

Very Evil Demons - Site Design

Very Evil Demons are an independent, worker-owned, game development studio, based in Dundee, Scotland. They specialise in porting, prototyping, co-development and optimisation

VED reached out to me in June of 2024, asking me to design their new website, with the goal of creating a central hub for their brand identity, and attracting potential clients.

Some information has been obfuscated or omitted from this case study in order to protect the privacy of others. All information presented in this case study is my own and does not necessarily reflect the views of Very Evil Demons.

[Visit Very Evil Demons →](#)

About VED



Very Evil Demons Logo

Founded in 2024, Very Evil Demons are an independent game-development studio. Though the company itself is fairly new, its members all have several years of game-development experience and numerous projects under their belts.

At the beginning of this project, they had no existing website, or social media presence to work from. They did however, have a strong brand guidelines document, and an extensive list of inspirations.



~ms. douce, bodleian library

~saint vulture

~hieronymous bosch

~mörk borg

~louie zong

~plastiboo

A slice of VED's various inspirations

Challenge

The idea was to create a site that would properly showcase VED's unique style and their collective works, aiming to attract potential investors, employers, and collaborators.

High Level Goals

- Bring in more work & contacts to VED.
- Present a variety of interesting projects.
- Showcase VED's distinct brand image.

My Role

I lead the design of the website during late June and early July of 2024. This involved research, UX & UI design, and a little bit of graphic design.

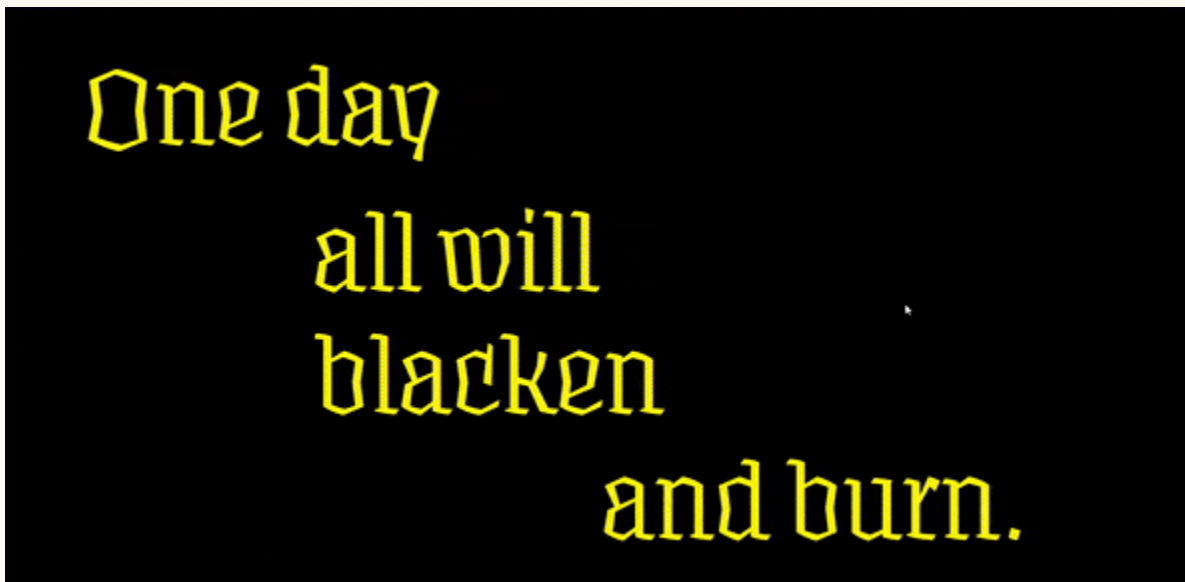
The site launched fully in **August 2024**. I then returned to VED for a short period after its launch to assist with visual and usability QA.

Project Inspirations

Before any design could begin, I decided to examine VED's list of inspirations, to get a better idea of where they would like to be, visually. I initially pulled from 8 of their listed inspirations. Those with their own websites or online content were prioritised, so that I could get a better idea of how they presented their works in a digital context.

All In One

Many of those web pages examined had the vast majority of the information the user would require within their landing page. Although this is considered a design standard, it is clear that in these cases, there is an artistic flair that sets them apart.



Mörk Borg have their entire site as a single page, breaking up the information with unique transitions.



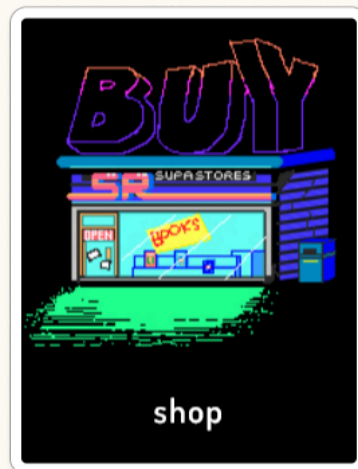
Firewatch's landing page acts as an advertisement, including multiple places to play and view more information about the game. It also pulls the viewer into the world of Firewatch by beginning on a large piece of splash art.

Bold and Illustrative

Many of the examined web pages utilised an assortment of custom illustrations to signpost different areas of the site.

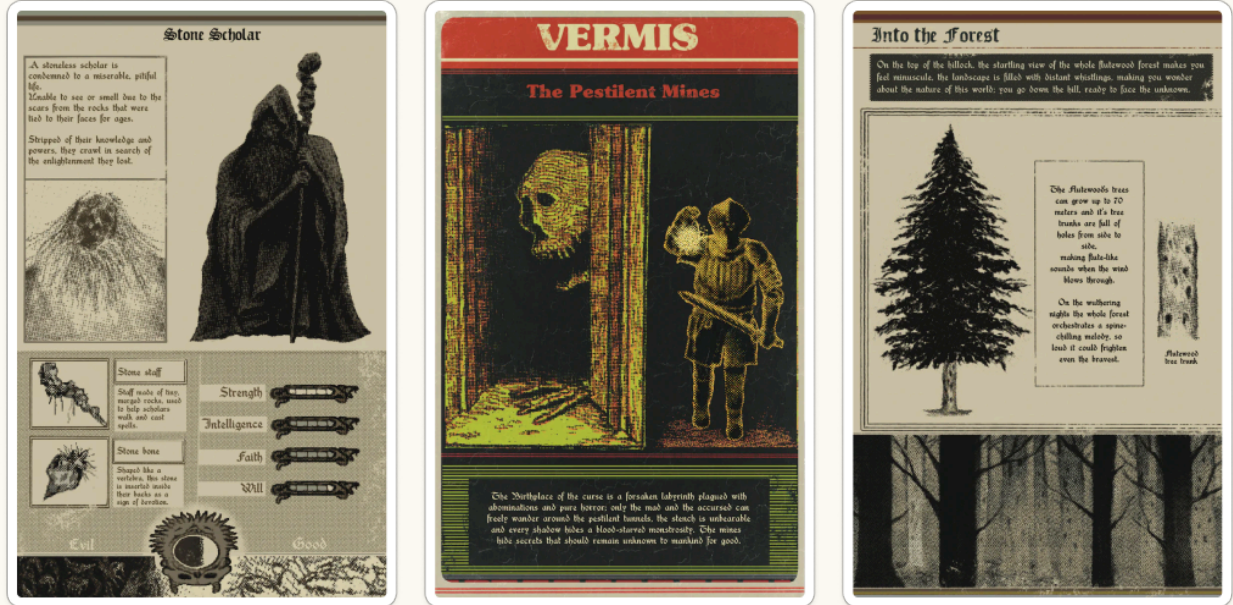
**MÖRK BORG
THIRD PARTY
LICENSE**

We love community created content, hacks, adventures, monsters, tables etc! The MÖRK BORG CULT is our main program for encouraging that kind of thing. But we also want to make it possible for you to create things for the game without having to wait for our review process, approval and layout/art. We want you to be able to just put together your content and get it out there, and hopefully also let you get some money for the hard work. That's why we have this third party license.



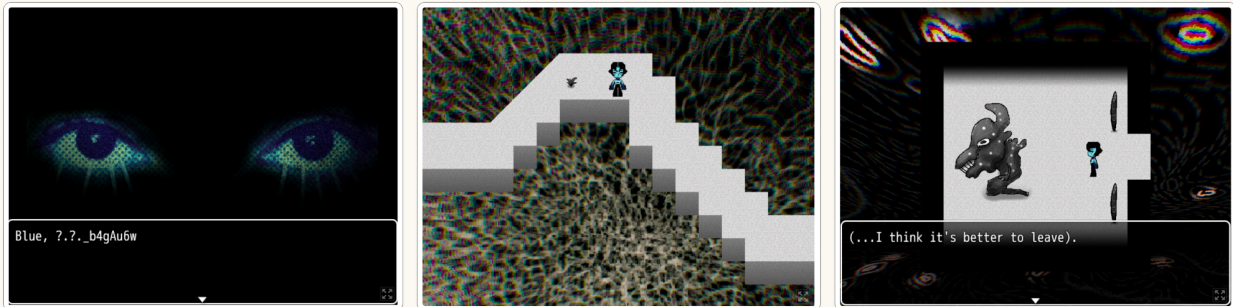
Mörk Borg, Sajjan Rai and Louie Zong use illustrations to highlight information across their sites.

Gothic Mystery



Plastiboo's Vermis evokes nostalgic terror with mediaeval inspired illustrations and oldschool game UI.

VED sought to convey a mysterious, dark fantasy image. This can be a difficult task when the website's primary function is to inform. However, it is still possible to achieve this through presentation, copy, and graphics.



Sprawling voids and indecipherable language bring a sense of foreboding to familiar walk-around rpg controls in Koropupa's Chimera.

Deeper Insights

The main challenge of creating a good site for an emerging studio comes from standing out among those who already have a presence. On paper, the information you present is much the same as that of your competitors. To stand out, you need more than a unique

aesthetic - which VED has definitely got covered - you need to maximise usability for your target audience.

Target Audience

With suggestions from VED, I created a list of potential user archetypes, keeping the major goals for this project in mind.

User	Who are they?	What is their main goal?	What is the main barrier to them achieving this goal?
Potential Investors.	Larger game development studios, art galleries and other large-scale creative endeavours. Approached by VED.	They want to know that VED is putting out good work before bringing them onto a project.	There is a lot of information to deliver on the landing page. We need a specialised projects page that can be linked to.
Independent Creatives	An individual or small team. May have found VED through social media, projects, or in-person events. May reach out first.	Find out about VEDs work and get in contact with them about a potential project.	Contact forms are typically presented at the bottom of a page, if they do not have their own page. As the landing page grows, we need to implement some kind of shortcut to the Contact Us area.
Future Collaborators	Skilled, creative individuals in game-development. May have found VED on career-focussed sites like LinkedIn, or through their works.	Find out more about the VED team and their policies before making contact to discuss collaboration or becoming part of the team*	The landing page needs to focus more on tangible projects and outcomes. "About" information has a bit lower priority. It may be best to give it it's own page.

** Future Collaborators are not the primary target audience at this stage for the company. However, connecting with other creatives is useful for expanding one's network, so it's important to consider them.*

Site Breakdown

Landing Page

The new landing page acts as a concise introduction to VED, and a "hub" for everything that they want you to see.

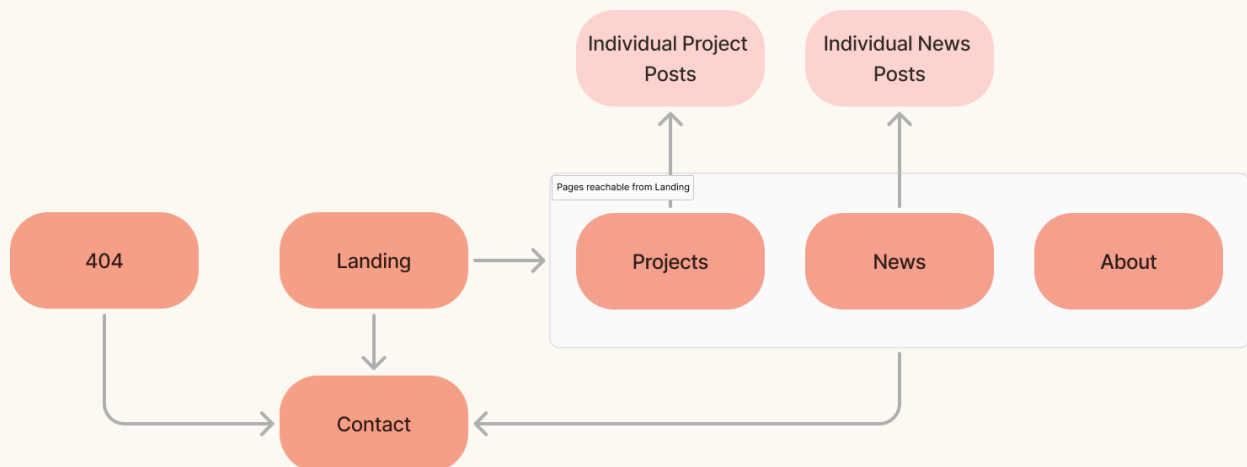


Initial prototype for the landing page.



Final product as of 16/08/24.

From here, or the Nav Bar, you can move to any of the site's other main pages.



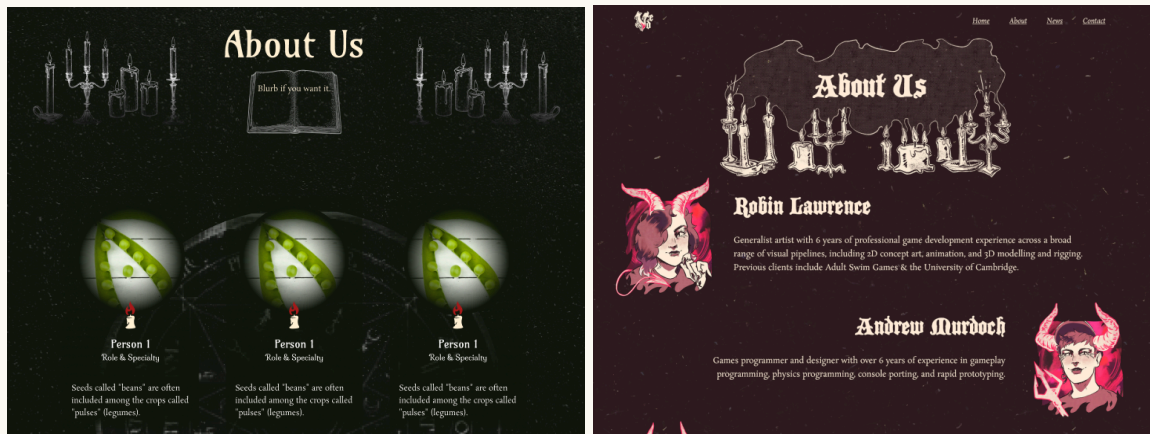
High-level site map diagram for navigation without use of the nav bar. Making contact is the highest priority action for our target audience, so all pages funnel into the contact section.

To ensure that the user would not reach a dead end, even the 404 page funnels into Contact Us.

Illustrations

In my initial designs, I wanted to give VED a good idea of how to theme their sections and where they could put icons, illustrations and photos. VED expressed that they would prefer to use their own custom illustrations in the final product, but agreed that it would be good for me to use public domain, mediaeval artworks to help outline the "feel" for each page.

About Us takes inspiration from alchemy and magic circles. Each member of VED is lit by a candle.



Left: Initial design put together with exclusively public domain illustrations. **Right:** Final design with custom illustrations.

Using images sourced from the public domain meant that they could be added to the site in its early stages, affording VED more time to work on their custom pieces while still being able to seek work with their new site.



Initial design for the landing page, featuring public domain mediaeval grotesks as a border.



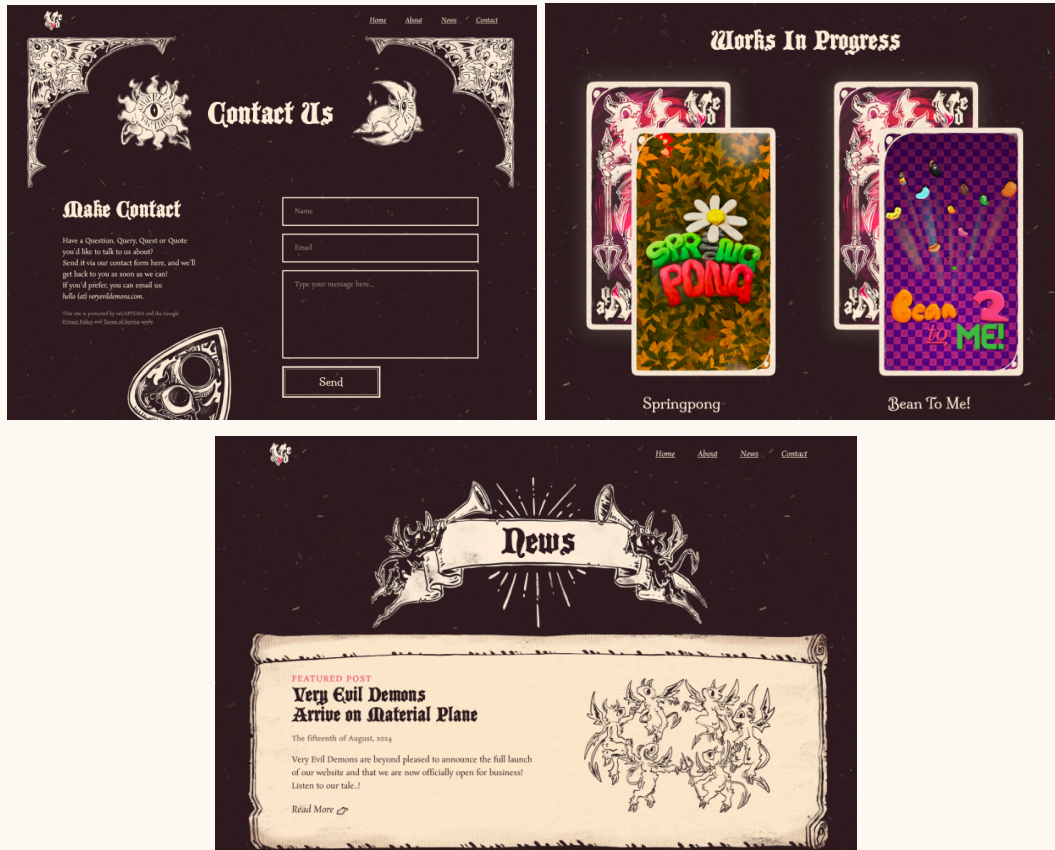
Early version of the landing page, featuring those same grotesks.



Final page as of (16/08/24). Now with custom grotesks and illustrations inspired by the public domain ones.

Gothic Feel

With the goal of creating an experience as well as a website, each page follows an eerie, magical theme. Tarot readings, alchemical circles and spirit boards evoke feelings of mystery as you explore the dark corners of this digital dungeon.



Snippets of various areas across the site

Outcomes

The site launched on 16/08/2024. Since then, Very Evil Demons have reported a significant increase in the number of contacts seeking their work.

They have also recently released **Bean To Me!** → – a digital twist on the popular game of Mancala.

Screens

Desktop



(Blurb about your company here)



What We Do



Development
Placeholder blurb



Porting
Placeholder blurb



Prototyping
Placeholder blurb



Consultancy
Placeholder blurb

[More About Us](#)

Latest Work



Project Title
One Sentence Blurb



Project Title
One Sentence Blurb



Project Title
One Sentence Blurb

[More Projects](#)

Headline



The word "bean" and its Germanic cognates (e.g. German *Bohne*) have existed in common use in West Germanic languages since before the 12th century, referring to broad beans, chickpeas, and other pod-borne seeds. This was long before the New World genus *Phaseolus* was known in Europe. With the Columbian exchange of domestic plants between Europe and the Americas, use of the word was extended to pod-borne seeds of *Phaseolus*, such as the common bean and the runner bean, and the related genus *Vigna*. The term has long been applied generally to many other seeds of similar form, such as Old World sorghum, peas, other peas, and lupins, and even to those with slighter resemblances.

[Read More](#)

Tidings

Up to no good. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



[More News](#)

Make Contact

Name



About Us



Person 1
Role & Speciality

Seeds called "beans" are often included among the crops called "pulses" (legumes).



Person 1
Role & Speciality

Seeds called "beans" are often included among the crops called "pulses" (legumes).



Person 1
Role & Speciality

Seeds called "beans" are often included among the crops called "pulses" (legumes).



Person 1
Role & Speciality

Seeds called "beans" are often included among the crops called "pulses" (legumes).



Person 1
Role & Speciality

Seeds called "beans" are often included among the crops called "pulses" (legumes).

Letter Heading



We are Very Evil Demons, a worker-owned game development studio based in Dundee, Scotland.

Very Evil Demons' primary aim is to acquire contracts for product development, product codevelopment, rapid prototyping, video game console porting, and game development consultancy.

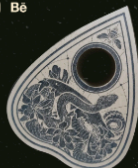
We are a team of five developers - four programmers, and one artist, with experience ranging from single 1 indie to triple AAA game development.

Write more of your values, promises, findings, etc. here.



Make Contact

Up to no good. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Type your message here...

Submit



Very Evil Demons

Links

[About](#)

[Projects](#)

[News](#)

Social

[LinkedIn](#)

[Twitter](#)

[Instagram](#)





Projects

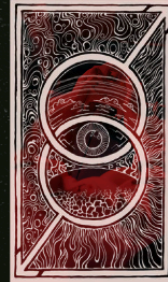
Blurb if you want it.



Project Title
One Sentence Blurb



Project Title
One Sentence Blurb



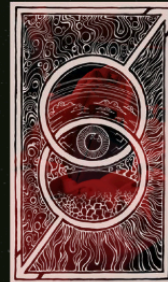
Project Title
One Sentence Blurb



Project Title
One Sentence Blurb



Project Title
One Sentence Blurb



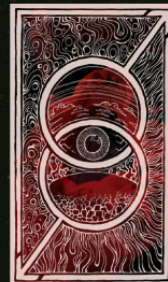
Project Title
One Sentence Blurb



Project Title
One Sentence Blurb



Project Title
One Sentence Blurb

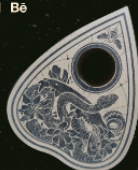


Project Title
One Sentence Blurb

1 2 3 ... <

Make Contact

Up to no good. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.





News

Blurb if you want it.

FEATURED POST

Lima bean, butter bean (*Phaseolus lunatus*)

DD/MM/YYYY

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)



All posts



DD/MM/YYYY

Adzuki bean, azuki bean (*Vigna angularis*)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)



DD/MM/YYYY

Mung bean, golden gram, green gram (*Vigna radiata*)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)



DD/MM/YYYY

Black gram, urad (*Vigna mungo*)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)



DD/MM/YYYY

Scarlet runner bean (*Phaseolus coccineus*)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)

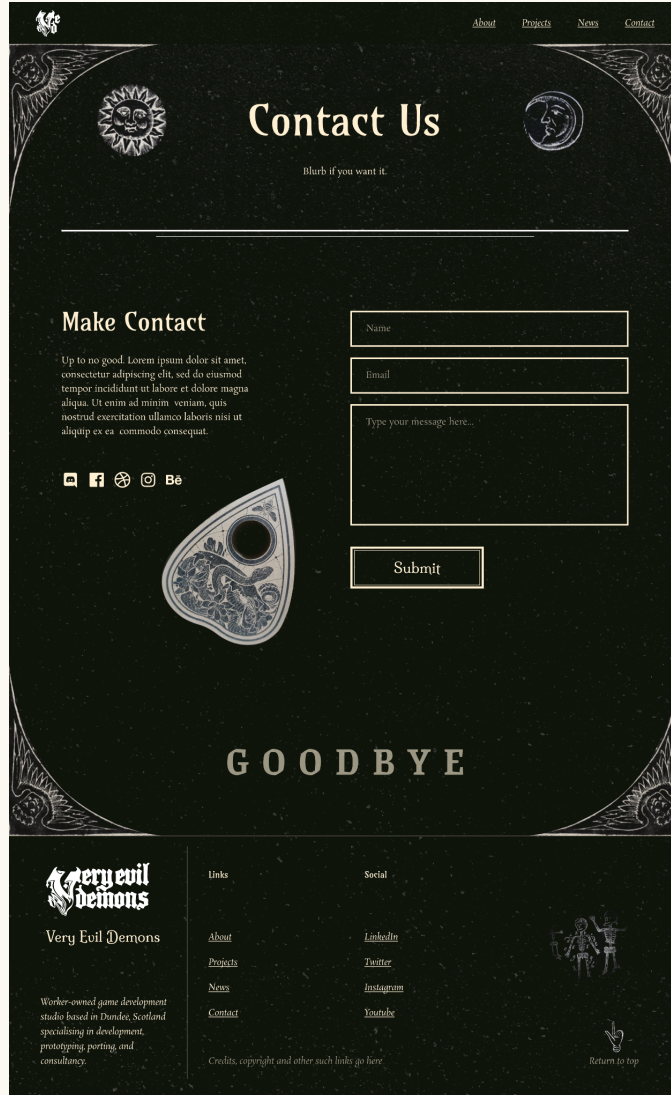


DD/MM/YYYY

Ricebean (*Vigna umbellata*)

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident.

[Read More](#)



Testimonials

We contracted Dorian to design our upcoming website for Very Evil Demons; we got an absolutely fantastic design, with clear and easy to understand layouts, and detailed attention paid to our aesthetic and requirements.

Dorian was communicative, easy to exchange feedback with, and was overall excellent to work with as a contractor.

- **Jordan Brown, Software Engineer and Game Optimisation Expert at Very Evil Demons LLC.**

[Visit Very Evil Demons →](#)