



TAJOG RUN GAME VISUAL ASSET DESIGN

I Wayan Adi Putra Yasa¹, Ngakan Putu Dharma Yasa²

^{1,2}Desain Komunikasi Visual, Bisnis and Design, Institut Bisnis dan Teknologi Indonesia

Email: 1adipyasa@instiki.ac.id

Received on
2 April 2024

Revised on
14 April 2024

Accepted on
25 April 2024

Abstract

Purpose : designing character design assets, item, obstacles and background for the development of the Tajog Run game.

Research methods : research start from determining the visual style based on the game concept, media and user segmentation. After that, visual study process are collected into a moodboard. After that, brainstorming is carried out to get appropriate visuals in the form of design sketches, then enter the visualization stage using a computer/laptop device.

Findings : through the process of visual study, brainstorming, and visualization, suitable design assets were obtained in the form of boy character assets in typical Balinese clothing, item assets in the form of stars, chicken and stone obstacle assets, background assets with a forest environment full of trees.

Implications: obtain game visual assets that are suitable for the children's market segmentation

Keywords : visual assets, game, tajog, vector design

INTRODUCTION

Traditional games are now starting to be abandoned along with the rapid development of technology. Children are more interested in modern games such as on smartphones which are more accessible and interesting to play, so traditional games are starting to be abandoned for various reason [1]. Environmental conditions and the lack of children's play areas are also supporting factors that encourage children to stay at home and play modern games on smartphone screens. Actually traditional games generally contain the concepts contained in learning such as science, social studies, regional languages, physical education, and even religion [2]. The stilt game is a traditional game made from bamboo sticks. This game, in Bali is known as Tajog [3]. The traditional game of tajog is one of the many traditional games in Indonesia that need to be preserved.

Tajog is usually played with a running or racing system and matches to knock each other down [4]. Currently, Tajog is usually played only when there are celebrations, such as when commemorating Independence Day. This causes only a handful of children to know and be able to play it. Like other traditional games, tajog actually has philosophical and cultural values inherent in it. Technological developments and environmental changes certainly have an impact on the existence and importance of keeping the existence of the Tajog



game. Therefore, it is necessary to introduce it to children so that the game continues to exist. In an effort to maintain and introduce the game of Tajog, innovative steps can be taken by utilizing technological developments themselves, namely through digital games.

Games can be interpreted as an arena for decisions and game actions, users are expected to be able to make quick decisions in a game. Not only for fun, but games are also able to be educational media because the game has aspects of the interaction between users and the game itself [5]. Games that combine elements of design and technology, which is one of the implementations of sustainable design, are very easy to be accepted by various groups so they can be used to disseminate information creatively and can include messages in a fun way [6]. In the process of disseminating information, the role of design as a visual element is very important because it is the first element that users see. Visual elements are one of the elements that can attract players into the game world and provide an enjoyable experience [7]. In game design, assets or elements in the game in the form of character images and backgrounds, colors and animations are very important to design because they can attract the player's attention [8]. Apart from that, game visual assets have a role in supporting the quality of other elements in the game, such as making gameplay more alive or real [9]. Assets are designed to suit the game's storyline, game type, game concept, and even user segmentation. Adjusting style, shape and color is an important part to pay attention to so that it suits user segmentation. Button elements as a user interface and appropriate user fonts are also part of the process of preparing game design assets.

Based on the explanation above, in an effort to design a Tajog game, it is necessary to prepare game assets in the form of images that match the targeted segmentation. The user segmentation in question is school children, namely children aged 7 to 13 years. So it is necessary to prepare design assets in the form of characters, backgrounds, buttons and text that are attractive and appropriate to the user.

RESEARCH METHODS

Designing game assets starts from determining the visual style based on the game concept, media and user segmentation. In designing game assets for the Tajog Run game, the style used is vector design style. Next, collect data related to the vector style used in existing games. Apart from that, it is also supported by conducting literature studies in journals and proceedings related to games and vector design styles.

The results of the visual study process are collected into a moodboard. After that, brainstorming is carried out to get appropriate visuals in the form of design sketches, then enter the visualization stage using a computer/laptop device.

FINDINGS

Design visual assets are all visual forms used in designing the Tajog Run game. In designing visual assets, it starts from the visual study process which continues to the stage of compiling a moodboard, then continues with brainstorming to produce a basic sketch to be continued in the digitization

process to become a design vector. Design assets are divided into three parts, namely: character assets, background assets and obstacles.

Character assets consist of one main character who acts as a representative of the player himself in playing the Tajog game. The characters are depicted as Balinese children wearing clothes that characterize Balinese identity. This character selection is based on an approach to the main segmentation, namely children. The visual preparation of this character is based on literary images taken from various sources related to the character's visual style as well as images related to the implementation of the Tajog competition which can be seen in the moodboard below. It can be seen in several sources that some people wear clothing items that characterize Bali, such as udeng, a kamen worn higher than the knee.



Figure 1. Visual Study of Character
[Source: Author Documentation]

Based on the visual analysis of the characters above, there are graphic idioms that can be represented as visual characters in the game in the form of clothing (t-shirts, kamen and udeng) and the colors used. The use of udeng and kamen was chosen as a reinforcement of regional identity and local wisdom. The use of kamen on the characters is made higher than the knees according to the visual reference obtained. The choice of hot colors in the form of orange and red represents enthusiasm, cheerfulness and challenge in the game. The results of the brainstorming resulted in the following character design.



Figure 2. Character Assets
[Source: Author Documentation]

The next visual assets are items and obstacles. The asset item in question is something that players collect to get the highest score in the game. Meanwhile, an obstacle asset is something that prevents a player from playing tajog, which if hit will make the player fall. The literacy in making it was collected from various sources. Starting from looking for examples of asset items and obstacles, chicken image literacy, chicken illustrations needed in designing design assets.



Figure 3. Visual Study of Item Asset and Obstacle Assets
[Source: Author Documentation]

Based on brainstorming, the asset item in the Tajog game was determined in the form of a star. The star visual was designed with gradient colors on the accents. There will be two obstacle assets in the form of chickens and stones. Stone obstacles are made with the visual of large, round stones. This shape was chosen because the stone will be animated rolling. The visuals of the stone are dominated by the use of gray with a little shadow. For the obstacle in the form of a chick, it is made with a round base shape based on the references

obtained. The chicken visual is designed to not have legs, because in the game the chicken will be animated to move quickly left and right to ward off the player



Figure 4. item and obstacle assets
[Source: Author Documentation]

Background assets are images of the background environment in the Tajog game. A visual study was carried out to compile several images from the layout of a similar game, namely an endless runner adapted to the Tajog game. Apart from that, pictures of trees were also collected as references based on the needs and suitability of the planned visual concept.



Figure 5. visual study of background
[Source: Author Documentation]

As a result of the brainstorming, it was chosen that the environment used in the game is an atmosphere in a forest or plantation with a road filled with trees. The

visual shape of the tree is also kept simple with a repeating pattern seen from above.

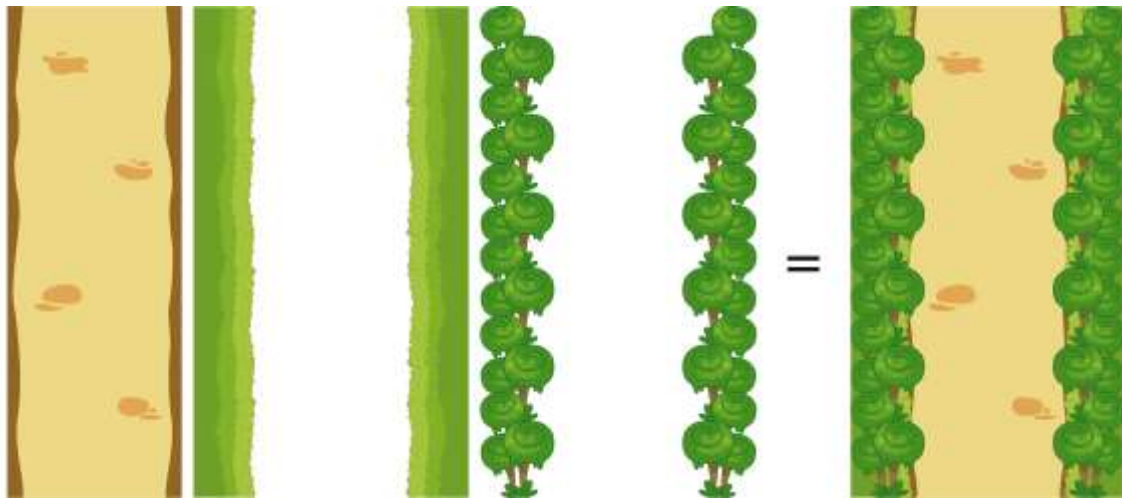


Figure 6. background assets
[Source: Author Documentation]

Apart from being a background on the game page, the use of a forest road environment is also implemented on the main page. There is an additional game title "tajog run", characters and user interface components such as play button, close button, information button, sound setting button and help button.



Figure 7. home scene assets
[Source: Author Documentation]



Figure 8. home scene
[Source: Author Documentation]

CONCLUSION

The Tajog game's visual assets were designed through a visual study process by collecting existing photos and design visuals from various sources. The results of the visual study then continue with brainstorming to produce the required visual assets. All visual assets are made in vector style starting from characters, items, obstacles to backgrounds, character assets produce designs of boys in typical Balinese clothing, namely udeng and kamen. Asset items use stars and obstacle assets use stones and chickens. For background assets, choose an environmental atmosphere on a road in the middle of a forest or garden with lots of trees around it. Most of the coloring, shading and dimensioning techniques are done using solid color techniques and some use gradient colors. It is hoped that the resulting visuals will be in line with the game segmentation target, namely elementary school children, support game design and hopefully make it easier to introduce the tajog game.

REFERENCES

- [1] I. G. Y. Pratama, "Pelestarian Permainan Tradisional Bali Melalui Mural Di Lapangan Astagina," *J. Lentera Widya*, vol. 3, no. 1, pp. 43–49, 2021, doi:

- 10.35886/lenterawidya.v3i1.271.
- [2] I. G. M. B, I. K. Sudiana, and I. K. H. Kardiawan, *Proceedings of the 2nd International Conference on Physical Education, Sport, and Health (ICoPESH 2022)*, vol. 1. Atlantis Press SARL, 2022. doi: 10.2991/978-2-494069-79-4.
- [3] A. A. Made, A. Wijaya, I. Ketut, A. Purnawan, and K. S. Wibawa, "Rancang Bangun Game Tajog Race Berbasis Android," *Agustus*, vol. 4, no. 2, pp. 166–167, 2016.
- [4] Purbowinanto, Yudi. *Mengenal Permainan Anak Indonesia*. Rawamangun, Jakarta: CV Indradjaya. 2011.
- [5] U. Mahasaraswati, "Game Development " Attack of Krona " As a Media Campaign for the Adaptation of New Habits," vol. 2, no. August, pp. 54–60, 2022.
- [6] I. Wayan *et al.*, "Flat Design Sebagai Gaya Visual Asset Game 'Attack of the Krona,'" *J. Bhs. Rupa*, vol. Vol.05 No., no. ISSN 2581-0502 | E-ISSN 2580-9997, pp. 219–226, 2022, [Online]. Available: <https://bit.ly/jurnalbahasarupa>
- [7] R. W. Putra *et al.*, *DESAIN KOMUNIKASI VISUAL*.
- [8] R.W. Putra, B. Muhdaliha, "Analisis Visual Game Arena Of Valor Sebagai Dasar Pengembangan Konsep Visual Game", Desember, Vol, 5, No. 2, pp. 9-113. 2017
- [9] M. F. Rafif and A. S. Patria, "Perancangan Mobile Game sebagai Media Literasi Keuangan untuk Remaja," *ANDHARUPA J. Desain Komun. Vis. Multimed.*, vol. 7, no. 2, pp. 268–281, 2021, doi: 10.33633/andharupa.v7i2.3966.