

Witch
MART

The image is a pixel art logo for 'Witch MART'. The word 'Witch' is written in a pink, cursive font with a dark red outline. A small heart is positioned above the 'i'. To the right of 'Witch' is a pink crescent moon with a dark red outline. Below these elements, the word 'MART' is constructed from several brown wooden planks with dark red outlines, arranged to form the letters. The entire logo is set against a background of light green rectangular blocks with dark green outlines, resembling a brick wall. Small white star-like sparkles are scattered around the text and moon.

GENRE / GAMEPLAY

WITCH-LIFE RPG

In the enchanting world of "Witch Craft," players immerse themselves in a captivating blend of the supernatural, embracing the mystical life of the town's witch, Willow. This unique role-playing game takes players on a spellbinding journey through a world filled with magic, mystery, and the art of crafting potions.

POTION-MAKING

Reach for your spell book to learn to grind ingredients within your Mortar and Pestle, extract essence with your mystical Elixir Extractor, and then harmoniously mix all the elements in your enchanted cauldron, weaving the alchemy of potions!

HARVESTING

A core element of the game is the use of mini games to acquire essential crafting items. To create powerful potions, brew magical artifacts, and craft various upgrades, players will need to engage in skill-based mini games.



FARMING

To embrace the witch-life, the player has access to magical farms where they can grow a variety of mystical crops and herbs. Players can choose from a diverse array of magical plants, each with unique properties and uses in potion-making.

STORY

MOVING TO CRESCENT VALLEY...

Willow, a young, gifted witch, moved to Crescent Valley. She craves adventure beyond her forest dwelling. She dreamed of exploring the vibrant city, filled with quests, magic, and secrets. To finance her journey, Willow decides to craft potions to purchase a train ticket to the Valley.

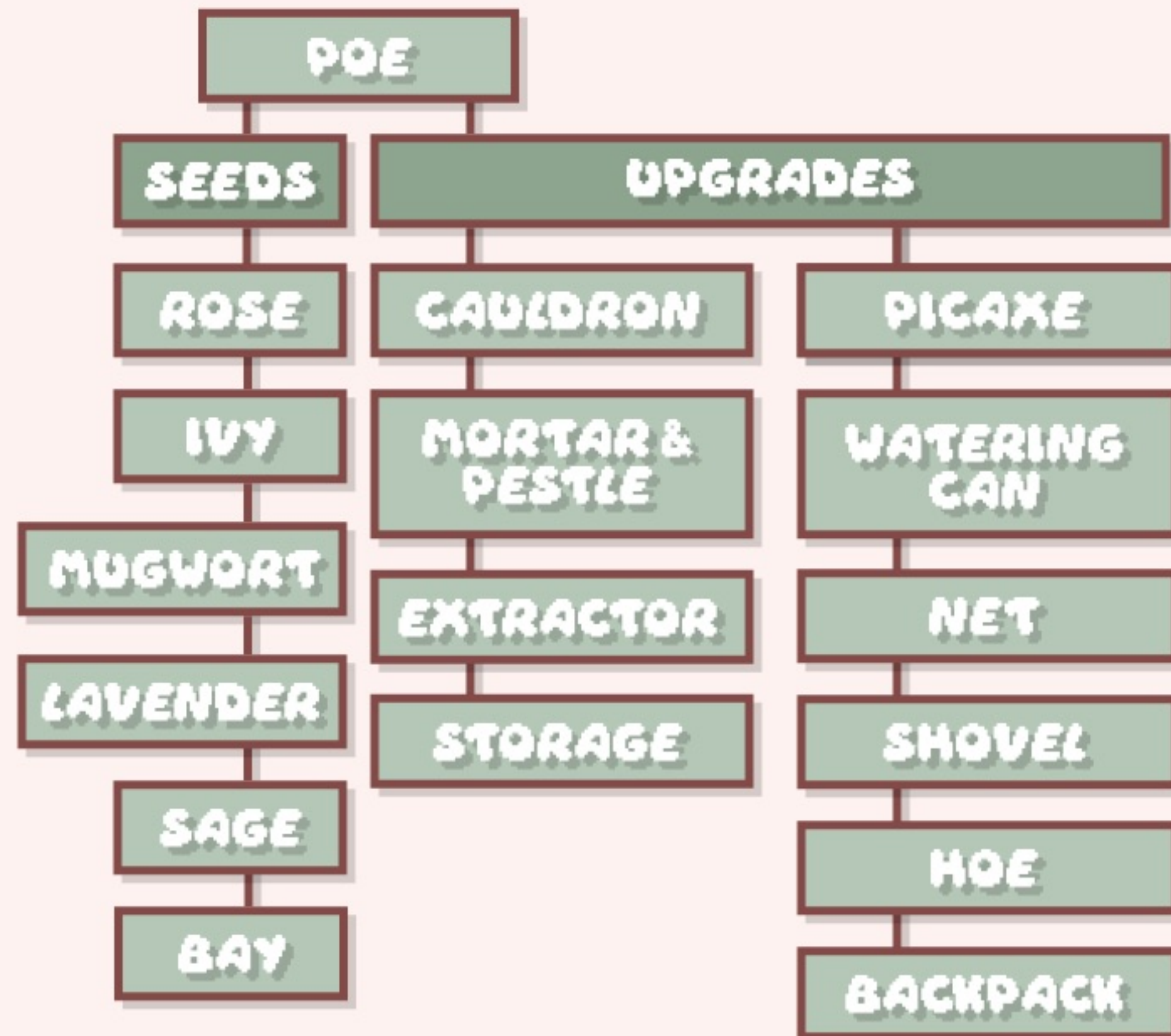
Willow wasn't alone on her path. Her loyal pet cat, Luna, was not just an ordinary feline but her trusted confidant and a source of ancient magical knowledge.

Willow encountered a mystical crow named Raven. Raven was more than a mere bird; he was a guardian, a messenger, and a guide.

With each potion sold, Willow's dream of a train ticket to the city grew nearer. She honed her magical skills, gained wisdom from Luna, and followed Poe's guidance. Crescent Valley was just the starting point of her journey, with the city's quests, mysteries, and enchantments on the horizon.



SHOP FLOW



CHARACTERS



WILLOW

Main character who lives in Crescent Valley. Has a pet cat named Luna. Crafts potions for ticket to town. Silly, happy-go-lucky.

LUNA

Willow's cat that can speak. Wears a pink collar and bell. Luna is more stubborn and jokes around with willow.



RAVEN

Raven is the helpful bird that teaches the user how to play the game and what to do next.



POE

Towns mailman, picks up potions from Willow and you can purchase seeds and upgrades from him.



COLORS



#834A48
Bole



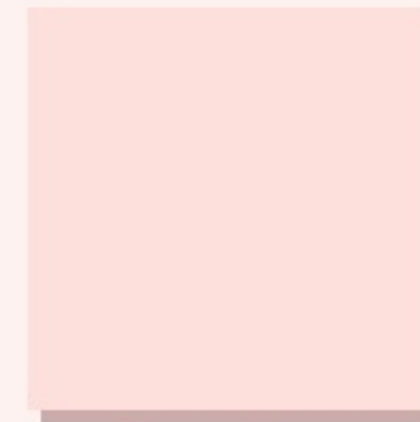
#8D5452
Rose Taupe



#B57B78
Old Rose



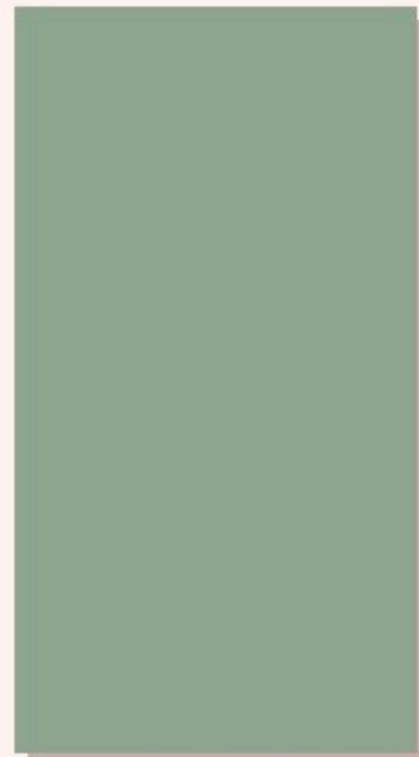
#D19E96
Rosy Brown



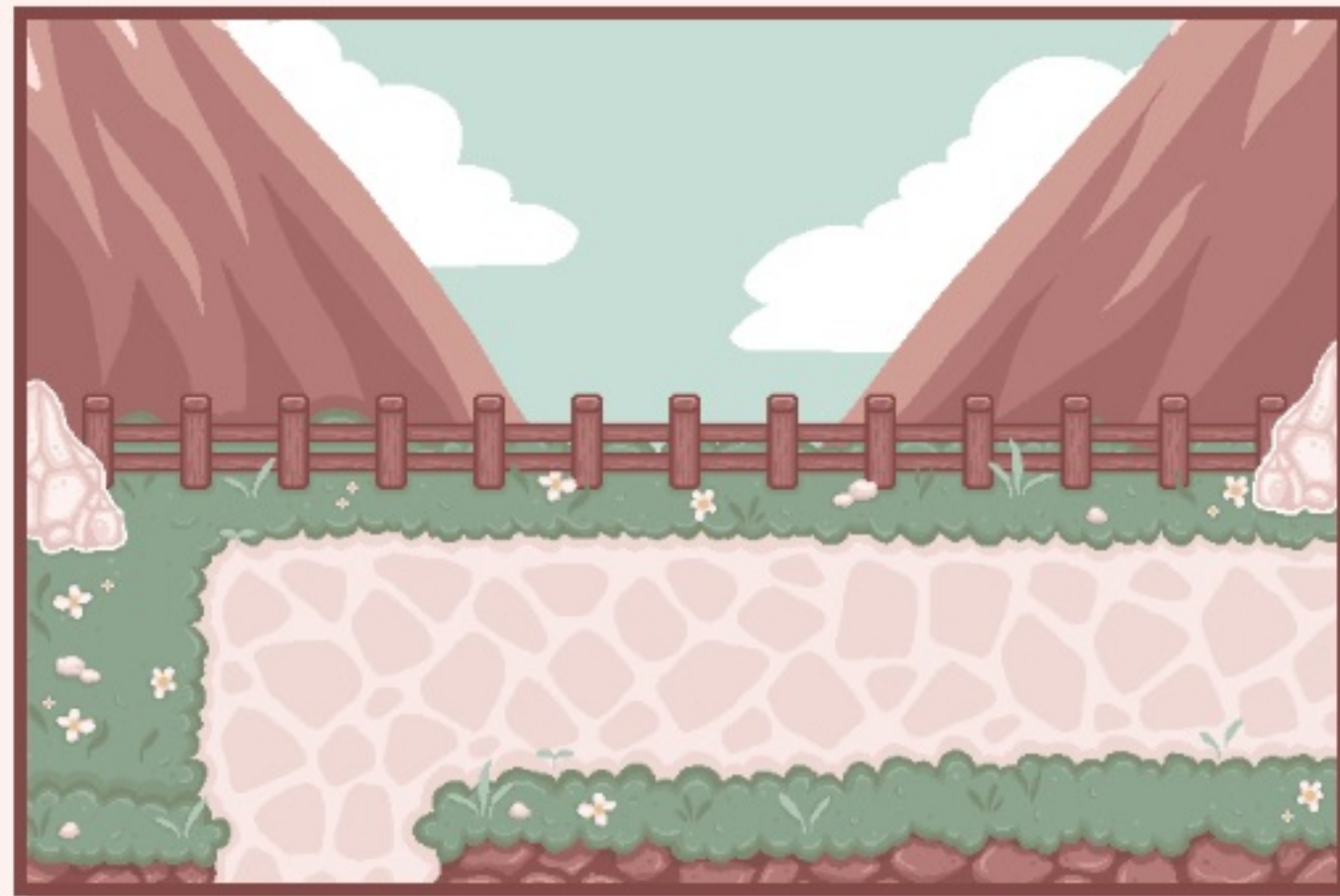
#FDE0DC
Misty Rose



#B5C8B7
Ashe Grey



#8DA48E
Cambridge Blue



FONTS

HEADING 1

HEADING 2

HEADING 3

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AUDIENCE

WHO PLAYS WITCH CRAFT?

“Witch Craft” is a captivating video game that transports players into a magical realm where they can unleash their creativity by concocting potions and mastering the art of spellbinding elixirs. With a primary audience predominantly composed of females over the age of 10, the game offers a unique and immersive experience tailored to the interests and preferences of this demographic.



SKETCHES

- all images created by me
- logo, audience, genre, story, characters

- names:

- Witch Craft ♥
- Spellbound
- Moonlit Meadow
- Potion Patch
- Crows & crops



- pixel
- cutesy
- plants = characters
- bright or natural colors?

witchy!
potion making
farming!

- Potion Crafting:

- ↳ mortar & pestle
- ↳ cauldron
- ↳ Alchemy Infusion Station
- ↳ crystal ball → shows luck
- ↳ spell book (recipes)

- Farming:

- ↳ Rose ✓
- ↳ Mugwort ✓
- ↳ Bay leaves ✓
- ↳ Sage ✓
- ↳ Lavender ✓
- ↳ Ivy ✓

- tools
- ↳ pickaxe ✓
- ↳ shovel ✓
- ↳ net ✓
- ↳ watering can ✓
- ↳ hoe ✓

planted, watered, harvested

- Harvest:

- ↳ crystals from rocks - pickaxe ✓
- ↳ moths at night - net ✓
- ↳ mushrooms - pickup ✓
- ↳ shadowroot - dig ✓

- topdown art style
- pinks, greens, orange, red.

- potions:

- ↳ Stellar Nectar 100\$ ✓
- ↳ Siren's Brew 50\$ ✓
- ↳ Love potion 20\$ ✓

- Characters:

- ↳ Willow ✓
- ↳ Luna ✓
- ↳ Poe ✓
- ↳ Raven ✓

- Potion making
farming - catching

tapping game

Characters:

- Willow: main character, lives in Crescent Valley, has pet cat named Luna. Has home and farms & crafts potions for \$. Loves pink! Silly, happy-go-lucky.
- Luna: Willow's cat, black, wears pink ribbon w/ bell. Can talk, more stubborn, picks on Willow.
- Raven: Helpful crow that teaches the user how to play & what to do.
- Poe: Town's mailman, picks up potions from Willow, buy seeds & upgrades.

- Places:

main:

- Willow's home
- farm
- woodsy
- moths (nighttime)

mountains:

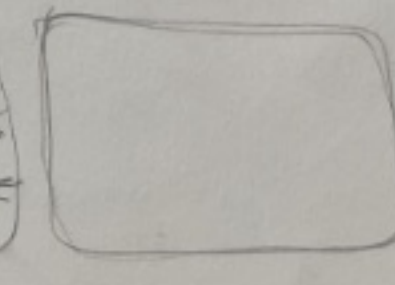
- rocks (crystals)
- River & waterfall (mushrooms)
- Shadowroot (dig holes)

River:

- farm

Home:

- Sleep
- craft potions

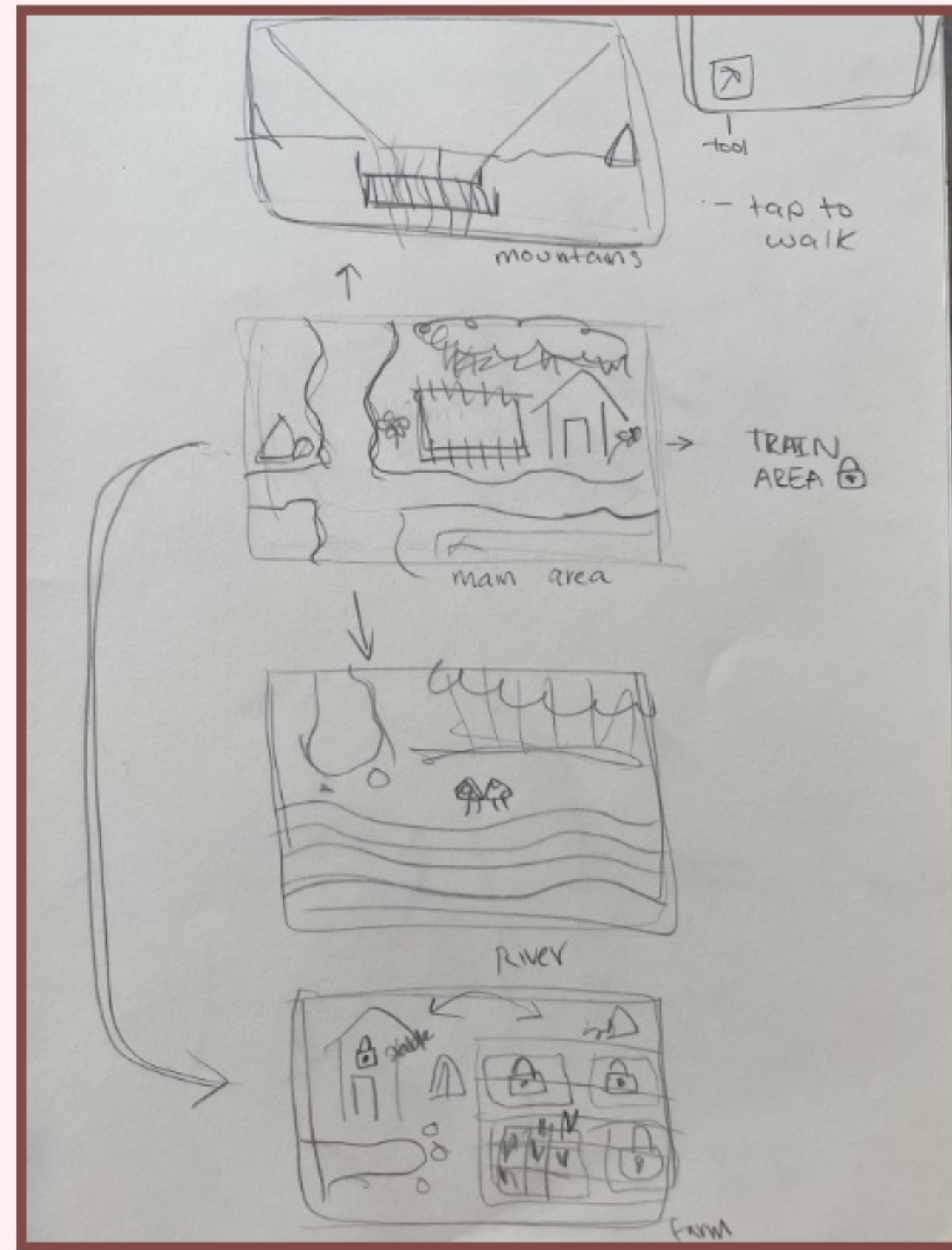


SKETCHES

Game Design

- Story

- ↳ User plays as Willow, a witch who lives outside of town.
- ↳ Willow's goal is to collect money to travel to town by selling potions & harvests.
- ↳ Raven guides users through potion making, farming & harvesting.
- ↳ first the user will receive seeds from the crow & will plant them. While they are growing, Raven will show Willow around her home & the forest.
- ↳ Using her pickaxe, Willow harvests crystals, shovel up shadow root, & collect mushrooms.
- ↳ returning home, Poe will be waiting to collect your harvest.
- ↳ crops will be done, harvest & head inside to craft your potions.
- ↳ use mortar & pestle & infusion station.
- ↳ use cauldron to mix them.
- ↳ voila! first potion.
- ↳ introduce poe



MOODBOARD



LOGO / ICONS

