

CONCEPT NOTE: Mac D's Farm Animal Jamboree

Project Highlights: To create a game with graphics that appeal to children and also with a learning lesson involved. The game will challenge kids to listen to the voice of an animal's voice box, and then they must drag and drop the voice box to the correct animal in order to give it back its mouth.

Target Audience: This site caters to kids with colorful, cartoon graphics and as well as a concept meant for younger children to receive a learning lesson out of.

Design Approach: As for colors to be chosen, orange was a must because it is an attention grabbing color full of energy and is very symbolic to active children. Blue secondly was chosen to surround the game as a soothing, trustful color to balance out the energy given by the energetic orange hues. The design of the animals was simplistic and cartoony in order to appeal to children but not too abstract that they would know what animal it was.

Final Comp:



Interactivity: When one of the boxes with a question mark is clicked on, the user can drag the box and it will make a sound of an animal. By clicking again the user can hear the sound as many times as they like until that have decided which animal the voice box belongs to. Then by dragging the voice box over an X that marks where the animals mouth should be, if it is the correct animal the box will turn into the animal's mouth and if not the correct choice, the user can continue to drag the box across the other X marks until it matches the right animal.

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