



RAHSAAN ULDANETA, M.F.A
MULTIMEDIA ADVERTISING SPECIALIST

Game Title & Idea

TITLE & IDEA



Font Usage:
Baskerville Old Face

Theme Idea:

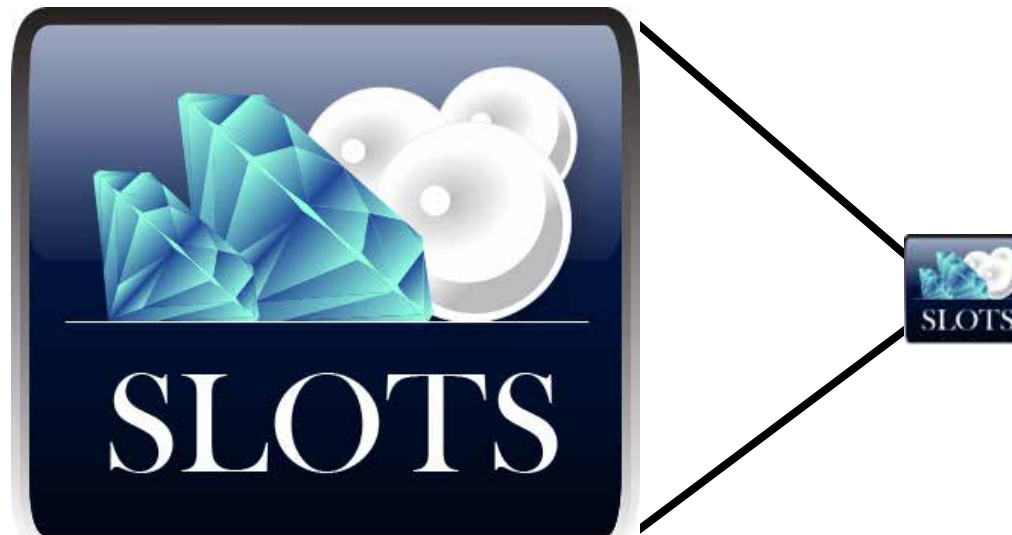
My idea was to use icons women ages 55-65 would recognize from TV Shows, Movies, and Advertisements. I focused on “hunks” and fashion icons that were reminiscent of their the time period and easily recognizable. The font selection was based on fonts also used in advertisements relevant to the time period. In addition, the title “Diamonds & Pearls” I believe all women have an absolute love for and would attract the interest of a female market.



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Home Screen Icon

HOME SCREEN ICON



Game Icon:

The icon displays “Diamonds and Pearls” bringing the game title and imagery together for easy translation. Colorations and font usage is consistent with colors utilized during game play and game start.



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Reel Icons

REEL ICONS



A. Hepburn



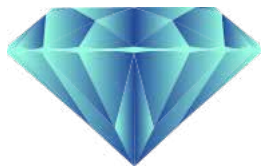
M. Monroe



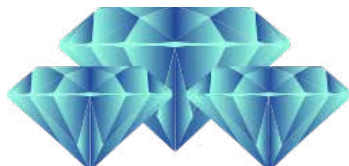
B. Reynolds



E. Presley



Single Diamond



Triple Diamonds



Cash



Wild



Pearls



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Home Screen Layout

MOBILE





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Home Screen Layout

TABLET





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Home Interior Layout

MOBILE





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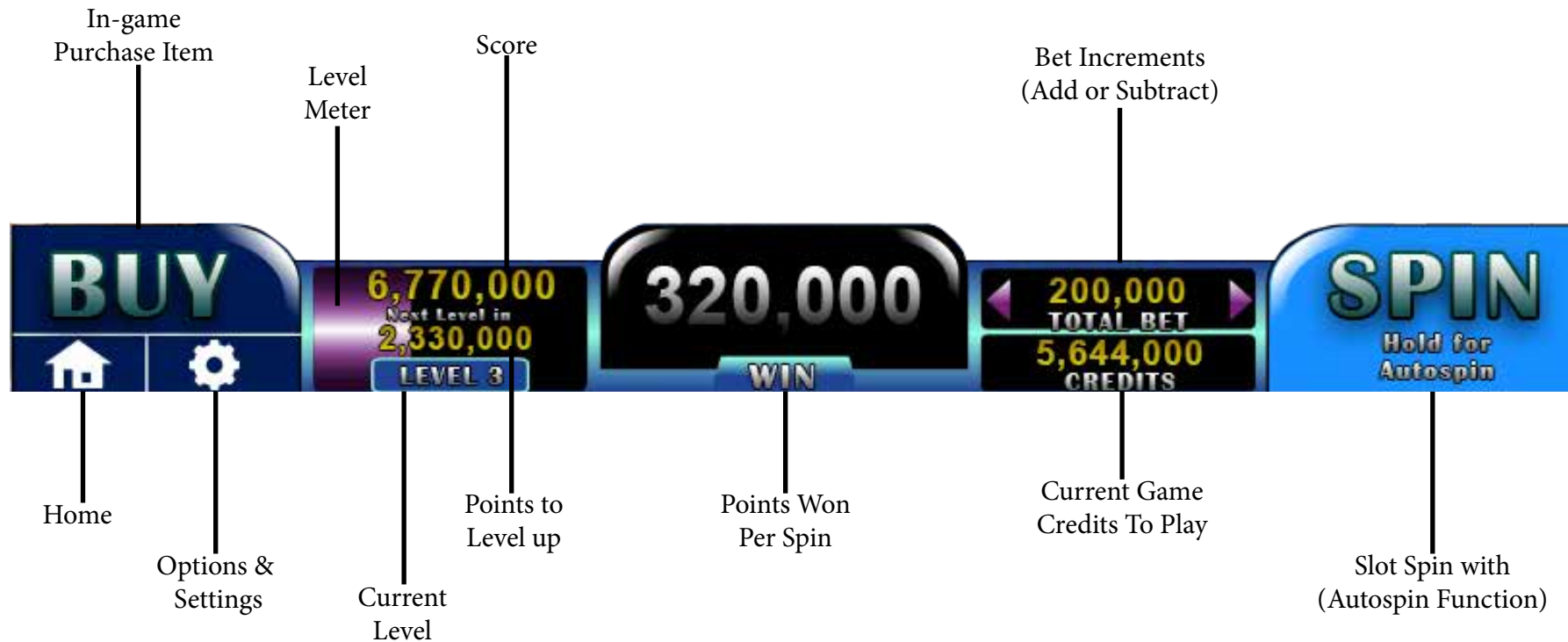
Home Interior Layout

TABLET





CONTROLS





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Special Feature

SPECIAL FEATURE



Wild Multiplier:

Depending on if the player gets 5 of the same character in a will trigger the score multiplier point special effect. The wild multiplier would increase the point value 2-5 times in a slot spin.



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Wild Multiplier (Mobile)
Phase 1 - Strike Through

SPECIAL FEATURE





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Wild Multiplier (Mobile)
Phase 2 - AE Animation

SPECIAL FEATURE





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Wild Multiplier (Tablet)
Phase 1 - Strike Through

SPECIAL FEATURE





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Wild Multiplier (Tablet)
Phase 2 - AE Animation

SPECIAL FEATURE

