FADED

"Aging teaches us that memory is the
memory is the soul's treasure,
and oblivion its inevitable test."

Summary

World
Data sheet

PROJECT	**Faded**
DEVELOPER	*HiQub*
PUBLISHER	HiQub
GENRE	Narrative runner
NB PLAYERS	Solo
PLATFORMS	PC/Consoles, Mobile port
CAMERA	2D scroller, side view
ART DIRECTION	Watercolor, 8 fps animation, Pastel
SESSION LENGTH	5 to 15 min
GAME LENGTH	1 to 2 hours
TARGET	12-40 years old
	Casual players,
	Loving contemplative and narrative games,
	Loving independent games
ENGINE	

World

Data sheet

Pitch

FADED is a narrative runner in which you take on the role of an aging protagonist desperately trying to piece together the fragments of his lost memory, revealing forgotten recollections at every step of this emotional adventure.

Synopsis

The player takes on the role of a main character. An artist named Isabelle Durand, an elderly woman recounting her past history.

The player finds himself projected into her artistic universe in order to progress through her memory, which begins to fade as the game progresses.

The progression through Isabelle's memory ranges from the most recent to the most distant, making the player's progress increasingly complicated.

In addition to traditional runner gameplay, a "Narrative" section helps the player to understand each memory through its evolving environment.

Themes

The theme of aging and forgetting explores how time affects memory, cognition and the human condition, highlighting the challenges, emotions and social consequences associated with memory loss and the aging process.

Intentions
Raising awareness about forgetting

- ➢ Reflection and awareness
- ➢ Ageing
- ➢ Nostalgia for passing time

INTENTIONS
DEPICTING AN INTROSPECTIVE JOURNEY

- ➤ Exploring emotions
- ➤ Discovering the stages of life
- ➤ Empathy
- ➤ Immersion

Intentions
Propose an accessible allegory

➢ Philosophical representation
➢ Poetic visuals
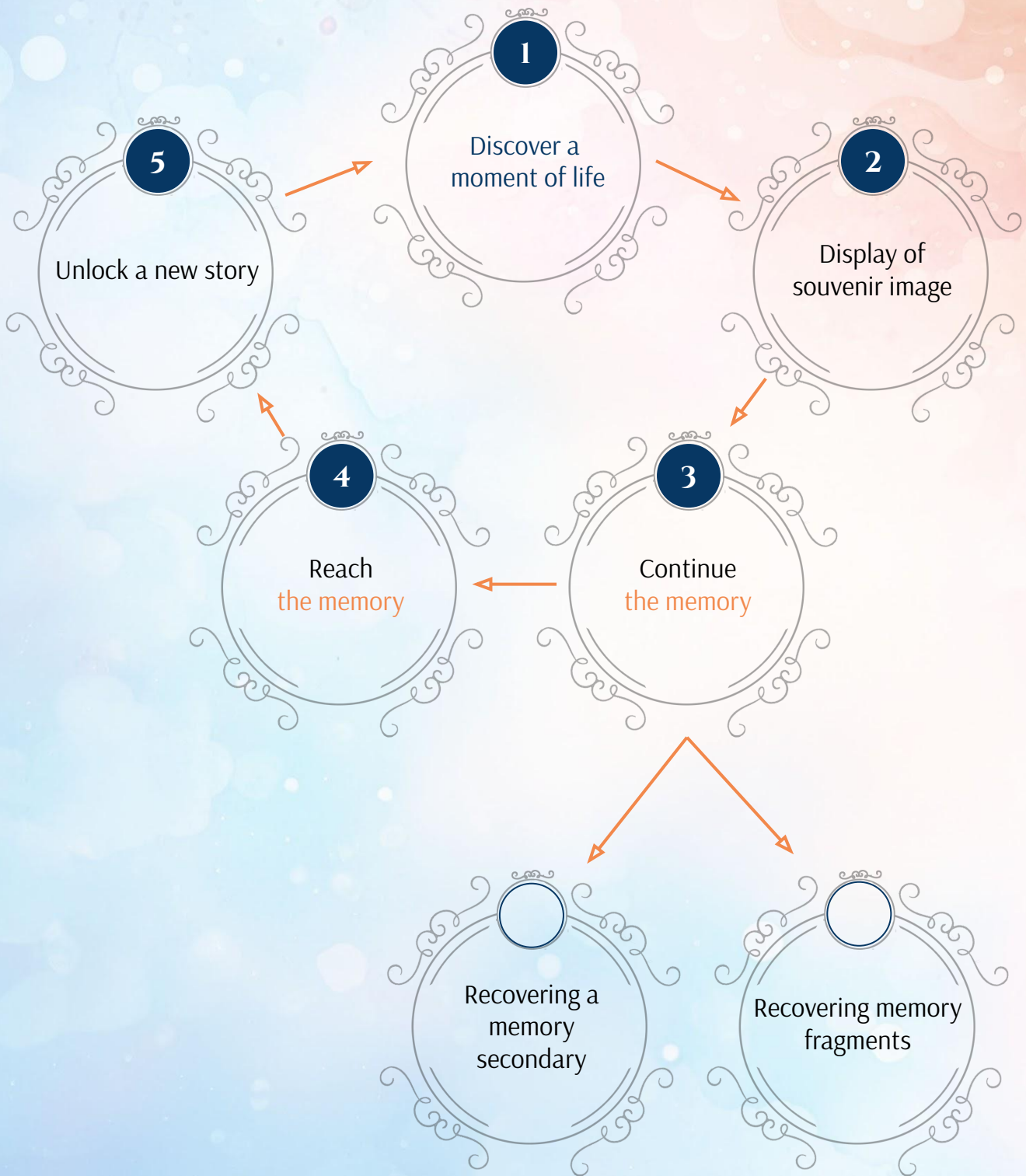➢ Easy to use
➢ Story of a simple person

Gameplay
Gameloop macro

1

Discover a
moment of life

2

Reaching a
memory
(Goal)

4

Unlock a new story
(Reward)

3

Facing
to forgotten
(*Challenge*)

Gameplay
Gameloop micro

1 — Discover a moment of life

2 — Display of souvenir image

3 — Continue *the memory*

4 — Reach *the memory*

5 — Unlock a new story

Recovering a memory secondary

Recovering memory fragments

Gameplay
3C : 2D camera scroller

The camera follows the character from a lateral perspective as he moves through the game environment. This camera follows the character horizontally as he progresses through the levels.

The camera focuses on the action at hand, which means it can follow the character during normal gameplay phases, but also adjust to show larger areas with important elements when necessary.

Gameplay

3C : Controls & Character
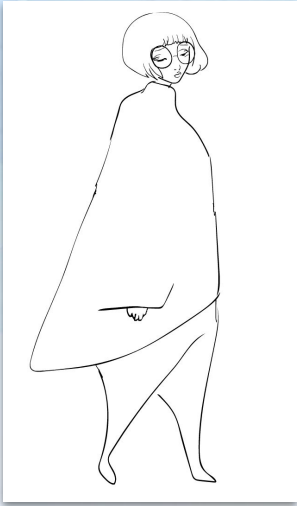
The **character** moves only on a 2D plane.
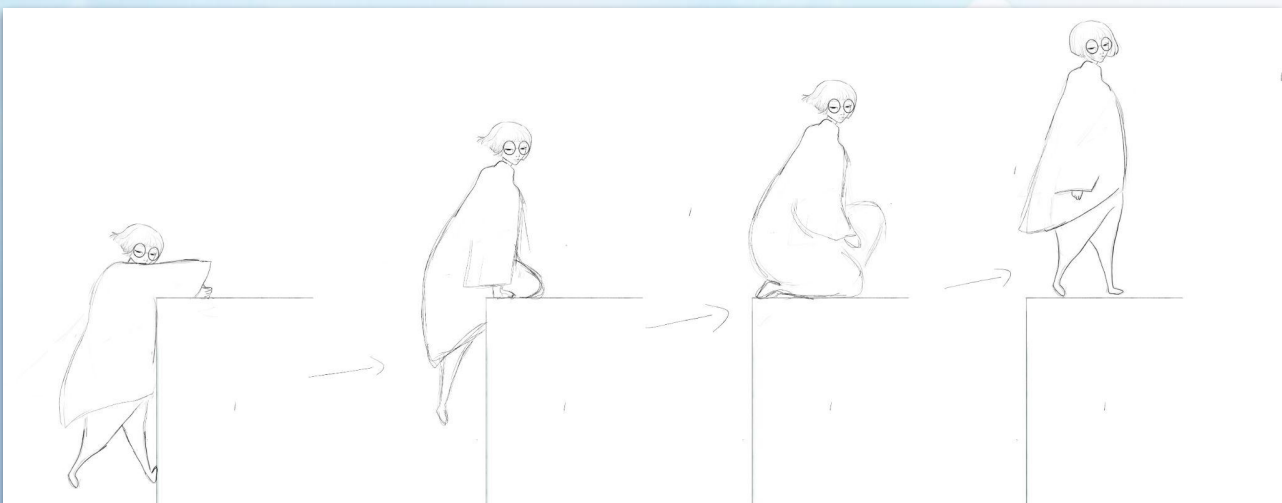
The **character** automatically moves to the right.

The **character** advances faster as he progresses through the level.

The **character** can jump, the height is controlled by pressing the key.

The **character** can hover at the touch of a button while in the air.

The **character** can cling to a ledge when close enough to it.

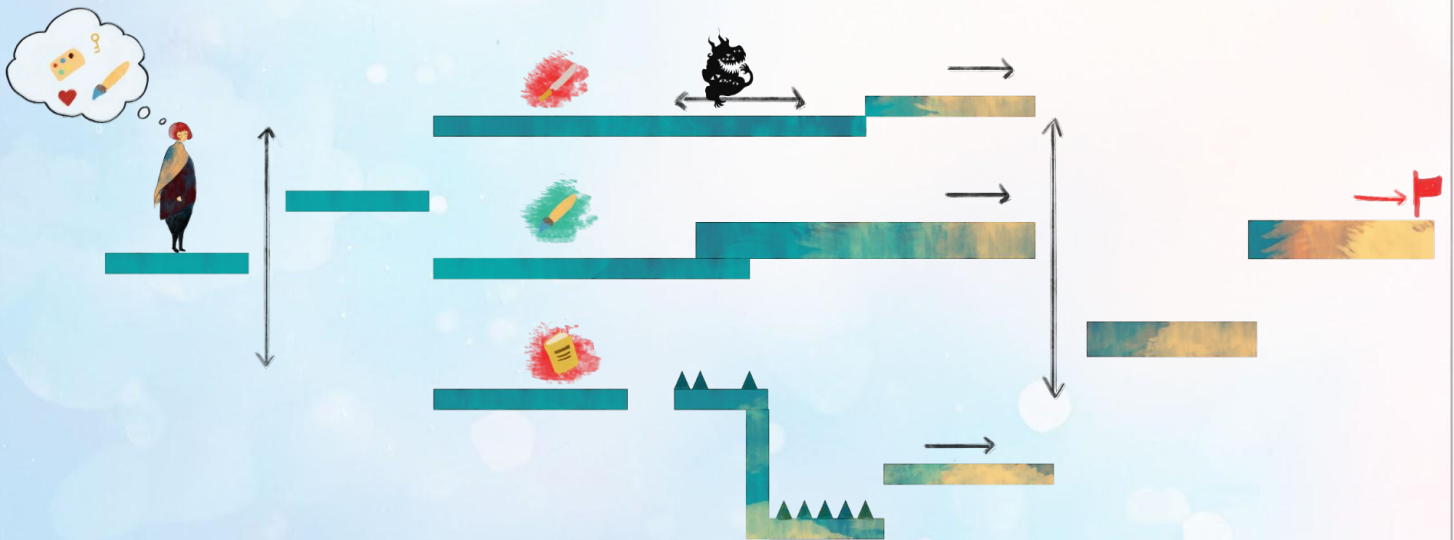# Gameplay

Souvenir image

At the start of each level, an image is displayed to the player. It's a souvenir image featuring several objects. Each object has a strong link with the elderly person in the level. The player must memorize them throughout the level. As the level progresses, the player is confronted with several paths, each linked to a memory.

However, only one is real, and the others have been invented. The player will have to remember the image in order to find the true memory. When the player takes the path linked to the true memory, he'll have an easier passage through the level than if he'd taken the wrong path.

Moreover, by taking the right path, the player earns a memory point that can be used to unlock other levels.

Gameplay
Moodboard

Set a light mood with a clean, calm set, while retaining a feeling of solitude and sadness represented by colorimetry in predominantly blue tones.

Use painted visuals to support the allegory, and play with diluted colors to represent fading memories.

Adopting stylized forms to keep the game accessible and light, moving away from realism to represent forgetting in a poetic way.

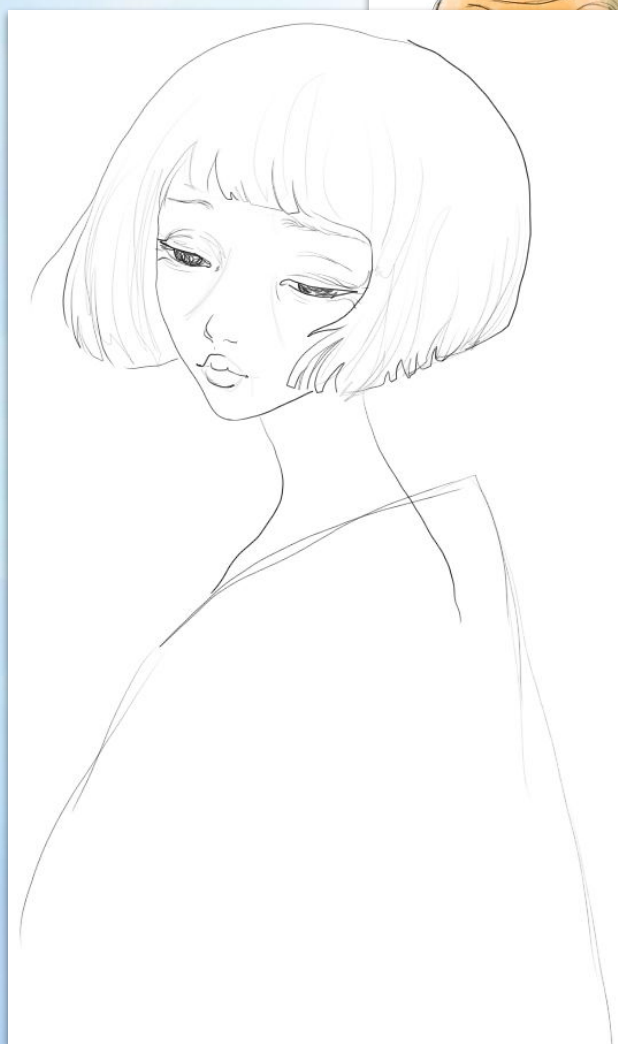Work on the play of light to better integrate the environment into the narrative and represent the journey.
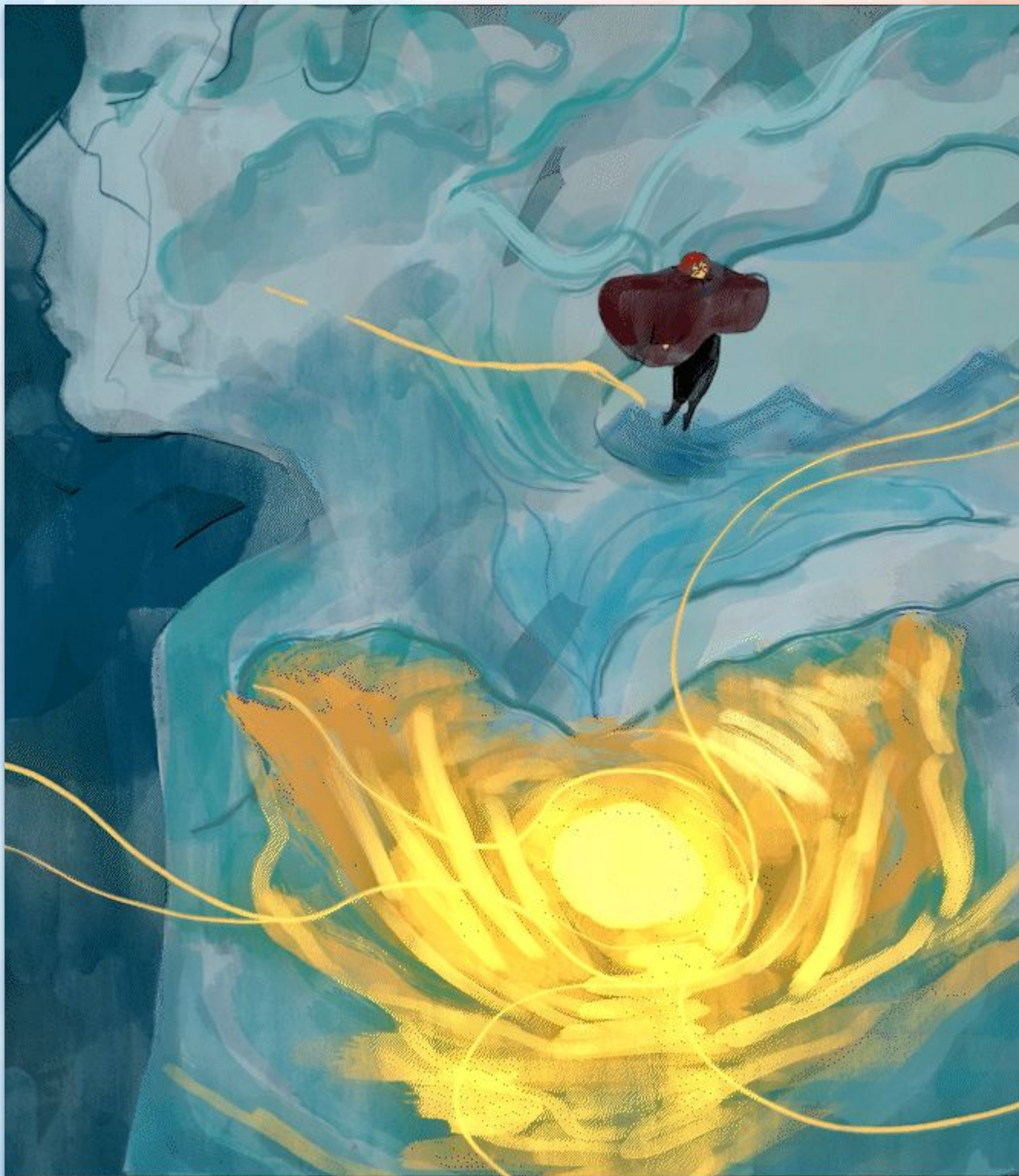
Gameplay
Concept Art

Market study[*]

PC

473 M€
Sales revenue
Games total

+20%
Before the health crisis

30 958
Casual game copies

9e
Game genre
Best sellers

[*] Based on CNC data for 2022.

Market study*

Consoles

1 633 M€
Sales revenue
Games total

+10%
Before the health crisis

267 782
Casual game copies

10e
Game genre
Best sellers

MARKET STUDY*

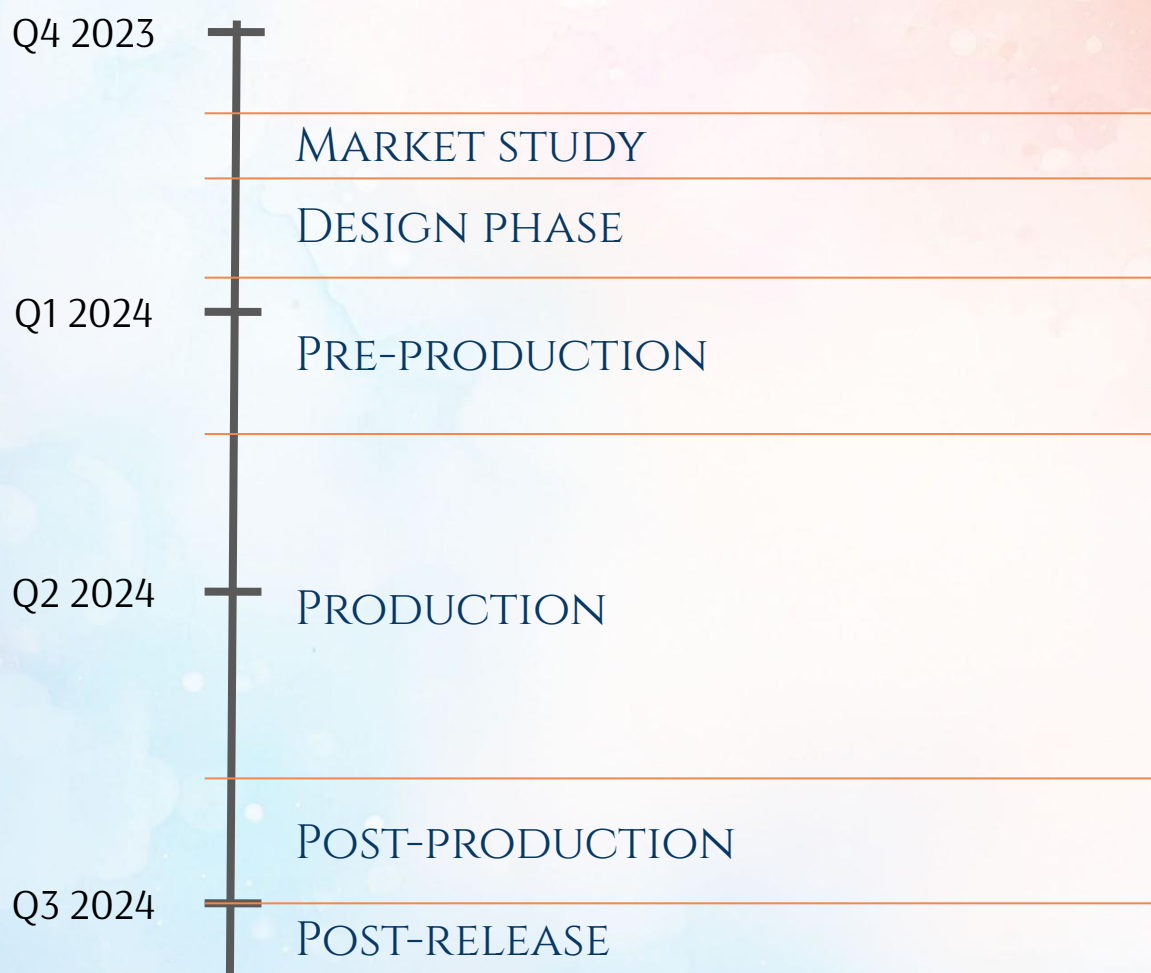## MOBILE

1 415 M€
Sales revenue
Games total

+15%
Before the health crisis

17 500 M
Download
Casual games

1st
Game genre
Best sellers

Roadmap
Q4 2023 - Q3 2024

Q4 2023

Market study

Design phase

Q1 2024

Pre-production

Q2 2024

Production

Post-production

Q3 2024

Post-release

CREDITS

- ➤ Document produced at the HiQub studio, by :
    - ○ Hugo Machado, Game designer
    - ○ Virgile Touzé, Game designer
    - ○ Carla Malergue, Concept & 2D Artist

- ➤ A big thank you to Gaëtan Saura, the head of HiQub, for supporting us and bringing his know-how and expertise to FADED.

- ➤ Thanks to the CNC for its help in creating this document and providing information on the video game ecosystem.