

Redesign Realfarm Game

Popular farming game in Korea - hardcore user game

Seoul - South Korea

Cristian Scarlat

Design Realfarm 2

ADAPT FOR INTERNATIONAL MARKET

Creative Direction

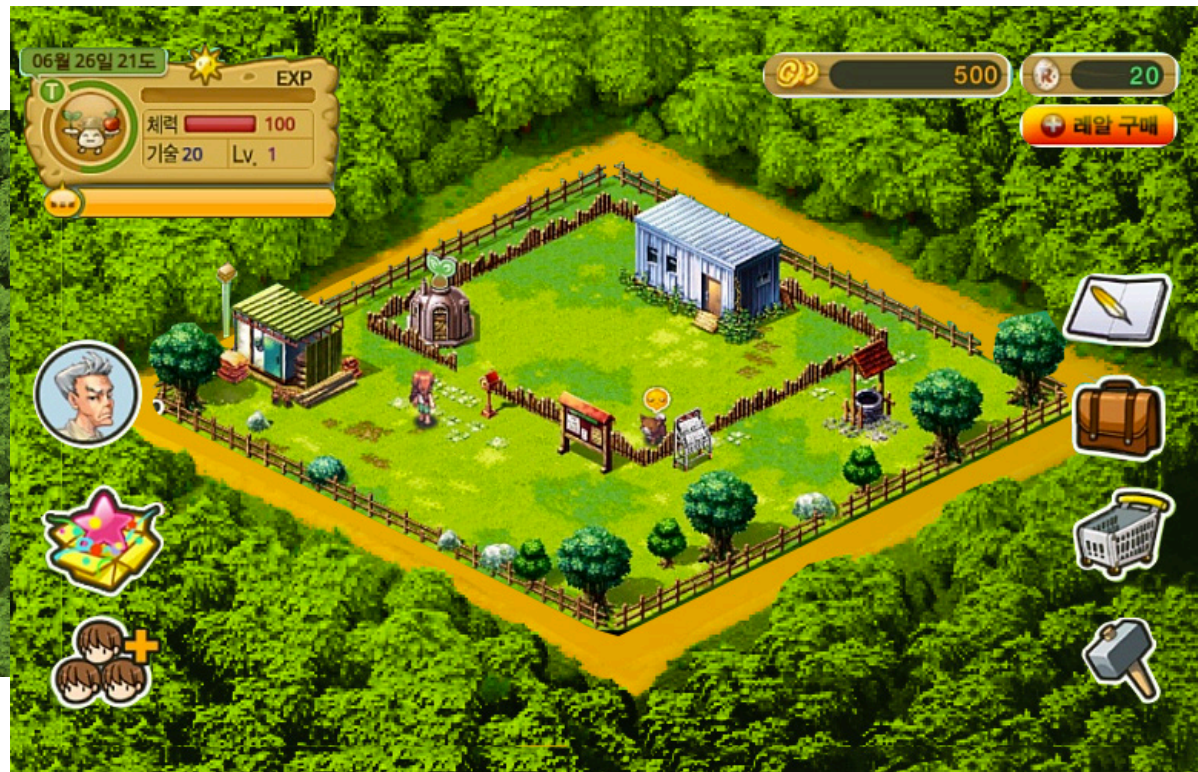
Visual Design

UX

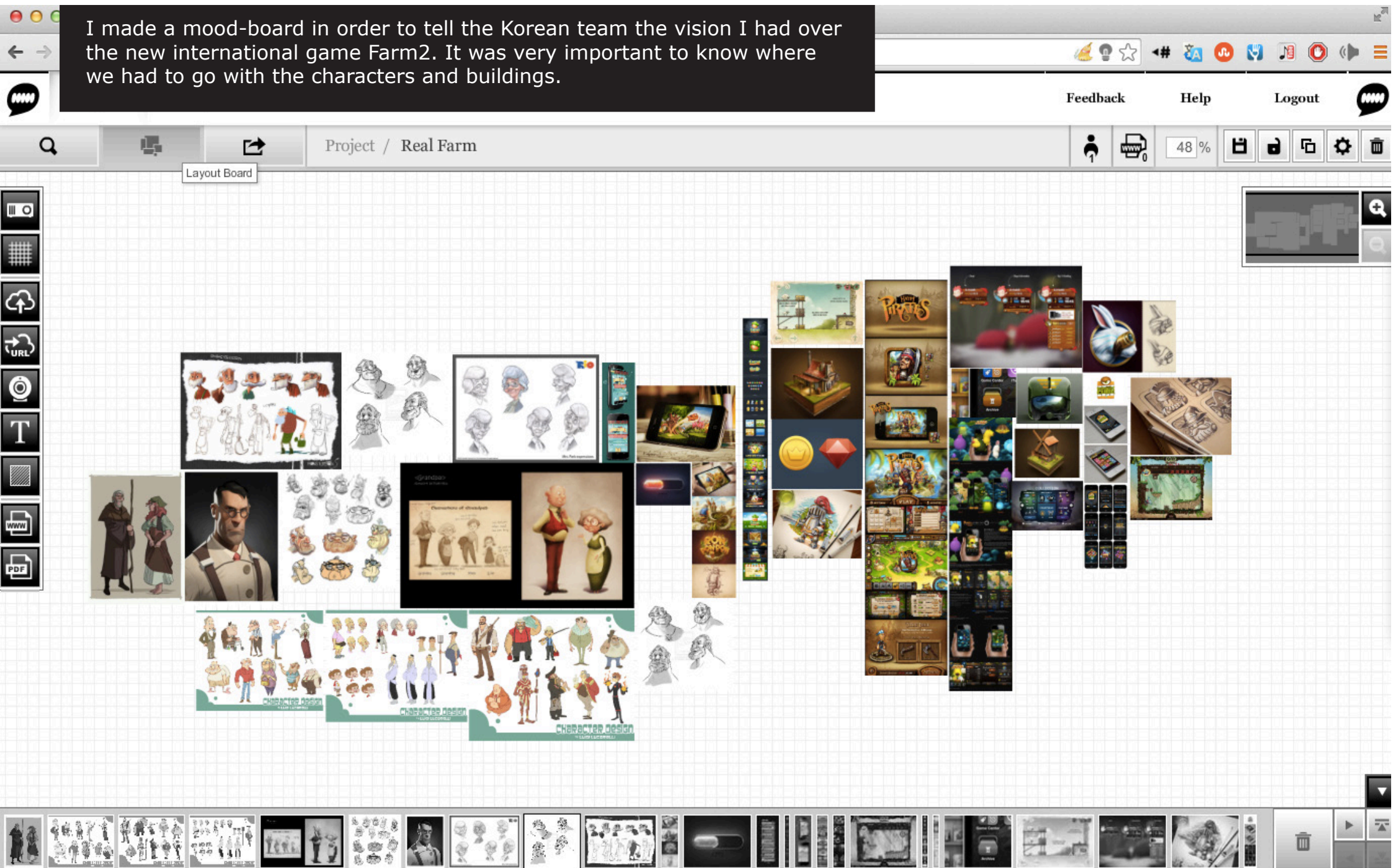


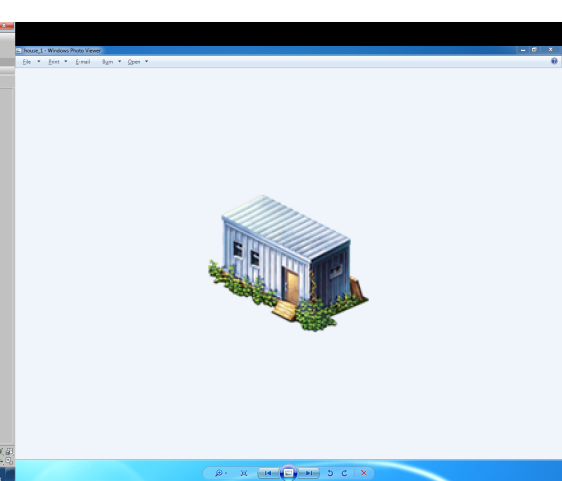
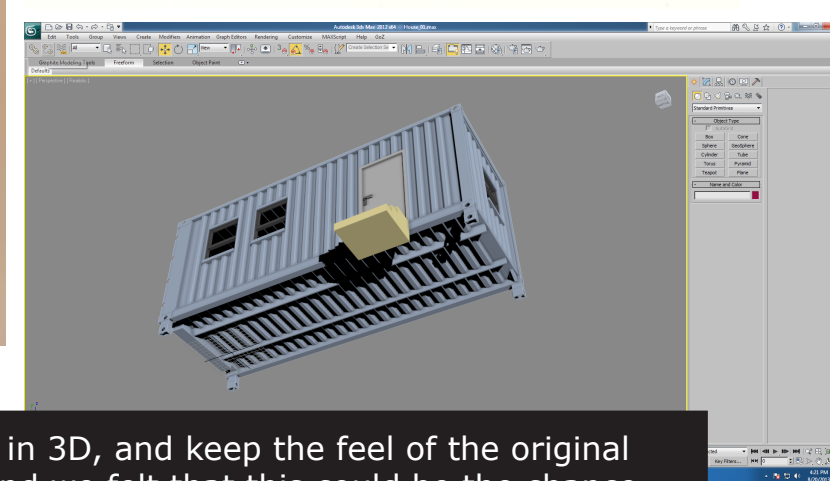
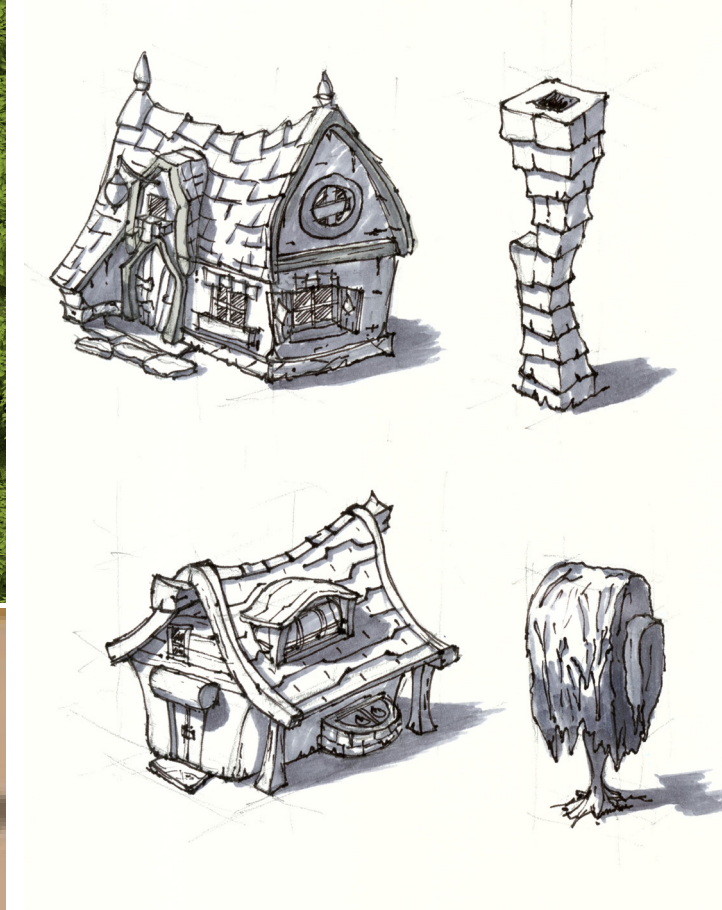
This was the original game launched in 2011. Est. Profit of \$3mil since 2011
ORIGINAL FEATURES: Bio vegetables and fruits delivered in a fancy box
home bought with Realfarm points.

The first quick thing to change in the game, it was the background of the farm. Had a wired angle and a heavy parallax code.



I made a mood-board in order to tell the Korean team the vision I had over the new international game Farm2. It was very important to know where we had to go with the characters and buildings.





One of the ideas was to redesign everything in 3D, and keep the feel of the original game. But we all loved Hayao Miyazaki art and we felt that this could be the chance to build a project in that way.



트가 되보여



그러니까..
내가 다듬다 말았는데
정면 의 입형태
잘 맞춰 주길~

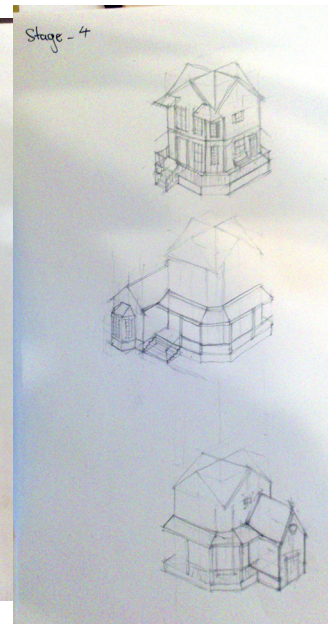
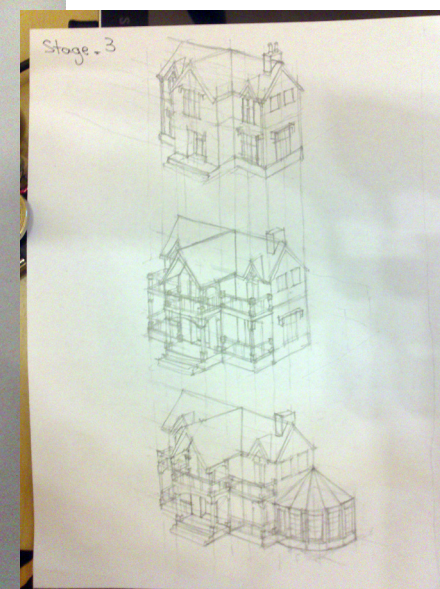
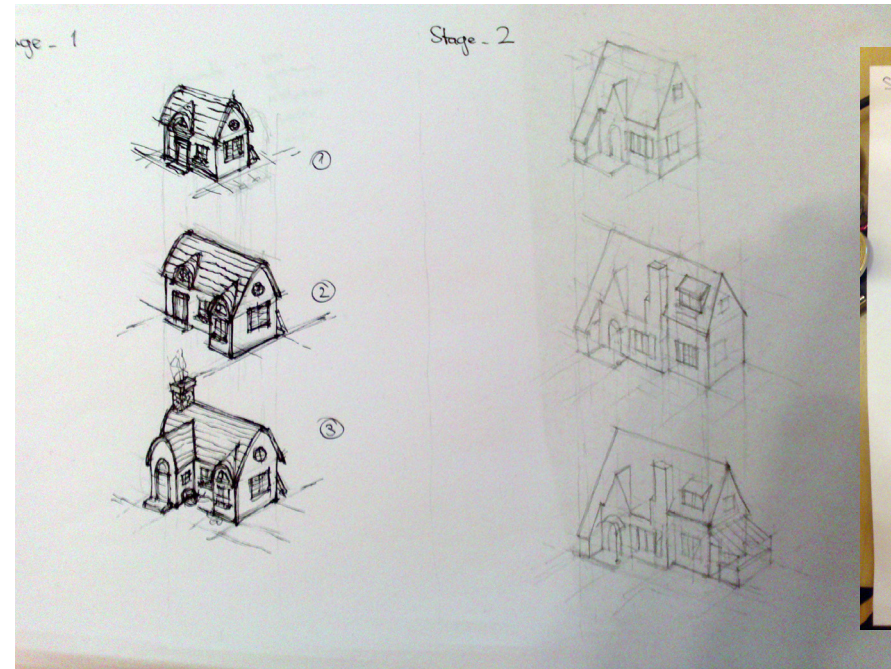
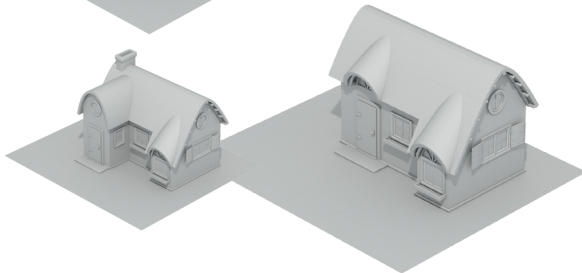
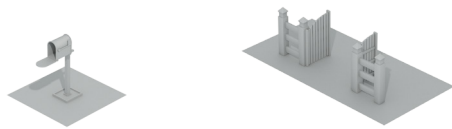
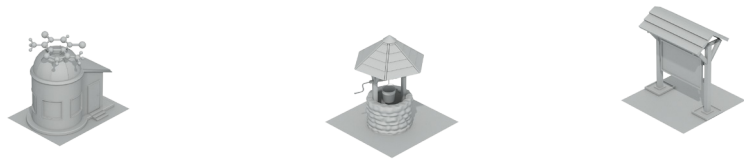


이부분
좀 늘렸으니 다듬어 주고
명암 좀 양감있게 해주고
어두워

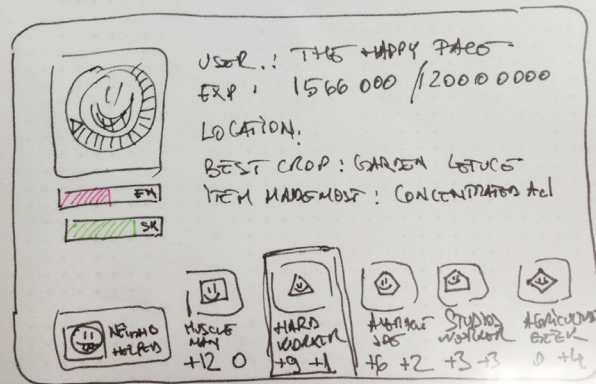
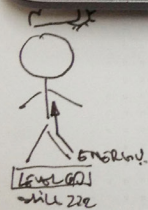


My main interest was to design something original and fresh.
I knew that also the UX is going to be an important step for this to be accomplished.





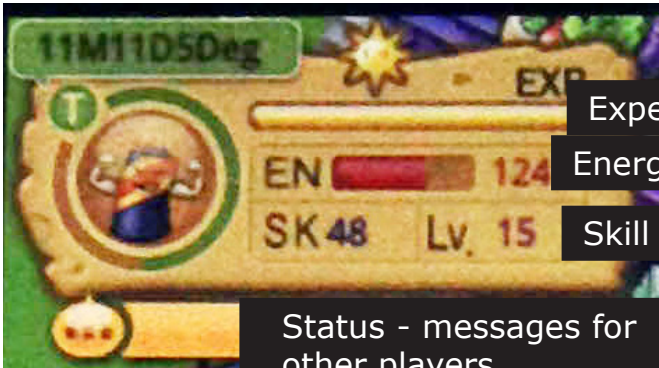
Mood-board for buildings. And started to sketch them



Learned about the game, menus functions and how they interact. Next step was to simplify them.



Energy

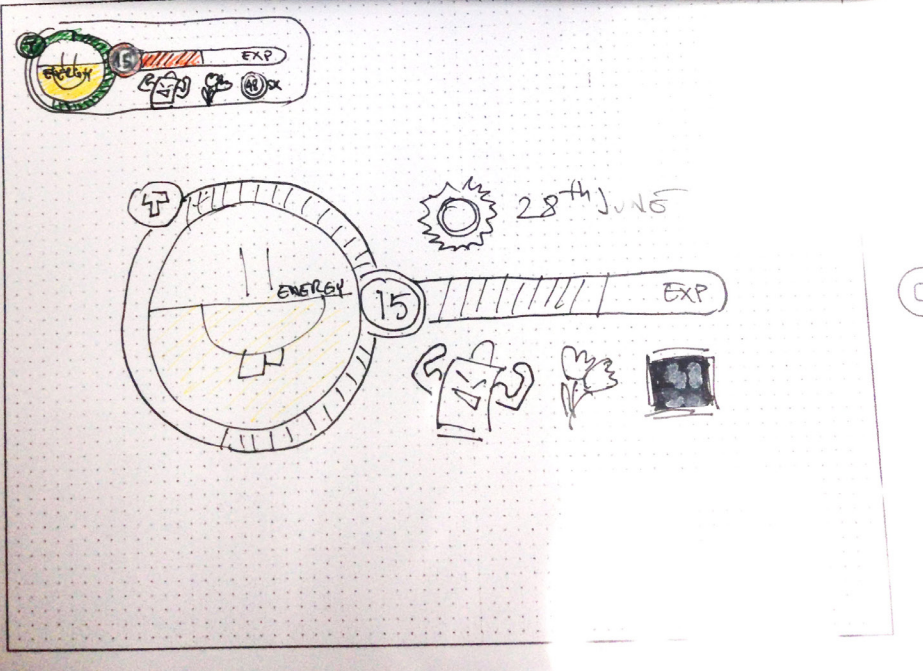


Experience

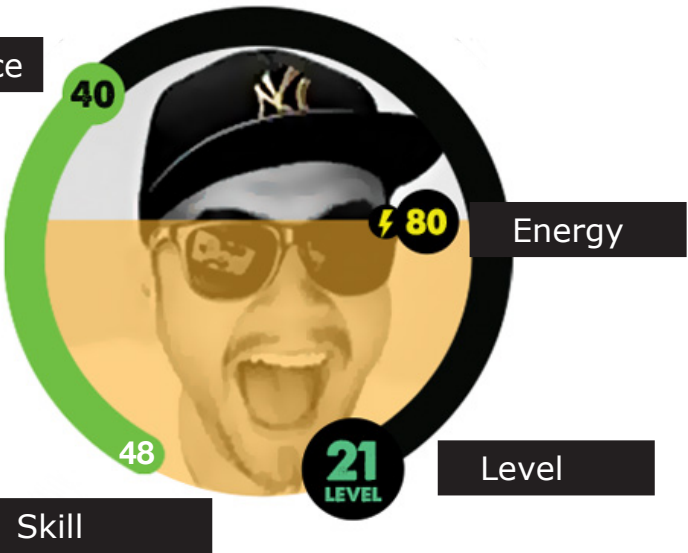
Energy

Skill

Status - messages for other players



Experience



Energy

Level

Skill

Cancel plant

Again: Crop status and time line

Chemicals to enhance growth

STEP 1

Chemicals to enhance growth

Water you have

Balance temperature

남은시간

레알리 시간 : 8D
당신의 시간 : 8M

Crop status and time line
8Days/ 8Minutes in real life

타임리프

Complete growth
use only one hourglass

These can be bought. We can see only how many we need, but not how many we have

The first impulse was to group functions and take out non useful elements

STEP 2

Temperature

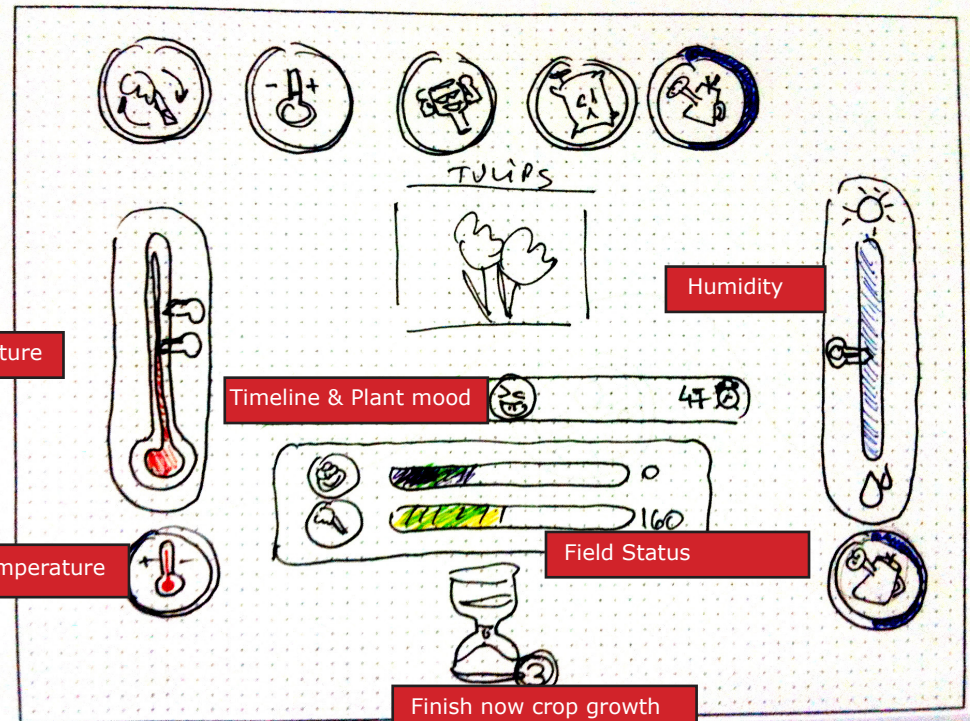
Balance temperature

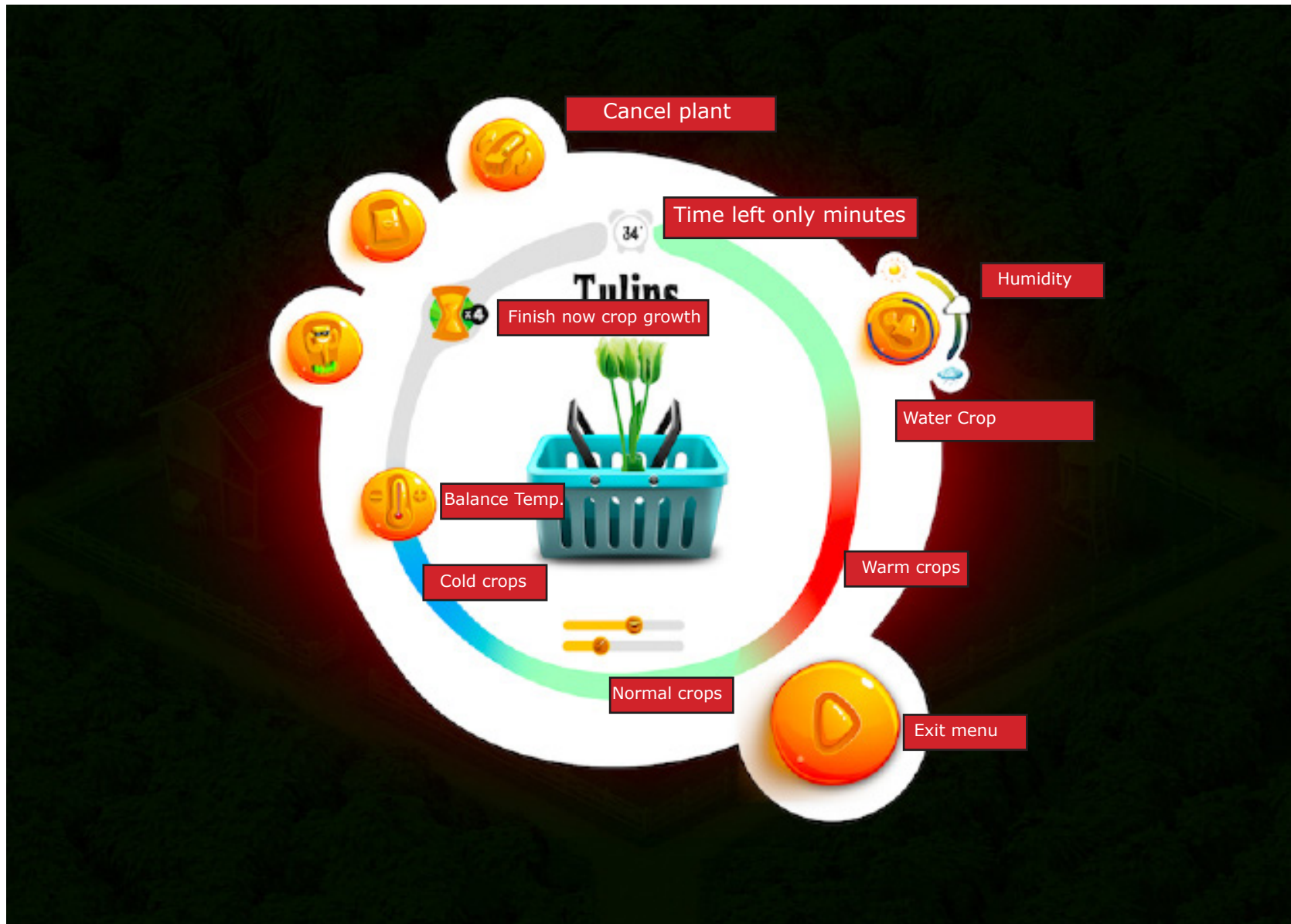
Timeline & Plant mood

Humidity

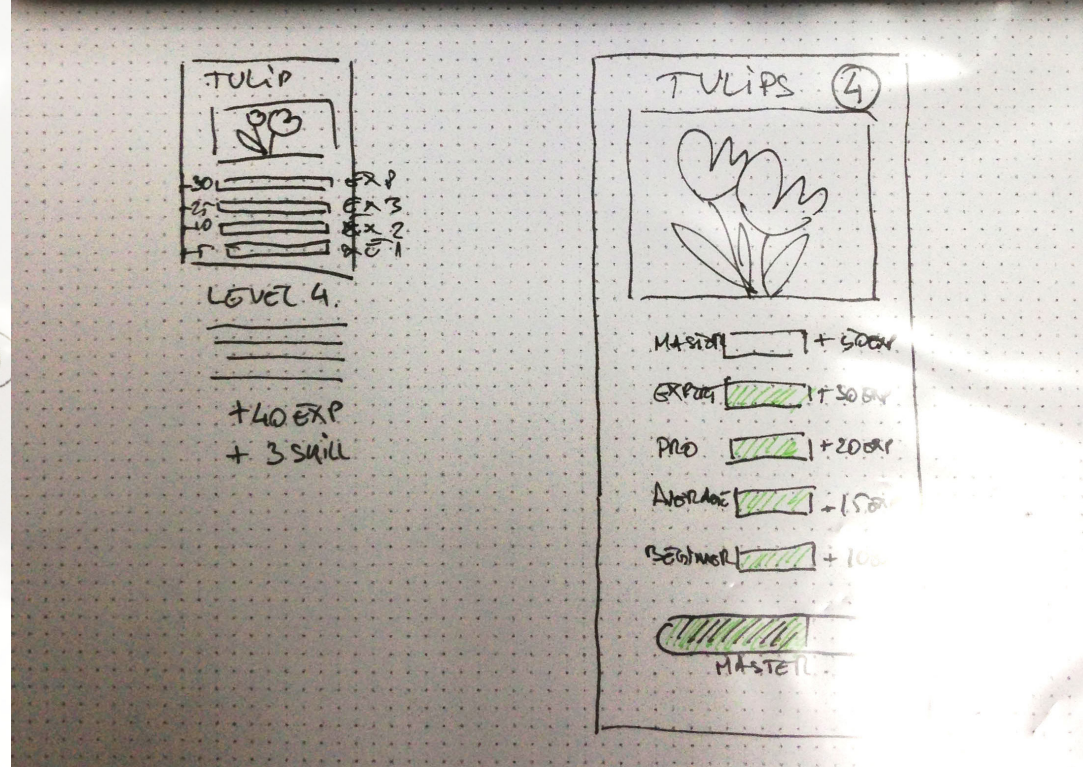
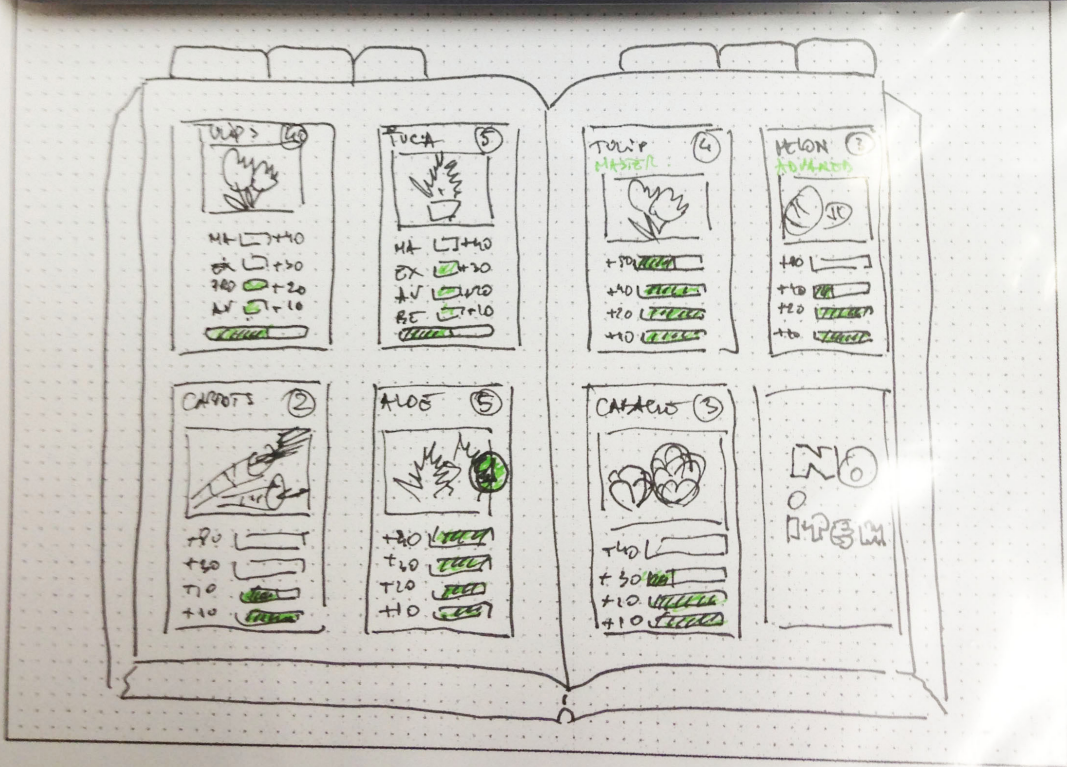
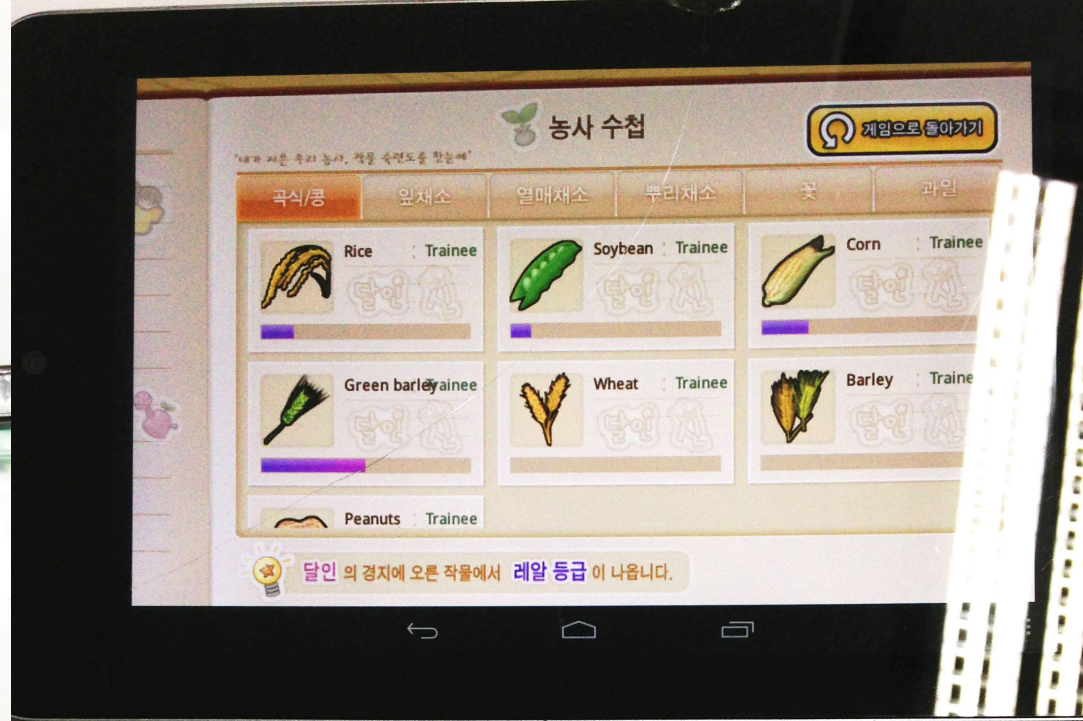
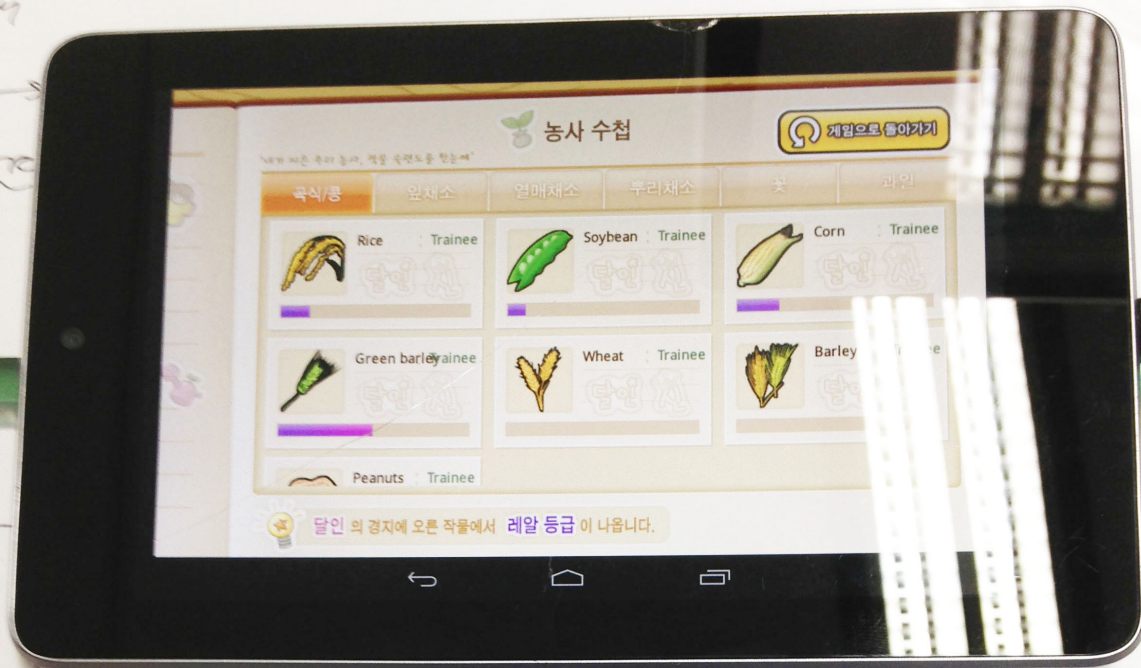
Field Status

Finish now crop growth



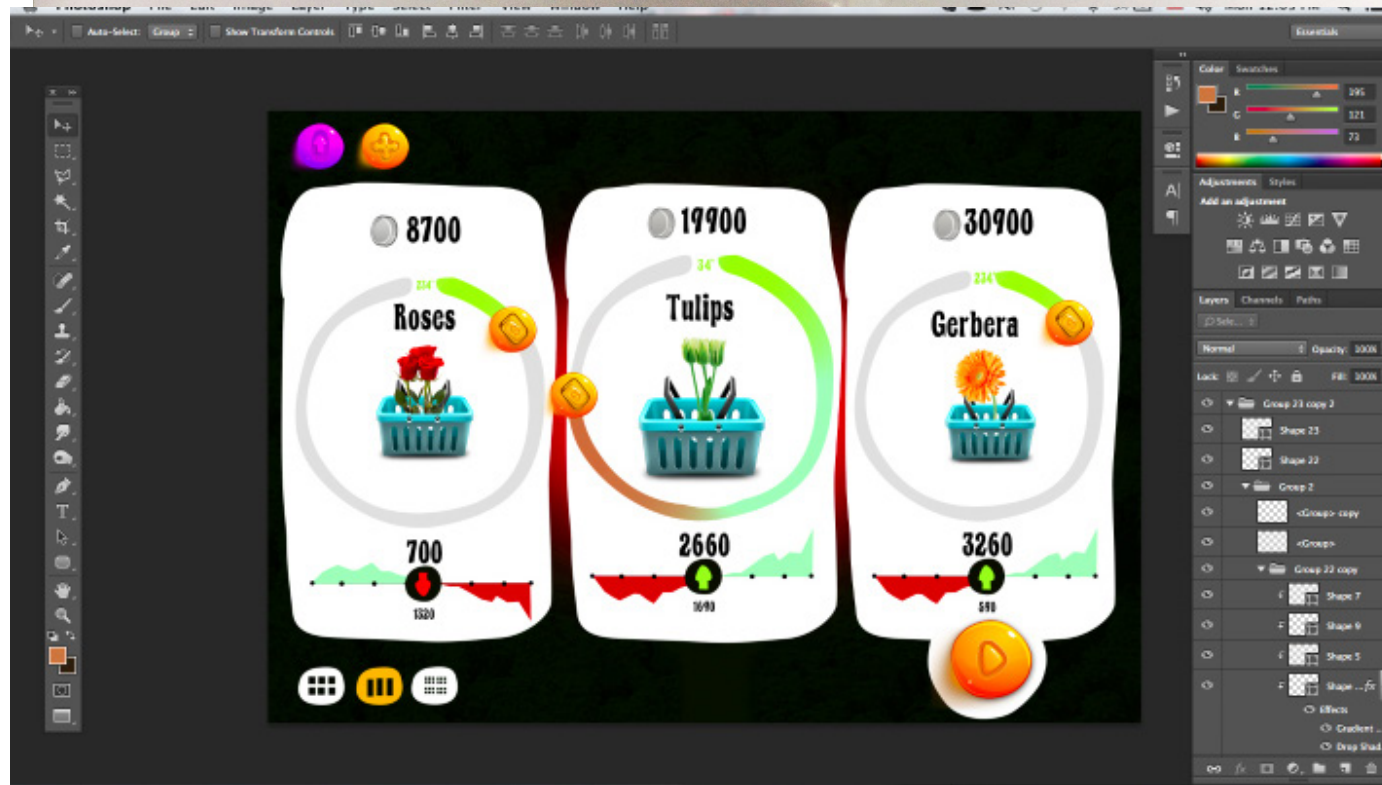
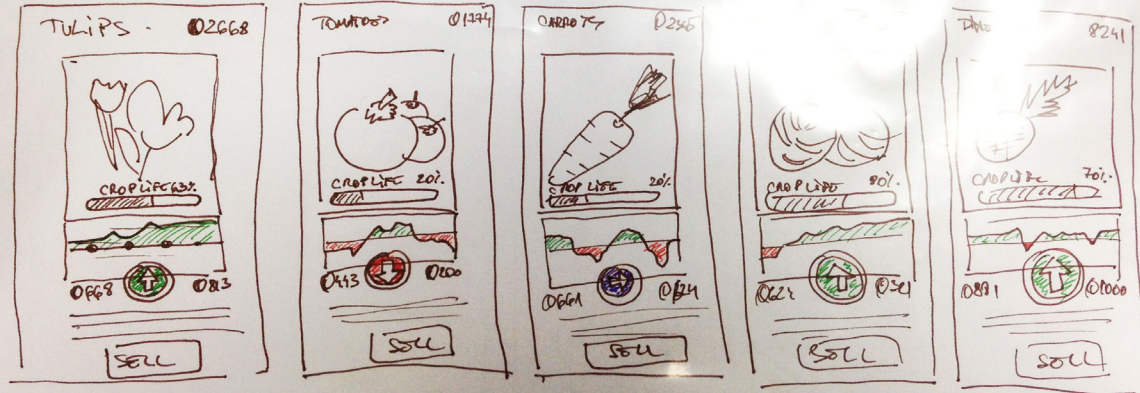


book House / nests



(STORAGE ROOMS)

↑ UPGRADE



MACHINES 001A

← BACK

MOVE
MACHINE






DISMISS
MACHINE

NAME OF MACHINE

UPGRADE
MACHINE



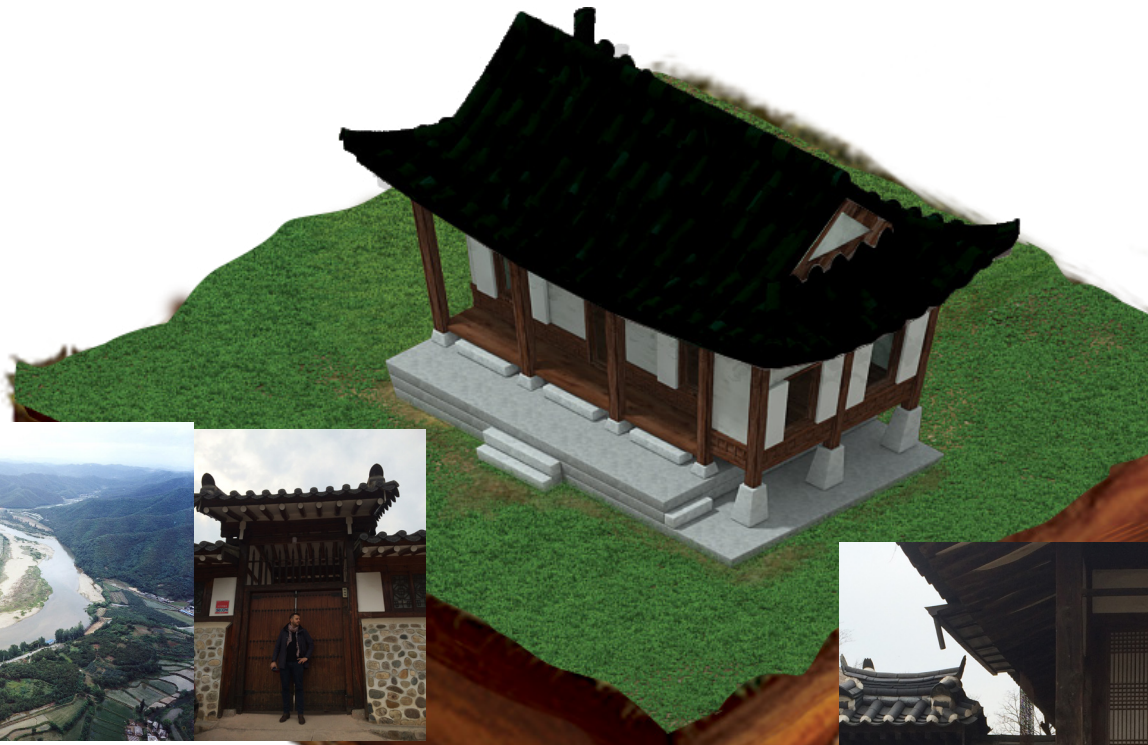
SCREEN /

 43	 23	 21
 CROPS ASKS x8	 CROPS ASKS x3	 CROPS ASKS x7
 FARM SOIL x7	 FARM SOIL x4	 FARM SOIL x3
 MINING x1	 MINING x4	 MINING x5
<p>GO! →</p>	<p>NO!</p>	<p>NO!</p>

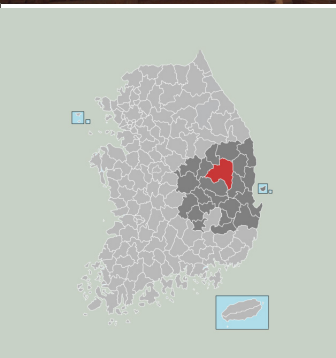
ANIMATED CO



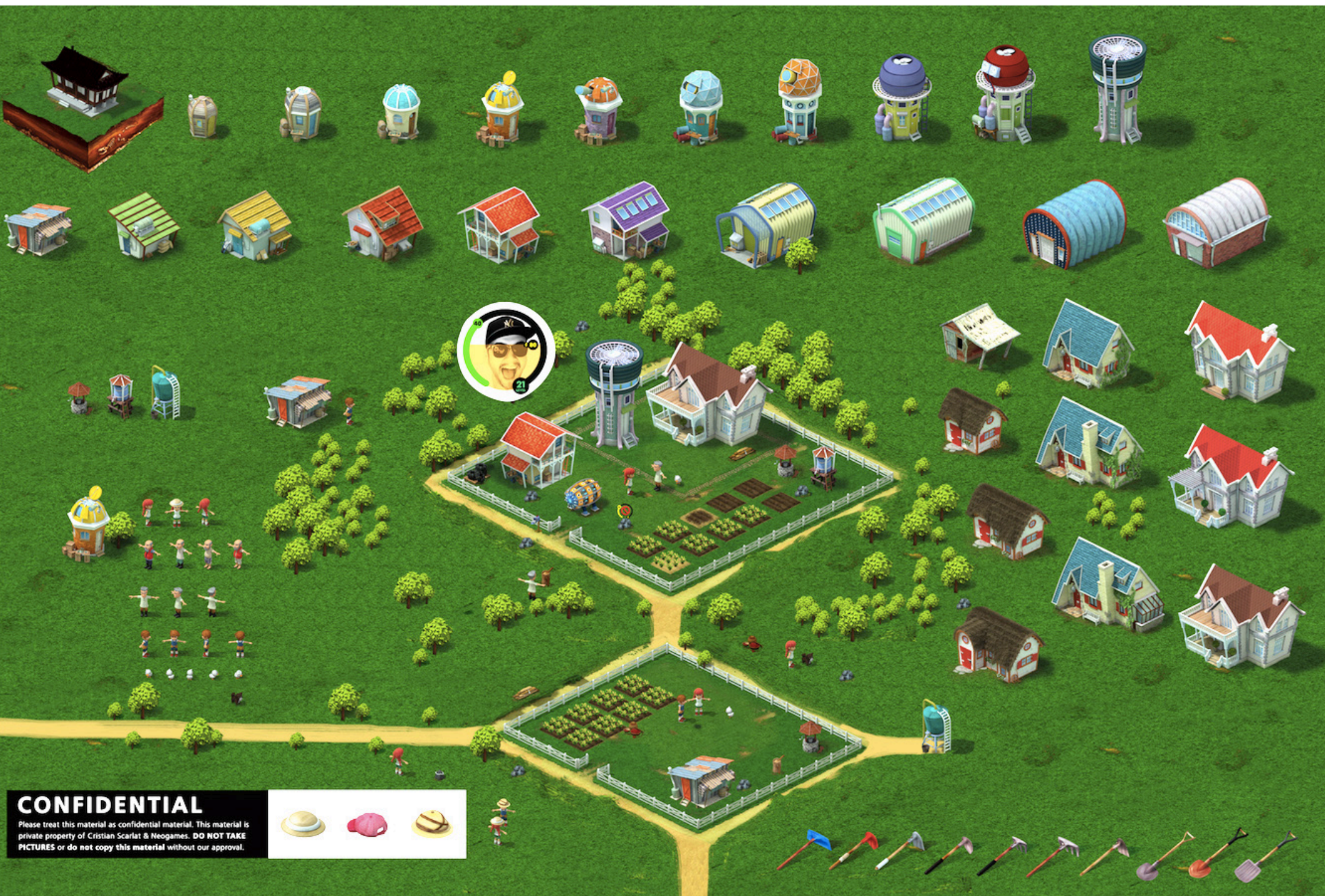
UPGRADE



I also had the wonderful idea to make a complete set theme with traditional houses. I went to Andong South Korea to Hahoe Village and studied Traditional Korean Houses.







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