

Digital Design & Web Development:

Digital Design Bitmaps and Vectors
Assessment 3

Final Presentation

Introduction

This document presents the design solutions for the Gothic RPG-style region map. It showcases the work in its best form, using mock-ups to demonstrate how the map might appear in use. The presentation highlights the map's tone, layout and intended purpose with its locations brought to life through clear visual choices. The result is a cohesive design that captures the dark atmosphere of this fantasy world and supports functional exploration for players. This outcome is grounded in research and development phases that shaped both the creative direction and technical execution.



Techniques Applied

To create the Gothic/Steampunk map a mix of Photoshop and Illustrator techniques were used. In Photoshop custom brushes, layer masks, blending modes, and pattern fills helped build terrain elements like forests, rivers, and mountains with depth and texture. Illustrator was used for scalable vector icons and labels, employing tools such as the Shape Builder, Pen Tool, Pathfinder, and 3D extrusions.

Throughout the process the SCAMPER method was used to guide experimentation and creative refinement, particularly for developing icons and emblems. Visual feedback was incorporated at several stages to adjust composition, readability, and thematic consistency.



Design Justification

The map was designed to reflect an industrial, Gothic/Steampunk-inspired world while remaining clear and usable. Visual decisions support both navigation and atmosphere, leaving space for interpretation and narrative flexibility. Influenced by dark fantasy and steampunk, the design balances structure, readability, and tone. The final result serves as both a story-telling aid and a functional guide to a world shaped by industry and mystery.

Project Deliverables

Final Solutions

- A fully designed digital map was produced and exported in PNG, and PDF formats at appropriate sizes and resolutions.
- All individual assets were created and placed in folders including icons, layers, and elements tailored to the map's style.
- The map combined both bitmap (raster) and vector (scalable) graphics, blending detailed illustration with functional design elements.
- The final design is accessible, functional, high-quality, and suitable for its intended users.
- A series of mock-ups have been created to showcase the map in real-world contexts.
- Foundational research and iterative development informed the visual direction, design decisions, and overall structure of the map.

Design Specifications

Design Specifications and Visual Styling

Typography:

Labels and Icons: I selected Copperplate Gothic for its accessibility and bold serif lettering for readability.

For the title I chose serif font Western Wonderment for a Steampunk/Gothic aesthetic.

Photoshop Layers:

The map was built in Adobe Photoshop using a non-destructive, organised layer system. Elements like terrain, icons, text, and decorative features are grouped for clarity and flexibility.

Vector Icons & Labels:

- Custom icons were created for key landmarks including castles, cathedrals, villages, and windmills. Bold and minimal in style, they provide strong contrast on pale terrain.
- Labels are integrated with shield emblems and black flags to mark locations clearly and consistently within the Gothic theme. Smaller numbered hexes divide the map into navigable zones, supporting gameplay while blending into the visual design.

Colour Palette

A muted, atmospheric palette supports the Gothic aesthetic. Deep shadows, desaturated tones, and contrasting highlights guide the eye and maintain visual depth.



