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A SPACE BETWEEN EDUCATION  
AND PRACTICE SITUATED  
WITHIN WINCHESTER SCHOOL  
OF ART, UNIVERSITY OF  
SOUTHAMPTON.

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## BRIEF

To develop a visual language for the  
Winchester School of Art's BA Games Design  
& Art in 2023.

## DELIVERABLES

A2 Posters  
Wall text  
A-board - navigation  
Eininvite  
Social media  
Catalogue

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ESCAPE  
WITHDRAW  
EVASION  
RADIOACTIVE  
RETRO

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## CONTEXT

A visual system that depicts how the ESC button has generated interconnecting ideals across a variety of outcomes by students on the BA Games Design & Art programme.

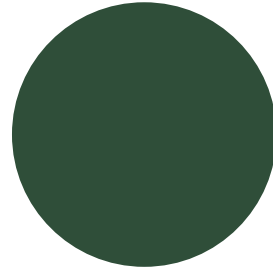


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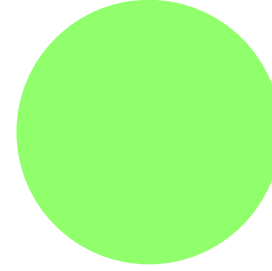
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## COLOURS



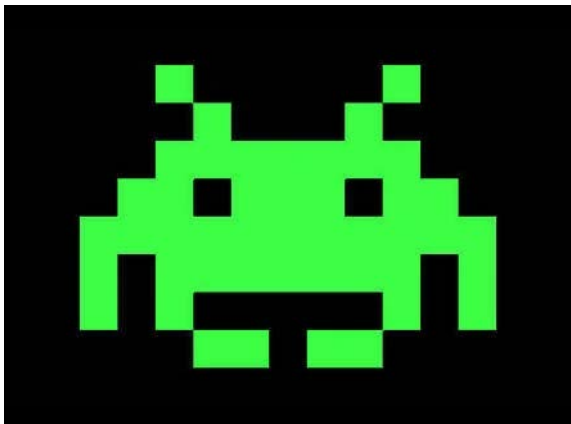
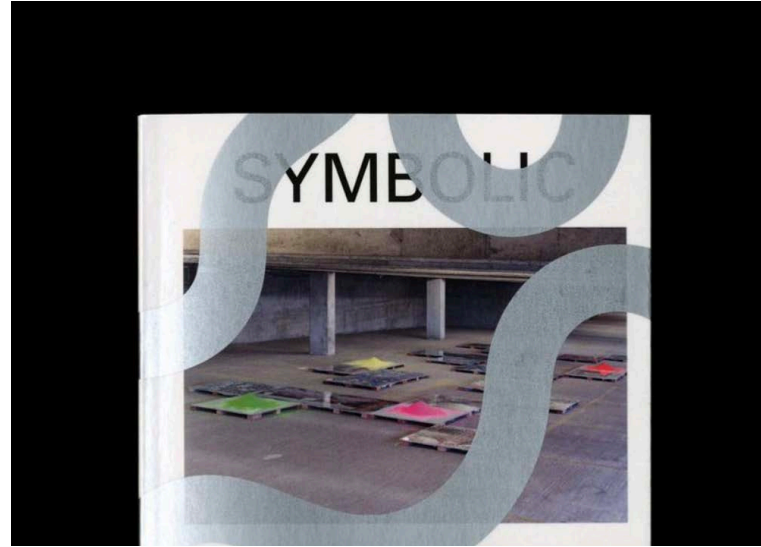
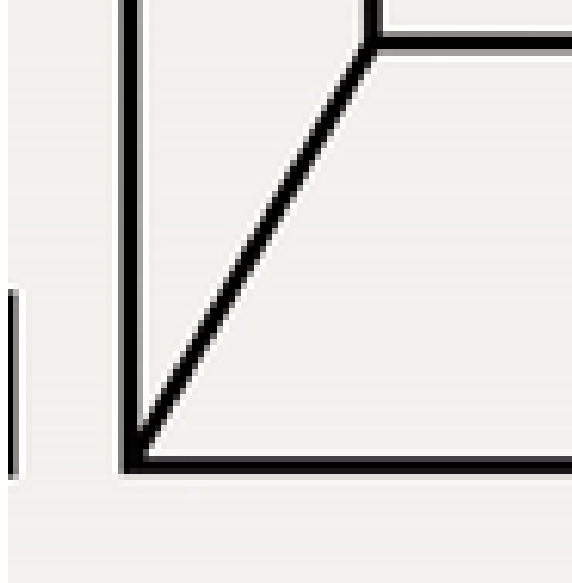
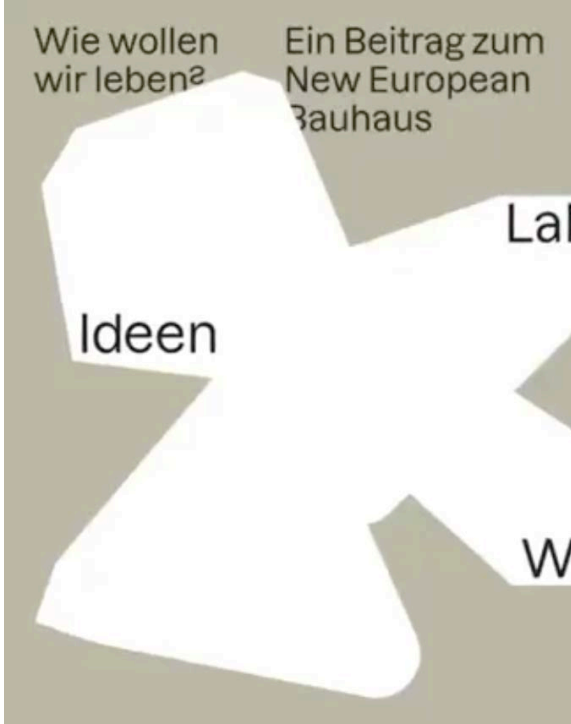
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REFERENCES




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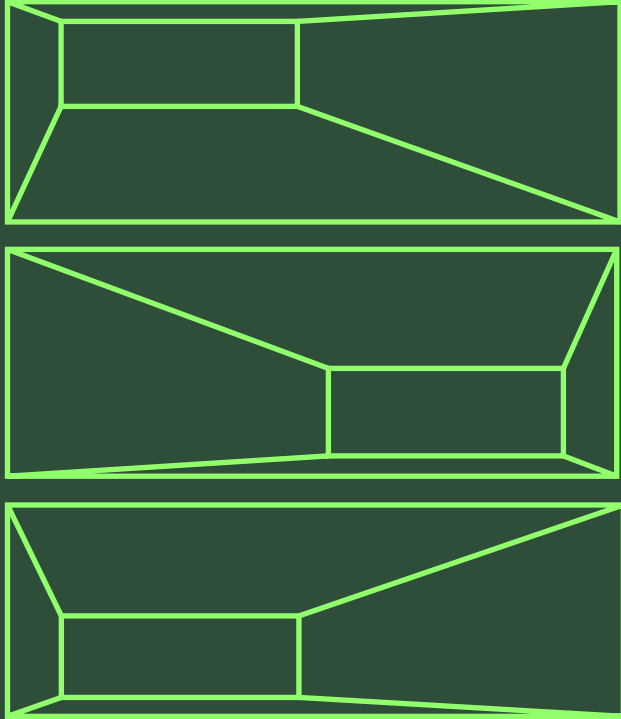
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BA GAMES  
DESIGN 2023


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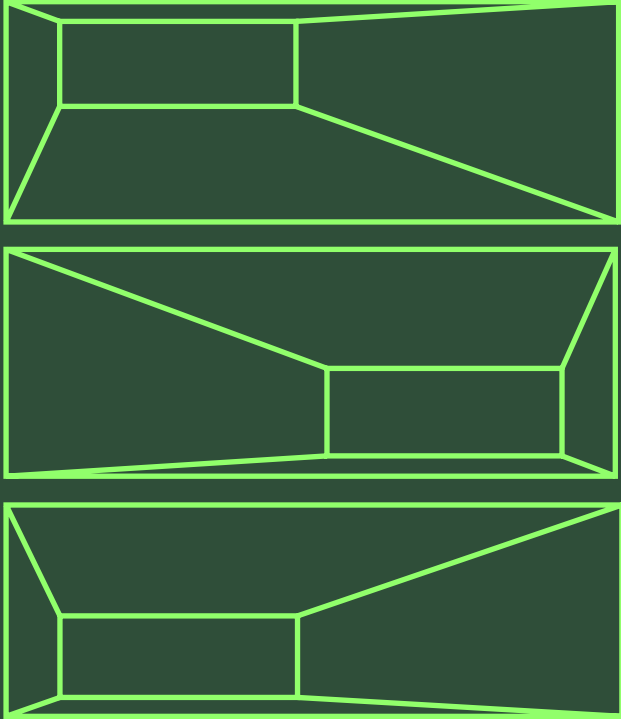

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BA GAMES DESIGN AND ART



PRIVATE VIEW THURSDAY 21 JUNE, 1800-2000      GAMESDESIGNART  
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BA GAMES DESIGN AND ART

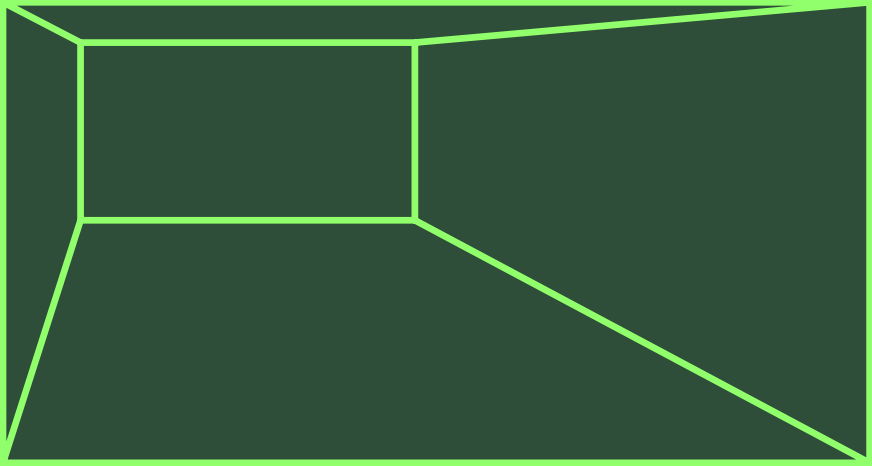


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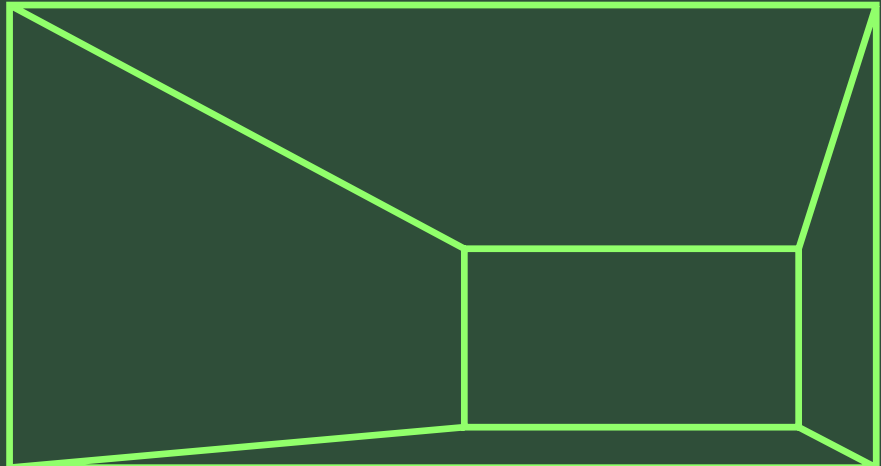

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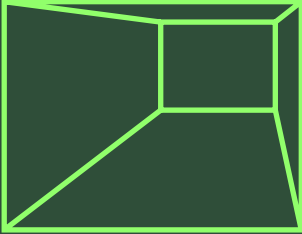
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BA GAMES DESIGN AND ART

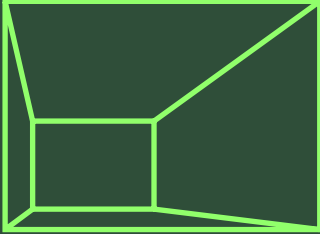


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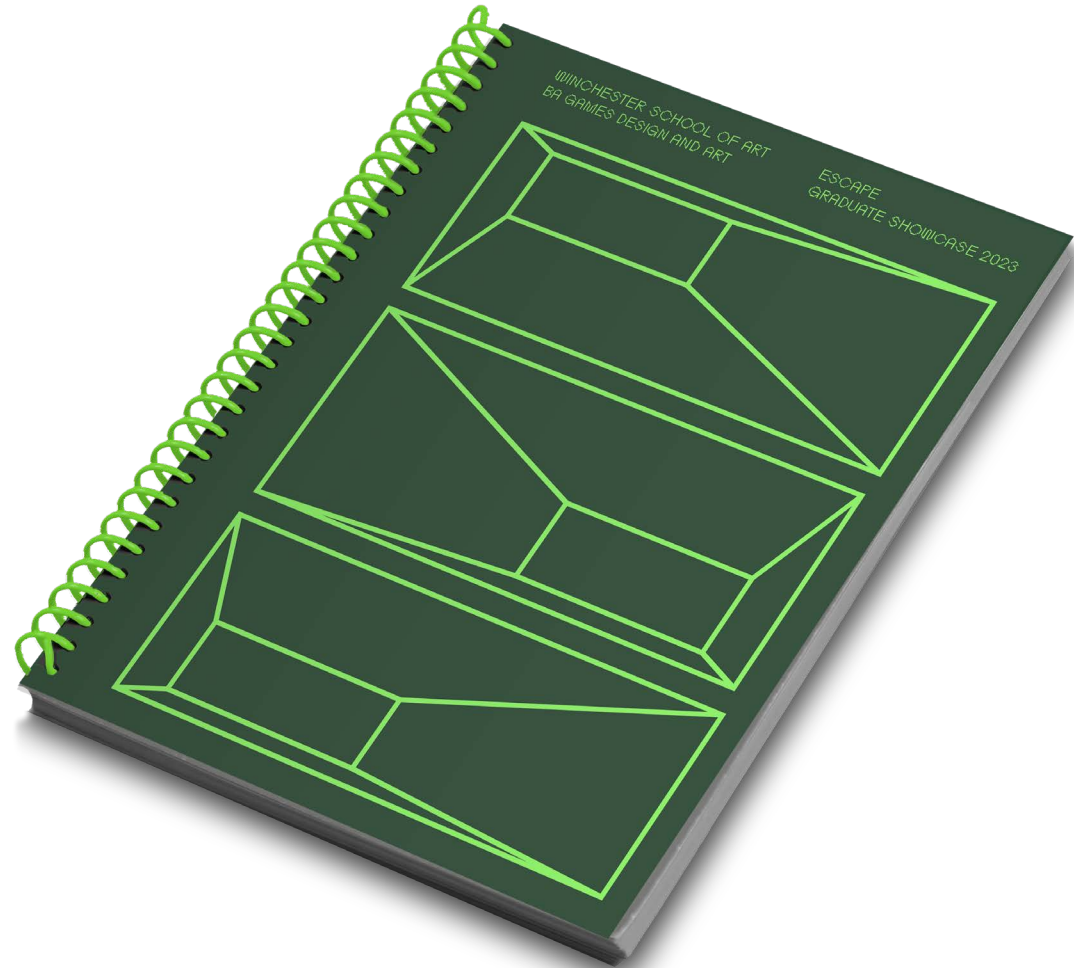


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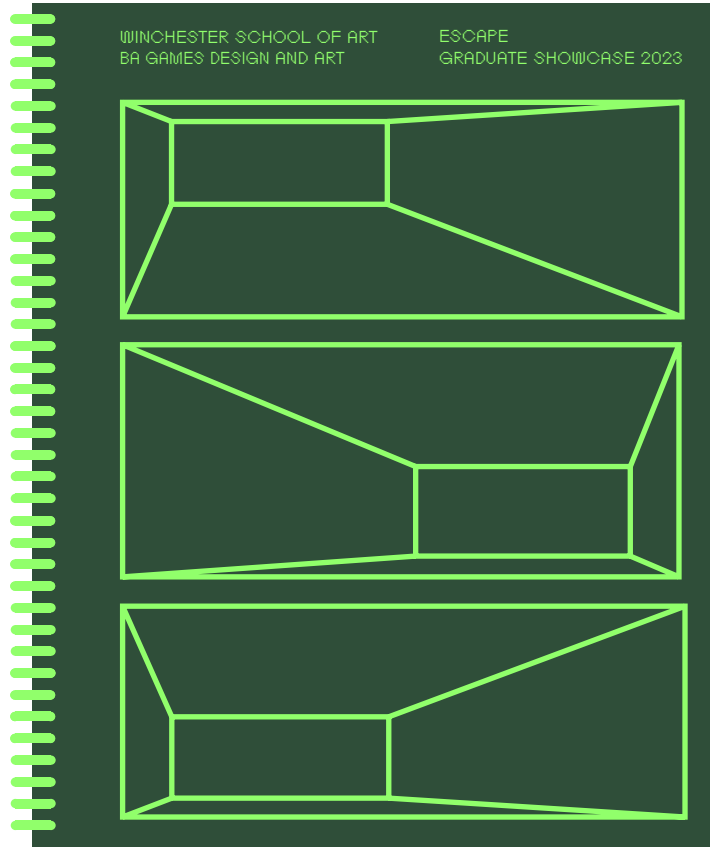
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## PUBLICATION MOCKUP



GREEN RING BIND TO MATCH NEON GREEN  
SPOT COLOUR

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THIS CATALOGUE CELEBRATES THE GRADUATING COHORT FROM WINCHESTER SCHOOL OF ARTS 2023, BA HONS BA GAMES DESIGN AND ART PROGRAMME.

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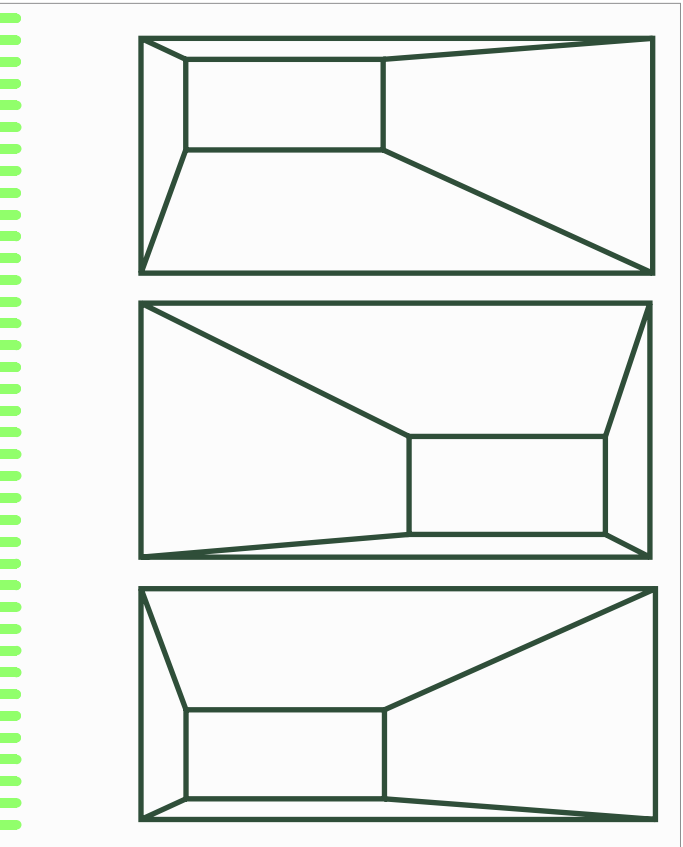
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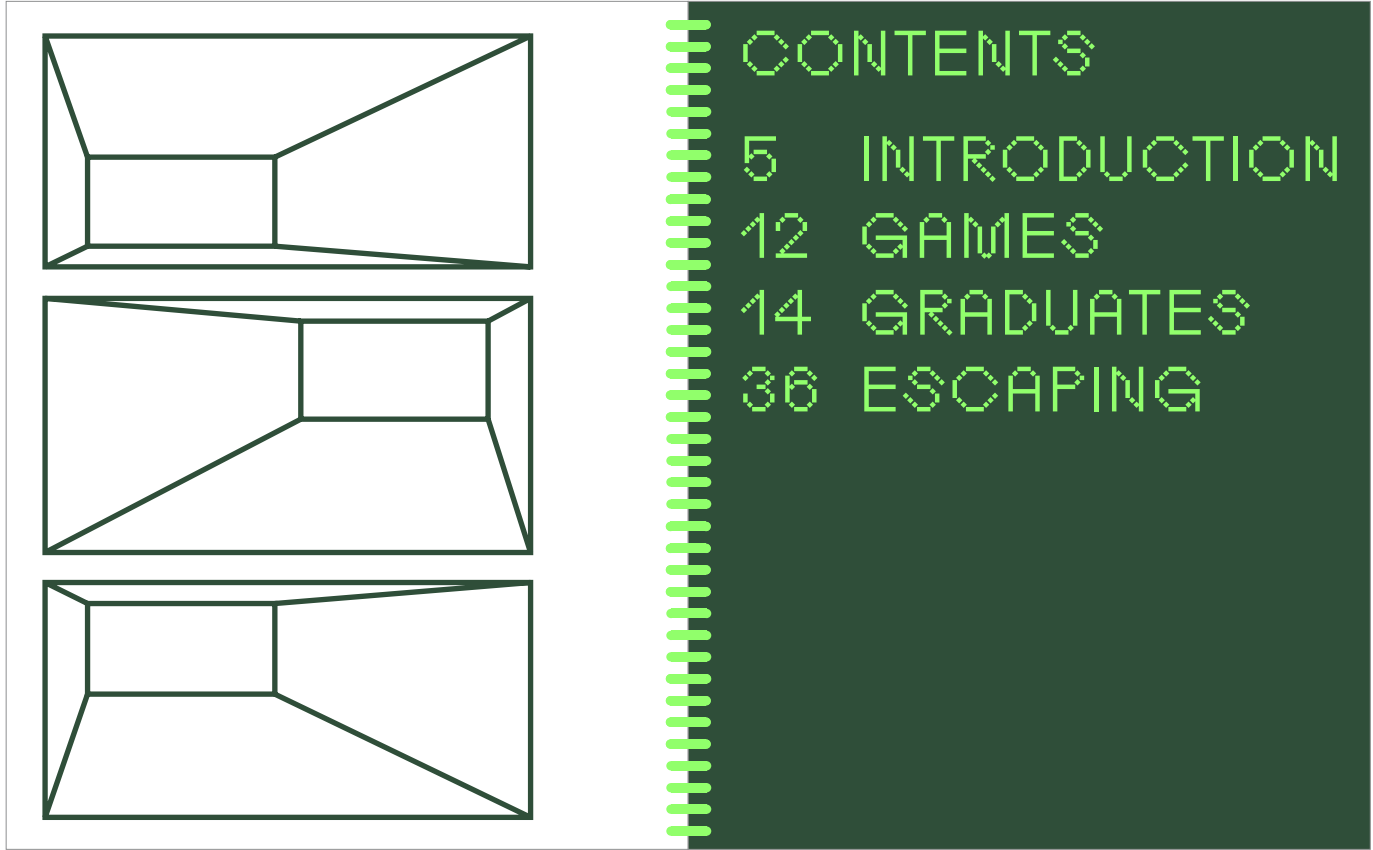
ADAM PROTCHEP  
PROGRAMME LEADER  
ADAM.PROTCHEP.SOTON.AC.UK

FOLLOW OUR PROGRESS  
ESCAPE  
WWW.SAGAMES2023

GAMESDESIGNART  
WWW.WINCHESTER.GAMES

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WORDS BY  
ADAM PROCTER  
PROGRAMME LEADER

As Programme Leader I am often asked to describe our Games Design and Art programme at Winchester School of Art. One unique piece of this puzzle is that the programme sits not only within an art school, but also within a Russell Group university, which pushes the programmes we develop to challenge the boundaries of each discipline.

I believe that the best way to describe our programme is "Design Thinking for Games". "Design Thinking" is often seen as a buzz word in the creative industries, but the underlining principles for us are to use a thoughtful, considered and methodical approach to deconstructing, building and critiquing the world of game making and the games we make during on the programme. This involves lots of cultural and contextual conversations, lots of prototyping, user testing and critiquing along with providing space to explore new ideas and themes which games have yet to tackle. This means that each final year's projects are unique.

The students and the programme respond to the current world climate and the world of games culture through the production of a game artefact.

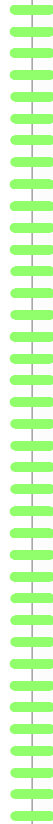
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We think of the games produced as cultural objects in themselves, offering not just a great experience but marking a moment in time. Over the following pages you will see a variety of projects that have been made by our students this year. They show the students' ability to work across disciplines within game making. The support of students for one another in the studios has been vitally important in enabling them to tackle the mammoth task of making a complete game, not a portfolio piece or tech demo but a thoughtful game experience. The games showcased here are although often built as a team, with collaboration and co-creation at the heart of all the projects you will certainly see individual visions in terms of story, communication, and execution. At face value the projects could be seen as "just" indie games, but underneath they are using games as an art form. Our games this year touch on current themes such as environmentalism, mental health, isolation, loneliness, samurai culture, swarms and fashion.

This publication showcases the thinking and ideas that have culminated in three years of study and the final year of research and production which went into creating complete games. The students have created a product which not only speaks to players, but which showcases a range of skills and abilities in addition to communicating an idea and

INTRODUCTION

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experience through great design. This interplay between the cultural landscape of games and the process of making is something we deeply embed in our programme. The industry as we know it is evolving and game designers will have roles within a host of organisations and businesses which don't even know they need game designers, be that via gamification, playful thinking and much more. You can play all these projects in the comfort of your own home, I am confident the names listed here will soon be known for diversifying and enhancing the creative and gaming industries for years to come.



Adam Procter is a highly experienced educator, having taught design in higher education for more than 20 years. He keeps his practice current by working with organisations to help foster digital design solutions in the form of games, apps, and how to improve user experience as a designer, researcher, and practitioner.

Adam leads the games programmes membership and contributions to the industry in areas that encourage diversity in games. WSA is a founding educational partner of Women in Games and UKIE's Raise the Game initiative. Adam has recently completed a practice-based Web Science PhD making and using new approaches to digital tools and interfaces in the space of tools for thought specifically to facilitate networked multiplayer messy thinking within a design education studio environment.

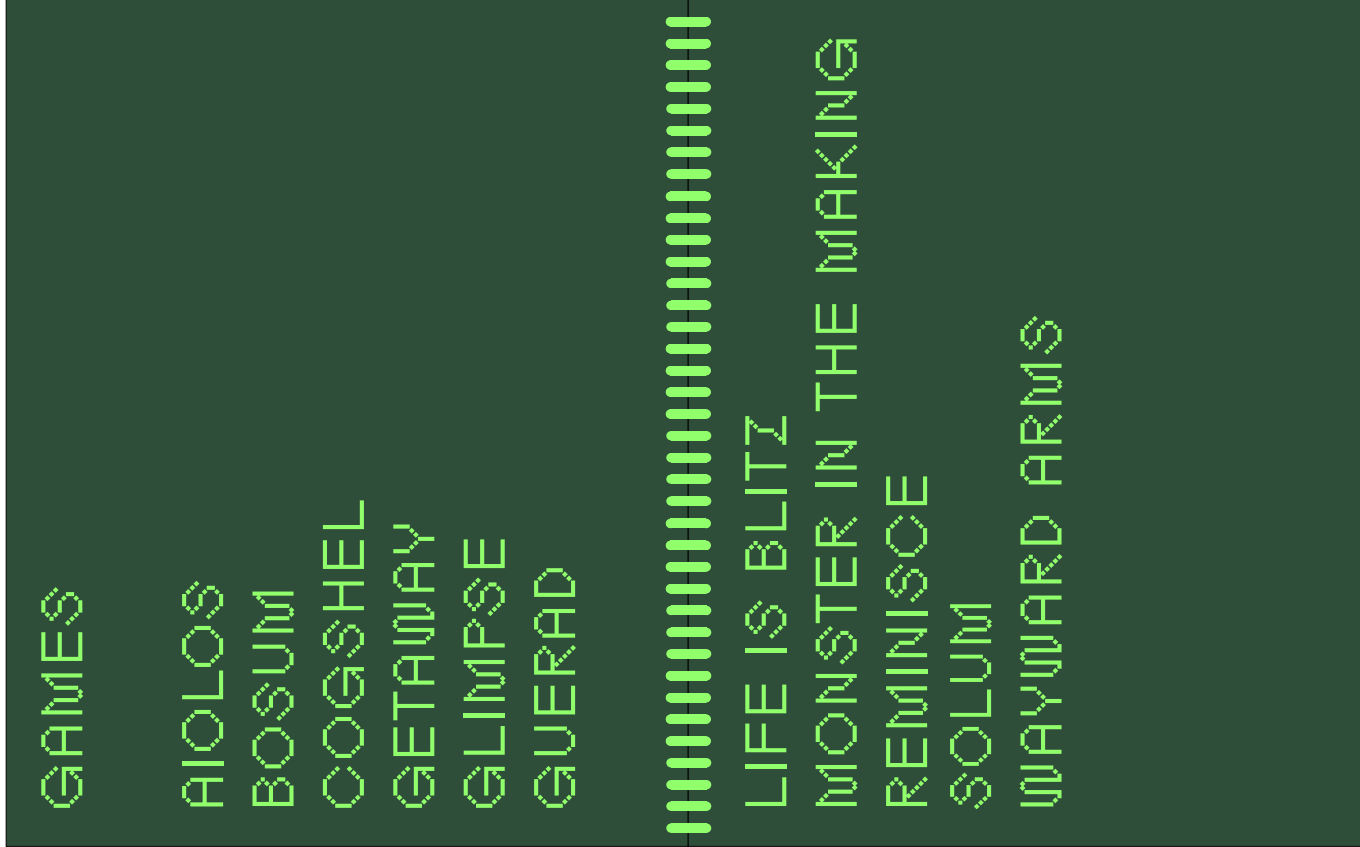
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INTRODUCTION

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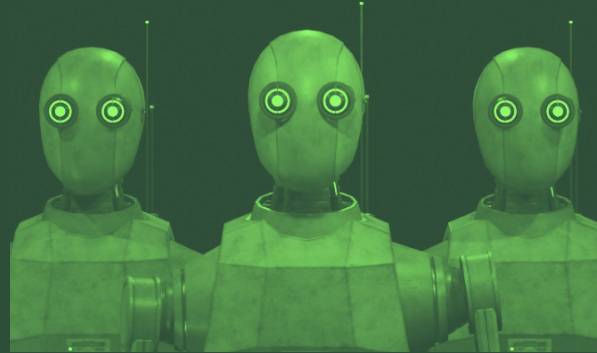


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# PHILLIP MAURONICHOLAS



## GAME: WAYFINDER

My passion is level design, I am fascinated by the concept of iteration and forming a better and better game experience via adjusting the way the player has to interact with the game and the way the game guides the player.

Throughout university I have broadened the way I look at games and the designing process and realised it is a two-way process of both informing the players and player intuition within the game world, both of which shouldn't be left to chance and should have vigorous game testing behind them to make a well informed game.

[www.pm3u19.wixsite.com](http://www.pm3u19.wixsite.com) phillipmauroy3blog

Favourite Game"  
Last of Us because it  
constantly helps build the  
players connection to game  
through amazing design!

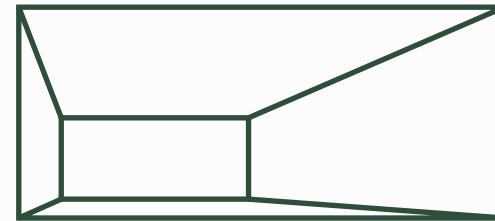
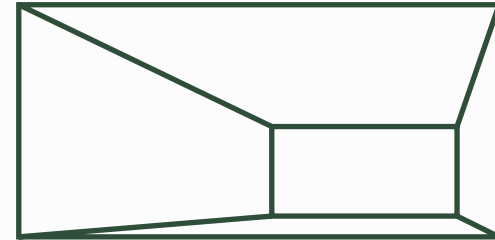
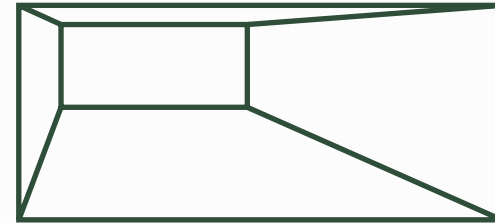
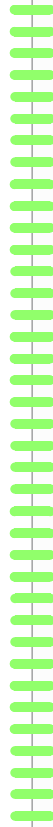
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Our class is composed of diverse and talented game designers, each with unique and compelling game ideas. However, we noticed a common thread among all of our games" the desire to escape something " uni? lol" . Max and Phil" s game involved escaping the planet, while Amy and Ali" s game focused on escaping an authoritarian regime. Ed, Alex, and Dylan focusing on escaping reality, Tims game escaping an exploding nuclear reactor, jakes escaping a simulation and so on.

Representing this varied topics of escapism, unique sequences have been designed by Studio 3015 to represent each project" student. Inspired by the ESC button on a keyboard, there is a synergy of this platform which has allowed our students, as a collective, to formulate themselves into a successfull graduating cohort.

ESCAPING

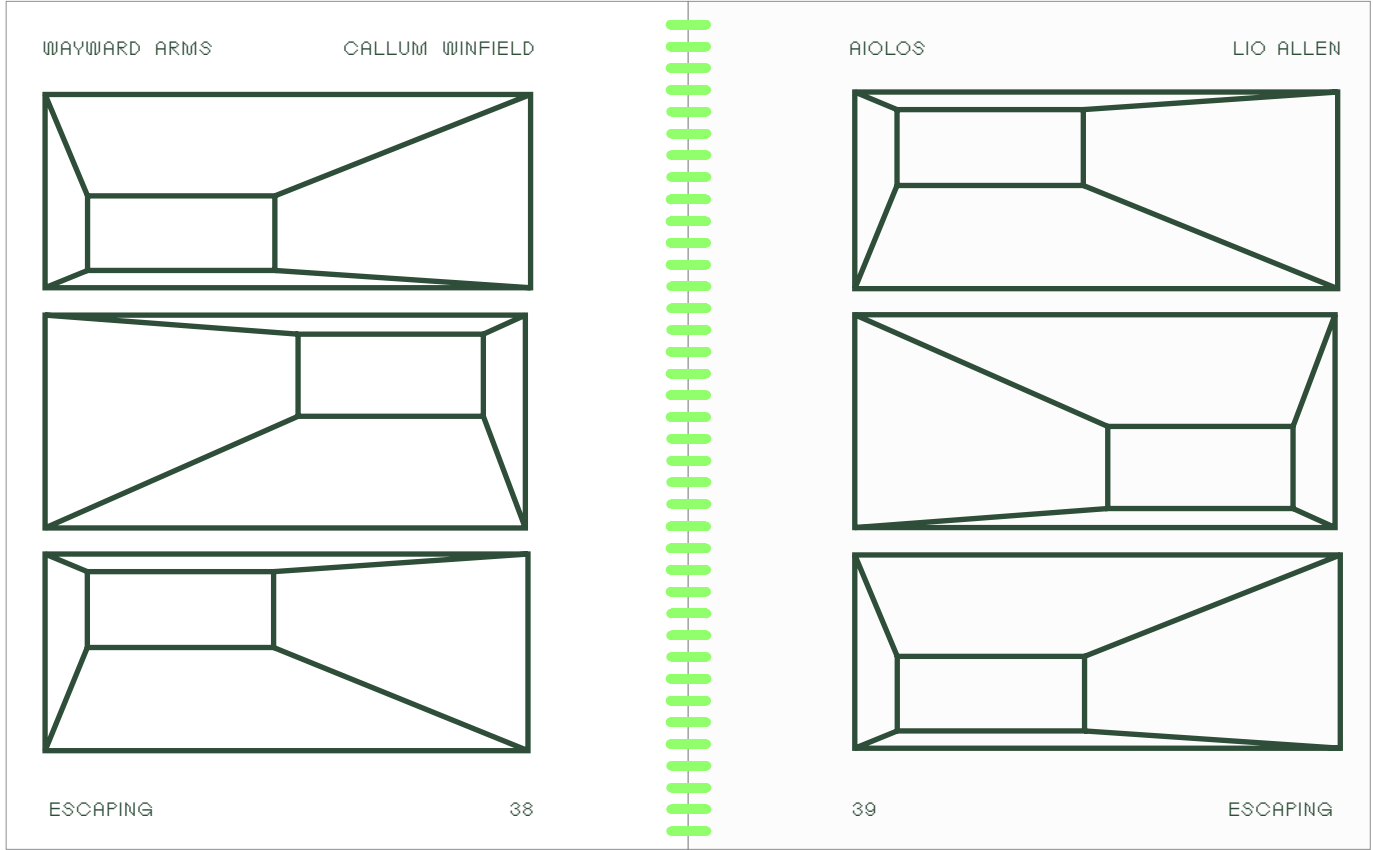
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ESCAPING

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BA Games Design and Art  
Graduate Showcase 2023  
Winchester School of Art

Design  
Studio 3015

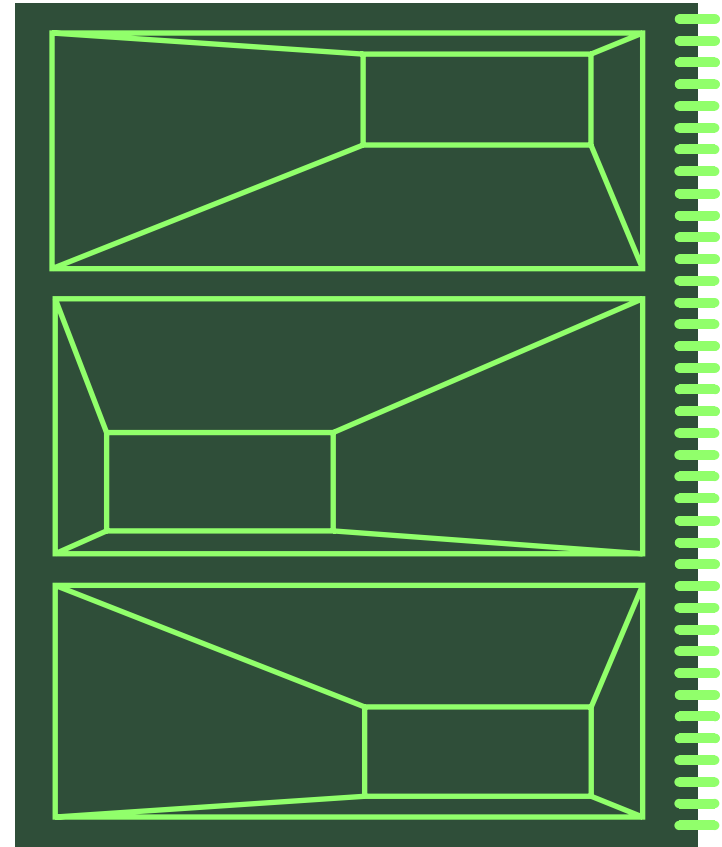
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Pureprint

Paperstock  
Peregrina Majestic Real Silver 250gsm  
Munken Design Kristall Smooth True White 170gsm

Binding  
Caromar

Typeface  
Analo Grotesk by Due Studio

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# CONCEPT 2

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## CONTEXT

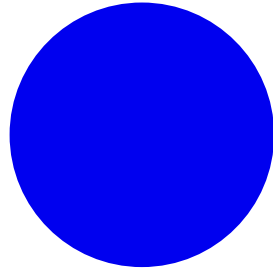
Inspired by themes of coding, machine and input, this visual system bridges the gap between key visual elements of code and design through the use of ASCII based design, and mono typeface. A colour scheme inspired by the bios screens further reinforces links between the journey of technology, programming, input and machine.

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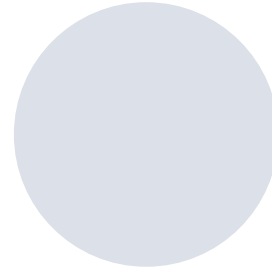
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## GUIDELINES - COLOURS



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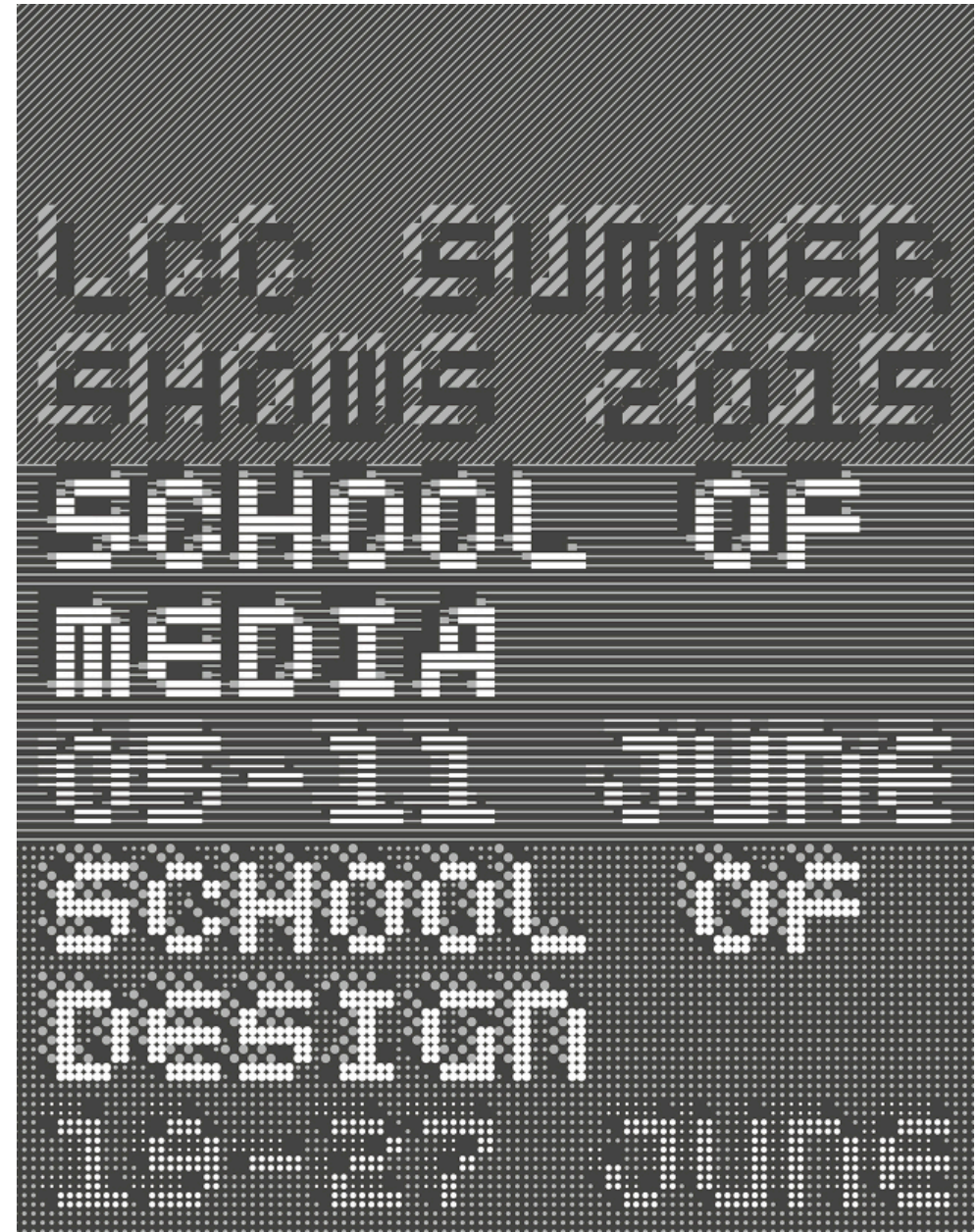
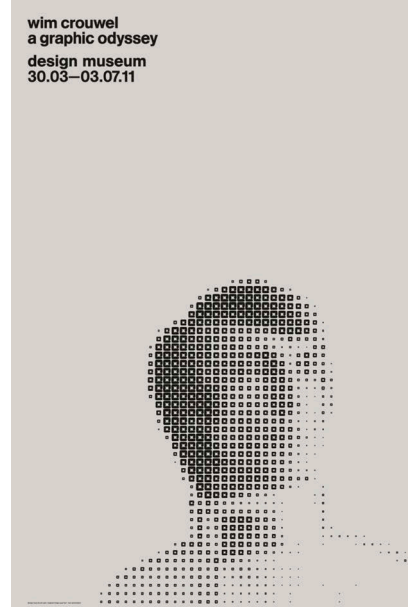
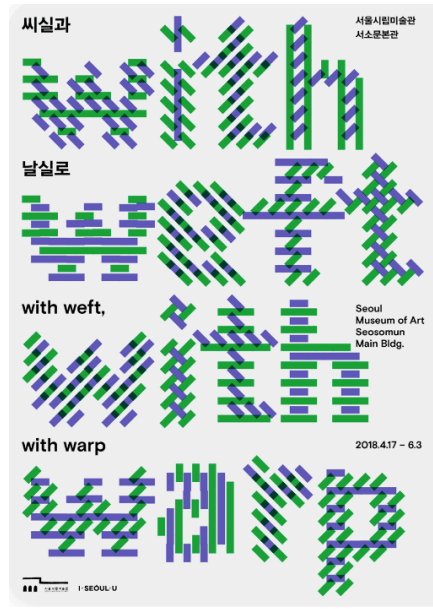
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CODING  
COMPUTING  
MACHINE  
PROGRAMMING  
INPUT

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# BA GAMES DESIGN AND ART 2023

# BA GAMES DESIGN AND ART 2023

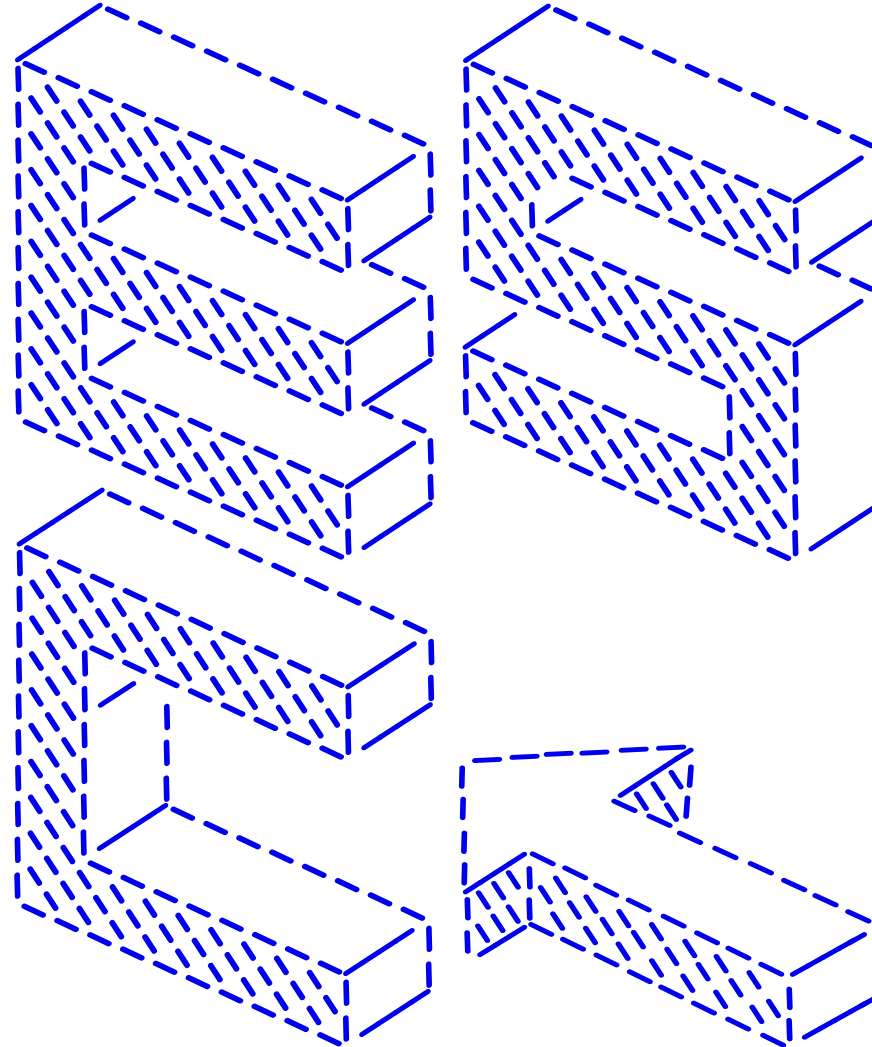


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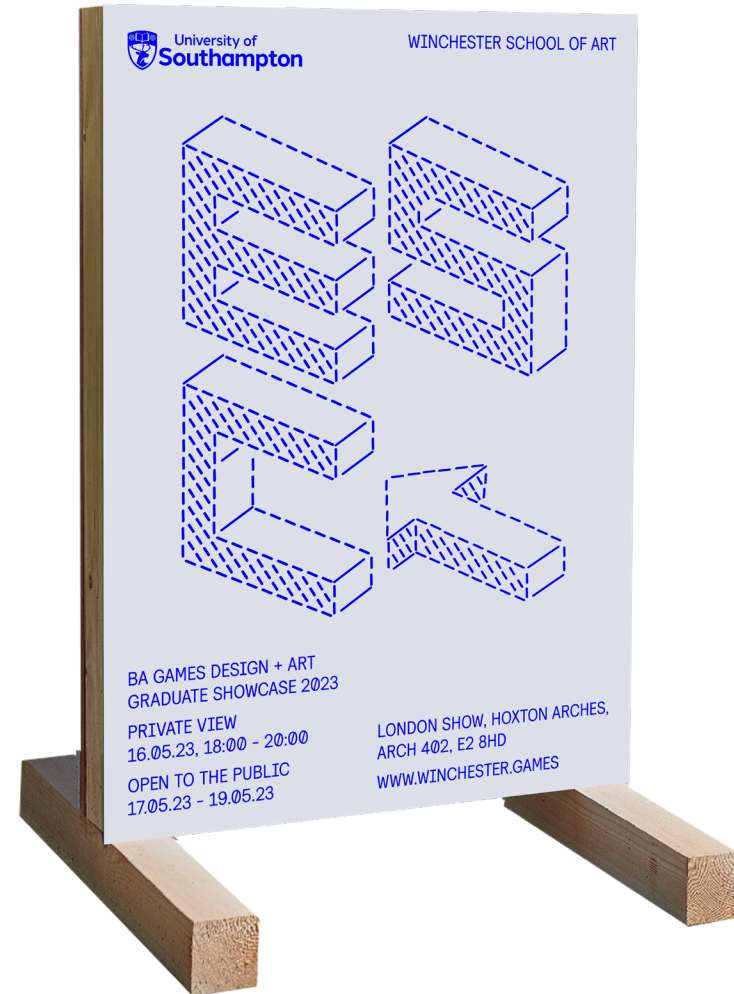
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## MAIN ASCII INSPIRED DESIGN



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## POSTER DESIGN



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## E-INVITE



## WINCHESTER SCHOOL OF ART

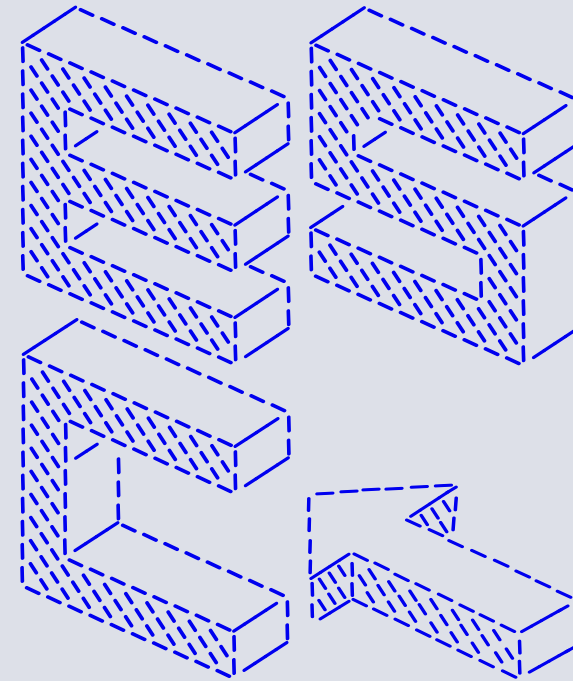
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17.05.23 - 19.05.23

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E2 8HD

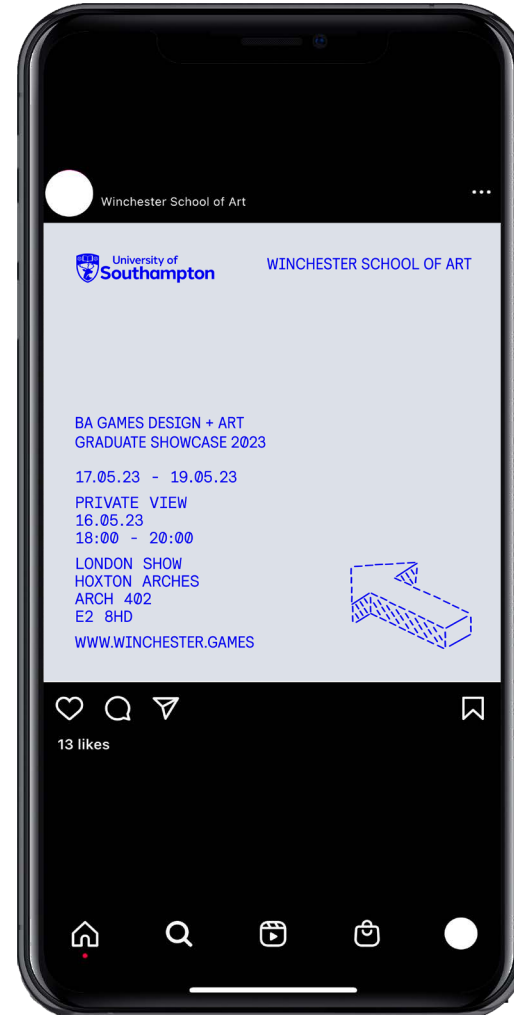
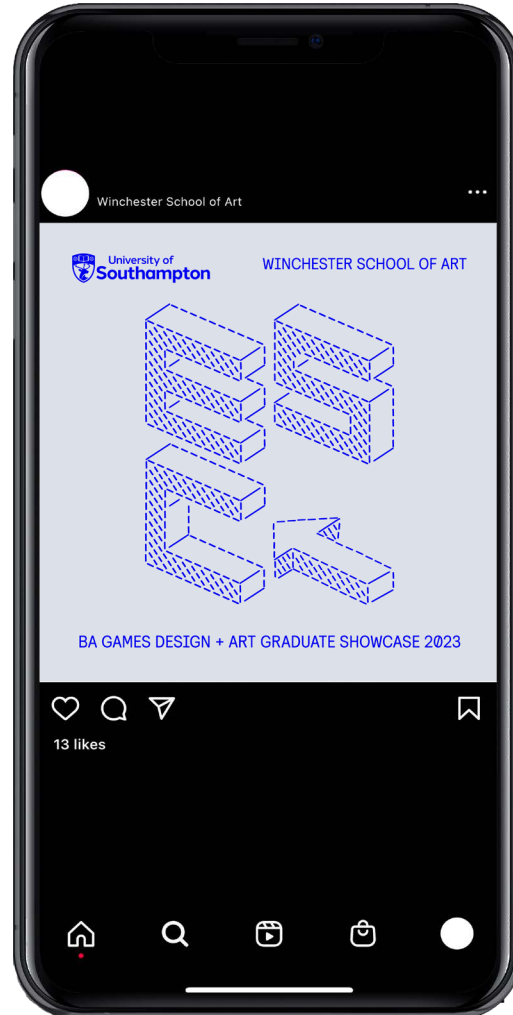
PRIVATE VIEW  
16.05.23  
18:00 - 20:00

[WWW.WINCHESTER.GAMES](http://WWW.WINCHESTER.GAMES)



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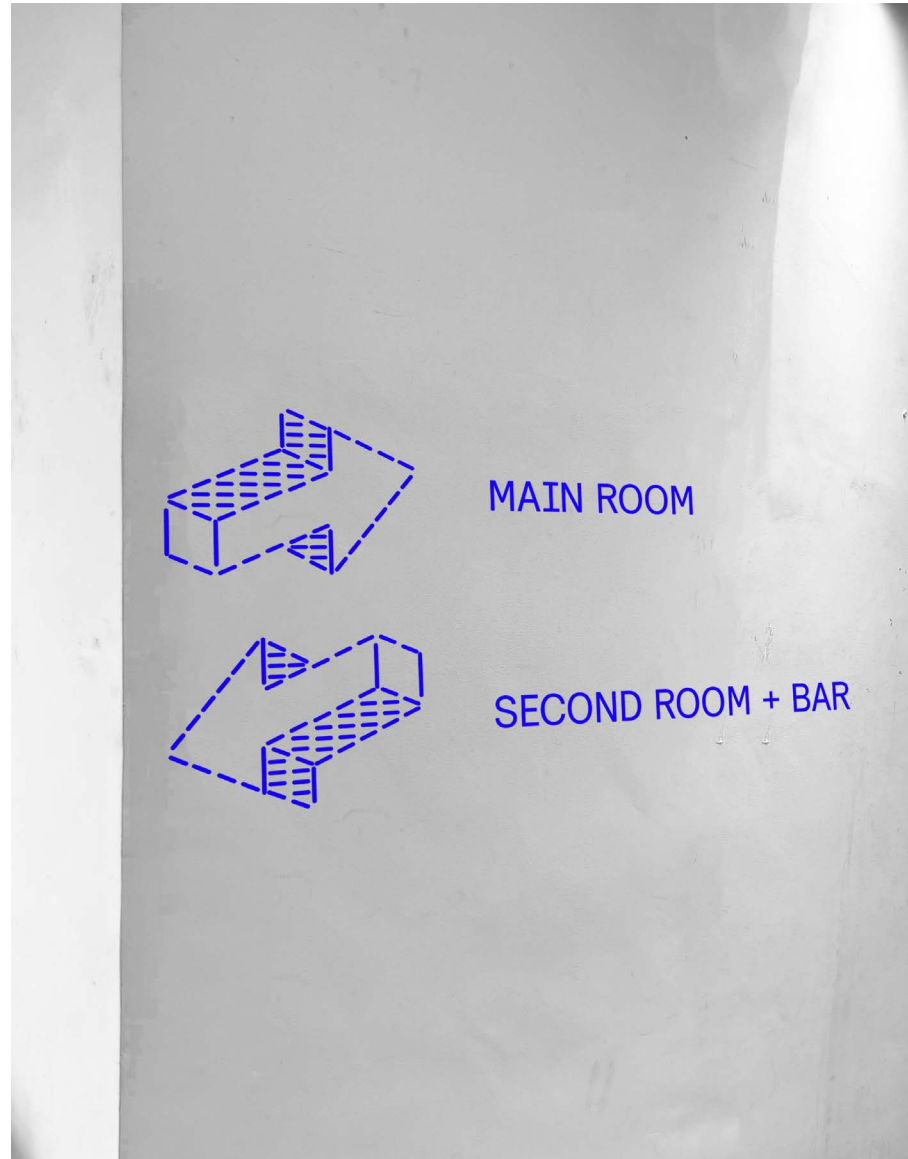
## WALL VINYL DESIGN 1





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## WALL VINYL DESIGN 2





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## IMAGE TREATMENT



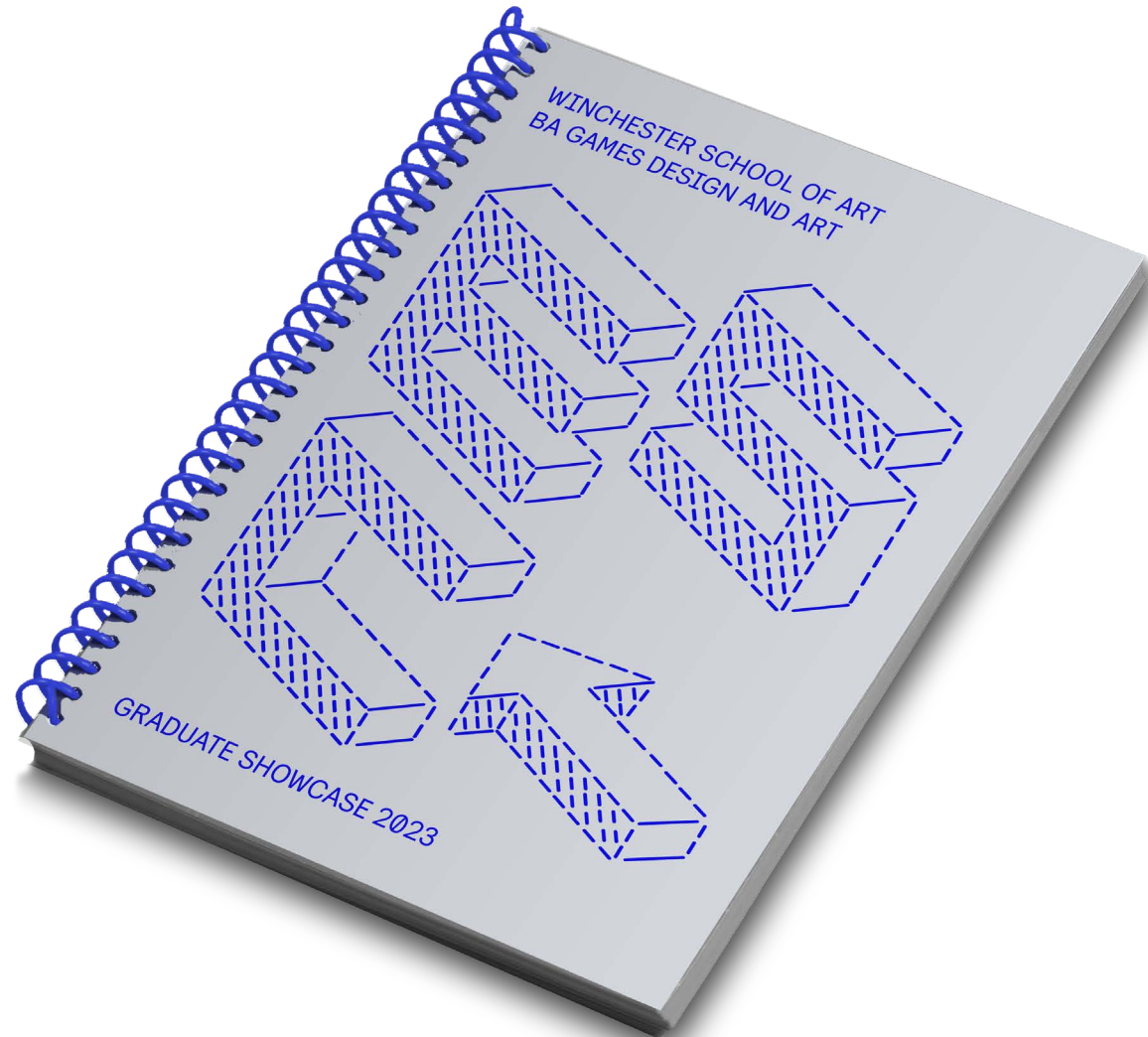


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A SPACE BETWEEN EDUCATION  
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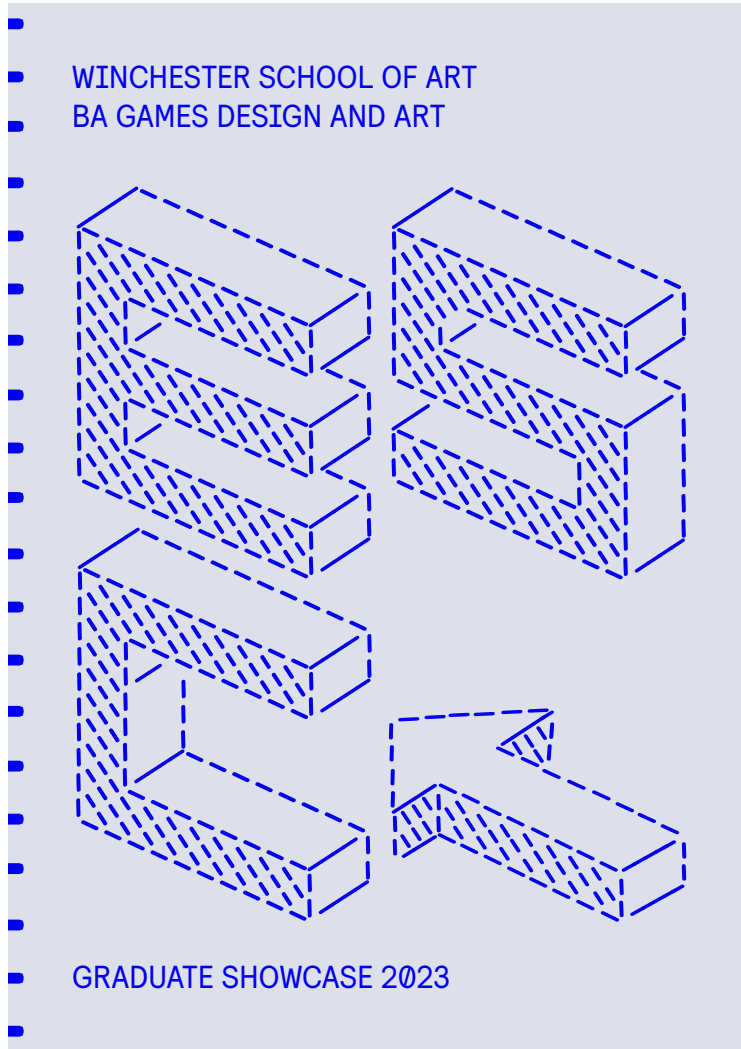
## PUBLICATION MOCKUP



BLUE RING BIND TO MATCH NEON BLUE  
SPOT COLOUR

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This catalogue celebrates the graduating cohort from Winchester School of Art 2022, BA Hons Games Design and Arts programme.

ESC Graduate Showcase 6th July — 7th July 2022	WSA Degree Show 16th June — 19th June 2022
6th July 18:00 — 21:00 7th July 11:00 — 21:00	16th June 18:00 — 20:00 17th & 18th June 11:00 — 18:00 19th June 11:00 — 16:00
Hoxton Arches, London Arch 402 Cremer Street, London, E2 8HD	University of Southampton Park Avenue Winchester, SO23 8DL

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adam.procter@soton.ac.uk

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'Interplay  
between  
the cultural  
landscape  
of games and  
the process  
of making is  
something we  
deeply embed in  
our programme.'



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GRADUATE SHOWCASE 2023

As Programme Leader I am often asked to describe our Games Design and Art programme at Winchester School of Art. One unique piece of this puzzle is that the programme sits not only within an art school, but also within a Russell Group university, which pushes the programmes we develop to challenge the boundaries of each discipline.

I believe that the best way to describe our programme is "Design Thinking for Games". Design Thinking' is often seen as a buzz word in the creative industries, but the underlining principles for us are to use a thoughtful, considered and methodical approach to deconstructing, building and critiquing the world of game making and the games we make during on the programme.

This involves lots of cultural and contextual conversations, lots of prototyping, user testing and critiquing along with providing space to explore new ideas and themes which games have yet to tackle. This means that each final year's projects are unique. The students and the programme respond to the current world climate and the world of games culture through the production of a game artefact.

We think of the games produced as cultural objects in themselves, offering not just a great experience but marking a moment in time. Over the following pages you will see a variety of projects that have been made by our students this year.

They show the students' ability to work across disciplines within game-making. The support of students for one another in the studios has been vitally important in enabling them to tackle the mammoth task of making a complete game, not a portfolio piece or tech demo but a thoughtful game experience. Tackle the mammoth task of making a complete game, not a portfolio piece.


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GRADUATE SHOWCASE 2023

### AIOLOS

Patrick Nguyen  
[www.lumzalum.itch.io/aiolos](http://www.lumzalum.itch.io/aiolos)

**Genre;**  
Action

**Key Themes;**  
Storyline  
Multiplayer  
Immersive  
Alternate reality  
Action  
Open World  
Exploration

**Target Audience;**  
20-30 Y/O

**Playtime;**  
20mins Per-Round

It's always exhilarating seeing your favourite character pop up on screen in a series or a video game that you love. Even when they are beaten you still feel that sense of awe as you witness their struggles and hard-earned steps forward. Or in some cases a satisfying descent into a jaded metamorphosis of their original self. Or even a twisted depraved antagonist you can't help but fall for. It is because of my love of such an experience that I seek to create my own characters, imbued with my own ideas, style and perspective. To weld the vague airy ideas and concepts into a tangible form—that has been my updraft of wind that has pushed me forward in my works. As such, in Aiolos I created a character and game that would take the next step into materialising those ideas and concepts into actions. Playing as an android whose desire is to escape their hard-wired life to find their own footing in the world. Utilising your control over the heavenly currents with an array of jackets, find gentle winds guiding you to that Blue Marble.

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Elevate  
BA Games Design & Art  
Graduate Showcase 2023  
Winchester School of Art

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