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HAI!





**I**n the beginning, there was Todd. Twin brothers Ian and Howard joined afterward, and eventually Studio49 was established.

Their first title, "Camp Nowhere," materialized in 2016 A.D. Todd looked upon all we had created, and all was good.



On the edge of a vast forest, two curious statues flank a winding path into the unknown wilderness.

Something big drifts through the dark clouds above toward an ominous peak in the far distance, while a muted snarl and abrupt crash shake the treeline.

Unafraid, a strange jackalope twitches and fumbles across the path ahead. Observant and excited, you sniff the unfamiliar air and glance around.

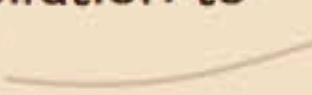
You've reached the edge of a vast forest, and decide that this seems as good a place as any to set up basecamp.



Camp Nowhere is a gorgeous new PvP/PvE strategic arcade-style battler with dynamic match-3 gameplay.

It will be released on Android and iOS mobile platforms in Winter 2017.

## ART STYLE

*Murical!* Camp Nowhere is set somewhere in the USA at the latter half of the 20th Century, and has a retro user interface treatment to reflect the era. The following references were used as an inspiration to find the Camp Nowhere style. 





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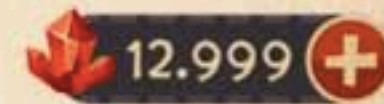
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Clear, retro-themed wonky forms make screen elements more playful, while paper textures, stains, worn edges and battered colours emphasize age and adventure.

Handwritten notes, doodles and drawings accent game art, providing hints, highlights and humour to the game UX.



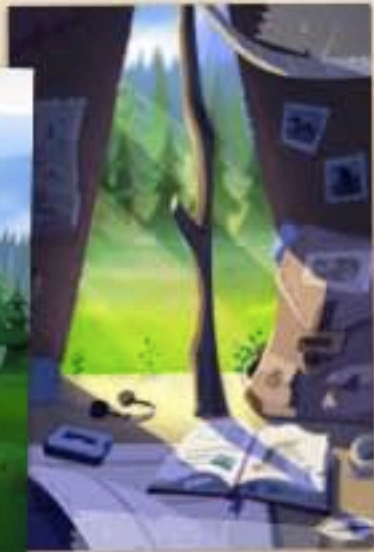
- #F7E5CA
- #C1A584
- #6E3B31
- #5694A3
- #3E7582
- #CA5832
- #B24324
- #882E1C

The interface design itself is used not only for navigation and functionality, but also to help tell the story of this whimsical world.



UI

# BASECAMP



# BATTLE



# MAPS



# GUIDEBOOK



# CREATURE FOCUS

CONCEPT! →





# TYPEFACES

ALL FONTS CREATED IN-HOUSE!

Personified by the character who bears its name, Woody is a playful display font.

It is exclusively used to convey the thoughts, speech and instructions of the game narrator, and does not appear anywhere else within the game.

## WOODY

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

Svensson, the standard typeface of the game, is a wonky semi-serif of medium thickness. Svensson is designed as a header font, for use within buttons, notifications, titles and important alerts.

## Svensson

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

A thinner, simplified derivative of its alternate, Svensson Light is used as a body font.

Designed to be easier to read, it is the default typeface for the game.

## Svensson Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

Strictly decorative, Svensscribble is a script typeface used within the Guidebook to whimsically accent content without drawing attention away from the core UX.

## SVENSCRIBBLE

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890



# WOODY

## FUNCTION

Sven “Woody” Svensson (casually referred to simply as “Woody”) is the eccentric, enigmatic narrator and player guide through Camp Nowhere.

A magical, benevolent shaman of the forest, Woody quirkily provides the initial game introduction and instructions, and periodically appears when necessary to drop hints, match PvP battles, help players organize and manage teams, and/or warn players during battles.

EKKI - EKKI - EKKI - EKKI P' TANG! ZOOM -  
BOING - Z' NOURRWRINGMMMMH

## APPEARANCE

A forest native, Woody is a wild humanoid creature with a deep (and strangely profound) connection to nature. Barefoot and clad in a simple green garment, he wears a beaded bracelet, a simple leafy headdress and a long yellow beard, accented by moss, twigs, berries and other botanical detritus. Woody carries a satchel of rare supplies with him at all times, as well as his enchanted staff.

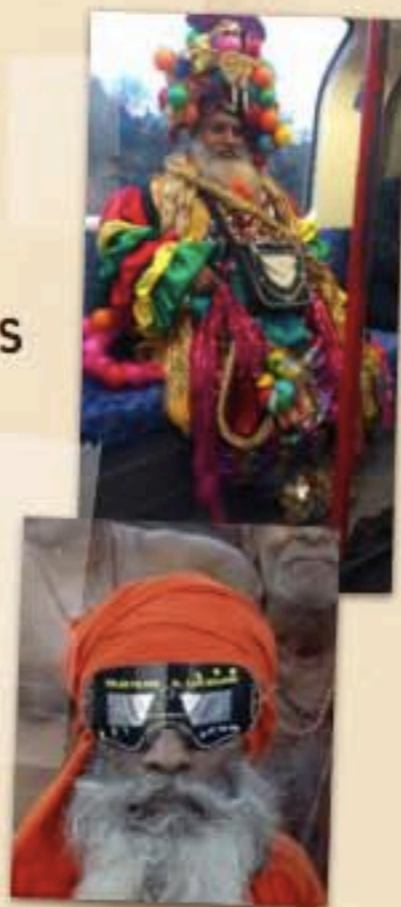






## CONCEPTS & STYLE INFLUENCES

Woody is a friendly, neutral character with visual elements that echo classic hobo, shaman, and feral animal motifs. The magical lighting and spiritual effects associated with his presence/influence are reminiscent of Will o' the Wisp / ghost legends about haunted arboreal areas. The sound of his language is a combination incoherent toddler jibberish, animal calls, interpretive intonations and imitated bodily functions.



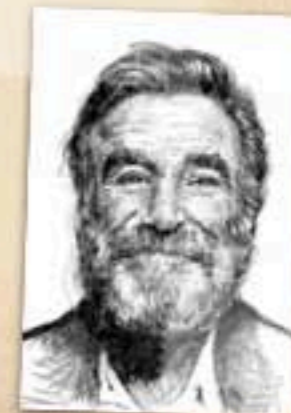
## TYPOGRAPHY



Woody's lingual communication to the player is always presented by the Woody typeface,\* a font specifically designed to convey the spirit and eccentricity of the character himself.

...As such, all letterforms are abnormal, slightly asymmetrical or warped, and all in capitals.

\*See page 12.





# CREATURES

## CLASSES

Creatures are divided into various classes dependent on their powers and natural affinity.

From a production perspective, the characters are built based on body type, and character classes share animation rigs.



## EVOLUTION STAGES

Each creature has the ability to evolve, grow and become permanently stronger. All creatures evolve independently and exponentially develop their own unique powers and appearances, providing the player with a diverse team of characters.

There are different creature rarities, including Common, Rare and Legendary. Creatures can be upgraded and evolve into more advanced forms, allowing the player to upgrade his/her chosen creatures as the game progresses.





HAHAHA!!!



EXAMPLES OF CREATURE  
EVOLUTION, IN ALL  
FIVE STAGES

EVOLUTION!



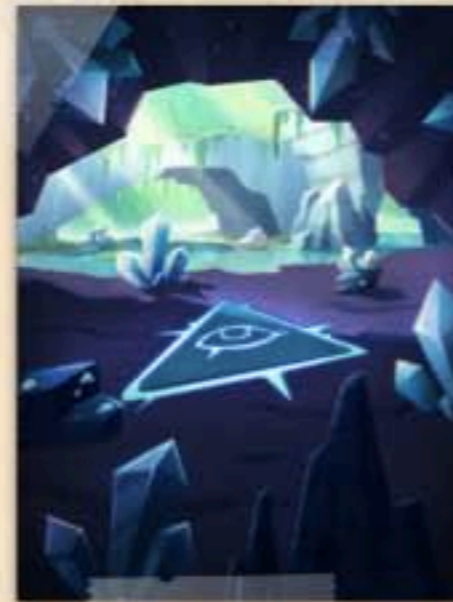




# ENVIRONMENT

## WORLD & TERRAIN

The world of Camp Nowhere exists as bare fantastical wilderness, both familiar and strange, serene and dangerous. It consists of five distinct realms, each corresponding to an elemental token.



CRYSTAL CAVE



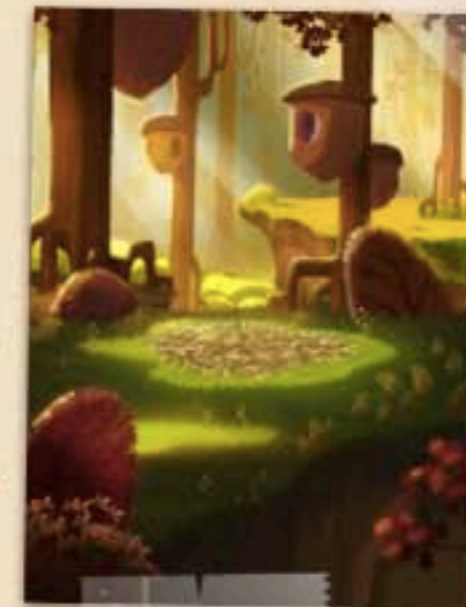
GAIA FOREST



FIRE ISLE



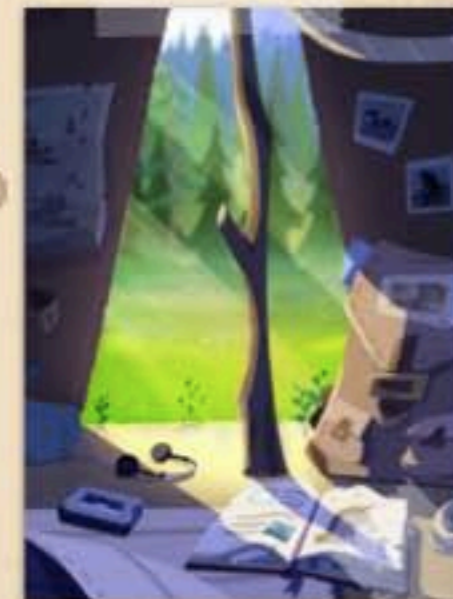
ACORN VILLAGE



FUNGUS FIELDS



HQ





# BATTLEFIELDS!

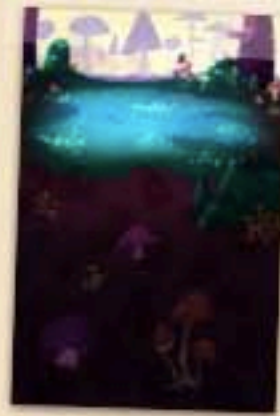
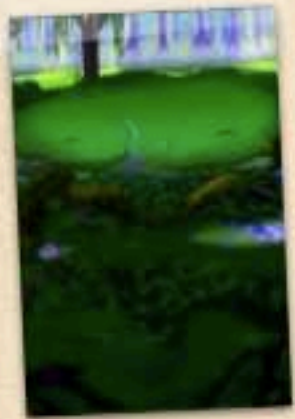
PLAYER'S HEALTH BAR

OPPONENT'S HEALTH BAR

CREATURE ABILITY SPIRITS

YOUR CREATURES

7 x 7 MATCH-3 GRID



ALTERNATE BATTLEFIELD STAGES



BATTLE ARENA AREA

PVP OPPONENT'S CREATURES

YELLOW / ACORN / SHIELD

RED / FIRE / ATTACK

GREY / STONE / NEUTRAL

GREEN / NATURE / HEAL

BLUE / CRYSTAL / CHARGE

PURPLE / MUSHROOM / POISON



# TOOLS

## MAP BUILDER

The Map tool is a standalone application created for game designers to create a map block with predefined assets. Using this tool, designers can specify the amount of nodes available on a map, define their type and configuration and add additional graphic elements.

Size, position, colour and layer order are also editable, and new maps are easy to add into the game database.



## BACKGROUND CREATOR

The Background tool is a game development feature that allows designers to produce and integrate parallax content. These layouts are made of six overlapping layers, creating a convincing sense of spatial depth within the game.



## CHARACTER RIGGING



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### CHARACTER RIGGING





# THANK YOU!



ANJA ALEKS

Szymon

 **STUDIO 49**

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