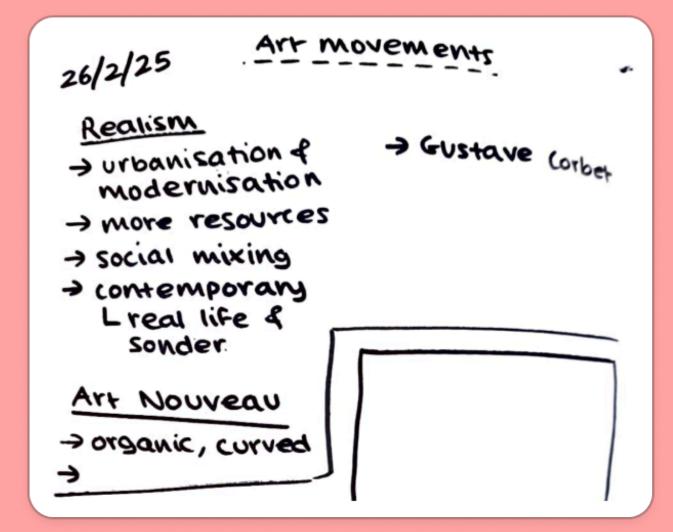
TOTAL 24-28 Feb

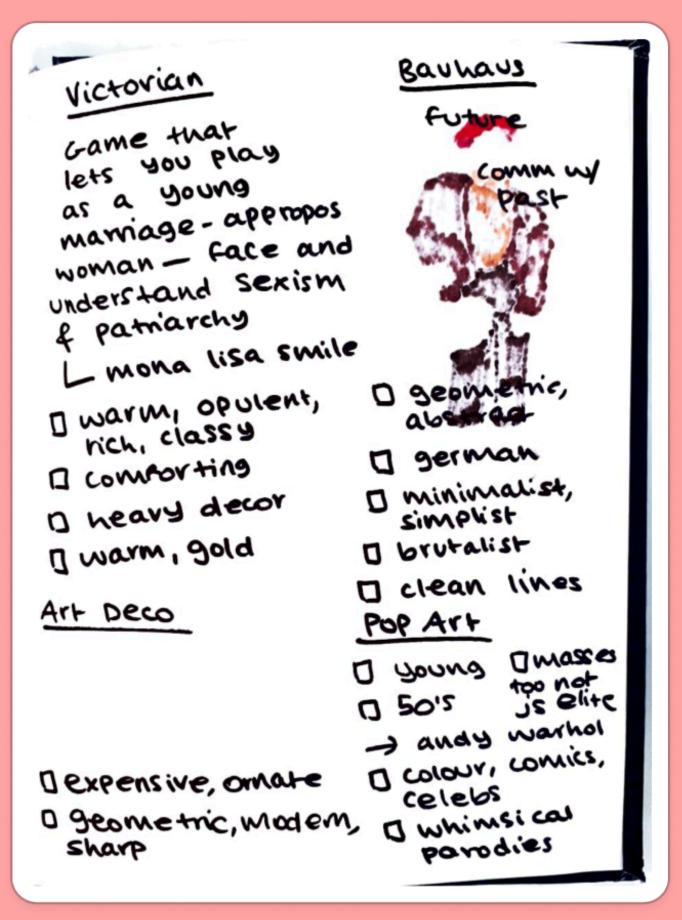
DESIGN A GAME UI PROTOTYPE ON AN ART

The Punchline: A Freshman Moving In With A Sophomore In The 50s From The City, And Unpacking Sexist Traditions

- The game is inspired on the **Pop Art movement** of the 50s.
- A freshman girl moves in **from the city** with a suburban sophomore, who's going to the same college she'll be starting that year.
- The sophomore roommate is **set to wed** her fiancé, and so they share a house.
- The circumstances of living together in this fashion introduce the **buried and undermined sexism** that the freshman observes.
- The game is a visual-novelsimulation hybrid that combines visual storytelling and small in-game tasks.

PLANNING





ONE

I started researching more in-depth about *all* the Western and European art movements in history, and I started ideating on game ideas for each of them.

TWO

I settled on the 50s because I had already felt inspired by a couple of recent films I watched: *Don't Worry Darling* and *Mona Lisa Smile*, all taking place in the 50s-60s.

THREE

I feel strongly about feminism and women empowerment, so it was a perfect combination when the idea of a vintage game was stitched with education about the patriarchy.

RESEARCH AND ACKNOWLEDGMENTS

T

The Role of Women in 1950s

America: Conformity or

Change?

II

What was life like in the suburbs in the 1950s?

26.2: The Rise of the Suburbs

IV

Pop art | MoMA

Pop Art Movement Overview

TheArtStory

Women in the 1950s

Eisenhower Presidential Library

MOODBOARD

ladylike • the perfect wife • decent • appropriate • conservative • conform



USER PERSONA

casual gamers seeking a curious game that highlights the struggles of women in the 50s, with fun mini-games too

visual novel fans enjoying a story-driven experience that blends cozy aesthetics with thought-provoking themes

history buffs discovering the post-war suburban boom and its societal expectations through an interactive narrative

target audiences that may enjoy playing my game

user personas

film & media studies students analysing how Retro Rebel reinterprets themes from films like *Mona Lisa Smile* and *Don't Worry Darling*

art history students playing the game to better understand the era of the pop art movement

gender studies: studying the patriarchal roots in the 50s suburban familia

BASIC SKETCH



- I was thinking of the landing screen on the first thought, and how the **buttons** would look; I mostly wanted it to be an **unconventional** refresh, a bit inspired by the **Just Dance** game.
- The first character I thought of was a **tour guide** that would help the freshman with moving.
- She would be one of the two choices to **start the game**, the other being talking to the sophomore roommate first to get familiar.
- I wanted to recreate a **cozy-autumn** vibe with the game, so I gave her brown, muted tones.

YOU MADE IT!



Final Piece

Here's a prototype link to the final piece :)