



Creating Casual Art



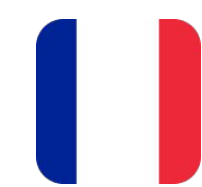
Creating Casual Art At Hyper-Casual Speed



Creating Casual Art At Hyper-Casual Speed In a Multicultural Team

GREETINGS!

Bonjour!



**I'm working
for Voodoo**



Artstation:
Aline Krebs

Twitter:
[@AloshKrebs](https://twitter.com/AloshKrebs)

WHAT I DO







Aline Krebs



Aline Krebs

Personal projects



Made in collaboration with Frits Olsen & Mohamed Chahin for Plantopia



3D art for Plantopia



2D concepts for Plantopia



- **Global Leader** of the hyper-casual industry
- 100+ hyper-casual games launched on stores
- **6B downloads**
- Wants to diversify its' sources of revenue by entering the casual market
- **40+** different nationalities

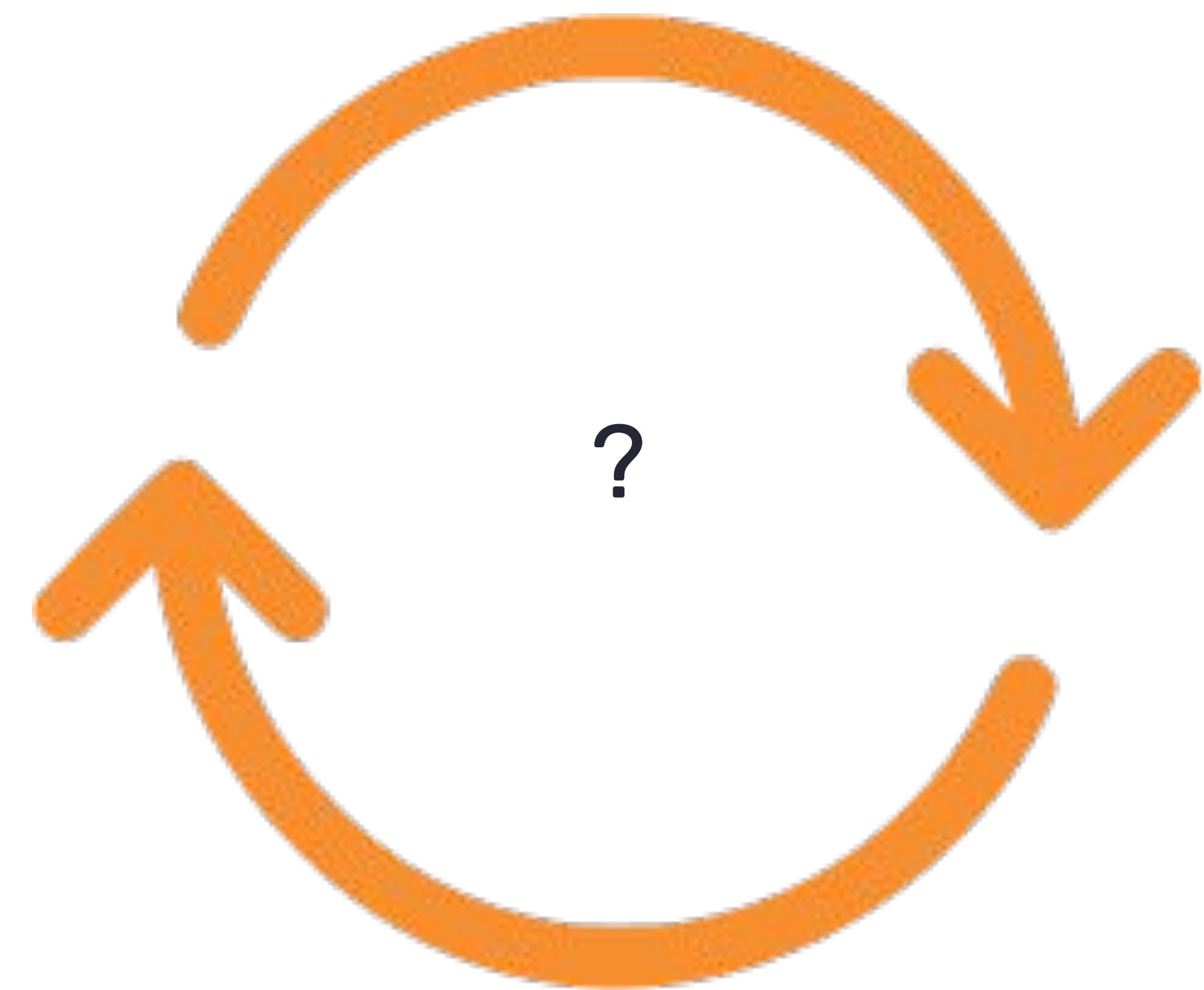
PRODUCTION CYCLES



Hyper-casual



Casual



**Casual
Voodoo Berlin**

LET'S BEGIN...



AGENDA

Part 1

How to be aligned when everyone comes from a different country?



Part 2

How to be efficient with tight time constraints?



LET ME GIVE YOU SOME CONTEXT



PLANTOPIA

Plantopia, a merge-2 game about plants, gardening and DIY.

Merge: combine two identical objects to reach a new level of object.



SOME INFO

50%



Getting above 50% of retention for day 1 in early soft launch tests



Available on AppStore /
Play Store

TARGET AUDIENCE



Younger **female millennials** audience

TARGET AUDIENCE



Bring a **unique experience**
to the merge genre

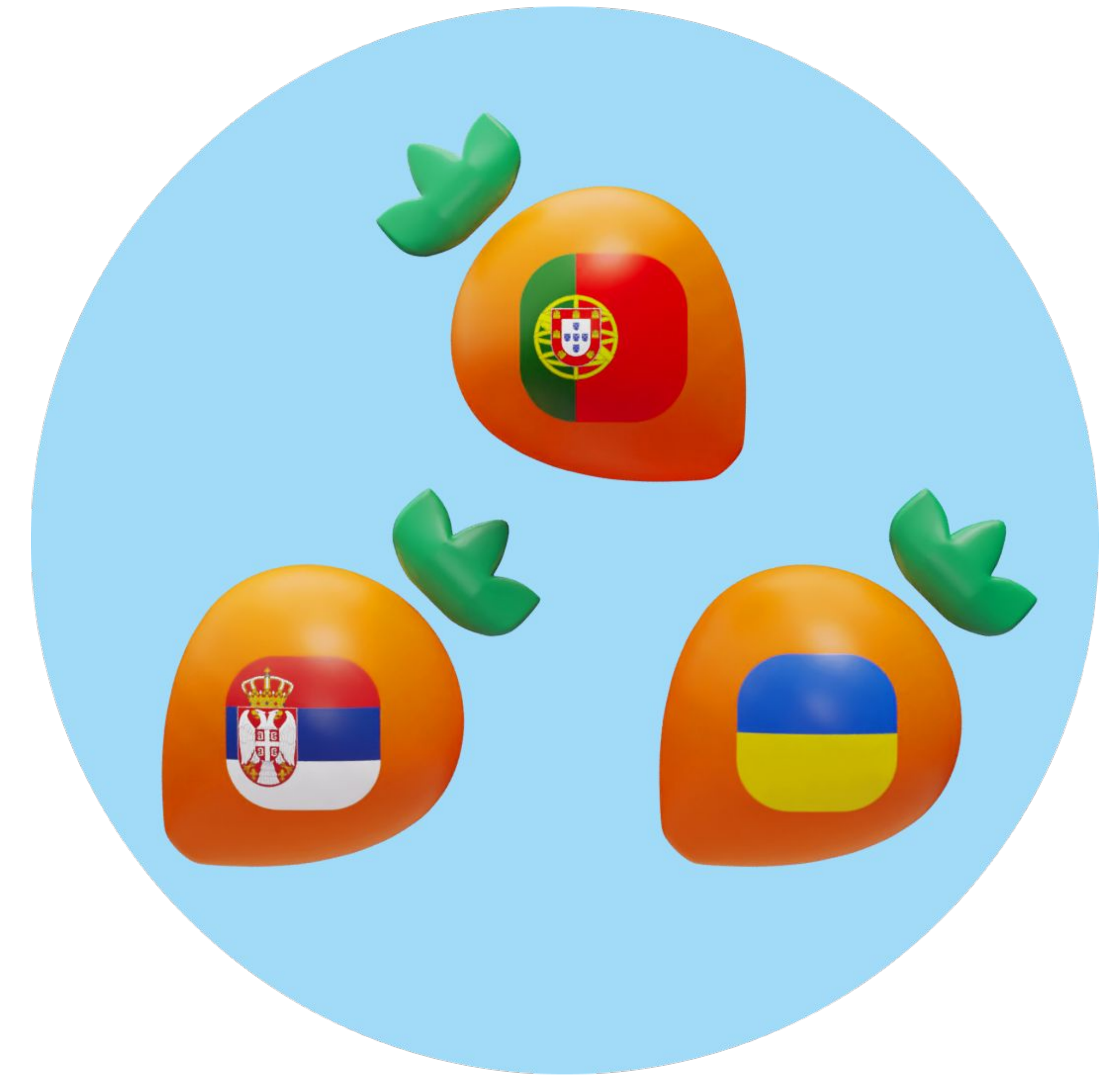
CHALLENGES



Unknown casual processes for
a hyper-casual company



A newly formed team during
pandemic



Different countries & cultures
(11 now)

CHALLENGES



Different references



No native English speakers
(at the time)

PART 1

How to be aligned when everyone comes from a different country?



At the beginning:

- 8 different nationalities



Now: 11 nationalities



ART TEAM

- 3 different nationalities
- Different levels of seniority
- Comes mostly from indie games



**And then...
COVID.**



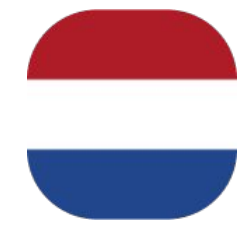
LOW CONTEXT? HIGH CONTEXT?



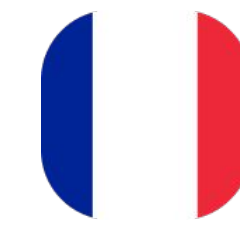
Norway



Ukraine



Netherlands



France



Hong Kong



Serbia



Israel



Egypt



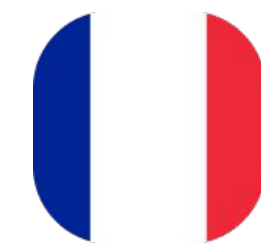
**Low
Context**

**High
Context**

*Inspired by *The Culture Map* from Erin Meyer

EMOTIONS?

Emotionally
Expressive



Confrontational



Avoid
Confrontation

Emotionally
Inexpressive



*Inspired by *The Culture Map* from Erin Meyer

Rude?

Hello, how are you? How was your weekend?

VS

Hello, I need this information please.

**It's
not.**

Not asking about personal life doesn't
mean people are rude.

**Straight
forward.**

They just communicate
in a low context style.

SETUP TOOLS

SLACK



Written Communication

DISCORD



Syncs & Calls

FIGMA



Share Work & Refs

REFERENCES



Moomins: popular in Norway



Barbapapa: popular in France



REFERENCES

- Help to understand each other's background
- Be aligned
- Cover a wider range of references

ART SYNC

- 15min of chit-chat
- 30min for kickoff





As an artist, don't take what you know for granted. Other departments don't have your knowledge.

Art Team

Rest of the Team



CASE STUDY

Visual development

- Explore different styles, lights, moods we want for the game
- Find the right art direction
- The product thought a theme was enough to define an Art Direction
- They thought that visual development were in-game concepts.



**Omelette du
fromage**

**...
WHAT?!**

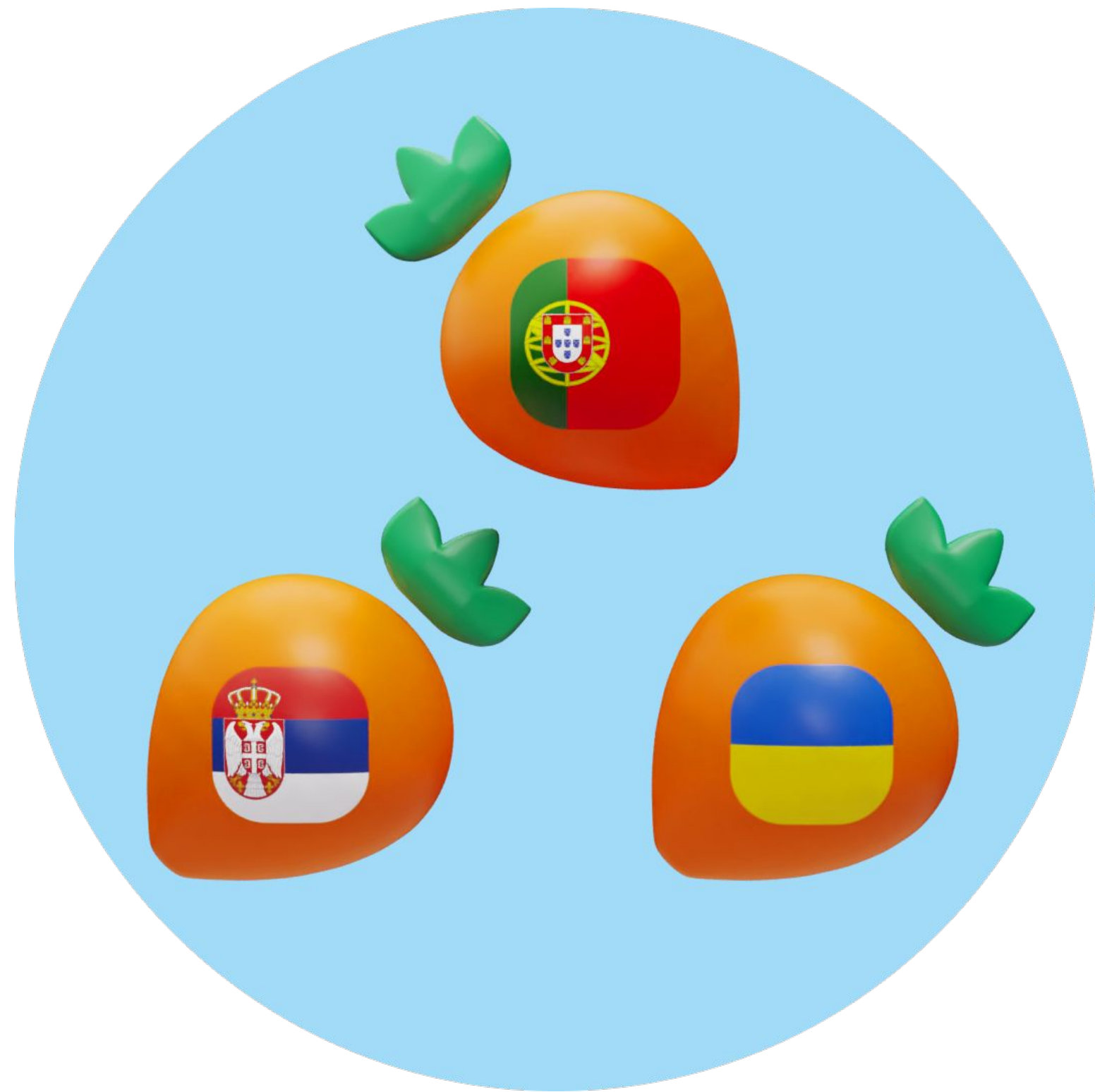
We didn't speak the same language.

EDUCATE TEAMS



- Document with definitions and visual examples on Notion
- Reflect it in our task's specs
- **DOCUMENTATION!**

KEY LEARNINGS



Multicultural teams =
low context processes



Setup tools to organize
the communication



Share your references
for a wider knowledge



Educate the team

PART 2

How to be efficient with tight time constraints?



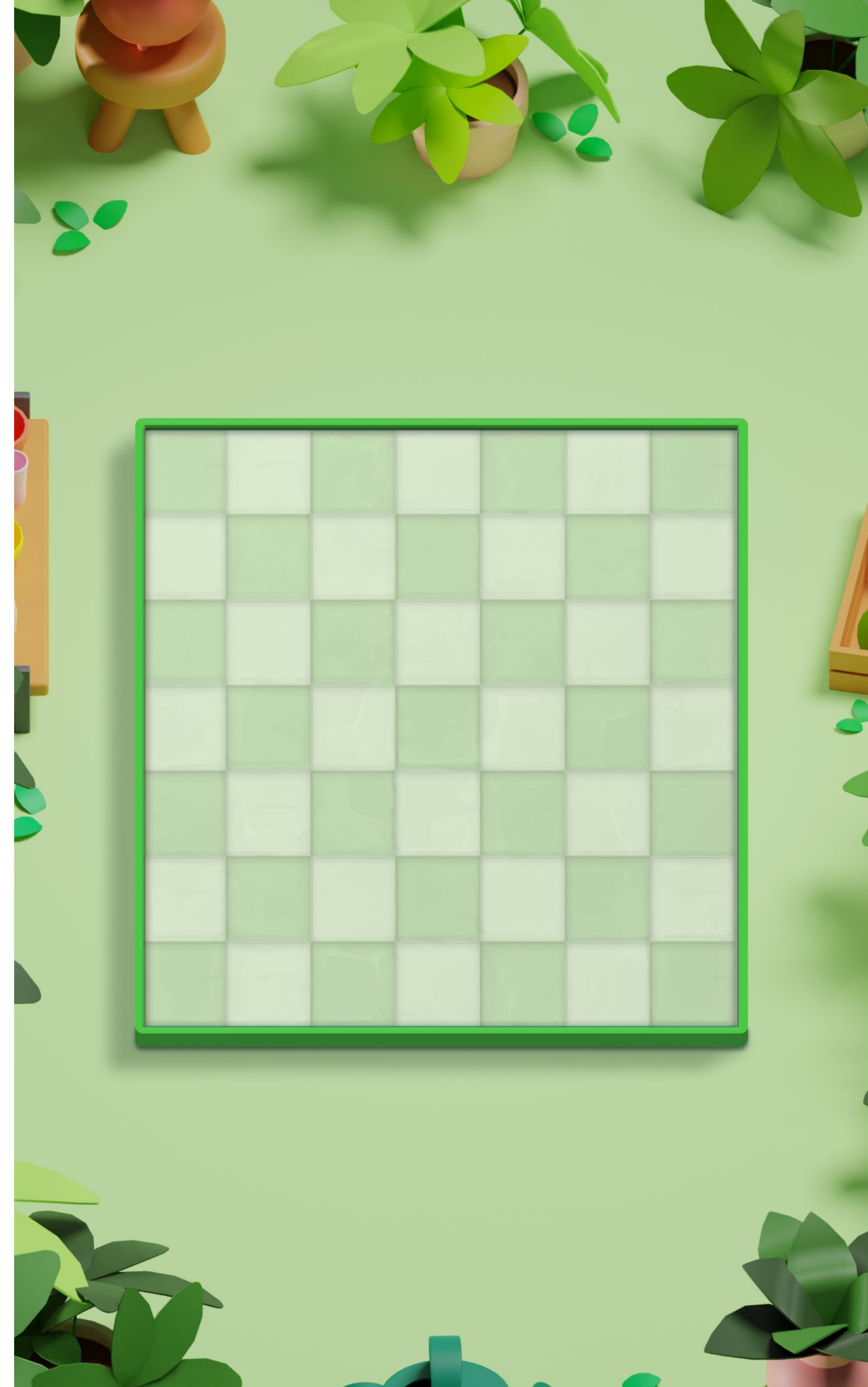
PRODUCTION CYCLES



Plantopia

CASE STUDY

One week to conceptualise, produce and implement our first board, the greenhouse.

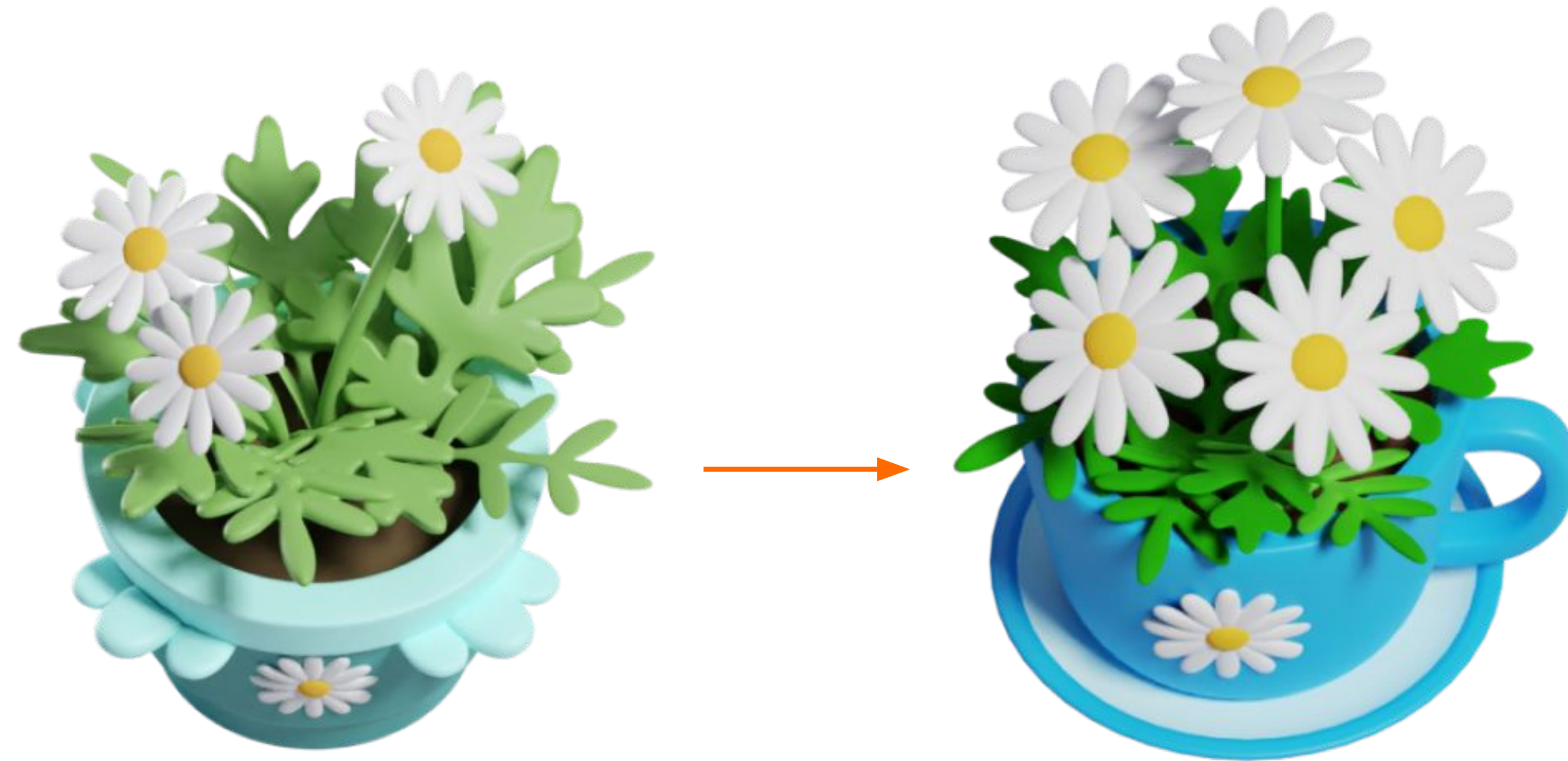


FIND A COMMON GROUND

Quality VS Quantity

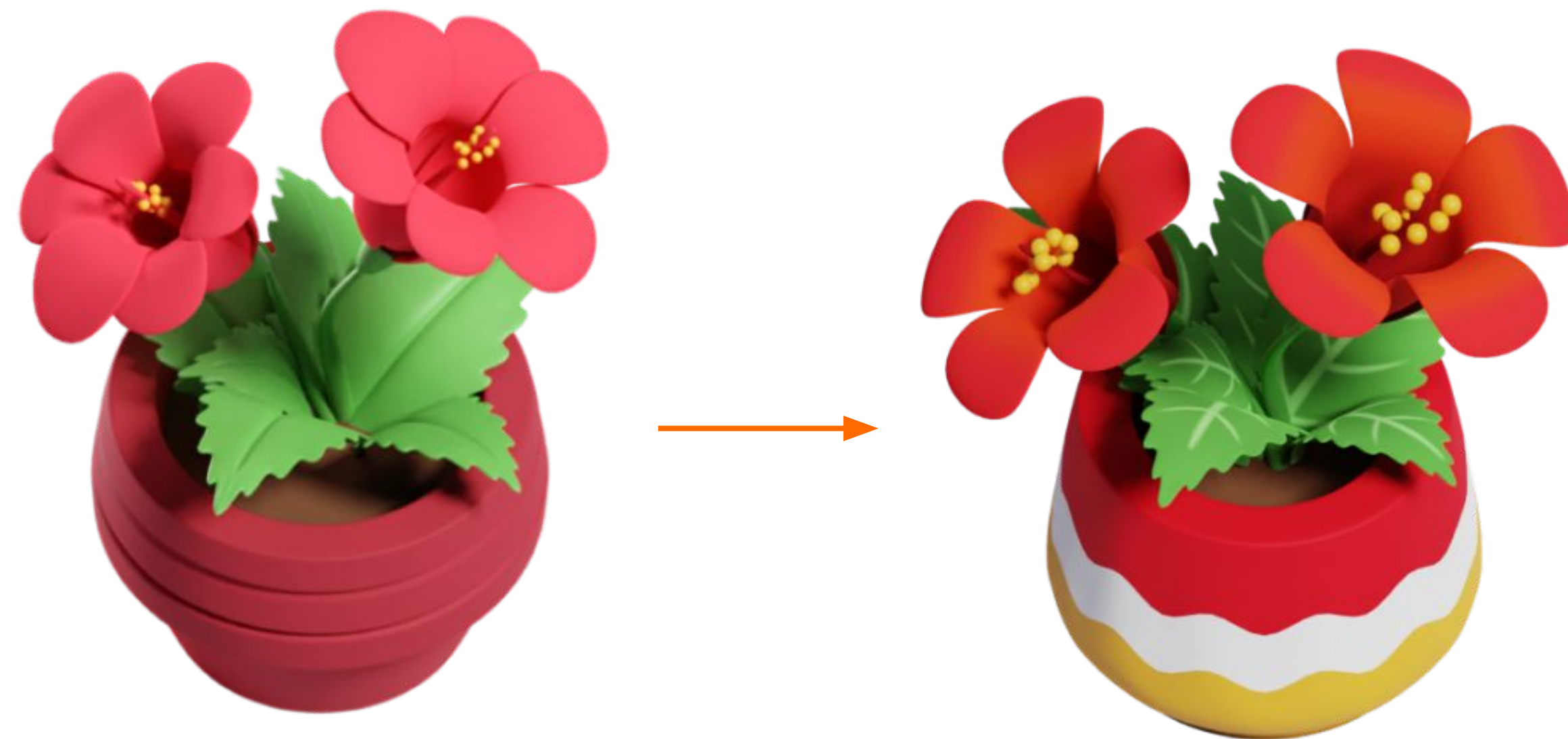


MINIMUM VIABLE PRODUCT



MVP

Version 2

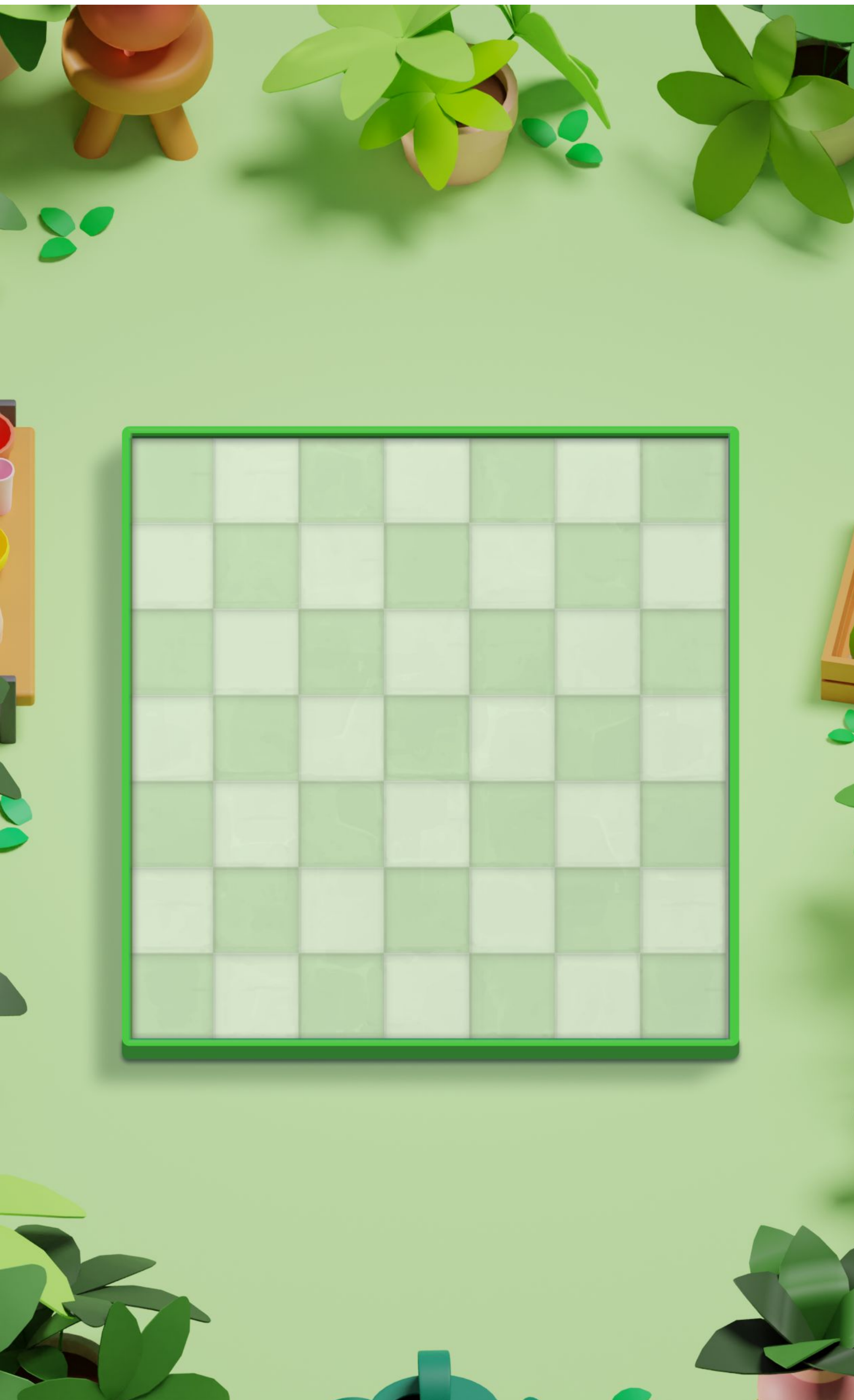


MVP

Version 2

- Iteration process
- Back to basics since our team was newly formed
- Setup rules for better communication

M.V.P. PROCESS



Version 1



Version 2



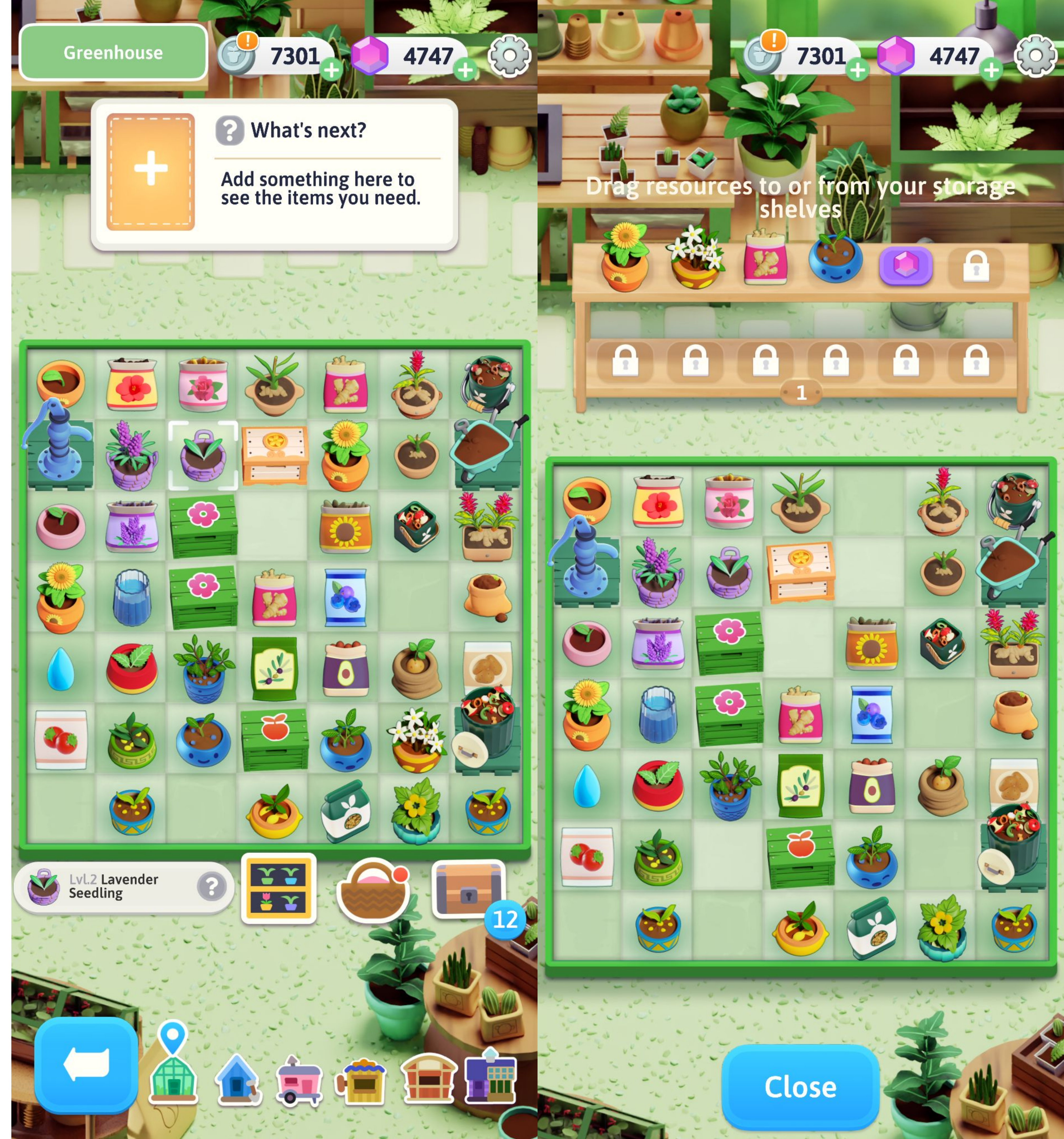
Version 3



Version 4

M.V.P. PROCESS

- Take a step back
- Develop your long term vision



THIS IS FINE

500+ ASSETS

To create in only a few months.

We were only 3 artists.



OUTSOURCING

- Plantopia production started in April 2020. We outsourced in August 2020.
- Easy to communicate: already been through the “different cultures” challenge
- Reutilization of the documentation to share the vision

Need help?



OUTSOURCING



ASSETS REUSE

DIY products:

- Super objects players obtain by combining objects on the merge boards
- Adds some meta content and more actions to do for players

Constraint: Work fast on it because it has a small impact (5% of the players pay attention to DIY objects)

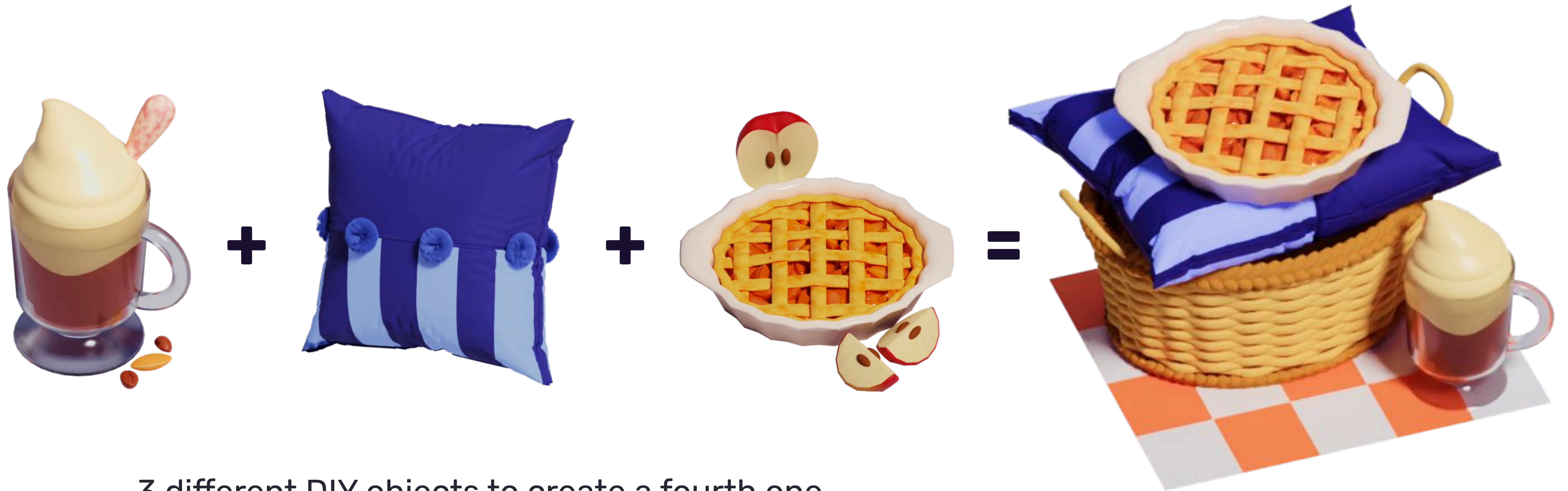


Plantopia DIY Objects

3D LIBRARY



DIY-CEPTION



3 different DIY objects to create a fourth one.

KEY LEARNINGS



Find a common ground
(MVP approach)



Outsource!



Reuse assets
3D Library



Stay flexible &
open-minded

CONCLUSION

A great team makes a great project.





Thanks!

Contacts



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