

Fact Sheet

Developer : InJoyLabs

Founding Date : June 2012

Website: <http://injoylabs.com>

Facebook: <http://facebook.com/injoylabs>

Youtube Channel: <http://www.youtube.com/channel/UCaItivMvTW7osfGwLhUTfug>

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About InJoyLabs

InJoyLabs is an independent game development team in Sydney Australia, established in 2012. Its a team, rather than a traditional studio, because its made up of several enthusiast individuals who contribute their personal time developing games, whilst working full time outside.

About Draw A Box



Released: 25th May 2014

Platforms: IOS and Android (Windows Phone coming soon)

Website: <http://injoylabs.com/games/drawabox/>

Price : Free with Ads

AppStore Link : <http://itunes.apple.com/us/app/draw-a-box/id879914504>

Google PlayStore: <https://play.google.com/store/apps/details?id=com.Armsta.DrawABox>

Youtube Game Trailer : <https://www.youtube.com/watch?v=C4BoVZWMKKE>

Gameplay Trailer : <https://www.youtube.com/watch?v=3QLMvCYyB4s>

Description

Draw a box is as simple as the name itself. Players need to draw a perfect box, and lets see how many boxes you can really draw!

Discover and unlock the monsters of the box, and see if you can unlock the entire crew!

Players of all ages are definitely able to play this seemingly so simple yet at the same time so skill based game.

How many boxes can YOU draw?



Game Design

Draw A Box' is a game inspired by 2 factors

1) Flappy Birds

With the Flappy Birds Phenomenon, we (as game developers) was stunned by how a simple game, with one mechanic and a difficult / strict level design could do so well in the market! We were fascinated by this formula, and decided to replicate its design.

2) PC Procastination

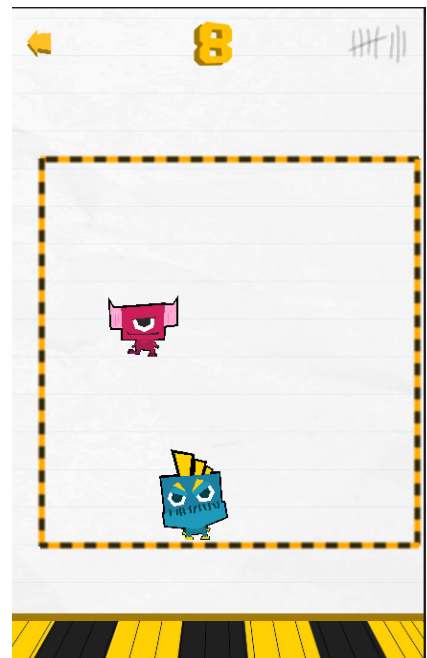
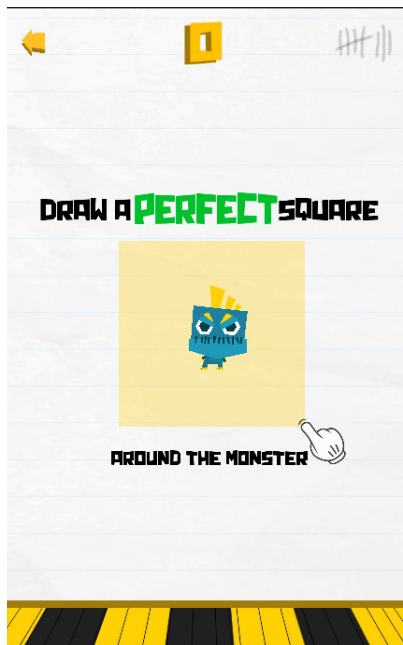
Have you ever been bored on your PC, and then start dragging your mouse and highlight icons on your desktop, whilst trying to draw a perfect square? That was an observation we noticed a lot of people did, and decided to turn that into a game mechanic.

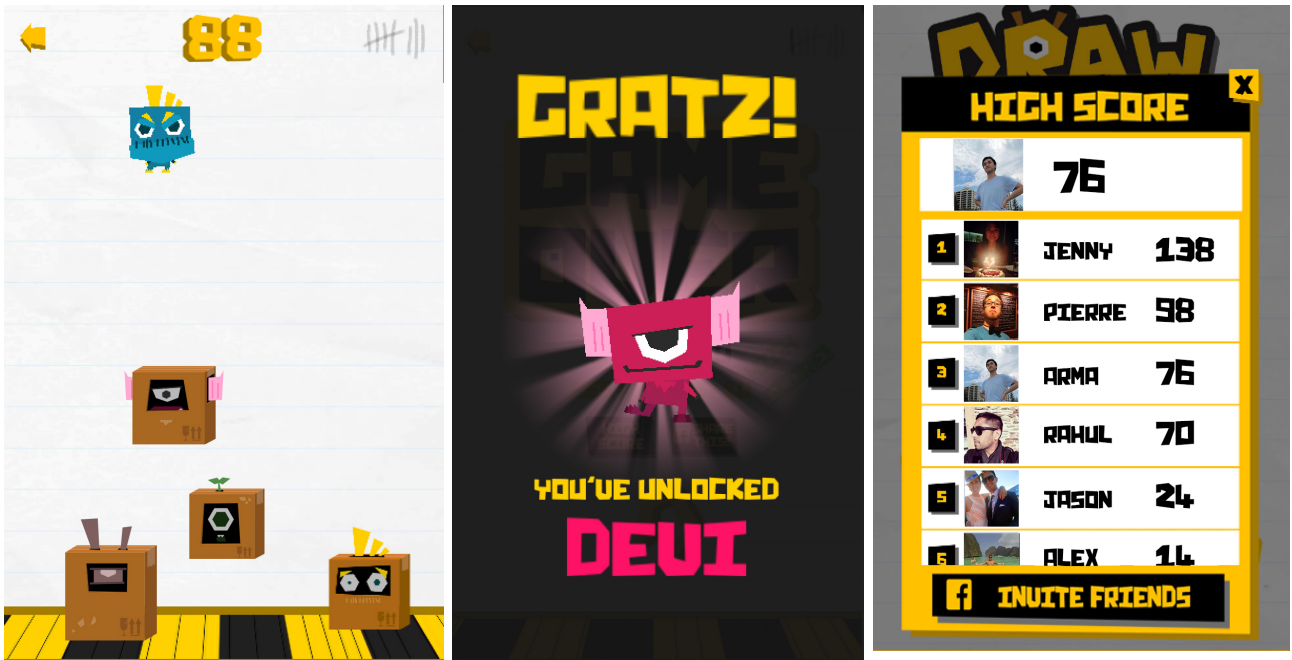
The beauty behind Draw A Box's design is that EVERYONE is familiar with it!

Features

- One simple game mechanic : Draw A Square
- Difficult at first, but very satisfying once mastered
- Cute / colourful and animated 2D characters
- 8 Secret Characters to Unlock
- Facebook Highscore integration
- 8 levels, with seamless audio design
- Intuitive User Interface and user experience.

ScreenShots





Development

Draw A Box was developed by 3 members. One Programmer, one artist, one composer. It was developed during weekend time (because everyone works full time in their respective fields) and the game was completed in 3 months. Along with creating materials such as trailers and websites, the game was released on the 4th month

It was created using Unity game engine

<http://unity3d.com>



Draw A Box Credits

- Carlton Zhu – Developer
- Jenny Tao – Artist
- Pierre Duyker - Composer