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CONTENT

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вражаючі інтер'єри бутиків жіночого одягу, які будуть відповідати сучасним потребам та привертати увагу споживачів.

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THE EVOLUTION OF INDIY GAME DESIGN

Vasyliev Oleksandr
PhD in Design
ORCID ID: 0000-0003-1255-3756
Lazurchenko Iulianiia
student
Department of graphic design
Kyiv national university of technology and design
Kiev, Ukraine

Abstract. The study is devoted to the analysis of the evolution of indie game design. The paper examines the evolution of the visual style of indie games, identifies the main periods of their development, and identifies aesthetic characteristics and technological capabilities.

Keywords: indie game, game design, stages of evolution, design.

Introduction. The modern video game industry is developing rapidly, and there is a growing demand for projects that combine an innovative approach to development, a unique artistic style and deep plot content. A special place in this industry is occupied by indie games, which are distinguished by their originality, author's approach and freedom of creative expression. One of the key elements of a successful indie game is the visual identity and user interface (UI), which not only allows the player to interact with the game world, but also creates emotional immersion and enhances narrative aspects. The development of indie game design went through several important stages, each of which had its own characteristics, due to both technical capabilities and socio-cultural changes in the gaming community.

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Purpose and objectives of the study. The aim of the work is to identify the main periods of development of indie game design and determine the characteristics of their aesthetic and technological features.

Purpose and objectives of the study.

At the first stage of the study, the analysis of literature sources on the chosen topic was carried out [1-5]. In study D. Rhodenizer [4] considers the history and evolution of indie games, and gives examples of interfaces of the most famous of them. In Article C. McDowell [3] considered the evolution of Game Art from pixels to photo realism. In Article J. Jesper [2] analyzed the evolution of the visual style of indie games, in particular the use of pixel graphics and analog materials to create a sense of authenticity. In the study of M. Thibault [5] shows the influence of nostalgia on the graphic styles of indie games, in particular the use of retro aesthetics and analog visual effects.

Based on the analysis of literature sources and a significant number of screenshots of indie game interfaces from different periods, it is determined that the design of indie games has evolved along with the development of technologies, gaming culture and development tools. The results of the analysis of the features of the aesthetics of indie games allowed us to identify the main stages of development. An overview of the design features of indie games from different periods-from the 1970s to the present – is presented below.

The early stage of the origin and development of indie game design occurred in the 1970s and 1980s. Games were created by enthusiasts on early home computers. The simplicity of the game design was determined by pixel 2D graphics and limited animation. Games were distributed via floppy disks, BBS, and the first internet forums. Typical genres of that time were platformers, arcade games, and Text Quests. As an example, Akalabeth: world of Doom (1980) is the first indie role – playing game that is the predecessor of the Ultima series.

The 1990s can be defined as a transition period characterized by an increase in quality, but limited distribution. The main distribution channel for indie games was BBS (Bulletin board Systems) and CD-ROMs. Free demo versions with the ability to buy the full version of the game have been distributed. Genre diversity has increased. Typical genres of the time were Adventure quests, platformers, and shooters. As an example, we can cite the game Doom (1993), which was created by a small team, which later turned into a large video game developer company Id Software.

The period 2000-2010 can be called a period of rapid development of the indie scene, which was due to the availability of such design tools as Flash, GameMaker, Construct, Unity, RPG Maker. For example, the ease of creation in Adobe Flash contributed to the mass development of indie games. Author's style, experimental mechanics, non-standard graphics and deep narratives became relevant. The emphasis of development was on the uniqueness of the product, not on graphics. At this time, pixel art was often used as a conscious stylization that was not associated with technological limitations. Pixel art and a limited color palette, simple, 2D, often retro

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style are characteristic features of the design of this period. The launch of platforms such as Steam, Xbox Live Arcade and the App Store have independent developers the opportunity to publish their games directly in the online environment. During this period, a community of indie developers was formed.

The period 2010-2015 was marked by an even more rapid development of indie games, which gained further popularity thanks to festivals (IndieCade, IGF) and documentaries (Indie Game: the Movie). This period was characterized by: experiments and artistic expressiveness; deep stories, often with emotional overtones; various styles - from minimalism and monochrome graphics to detailed animation; the emergence of artistic video games (Limbo, Journey, Fez); improvement of visual style, attention to colors, composition, light and animation (Hotline Miami, don't Starve); sound and music, as they became components of the design, part of the gameplay and narrative (Thomas Was Alone, Bastion); a narrative experiment, where instead of a linear plot there is an atmosphere, hints, symbolism (the Stanley Parable, to the Moon). The main trend of the period was the growing popularity of indie games thanks to platforms such as Steam and Kickstarter.

Commercialization and expansion of the target audience have become the main features of development in the indie game industry in 2015-2020. The trend of this period was the achievement of commercial success and critical acclaim by indie games. For this period, a high professional level and genre diversity became relevant. Indies cease to be amateur, become mainstream, and their hits can be compared to AAA projects in terms of influence and popularity, but on much smaller budgets. However, there was an increase in budgets and the professionalization of indie studios. Support for large platforms (such as the Nintendo Switch) allows you to actively promote indie games. Multi-genre and cross-platform design are relevant for the design of this period. The design of indie games in 2015-2020 was characterized by a strong visual identity, where the style of each game became more expressive, recognizable even behind one frame (Cuphead, GRIS); hybrid genres and a combination of several genre styles and mechanics in a separate indie game (Slay The Spire, Hades); improved 2D and 3D graphics; high level of detail, etc.

The current stage of indie game design development, which lasts from 2020 to the present, can be defined as a period of maturity, commercial success, cultural depth, interactivity and diversity. For the modern period, it is relevant: the use of artificial intelligence and the latest technologies in the generation of content and voice AI; focus on accessibility, inclusivity, non-standard gaming experiences; expanding the theme of games (mental health, identity, social problems, etc.); mixing genres and platforms (VR, mobile, Steam Deck), the use of TikTok, YouTube and streams in the popularization of indie games. Narratives and identity themes are actively involved: more personal stories, social themes, philosophy (before your Eyes, Spiritfarer), and so on. Developers are increasingly using elements of Native local culture and folklore in a visual style (Roadwarden, Ukrainian projects like Molfar). In indie games, there is a camera, scenes, editing, as in the movies (Sable, Norco). Graphics in indie games

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take it to a new level. It is characterized by high-quality 3D graphics and virtual reality. Some design projects impress with artistic graphics, although they do not seek photorealism (Planet of Lana, Little Nightmares II). Interactive stories with deep moral choices are relevant.

Conclusions. It is determined that the design of indie games has gone from simple experiments of enthusiasts to a full-fledged cultural industry. Today, indie games are not just an alternative to AAA projects, but a separate art direction with its own aesthetics and influence on the entire gaming industry. Indie games are a constant field of experimentation, and their design has always been and remains a form of technical, emotional or artistic expression. Indie games that have come a long way. from Pixel samizdat to worldwide recognition, we have proven that creativity does not require large budgets, but only dedication, passion and original ideas. Based on the results of the study, six main periods of development of indie game design are identified and their main artistic and technological features are determined.

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