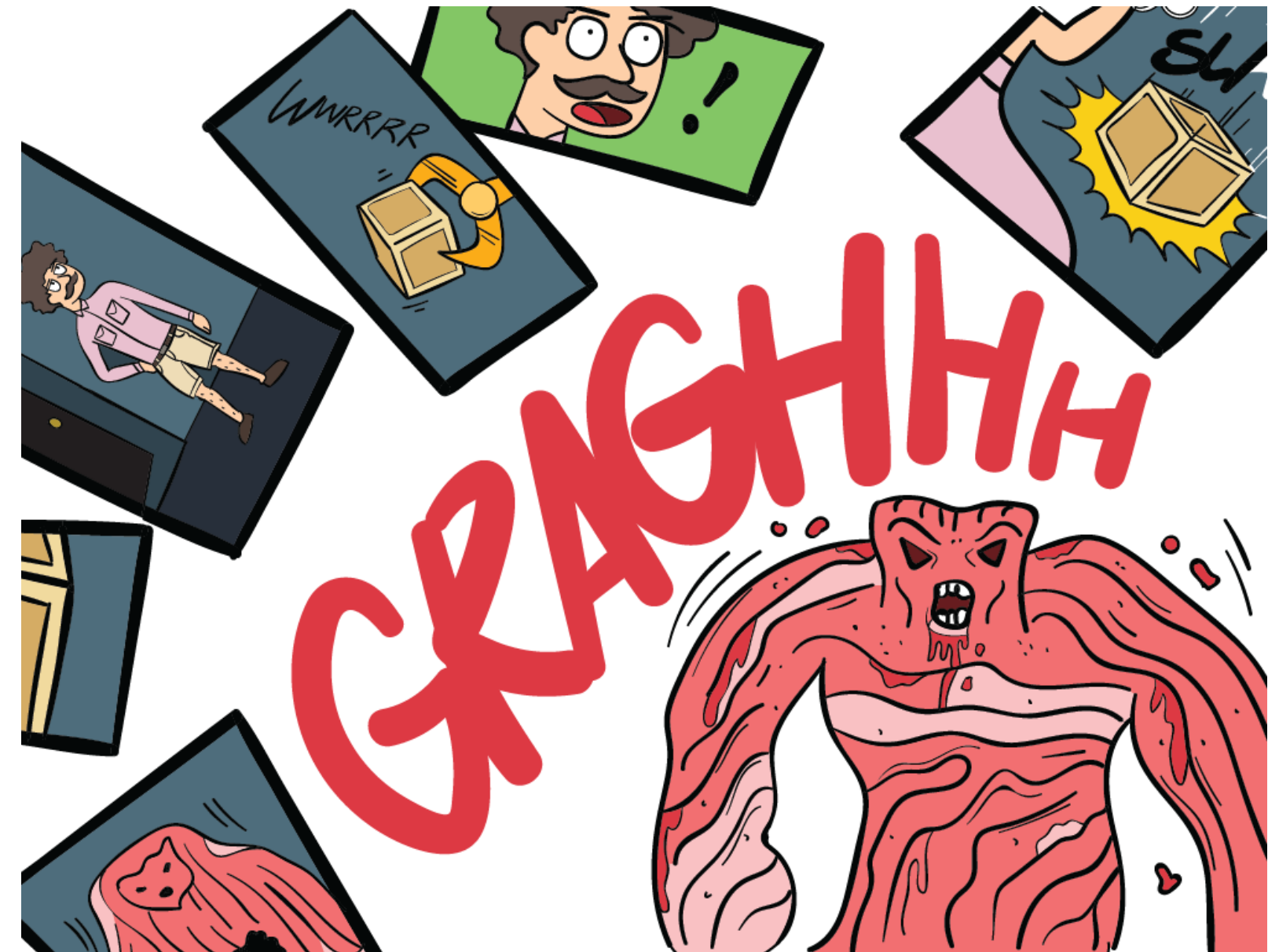
Game opening



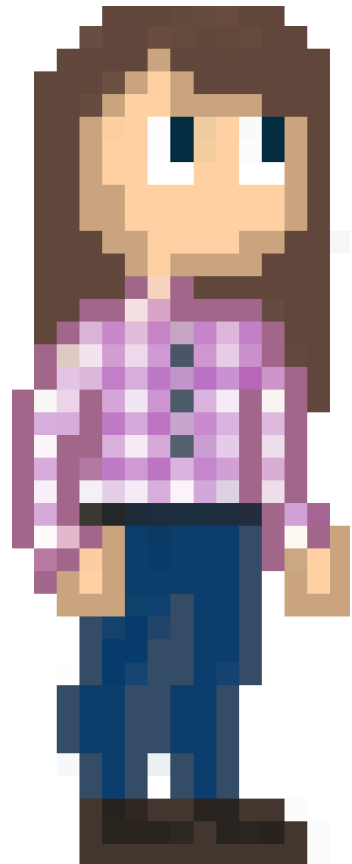
Game opening (continued)



## Game closing







# SHANNA SKOUSEN

*Background creator*

I designed backgrounds for new scenery and pixelated those backgrounds for the final product.

In the first stages of production, we wanted our animation style to be simple vectors and have Bear travel through the country.



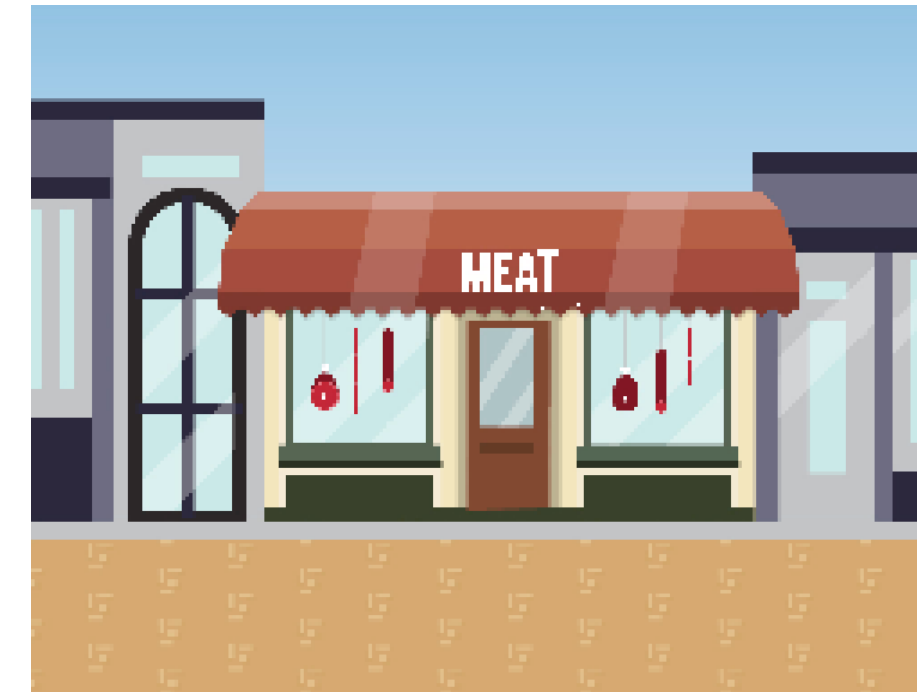


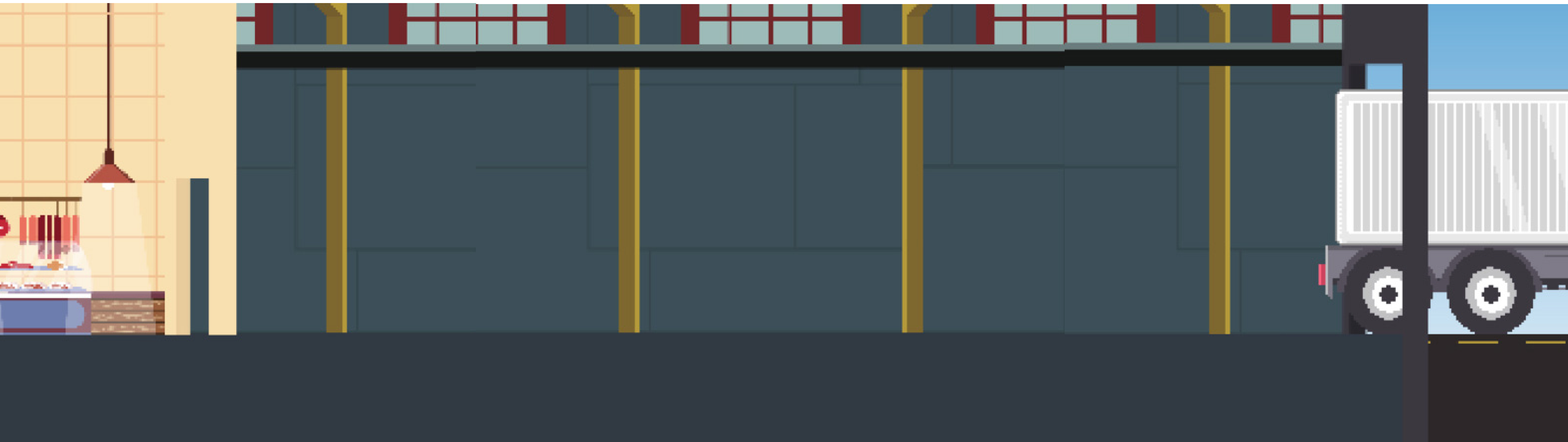
*First vector backgrounds*

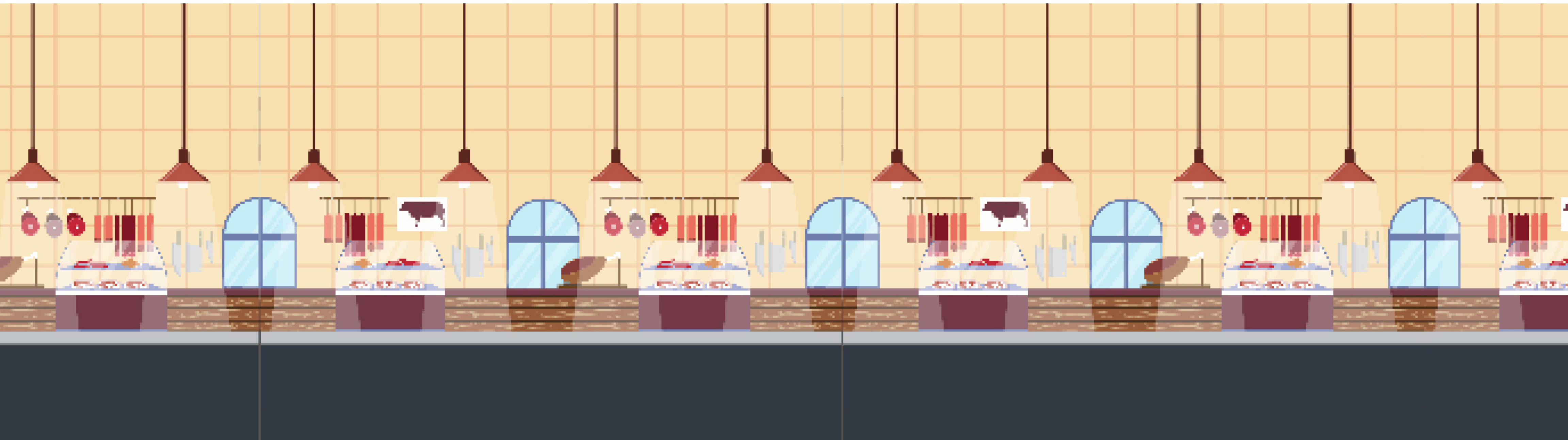
## Sketches for the background



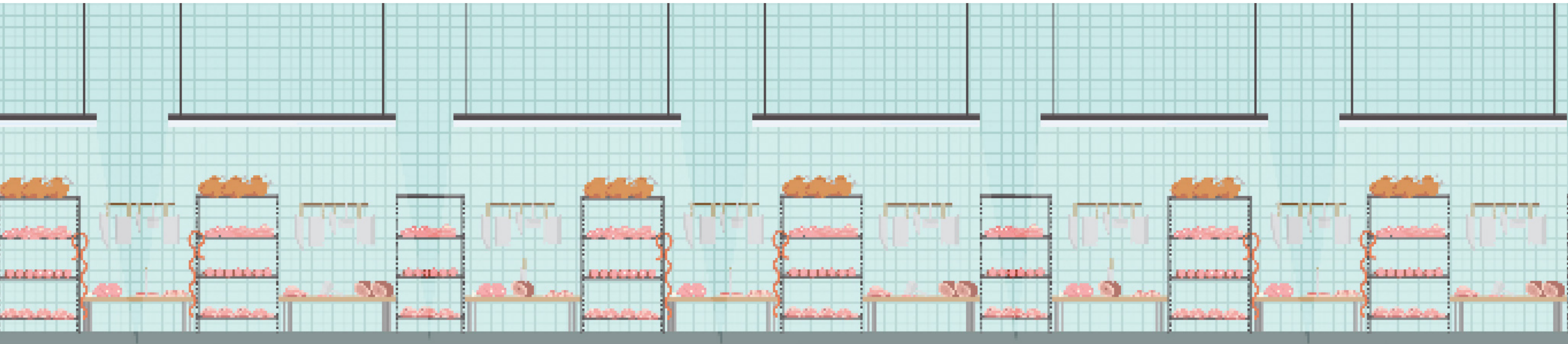
We decided to create a demo level of Veggie Might based in a butcher shop. Once I understood the dimension sizes, I was ready to construct our backgrounds. Initially, we wanted a side-scrolling scene with a door that our character could run behind.



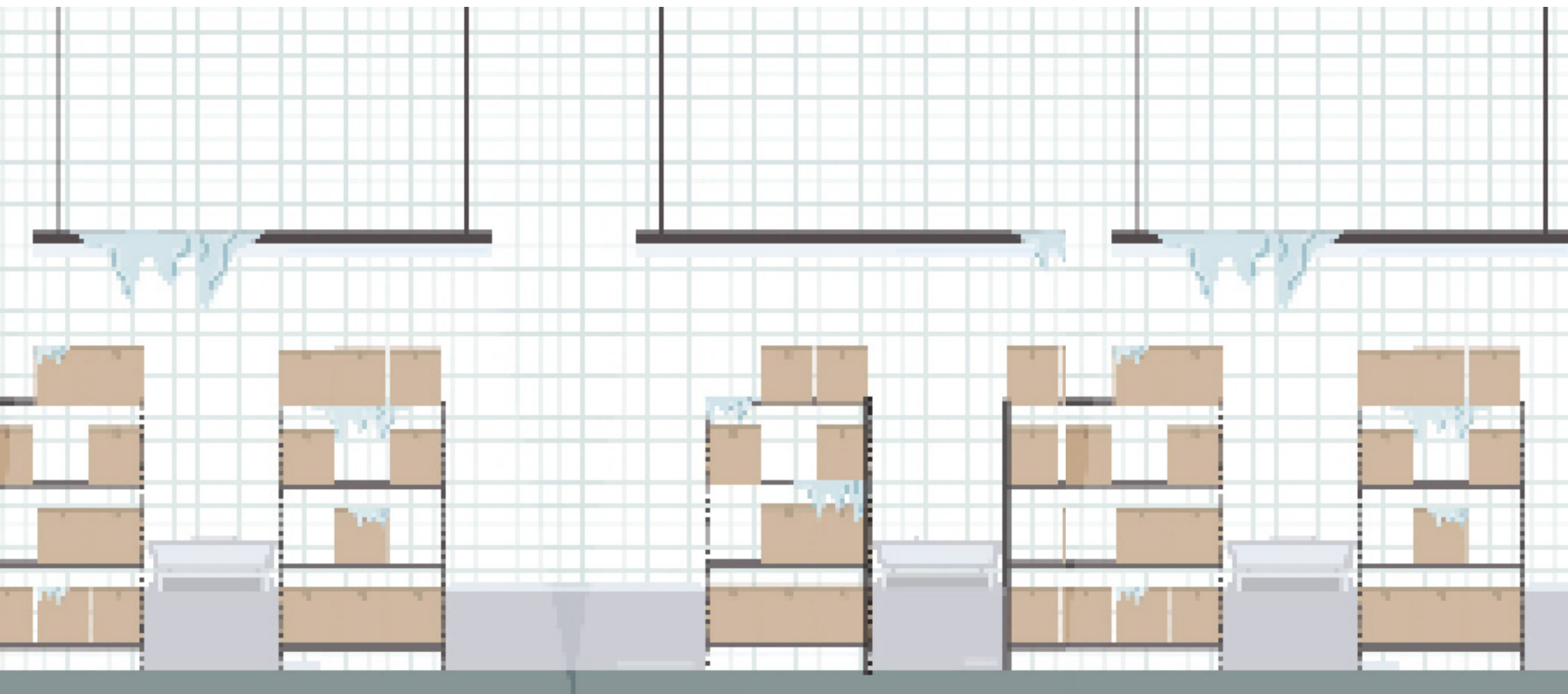


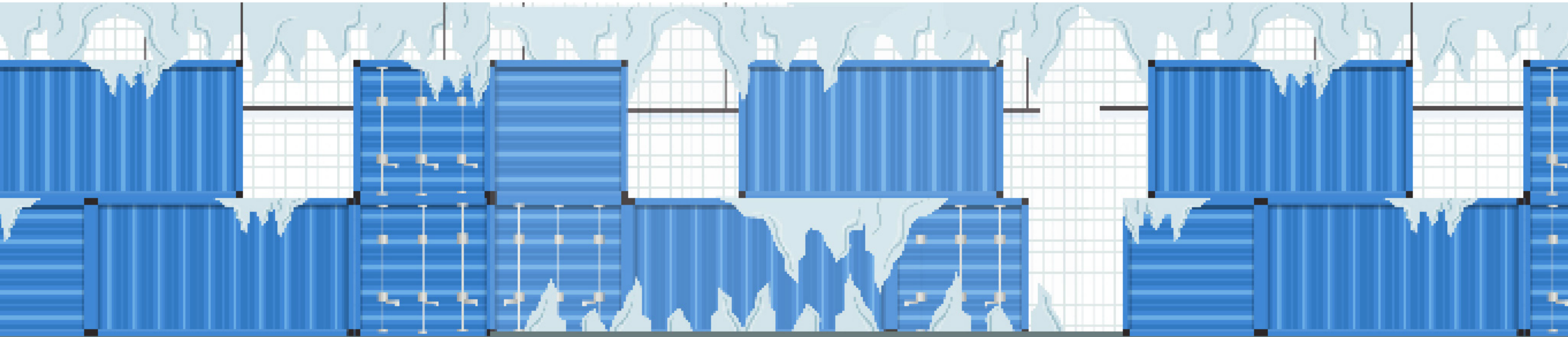












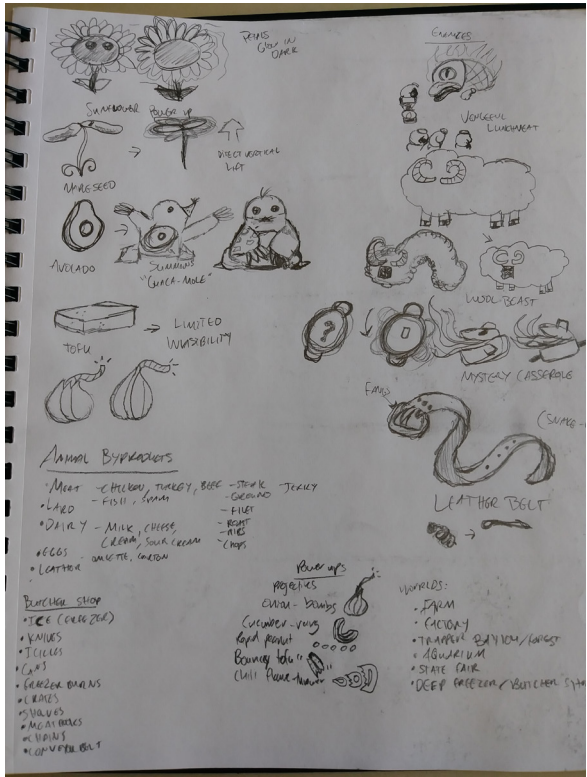




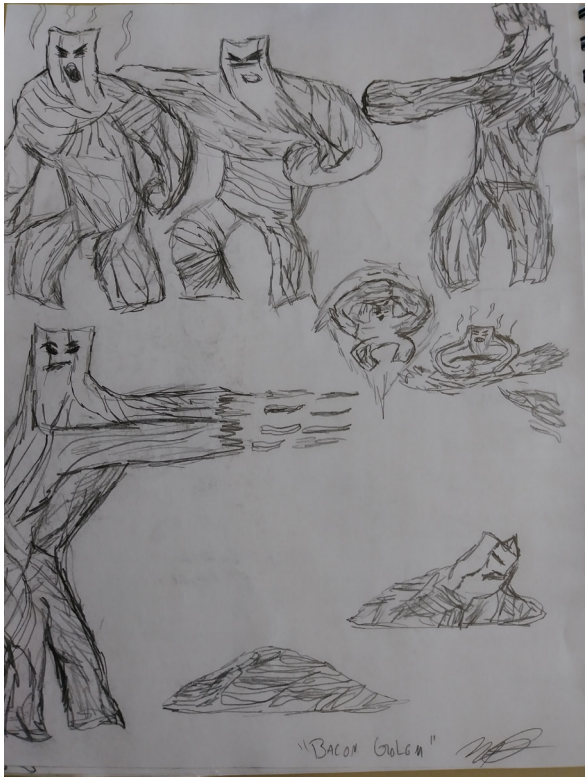
# MARC SCHWARTZ

*Concepting, enemy and logo design*

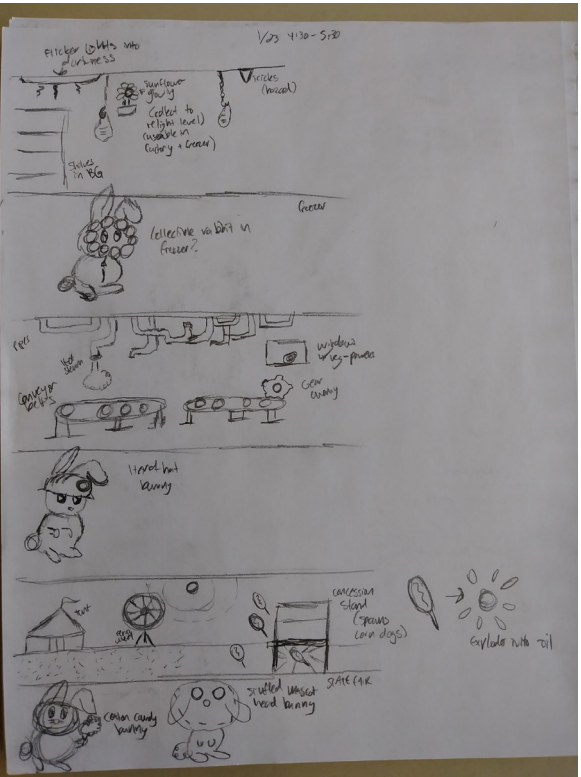
I helped lay the foundation for the game, including aspects of its basic outline, mechanics, and the name 'Veggie Might.' Some specific things I worked on included initial enemy designs, a boss concept, and the logo design.



Enemy & Power-up Sketches



Boss Sketches  
"Bacon Golem"



Level Design Sketches

# ENEMY DESIGN

One of my favorite ideas I had was for an enemy known as “vengeful lunch meat.” The concept was for the spirit of a ham haunch returned from beyond to impede Bear in his journey. I adapted my initial sketch into concept art and then into a sprite sheet.





# BOSS DESIGN

I had an idea for a boss at the end of our demo level: a giant created entirely from bacon. Creating the full animation and physics for the boss was a little outside of the scope of this project, but we did make a short cut scene at the end which included him. I created the storyboard.

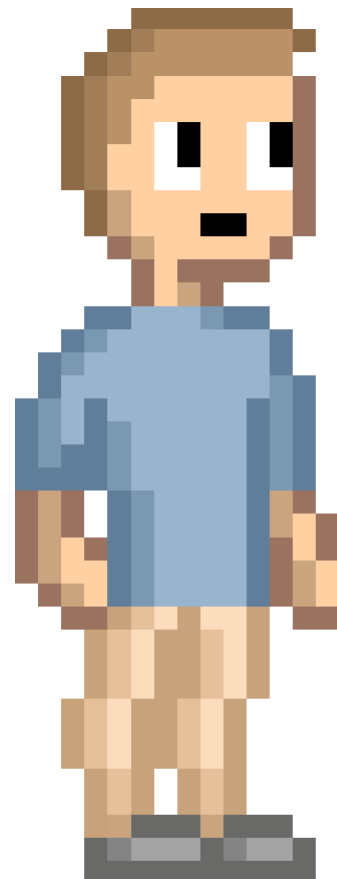


## LOGO DESIGN

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In creating a logo, I wanted to make something that communicated the contrast between the two words that made up our game title. I included a more organic feel with 'Veggie' and a more stone-inspired look for 'Might,' with a bit of a reflection above-and below-ground. I ended up simplifying the final design by quite a bit, but I wanted those elements to shine through.





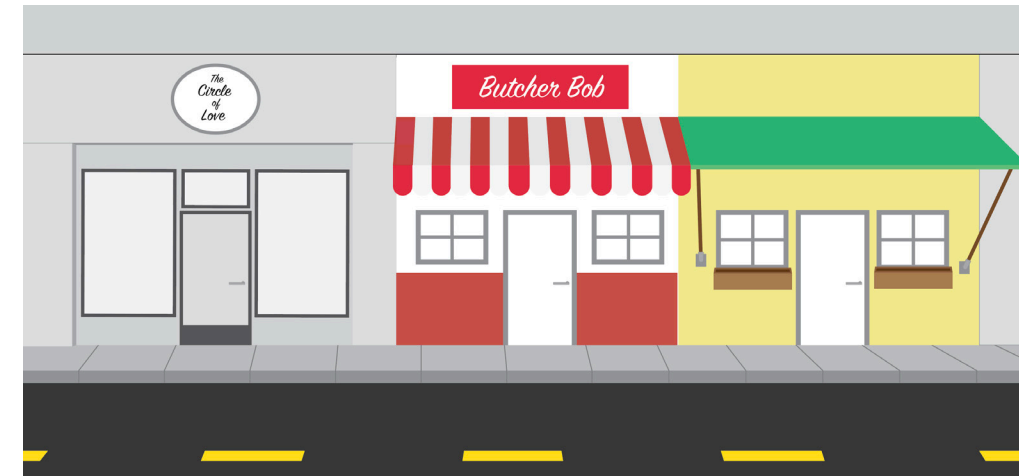
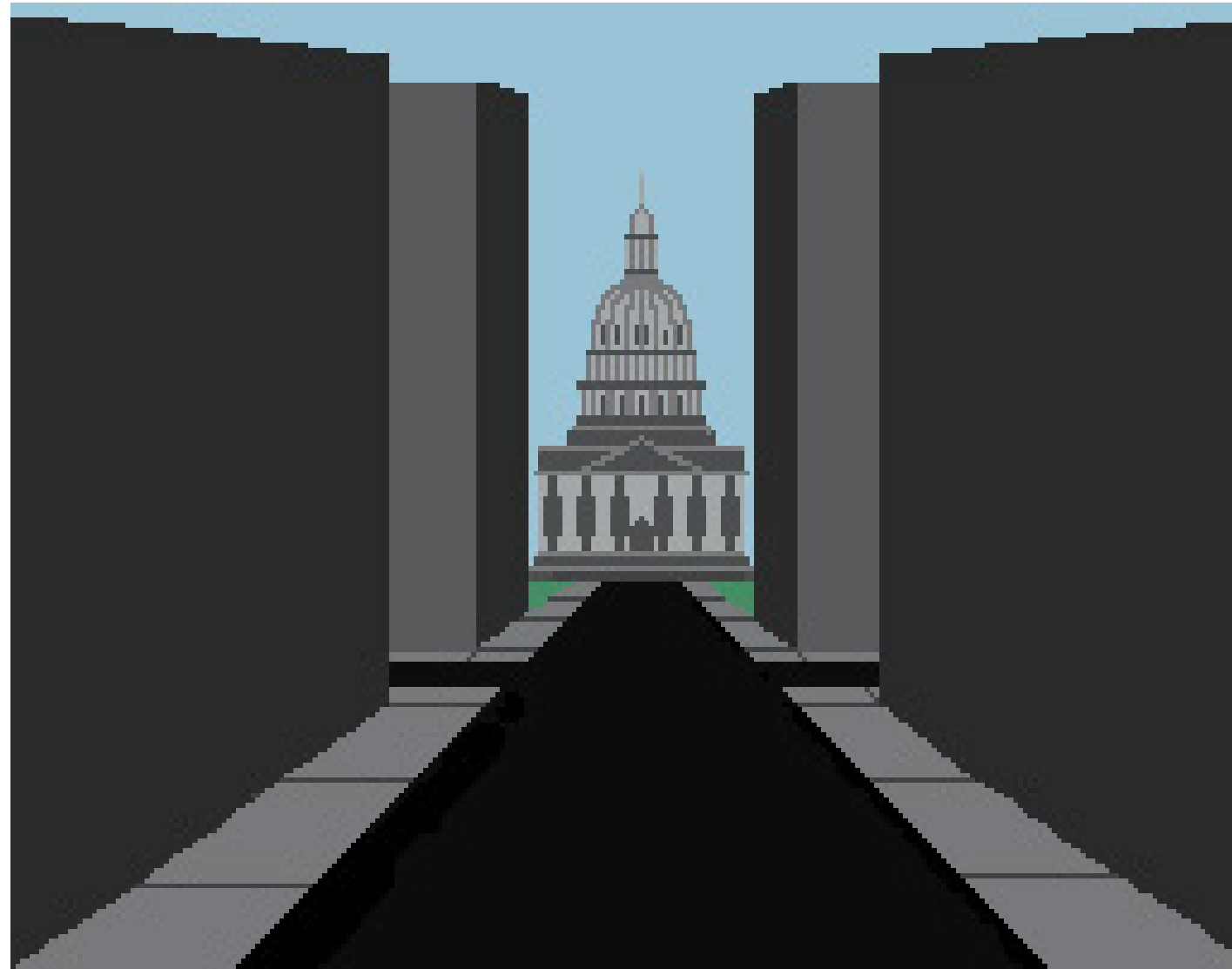
## DAVID PRIEBE

*Character, background, and logo sketches and design*

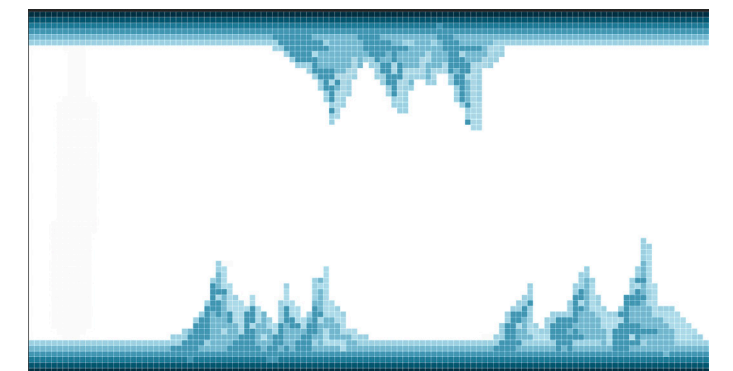
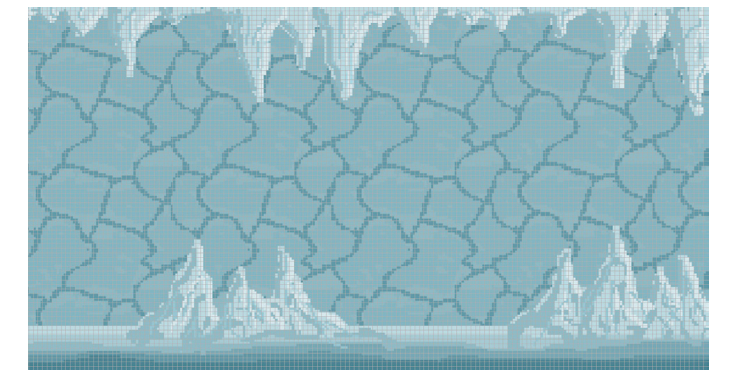
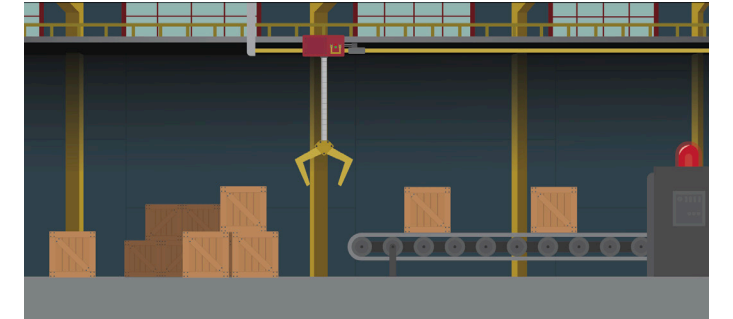
I was able to help sketch and design the backgrounds for the game. This stretched my abilities because I had no previous experience with pixel art. I also helped in the logo design process and the final game logo.



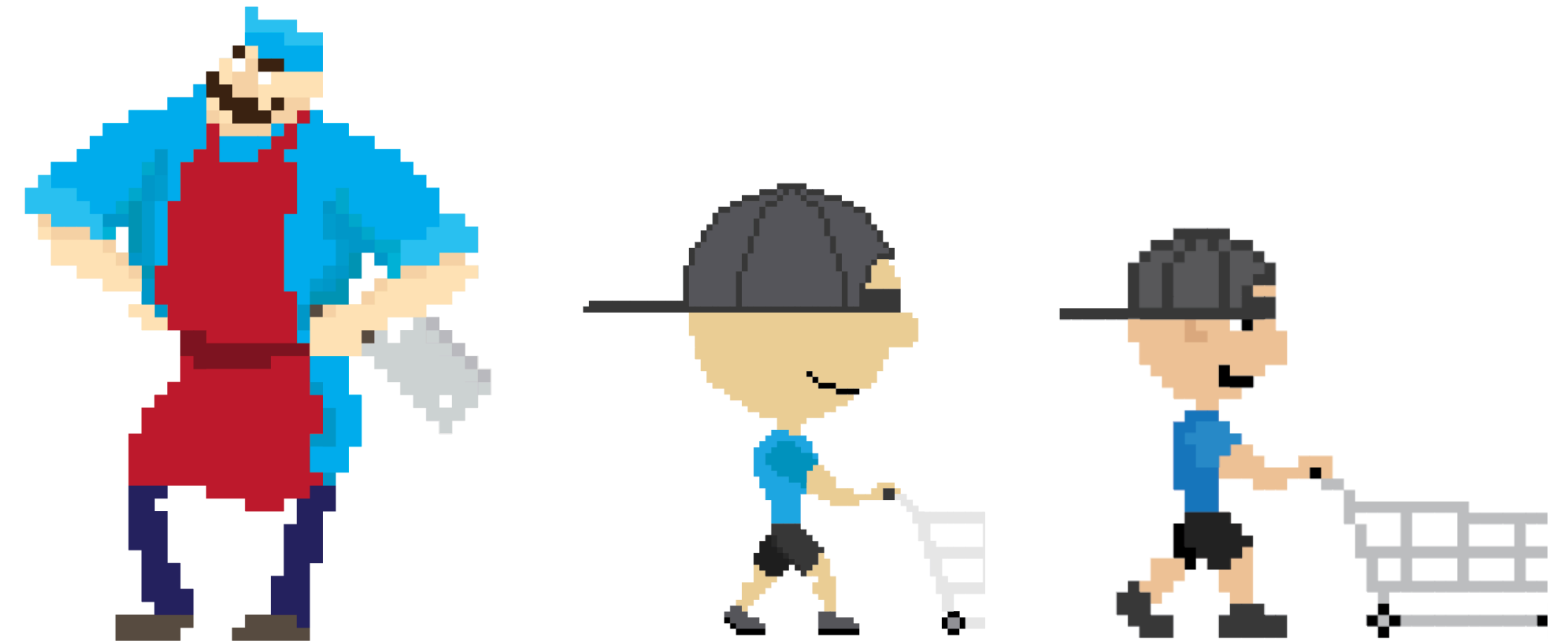
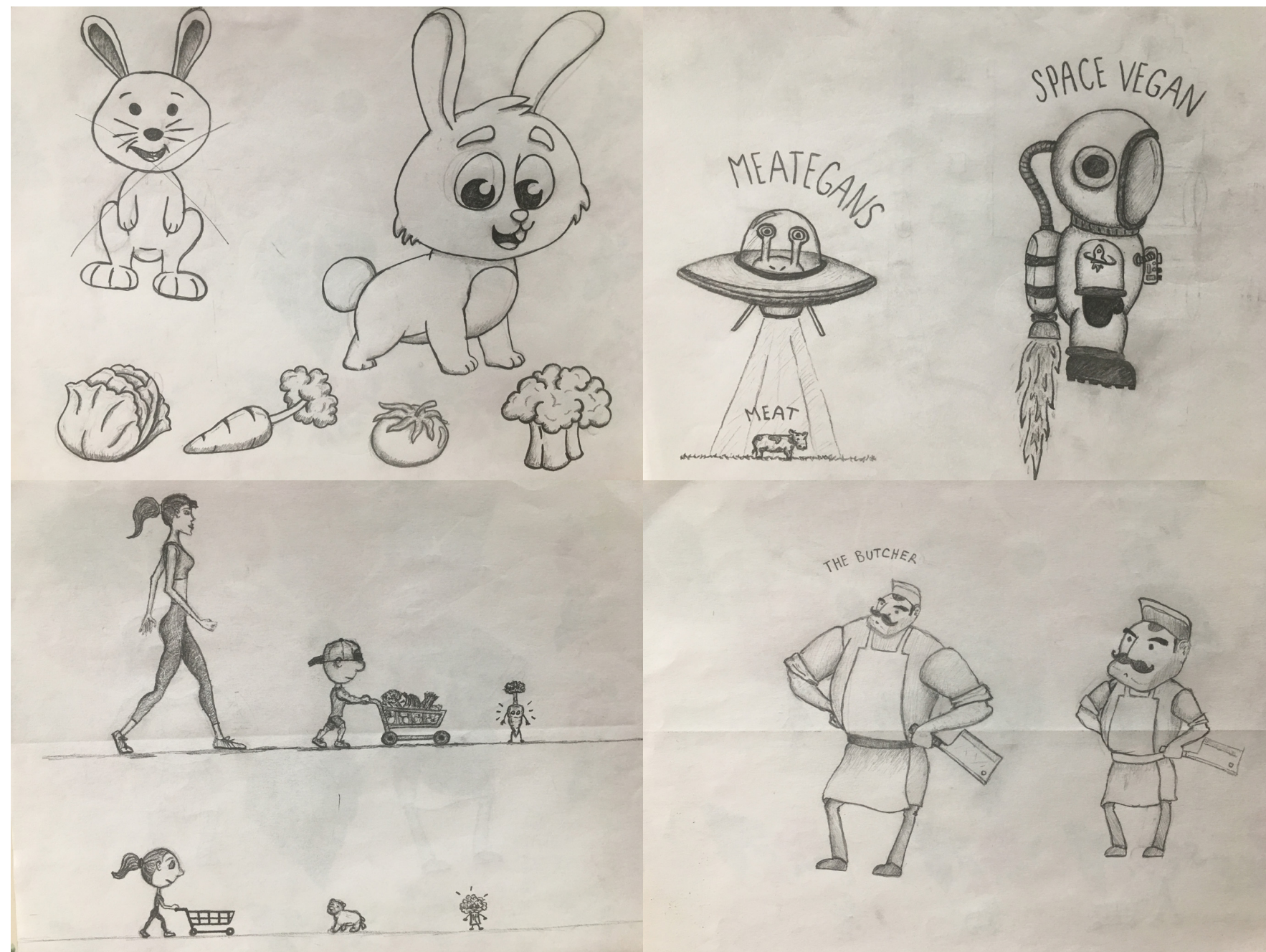
I was able to help in designing the logo of the game. I came up with a few different versions of the logo along with Mark. We then combined parts of each that we liked to create the final logo.



Some of the main work I did was background sketches and designs. All of these are backgrounds I designed for the game. Although some of them did not get used, I was able to contribute a few for the ice level as well as the warehouse level. All of these were designed using Adobe Illustrator and Photoshop.







Based on our original Vegan idea, I sketched up some character ideas for the game. Then I took those sketches and created pixel-based characters for the game. Of course, these were just concepts and none of these characters made it into the game because we decided to use a different character style.

This is a frame by frame design of a stalagmite falling for one of the ice level obstacles.

