

Dishi Parekh

# Retro Rebel

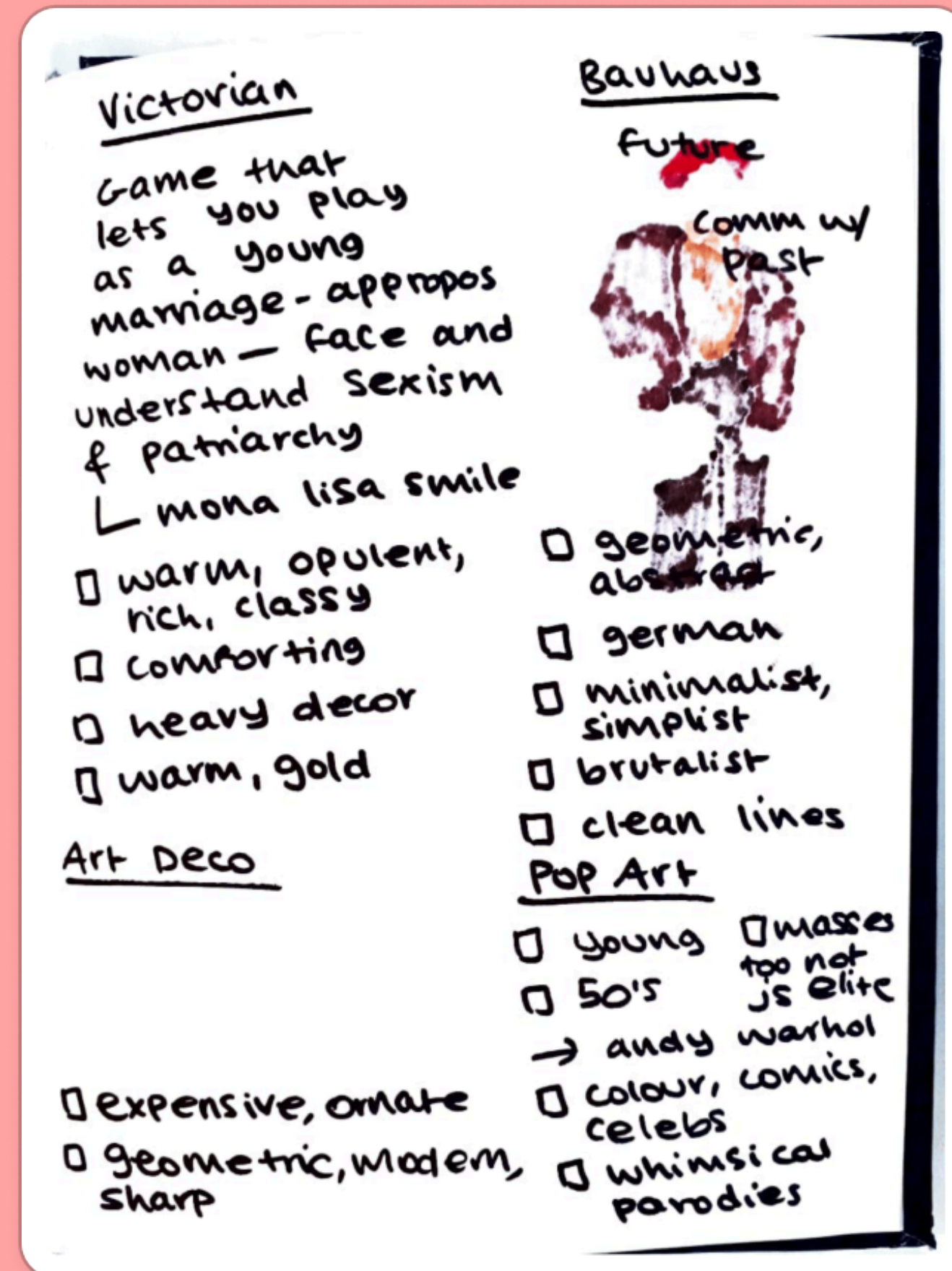
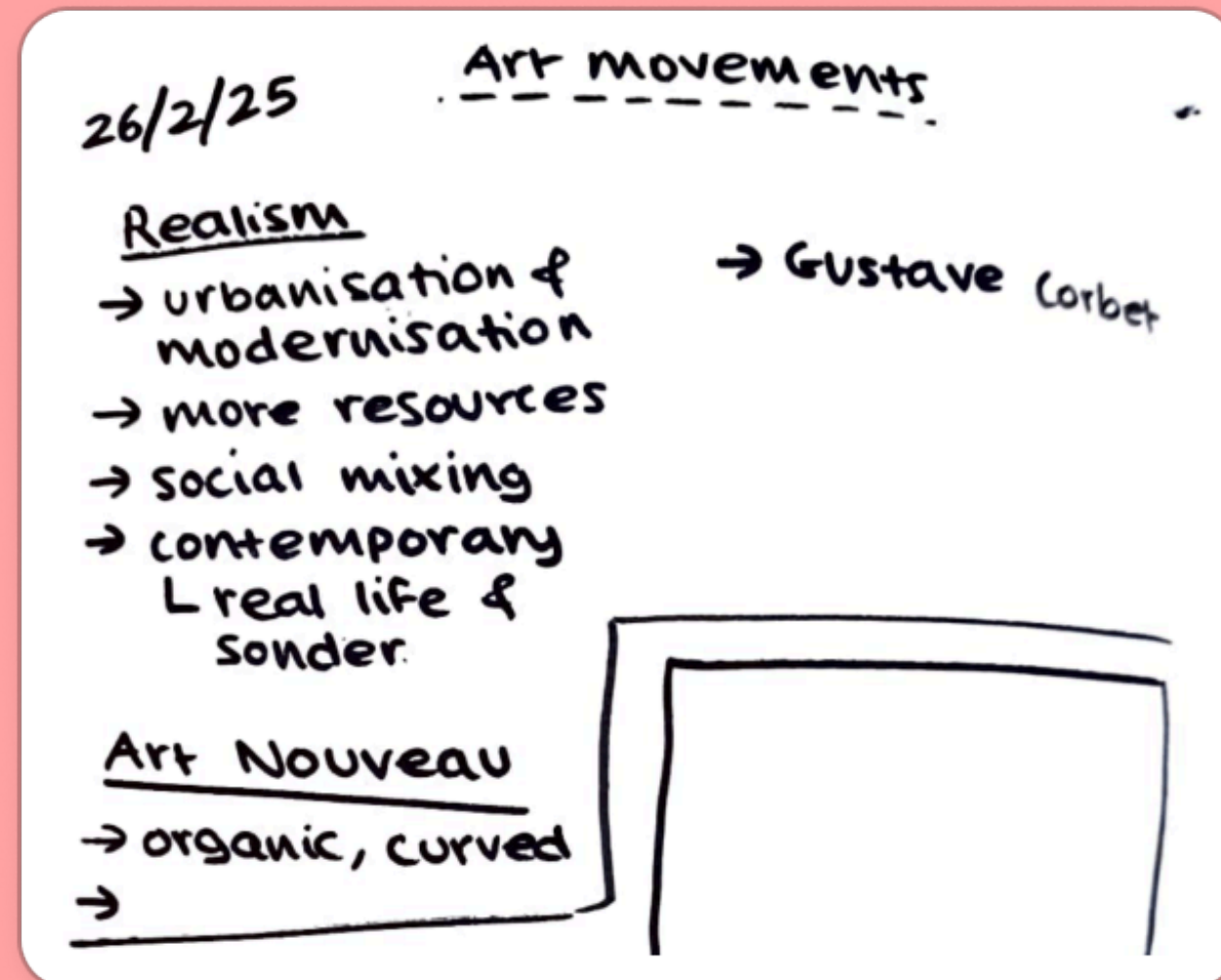
*DESIGN A GAME  
UI PROTOTYPE  
ON AN ART  
MOVEMENT*

24-28 Feb

# 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-novel-simulation 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

I

The Role of Women in 1950s  
America: Conformity or  
Change?

IV

Pop art | MoMA

II

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

V

Pop Art Movement Overview |  
TheArtStory

III

26.2: The Rise of the Suburbs

VI

Women in the 1950s |  
Eisenhower Presidential Library



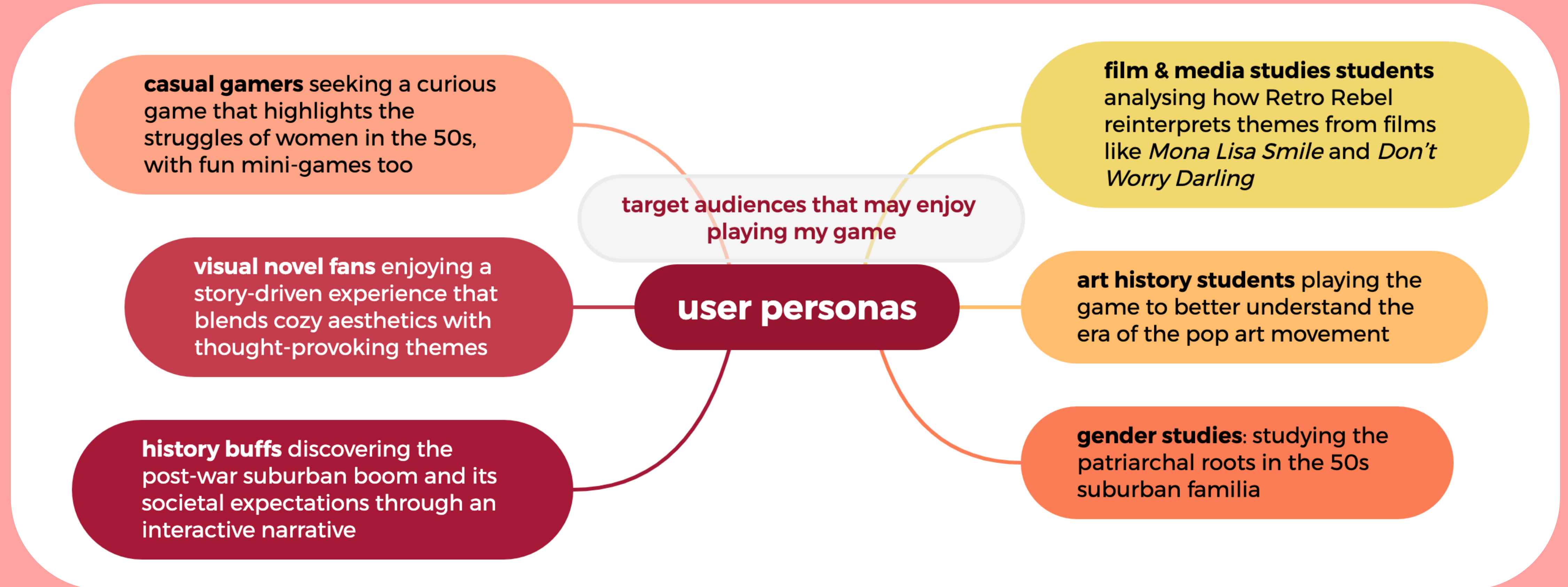
# MOODBOARD

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

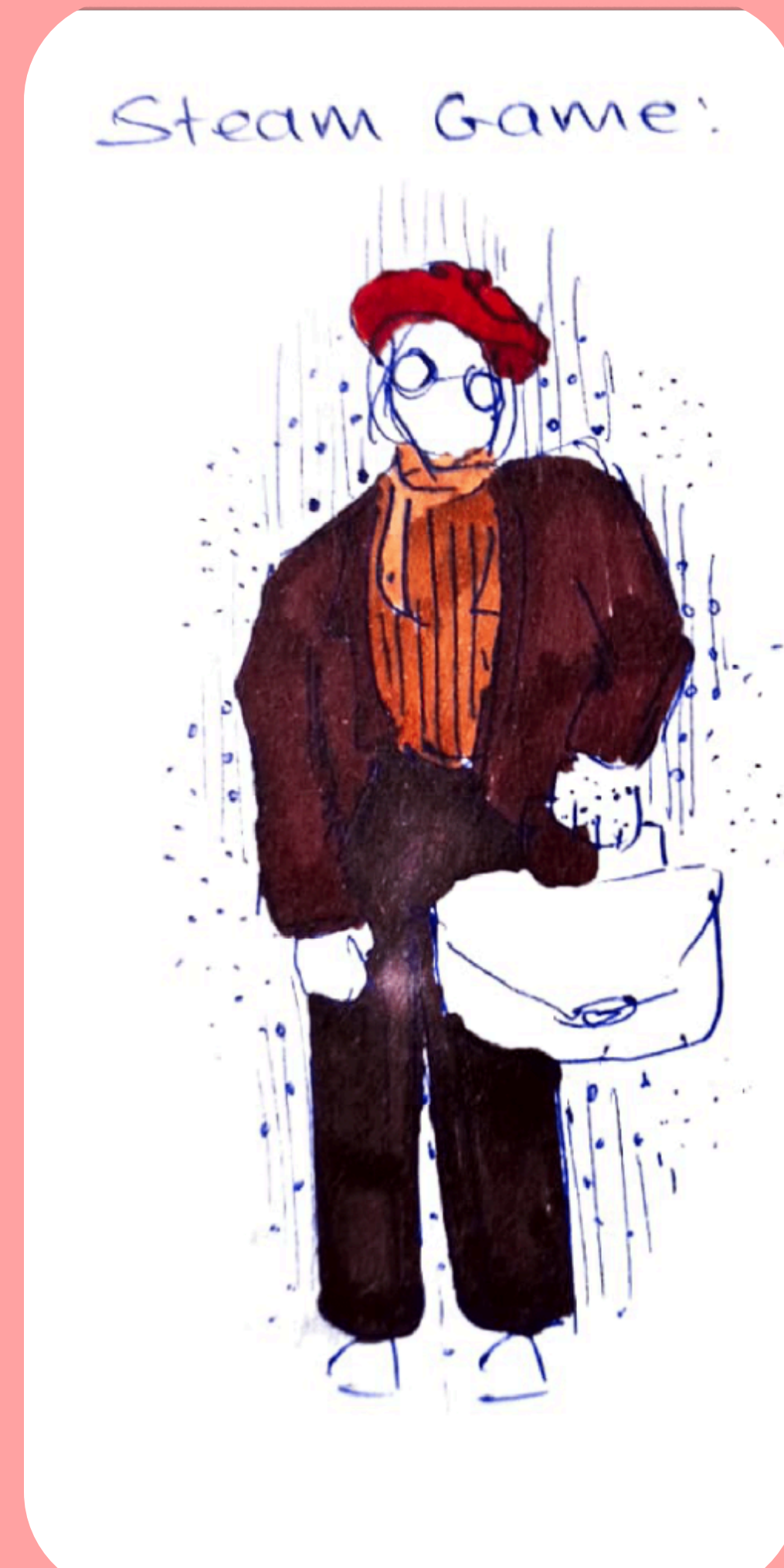




# USER PERSONA



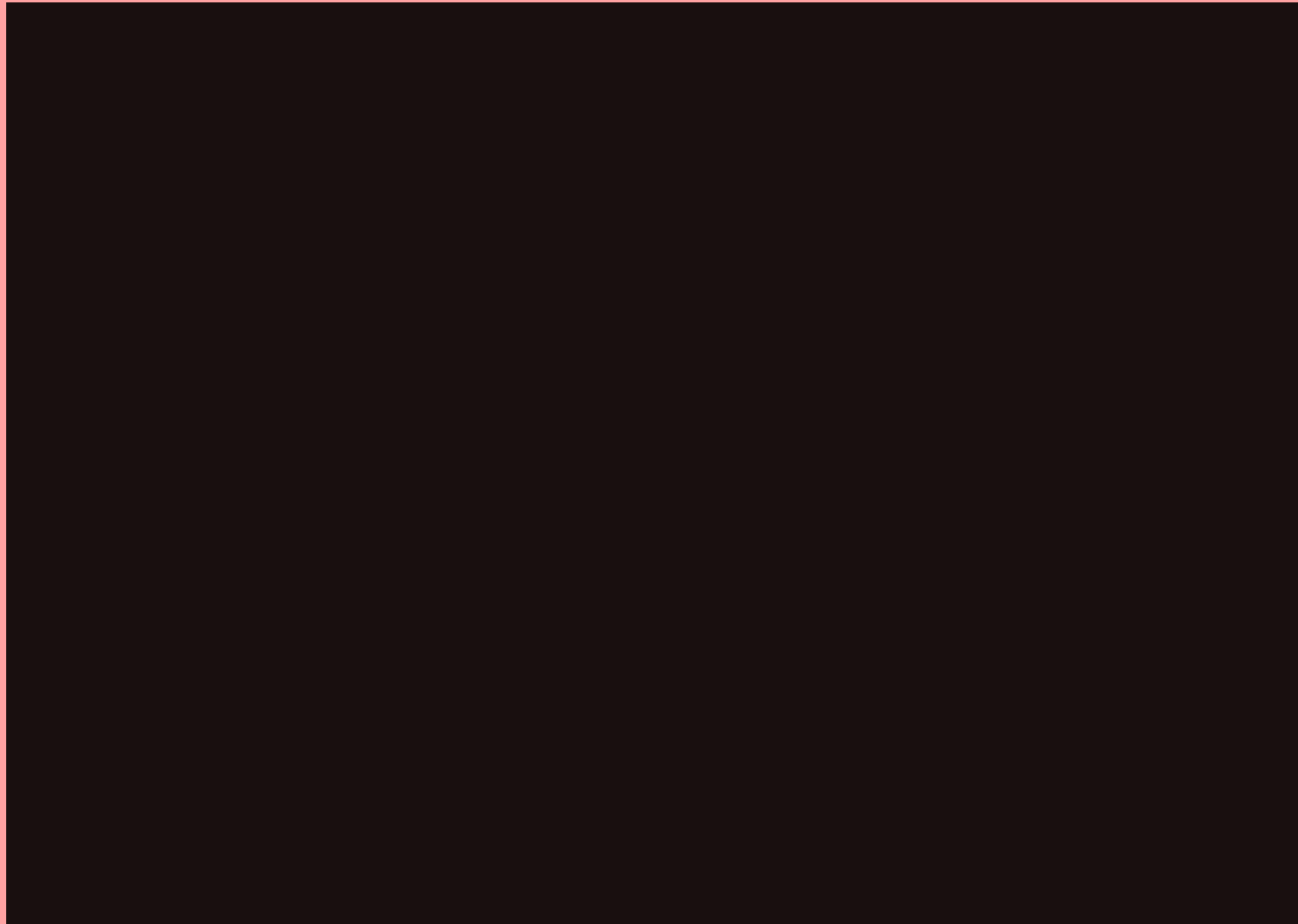
# BASIC SKETCH



- 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  
:)