



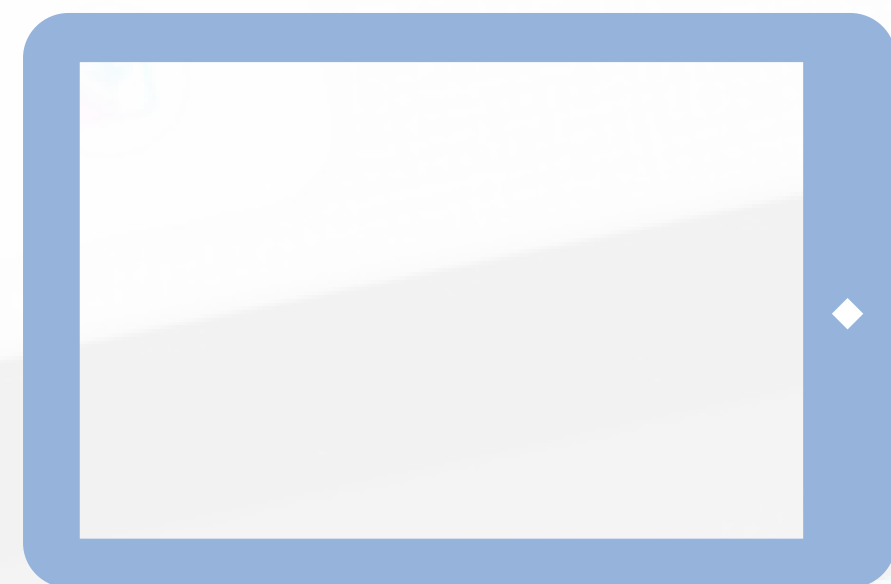
The Art Creation Kit For Pixel Artist

Case Study

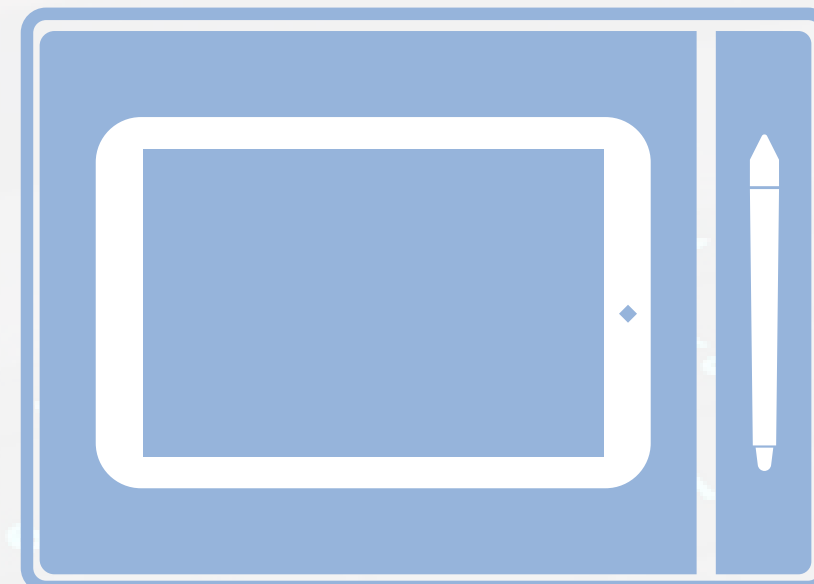
BRAND CONCEPT & TARGET MARKET

MOSAIX is a comprehensive and user-friendly creation & social platform for the pixel art artists and lovers. it includes a powerful pixel art creator application and a promotion and artistic social website. In addition, the kit also includes a specially designed tablet to provide the best experience of artistic creation to its user.

The Main Target of This Brand will aim to Digital Artists, Game Developers, and Pixel Art Lovers. There doesn't have a very specific age limit, but According to the development process of Pixel art; The optimal target age range will around 16-40.



Pixel Art Creator Application
on Tablet Device



Tablet Kit
(with Touch Pen & Keyboard)



App Promotion & User Social
Interactive Website

COMPETITORS

MAKEPIXELART.COM

- Advantages -

- Nicely designed Interface
 - Easy to use
- Has some interactive features

- Defects -

- Some features are hidden and lacked with explanation

PISKEL

Advantages

- The interface been nicely fromed
 - Has the function guide
 - Has the offline ap plication

Defects

- Part of the operation is easy to confuse with browser

WORDLIST

Pixel

Bitmap

Bit

Bitboard

Digital

Computer

Software

Shape

Form

Game

Portable Console

Game Sprites

Square

Tablet

Applications

2D

2.5D

Mosaic

Hierarchy

Structure

Creativity

Young

Light

Colorful

Art

Brush

RGB

Detail

Dense

Simple

Bold

Mobile Phone

Unit

Vivid

Small

Cube

MOODBOARD



BRAND TYPEFACE & COLOR SCHEME

Oswald Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?

Mosaix Pixel Font

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ? !

45°

RGB (252, 143, 212)

#fc8ed3

RGB (186, 168, 217)

#baa8d8

RGB (158, 178, 217)

#9eb2d8

RGB (130, 189, 219)

#82bcdb

RGB (107, 199, 222)

#6bc6dd

RGB (79, 209, 222)

#4fd1dd

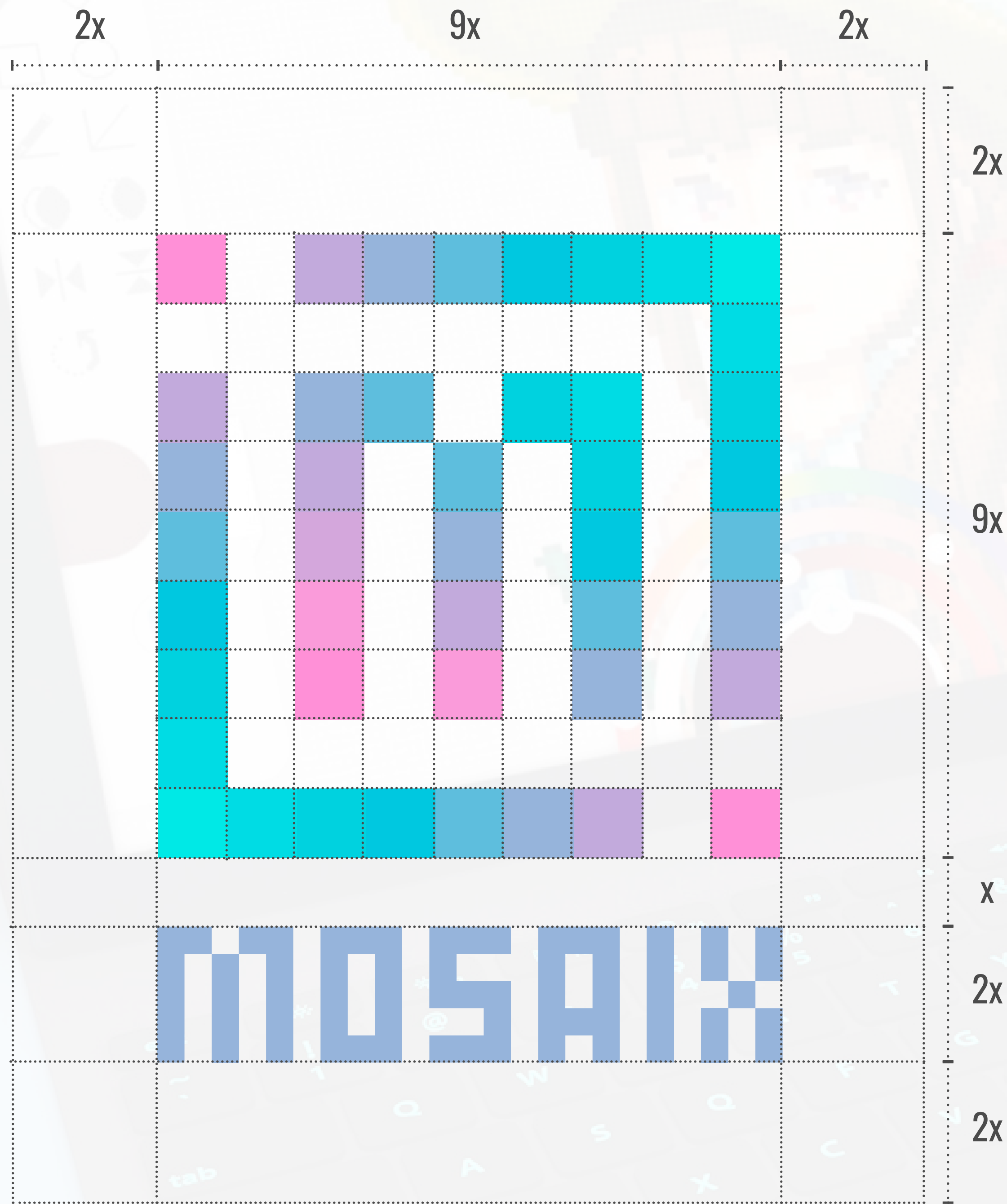
RGB (59, 129, 227)

#3adbe2

RGB (41, 232, 229)

#28e8e5

LOGO CLEAR SPACE & USAGE



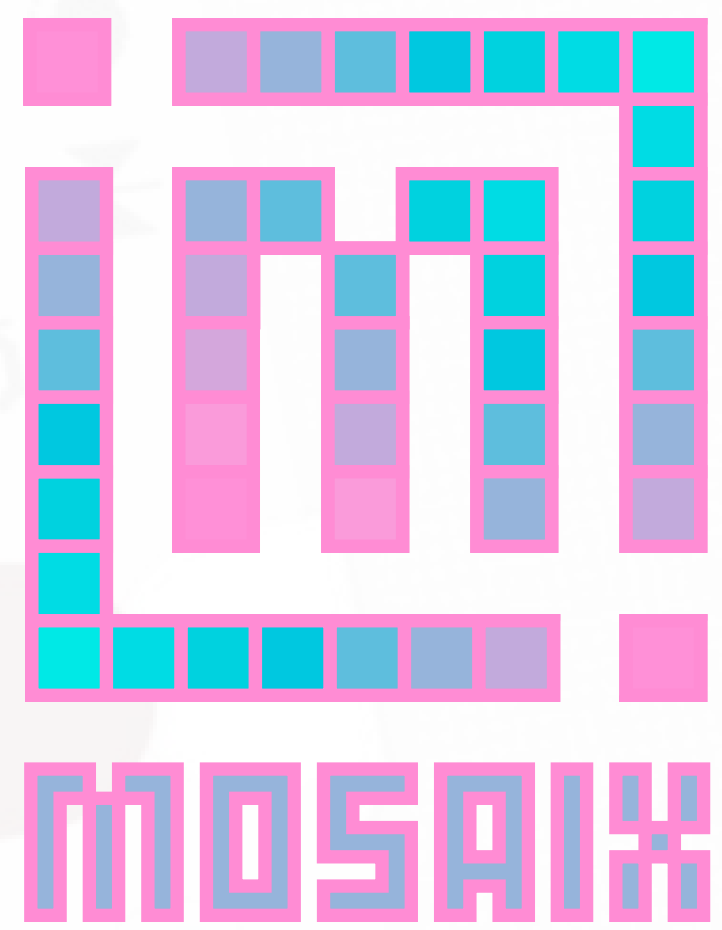
In Primay Color & Gradient



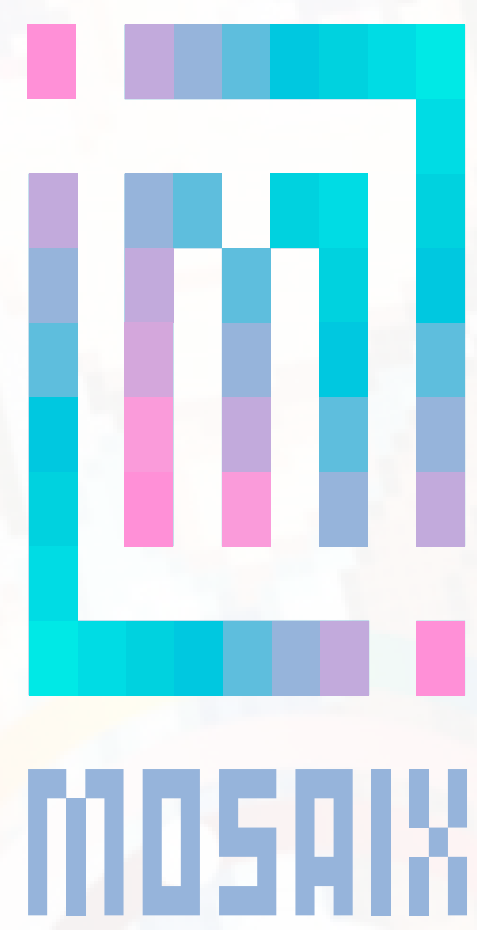
In Monochrome



LOGO MISUSE EXAMPLE



Do not outline the logo.



Do not scale the logo without the proportion.



Do not change the place of logo elements.



Do not fill the logo with the gradient.

DEVICE CONCEPT SKETCHES



DEVICE 3D MODEL FINAL RENDER



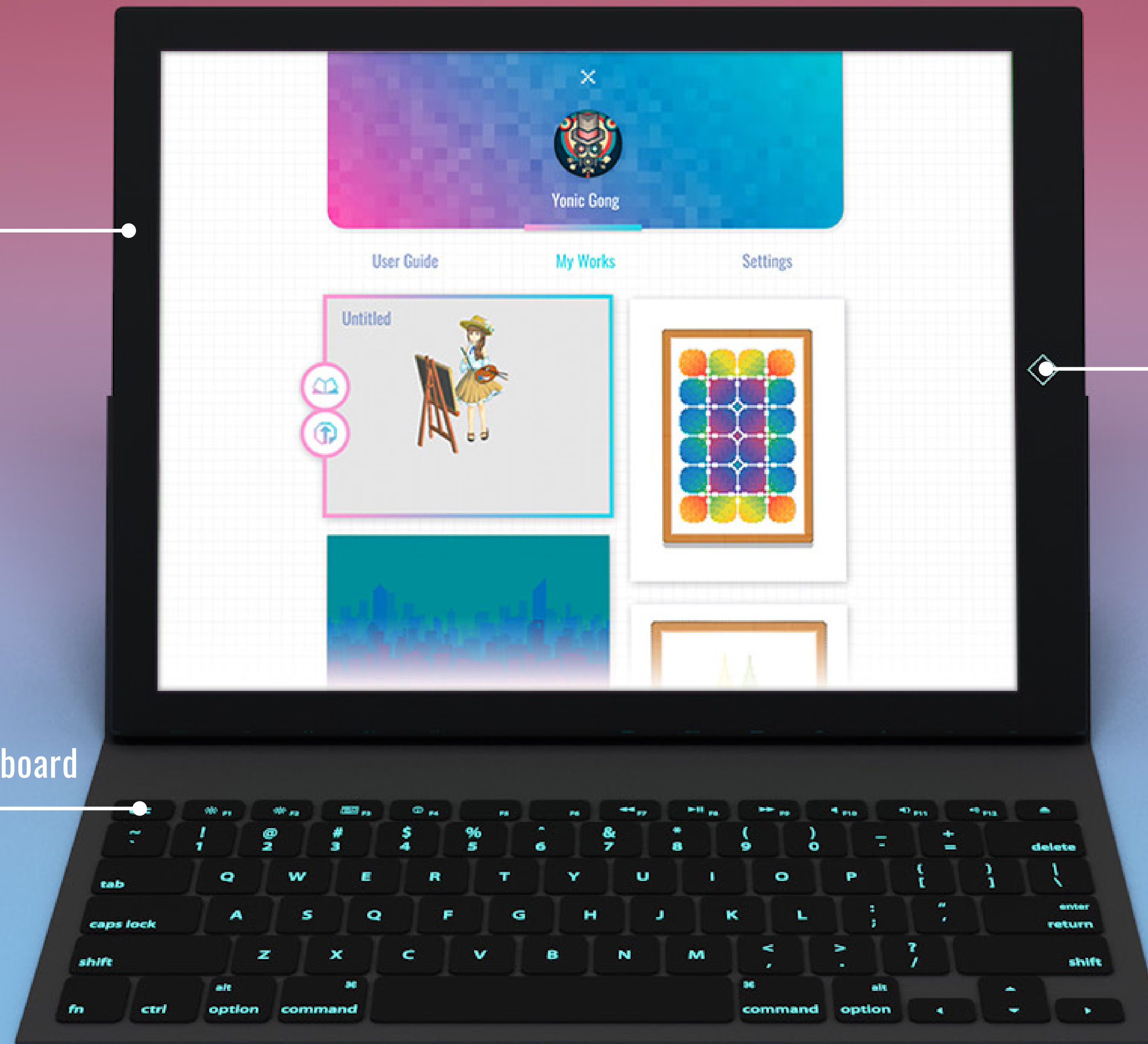
DEVICE COMPONENTS

Tablet

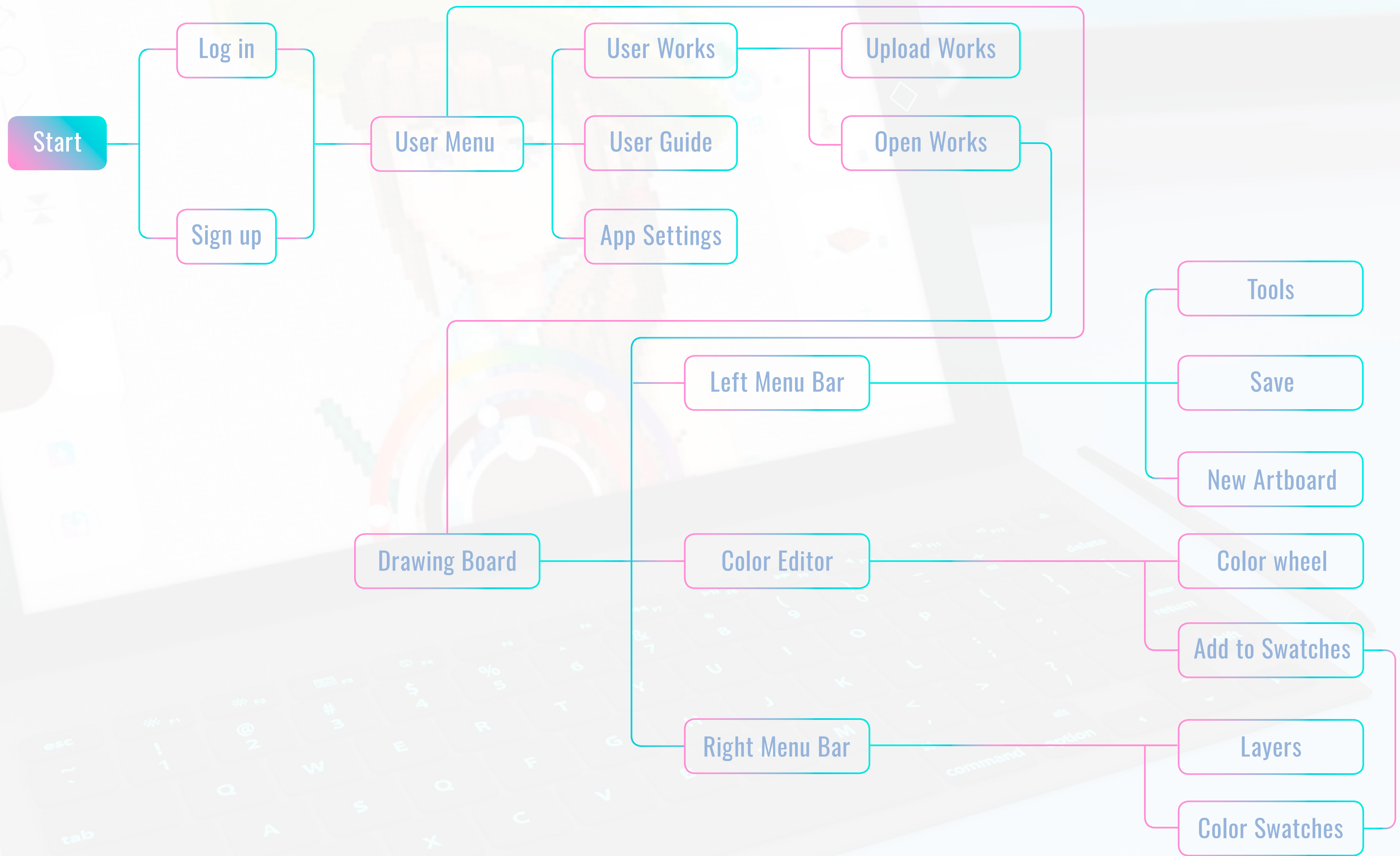
Protection Case With Backlit Keyboard

Backlit Home Button

Touch Pen



APP IA MAP



PERSONA



Jimmy

Age: 30

Gender: male

Job: Game Developer

Jimmy is a professional game developer and a hardcore video gamer. He loves to communicate with other people about the pixel artworks and techniques. He finds out about Mosaix from his friends. Now, He has registered an account and starts creating pixel artwork through the application. He is pretty interested in the tablet kit, and want to learn more about the product.

PERSONA



Neko

Age: 17

Gender: Female

Job: High School Student

Neko is a high school student who is obsessed with ACG (Animation, Comic & Game). Now she is planning to make a small pixel style game but she does not have much design software experience, so she wants to find an easy-to-use pixel art creation software. In addition, she also needs to get some tutorials to learn how to create her pixel artwork.

APP ICONOGRAPHY SYSTEM

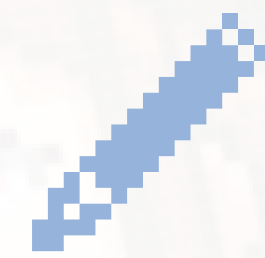
Graphics Toolbar Icons



Move



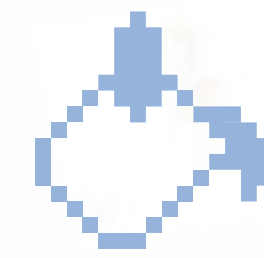
Select



Pencil



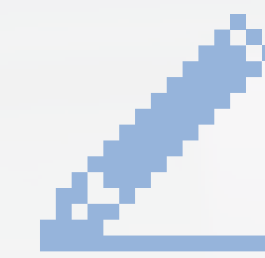
Erase



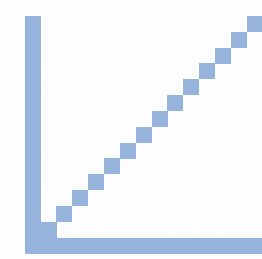
Fill



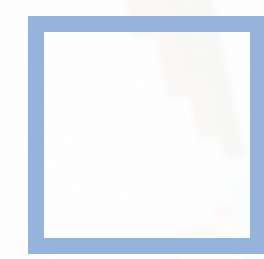
Color



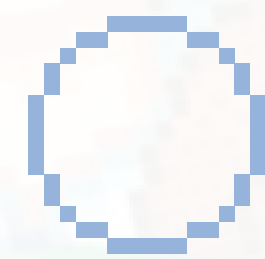
Segment



Slash



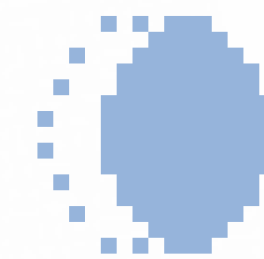
Rectangle



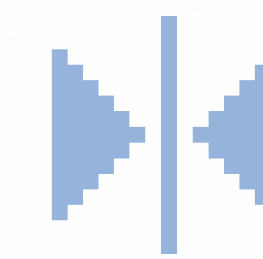
Ellipse



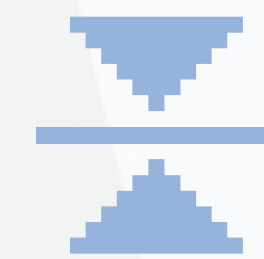
Copy



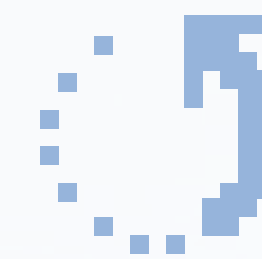
Cut



Vertical



Horizontal

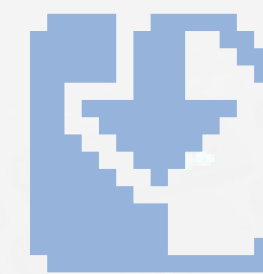


Rotation

Application Functional Icons



New File



Save



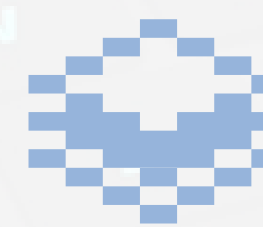
Add



Delete



Swatches



Layer



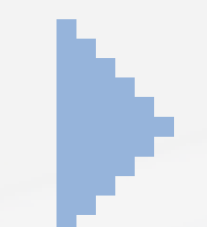
Open



Upload



Undo

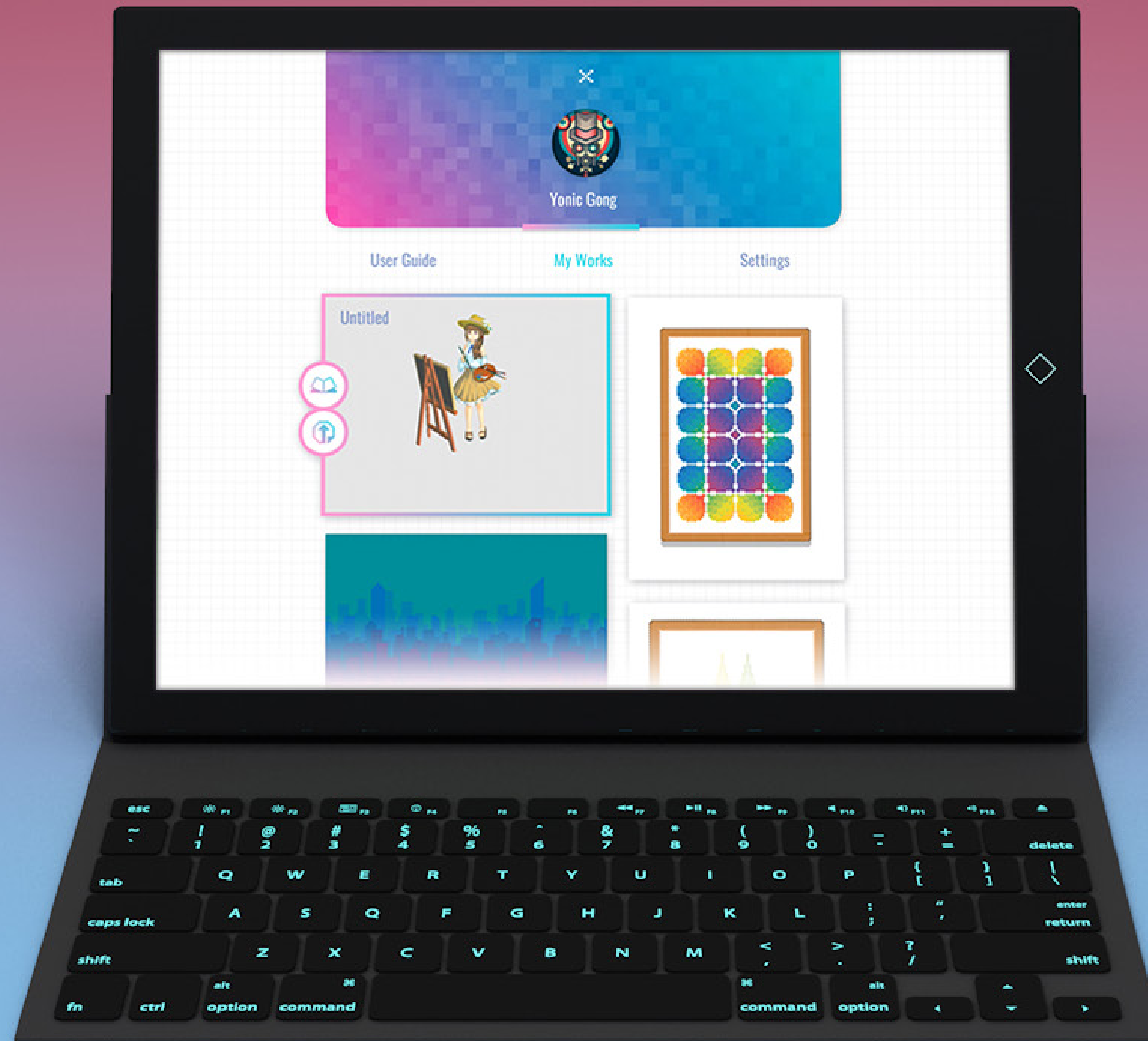


Redo

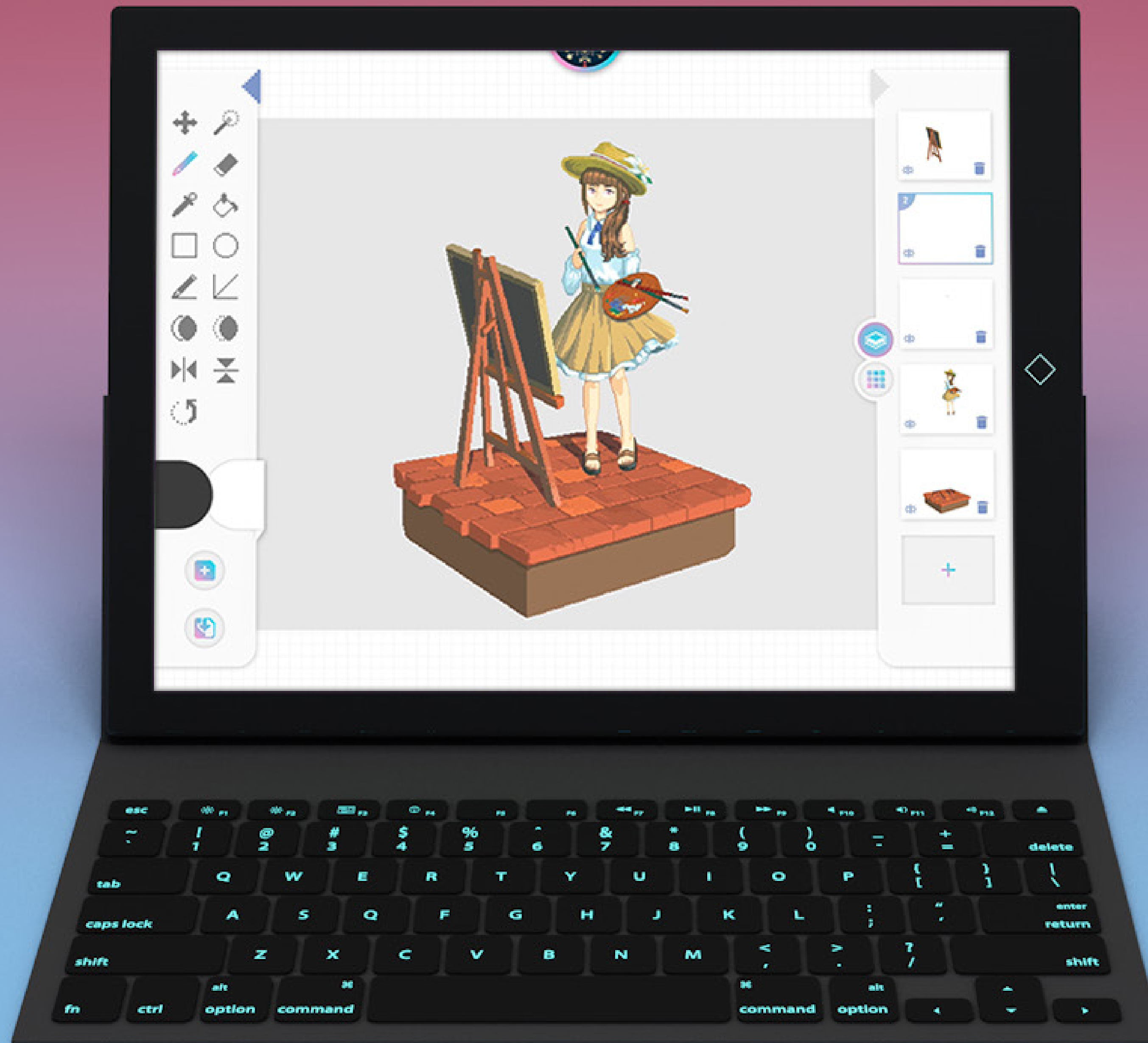


Hide

APP INTERFACE DESIGN



APP INTERFACE DESIGN



APP INTERFACE DESIGN

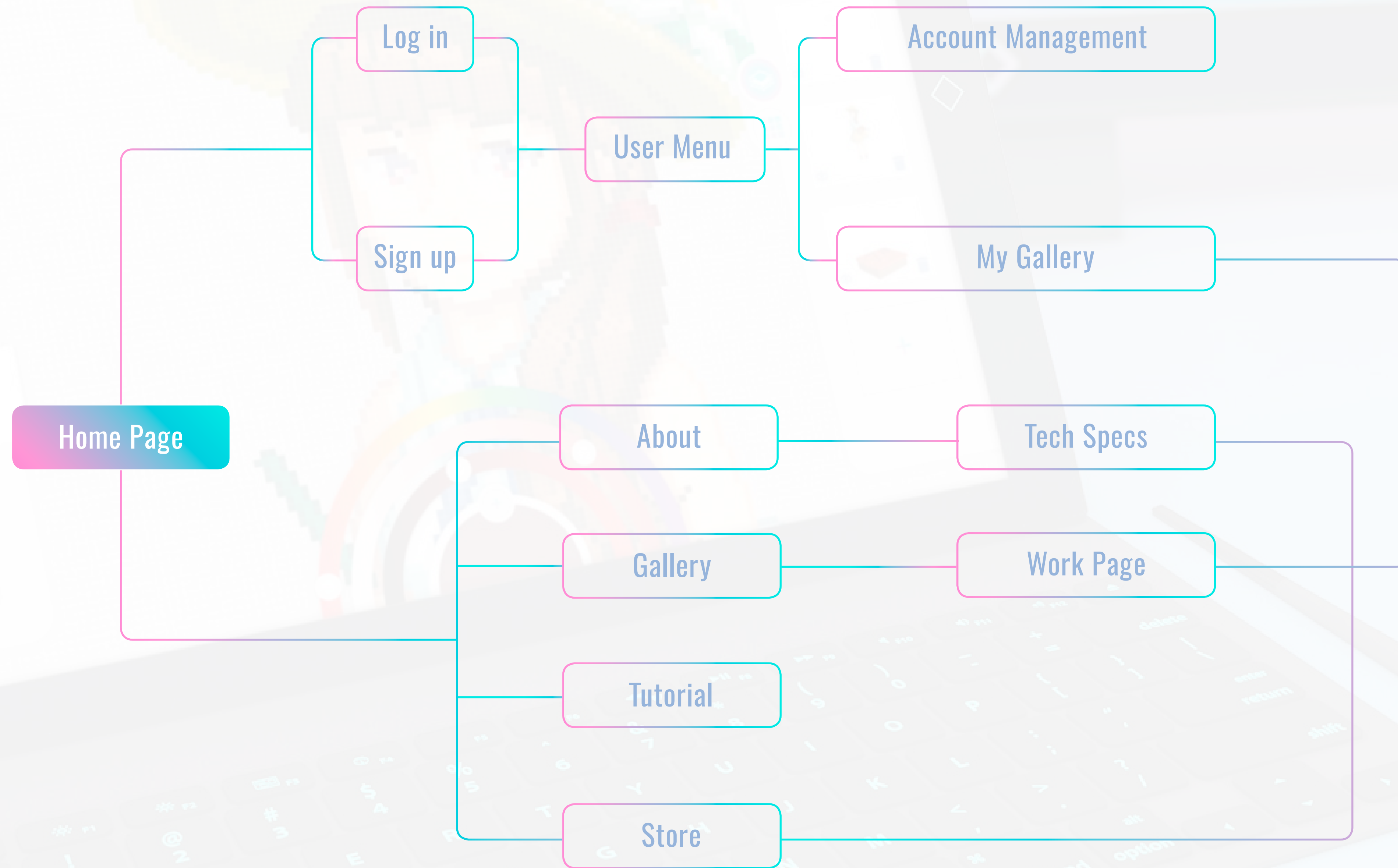


APP INTERFACE DESIGN

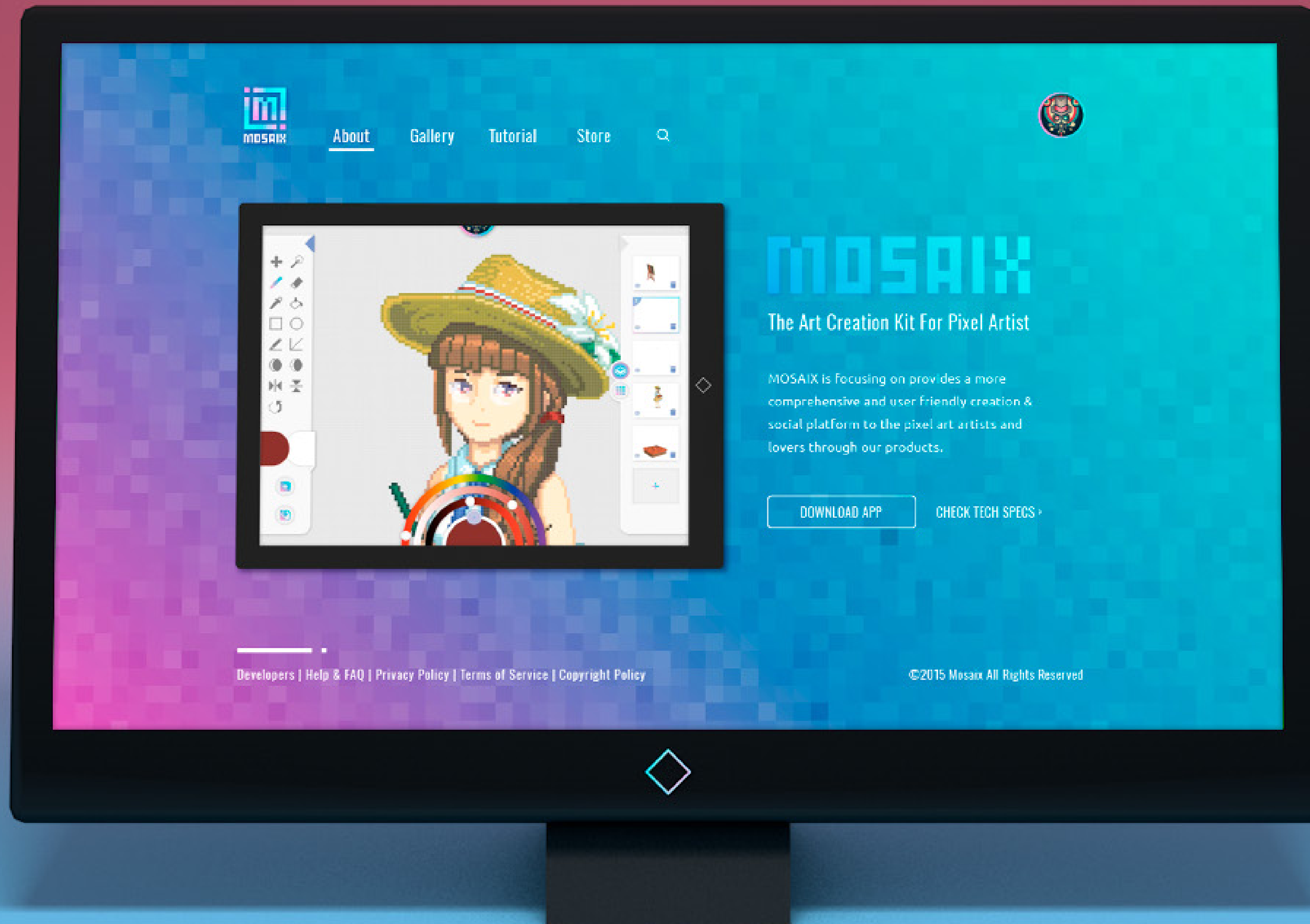


[Check Out The Walk Through Video](#)

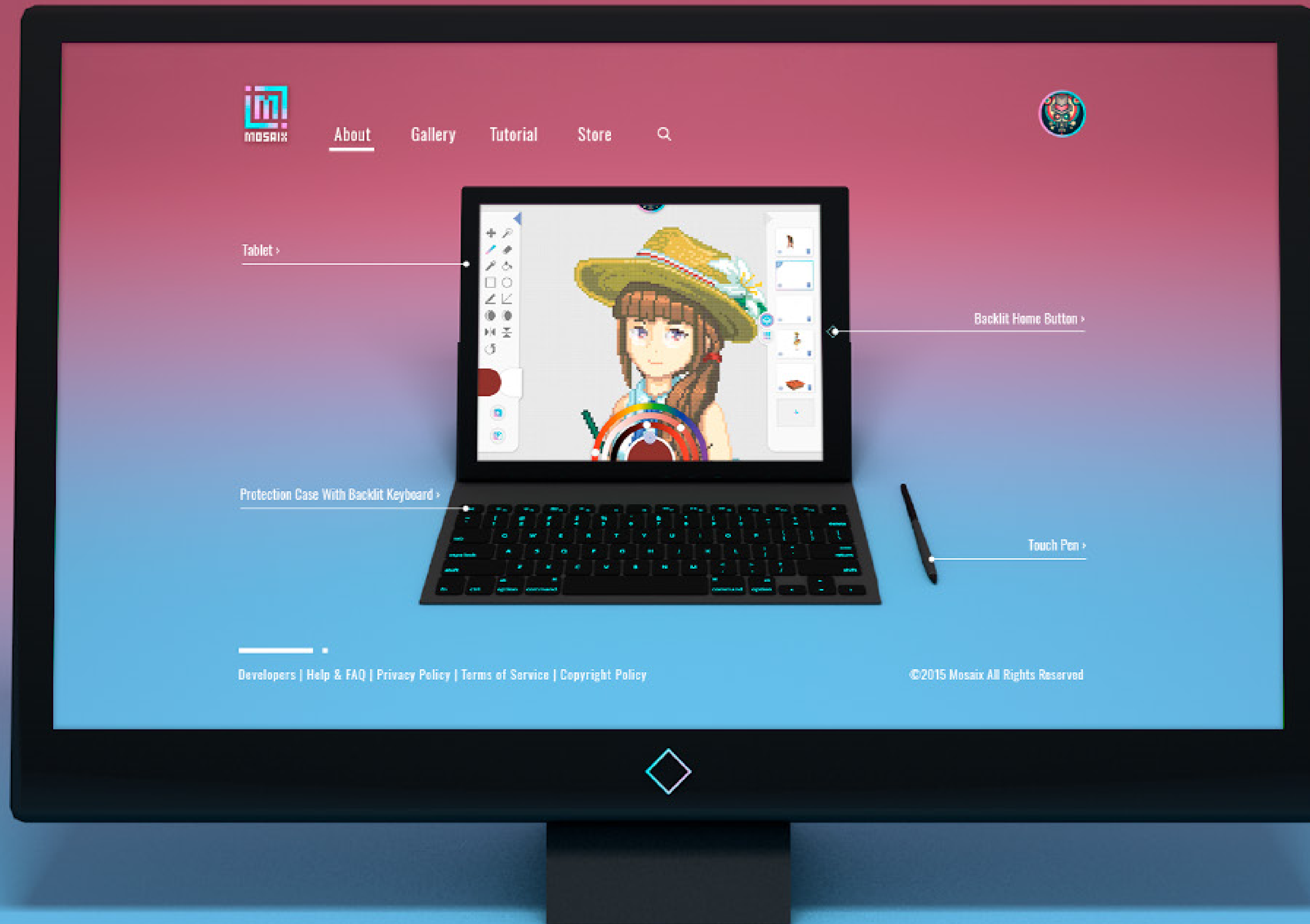
WEBSITE IA MAP



WEBSITE



WEBSITE



WEBSITE





Thank You

yonigong@gmail.com | yonigong.com