



# INTRODUCTION GUIDE TO BLOXELS

Bloxels is designed to empower young game designers, artists, story tellers, and kids alike to create their own video games.

Meet Bloxels®, a first of its kind technology that enables you to build, capture, design, play and share your very own video games. Designed with blocks, a universal element of childhood play, Bloxels cultivates

imagination while encouraging discovery and exploration.

With Bloxels, you can realize your own video game ideas, build and animate original characters, develop villains, add in power-ups, and more - all done directly on the Bloxels® Gameboard and then activated with the FREE Bloxels® Builder App and your mobile device.

This demo script is great for **20-30 minute** Bloxels product demonstrations to groups of 5-20 who are interested in learning the basics of Bloxels. It requires just 1 Bloxels Starter Kit and 1 tablet. The prep time is roughly 1 hour.

**BLOXELS**

BUILD YOUR OWN VIDEO GAMES

# BEFORE THE DEMO

A few tips for using the Bloxels App & for demoing how it works.

1

## KNOW THE APP

Get familiar with the different areas of the Bloxels App and how they work together. Building level layouts, art, characters, backgrounds, and animations and then bringing them together for a full game experience.

2

## KNOW THE TYPE OF GAME YOU ARE CREATING

There are many different types of video games. With Bloxels you can create platformer style games. You can convey this to the audience as a “Mario” style run and jump game.

3

## MEMORIZE YOUR DEMO FLOW

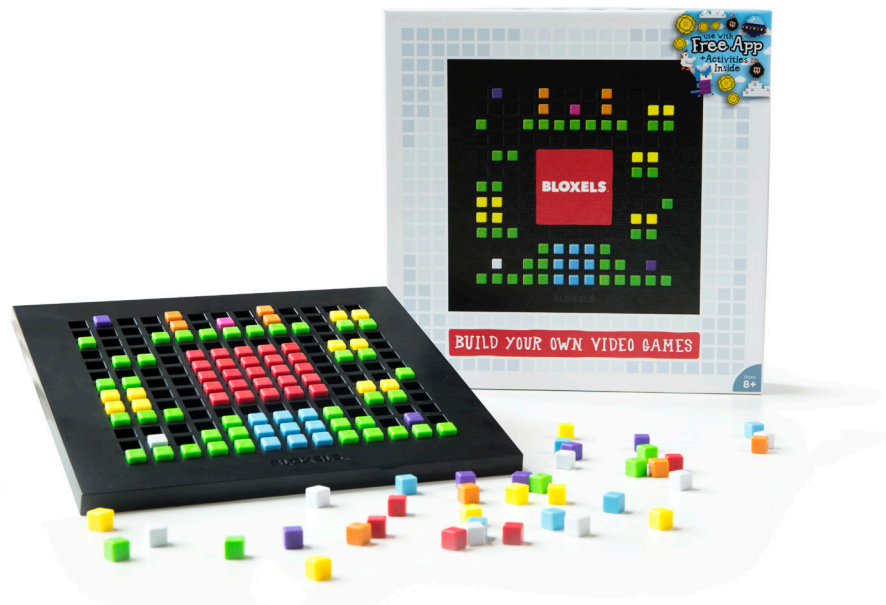
Be prepared and know what you want to say. Know the App, Know the message and know how you want to show off the power of Bloxels.

- Welcome guests
- Share your layout
- Capture your layout
- Playing your game
- Decorating your game
- Configuring your game
- Adding a character
- Sharing & Closing

4

## DO YOUR HOMEWORK

Play with the Bloxels board and App. Read through the guidebook and watch the tutorial videos at [bloxelsbuilder.com](http://bloxelsbuilder.com). Overall, just be familiar with Bloxels and how it works and what all it can do.



# DEMO DAY PREP

## Getting ready to demo and show off Bloxels

1

### SET UP YOUR SPACE

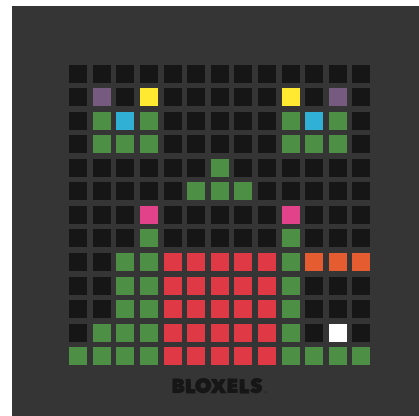
Make sure you are on a white table and have good lighting. Do a “test” capture with a level layout on the Bloxels board and with the Bloxels App. Assure that capturing your board is accurate. Capturing the gameboard at an angle generally works best.\*

2

### CREATE A LAYOUT

Have a game layout ready for the demo. Make sure to use all 8 colors and know their meaning. You can see what each color represents in the guidebook.

BUILD THIS LAYOUT



3

### CHARGE YOUR DEVICE

Make sure the device you are using is fully charged so that you do not run out of battery.



**\*NOTE:** Its not always easy to show off something you are doing within the App to a group. You can offer to have everyone crowd around the table to see the capture process in action. If available, having your device hooked up to a t.v. would help everyone see what exactly is being done in the App.

# EVENT SCRIPT: INTRODUCTION & DEMO

Use this format for what to do and say when demoing Bloxels.

## DO THIS

Welcome everyone & introduce yourself.

Discuss what all you can do with Bloxels.

## SAY THIS

On behalf of Barnes & Noble and Pixel Press, we would like to welcome you. My name is \_\_\_\_\_ and today we are going to be creating our very own video game with Bloxels.

Bloxels is a tool that allows you to create your own platformer video games using physical blocks, a Bloxels board, and the Bloxels App. You can create game layouts, pixel art for your game, animations, backgrounds, and also your own character for the game. You create everything on the Bloxels board and then bring it into the Bloxels App by just taking a picture with your tablets camera.



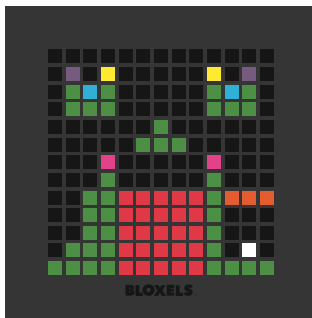


# GAME LAYOUTS

## Sharing your pre-made game layout

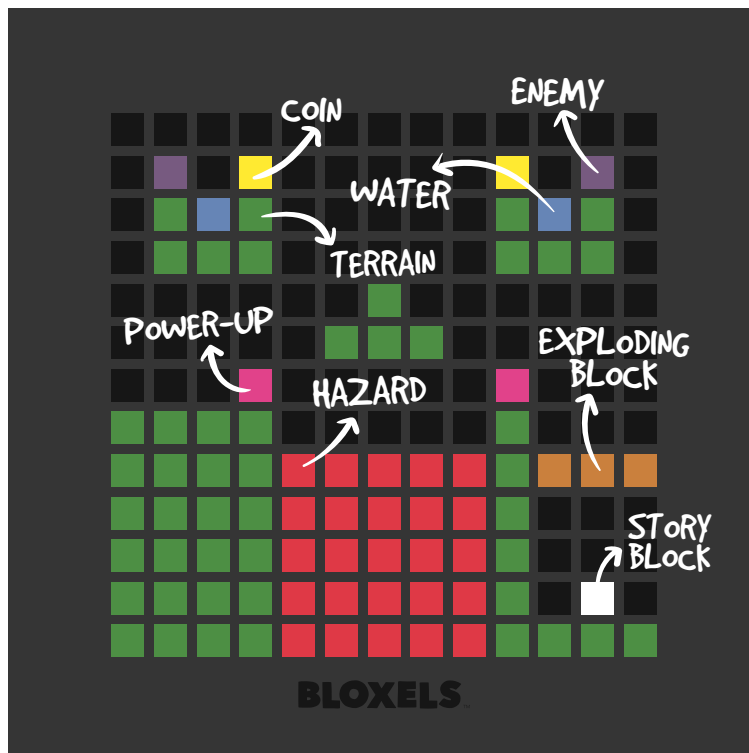
### Do THIS

- Hold up your **pre-made** game layout that has all 8 colors used. Make sure everyone see's this.



### SAY THIS

We will first create a game layout for our run and jump video game. Each color represents a different video game element. **Green** is your terrain or ground, your character can run and jump on this. **Red** is a hazard, this can be a lava pit or spikes but it hurts your player when touched. **Blue** is water, your character can swim in this. **Purple** are enemies, these can be flyers, walking enemies, or ones that shoot fireballs. **Orange** are destructible blocks that can be destroyed. **Yellow** are coins to collect. **Pink** are power-ups that can be bombs, a jetpack, extra health, invincibility, or a number of other things. And finally is the **white** block that is a story block, this allows you to put text in your game and tell a story. (point out all of these elements on the pre-made game layout)

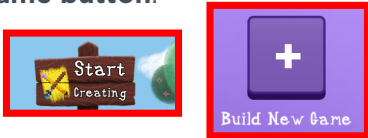


# CAPTURING GAME LAYOUTS

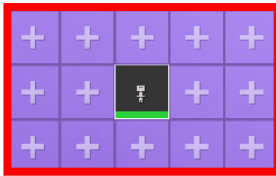
## How to capture your game

### Do THIS

- Open the App and go to **“Start Creating”**. Select the **Build New Game button**.



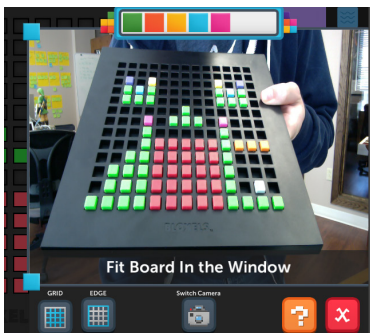
- Show the screen with all of the pluses and explain that you can keep adding rooms/boards to make your game bigger.



- Select the **middle room** and tap the **camera button** in the bottom right.



- Show this camera window explaining to **“Fit Board in the Window”** Fit board in the window and capture your level.



### SAY THIS

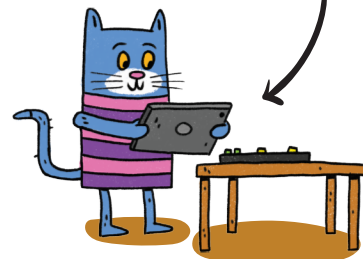
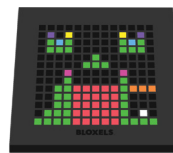
Open the Bloxels App and select the Start Creating button. Tap the Build New Game button.

You can now see all of these pluses that you can add rooms/boards to. This allows you to create bigger worlds.

Tap on the map to select a room. Now tap the camera button in the bottom right of the App.

All you have to do is fit the board in the capture window and it will take a picture and bring your game layout into the App.

CAPTURE THE GAMEBOARD  
AT AN ANGLE FOR THE  
BEST RESULTS



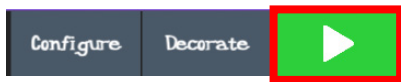
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# PLAYING YOUR GAME

## How to play your game

### Do THIS

- Hit the **play button** in the bottom right corner of the App. Run and jump through your level, collect coins, defeat enemies and show off your creation.

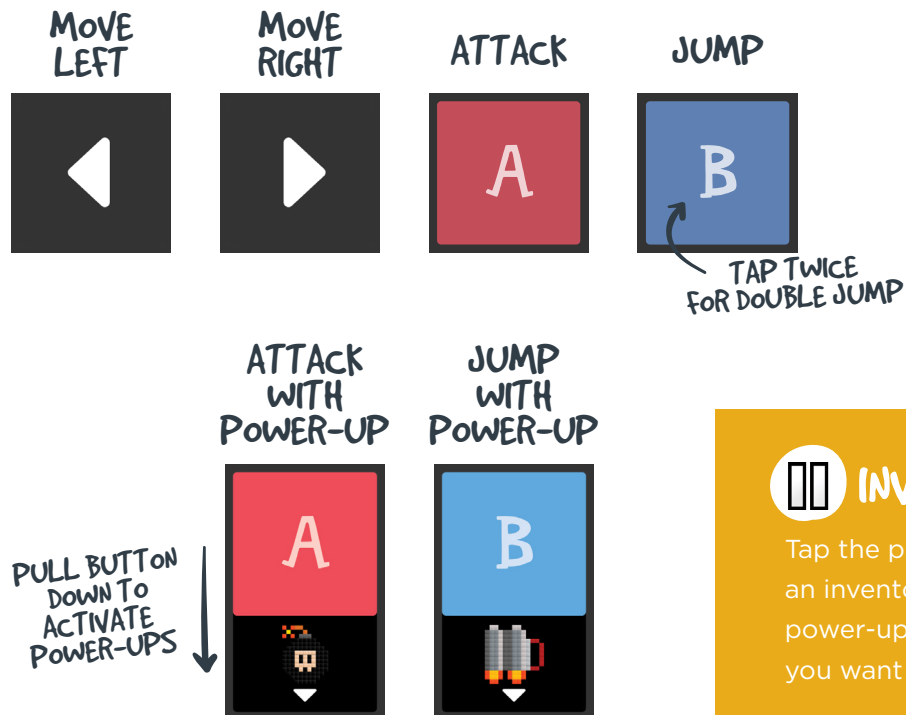


### SAY THIS

After you capture your level, select the green checkmark. You can now play the game that was just on your board. Hit the play button in the bottom right corner of the App. Run and jump through your level, collect coins, defeat enemies and show off your creation. Point out things on the board and the corresponding elements in the App.

## PLAYING THE GAME

Playing a Bloxels game is pretty straight-forward, but here's a little help to get started.



## INVENTORY

Tap the pause button to pull up an inventory of your collected power-ups to pick which ones you want active.

# DECORATING YOUR GAME

## Decorating your game layout

### DO THIS

- Tap the **pause button** and back out of your game to the **editor**.



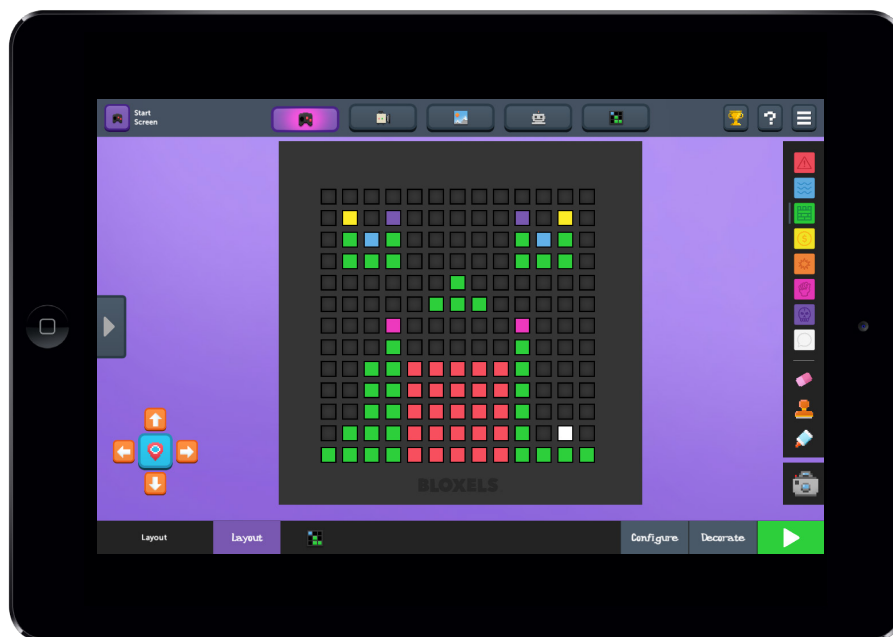
- Tap the **decorate tab** at the bottom of the screen. Use pixel art from the boards library and the animations library tabs to decorate the level you just built.



### SAY THIS

Now that we have created a room in our game we don't want to leave it looking like blocks. You can now create pixel art to add textures and art to your game layout.

If I tap the decorate tab at the bottom on the editor I can now use art, that can also be created on the Bloxels board, to decorate everything in my game.



CONTINUED 



# DECORATING YOUR GAME

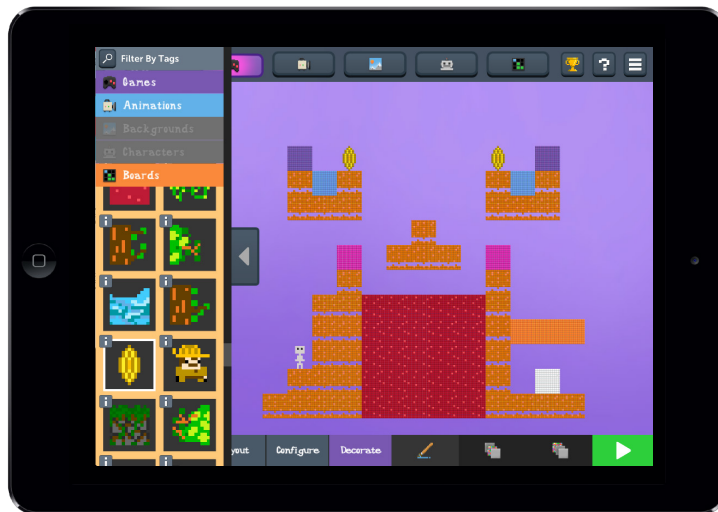
## Decorating your game layout

DO THIS

SAY THIS

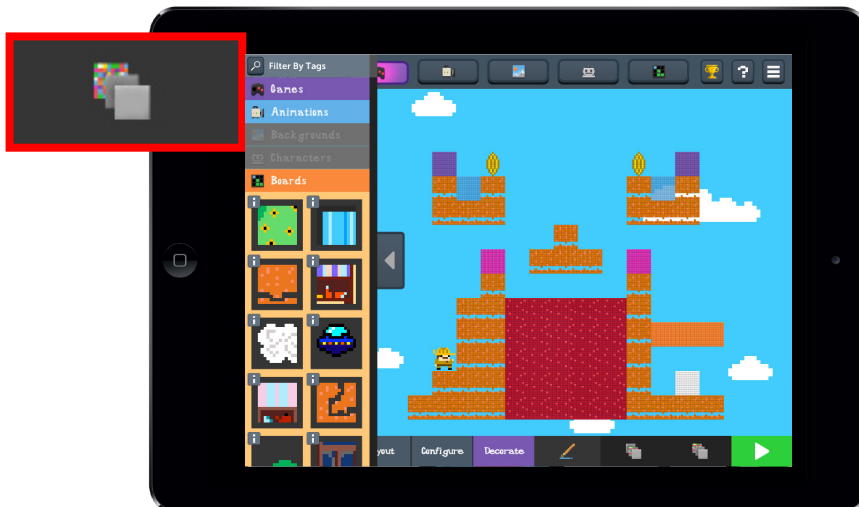
- Decorate the ground, coins, enemies, hazards, etc.

Everything in your game can be decorated with pixel art that you create!



- Select the **background** button in the lower right within the **decorate tab** and add a background.

Select the background button within the decorate tab in the lower right and add a background.



# CONFIGURING YOUR GAME

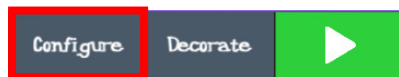
## How to configure your game

### Do THIS

### SAY THIS

- Tap the **Configure button** at the bottom of the editor. Tap & change a power-up.

We have created a game layout. We have decorated and added art to some of the level elements. We have also added a background.



- Tap & change a power-up.

We have also added a background. Now we want to configure some of the objects in the game. When you select a power-up you can make it a bomb, extra health, a jet pack, a map, shrink potion, or invincibility.



- Tap & change an enemy.

You can configure different enemy types, different power ups, and also add text to the story blocks. When you select an enemy you can make it a walking enemy, a flying enemy, or an enemy that shoots fireballs.

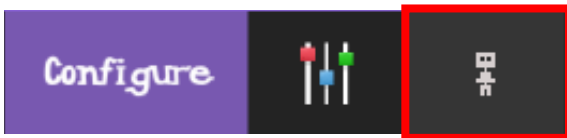


# ADDING A CHARACTER

## How to add a character

### DO THIS

- Tap the **character icon** within the **configure tab**. Select a completed character that has an idle, run and jump animation.

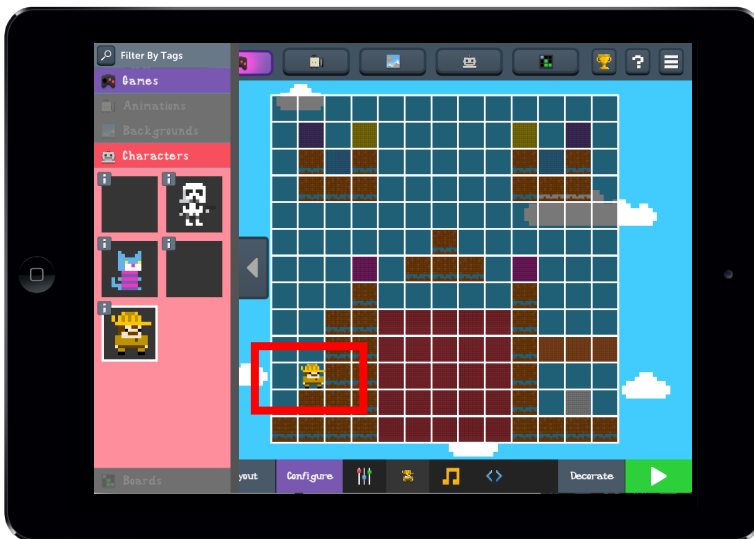


### SAY THIS

Now we are just missing one thing in our game. Its our character! From the configure tab you can select the character button. Select a character from your library on the left.

- Select a spot in the game to place the character.

You can now drop him in your game and decide where you want to start. You can create these characters with pixel art on your Bloxels board. You can then create animations for their idle, run, and jump.



- Tap the **play button** and play your game with the new

Lets play our game with our character!



# SHARING & CLOSING

## Finishing the Demo

### Do THIS

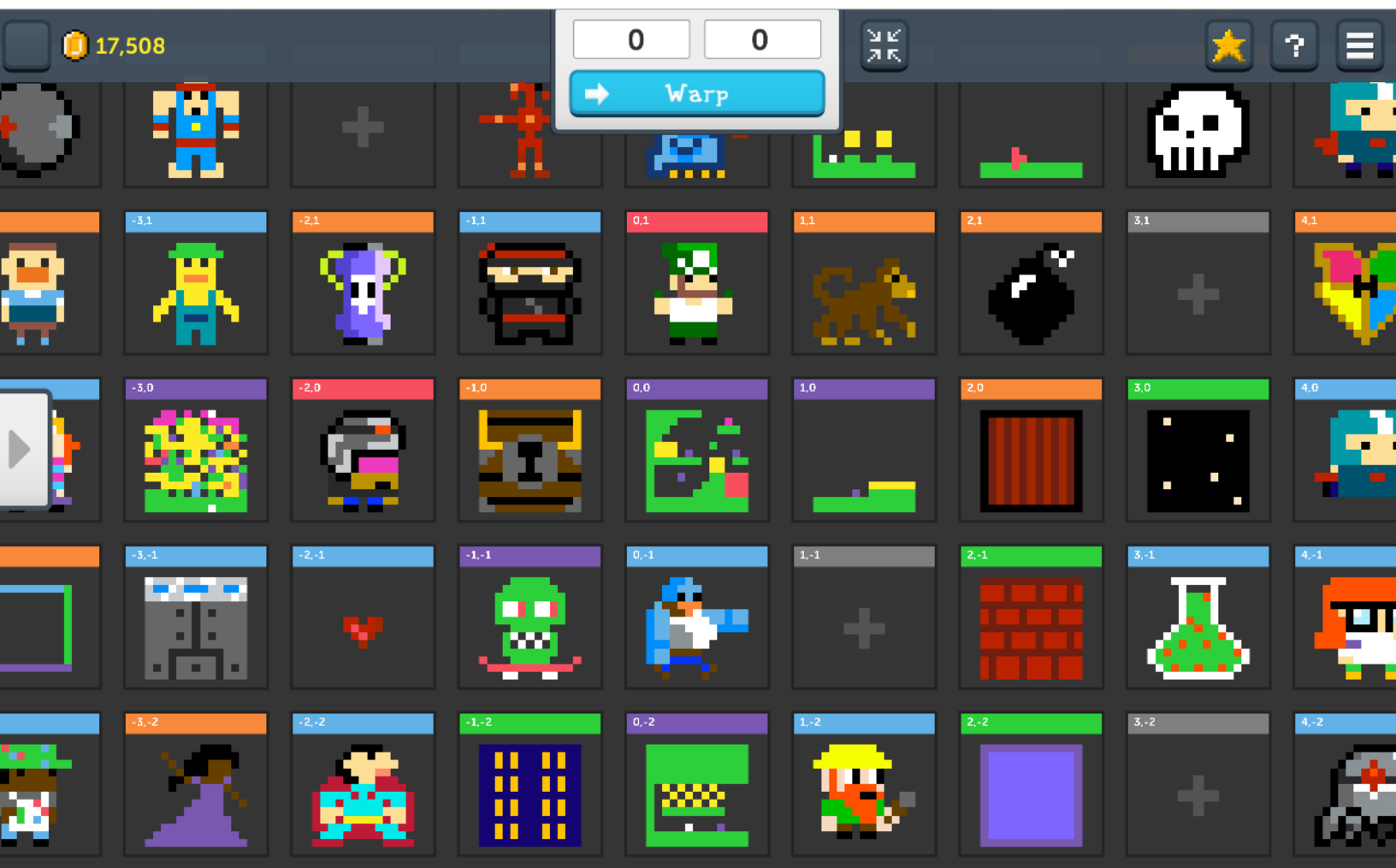
- Tap the **menu icon** in the top right and then tap the **infinity wall icon** and show the infinity wall to everyone.



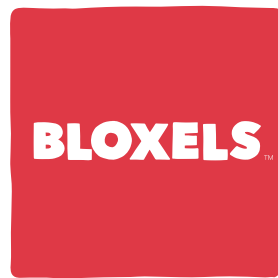
### SAY THIS

After you create a game you can share it within the Bloxels App on the Infinity Wall. This is a place to share art, characters, animations, backgrounds, and completed games. You can use creations from other users and earn coins when they use your creations.

Bloxels is a complete game building experience. From building a game layout, to decorating everything in your game, to creating characters. With Bloxels, the only question is what story do you want to tell?







for more information including video tutorials visit  
[explore.BloxelsBuilder.com](https://explore.BloxelsBuilder.com)



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**Pixel Press** makes games for both sides of your brain. By merging the physical and digital worlds, we develop boundless experiences that empower people of all ages to **create, share and play.**