

# INTERNSHIP PROJECT

Submitted in partial fulfillment of requirements

Of the degree of

Master in Design

By

Kangkan Sharma



Industrial Design Center

INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

PROJECT 1

# INTERNSHIP PROJECT

AT

# GREYSPRINGS

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ANIMATION AND FILM DESIGN  
IDC IIT BOMBAY  
2014

# Acknowledgement

I sincerely extend my deepest gratitude to head and co-founder Mr. Chandan Thakur for the valuable guidance .I thank Mrs. Sulabha Sharma, Pankaj Thakur and every co-greyspringer for their invaluable support.

I thank my teachers, friends and family for their gracious involvement in seeing the project taking shape. I am also grateful to all my batchmates and seniors at IDC for their encouragement and support.

A handwritten signature in black ink, reading "Kangkan Sharma", is placed on a light-colored rectangular background.

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### TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Kangkan Sharma**, a student of Master of Design, IDC, IIT Bombay, Mumbai has successfully completed Summer Internship Program in **Product Development and Design Dept.** of the Greysprings. He has worked on **App design and Development** from **12<sup>th</sup> May'14 to 30<sup>th</sup> June'14** in the organization.

During his training, we found that he is very sincere, hardworking and fully devoted to assignment. We wish him all the success for his future career.

A handwritten signature in blue ink, appearing to read "Sulabha Sharma".

Sulabha Sharma  
HR Department  
Greysprings Software Solutions Pvt. Ltd.

# Abstract

Game Design and Development involves both the technical skills as well as the critical understanding of video games. And when the games are meant for pre-school going children, the games should be more intuitive, more involving and which facilitates imagination and creativity of the child alongside. Joining Greysprings as an Intern and working alongside industry professionals helped me to achieve those skills and also gave me a better understanding on the aspects of kids learning process and growth.

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# Introduction

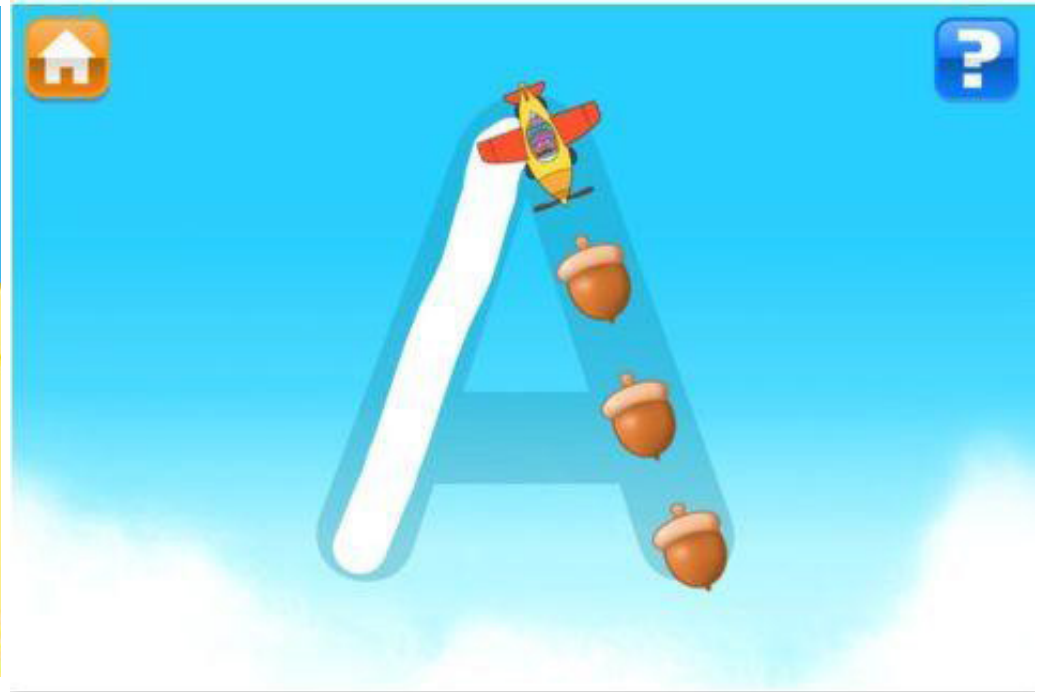
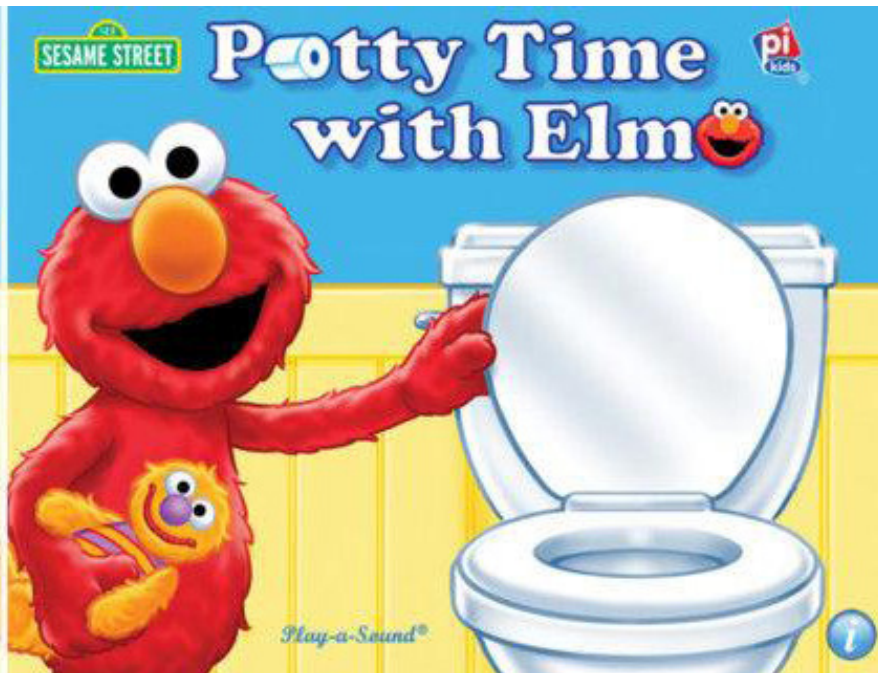
**G**reysprings provided me the platform to start working on various games made for preschool going children. It helped me in better understanding the process and also gave me valuable insights on how certain educational application and games can nurture a child's growth and knowledge through fun activities.

The games that I worked with involved certain point and click activities with priorities given to the child's ease of use.



# Initial Research

First and foremost I was told to do research on the various educational and learning apps, games for preschool going children which are found on today's market, for better understanding of how an app or game engage a child through its exciting educational activities and simple child-friendly interface.



**COUNT THE FLOWERS! MAKE PAIRS!**



# Redesigning

Initially my work involved redesigning the user interface and buttons for already released games of the company. I started with updating various tiles and buttons as well as redesigning them from scratch which can be reused for every other games.





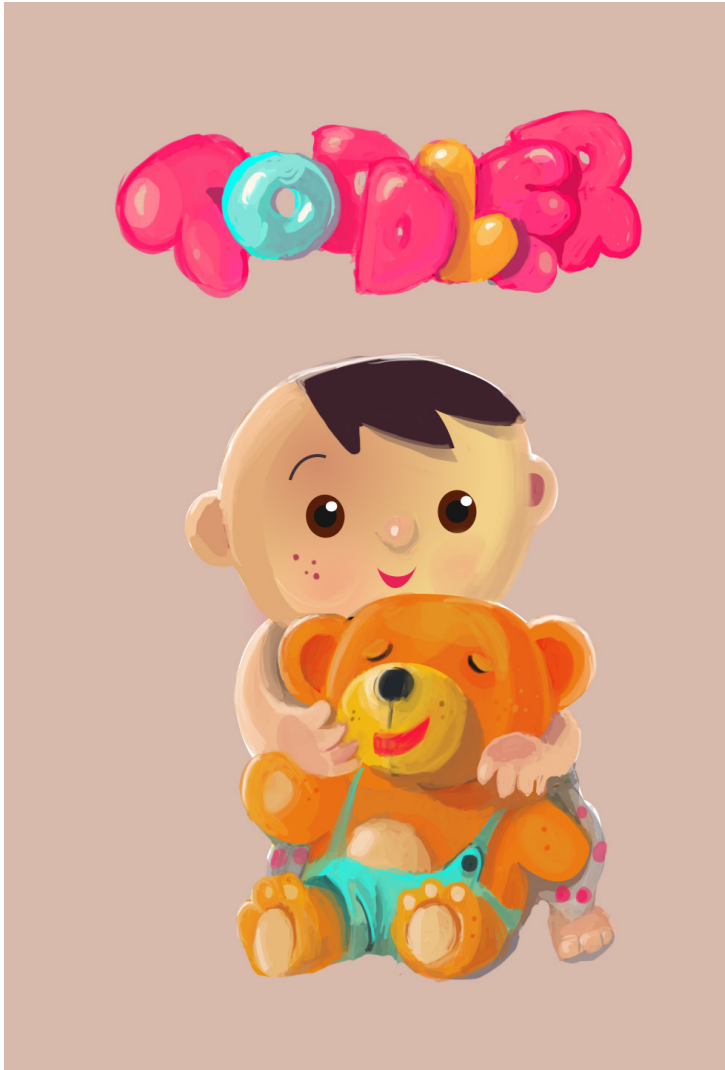
# Tiles and Assets



# Splash Screens



# Style



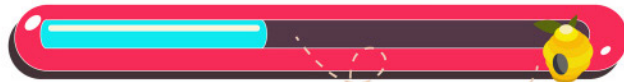
Vector Art is more preferable while creating assets for a game. So i jumped from adobe photoshop to adobe illustrator as it gives more freedom while working with vector shapes.



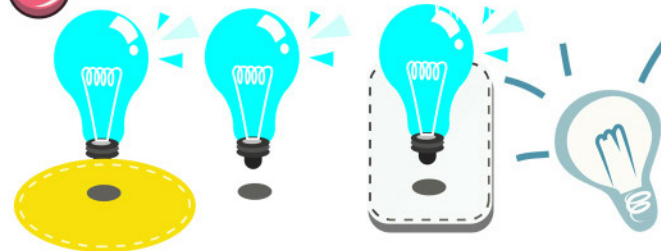
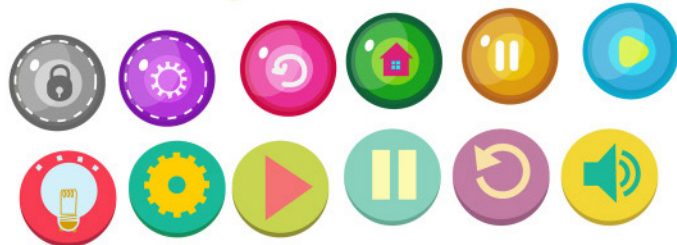
MORE THAN

200

ASSETS CREATED



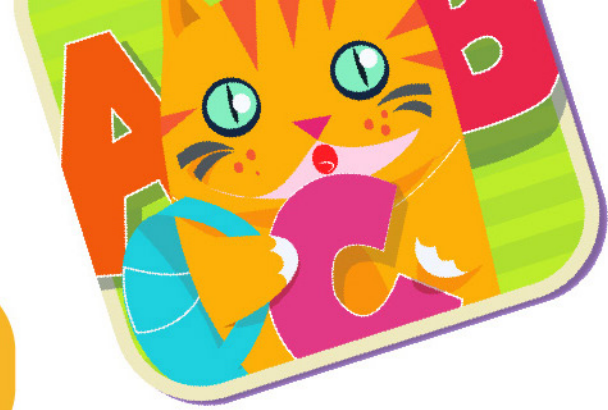
5 7 2 5 1



## ASSET CREATION



**ICON  
DESIGN**



1024 Retina App Icon for App Store



1024 Retina App Icon for App Store



# Conclusion

Though a short span, with intense guidance over strict office time by industry professionals at Greyspring i learned a lot on the process of Game Development and Design. On the way i also learned a number of Software skills. They will certainly help me to achieve my dreams to become a succesful Game Designer in the future.