📜 Overview 📜

This document outlines the finalized primary character ideation and references for the project, including each character's narrative archetype, personality direction, and intended role within gameplay, dialogue systems, and emotional interaction design.

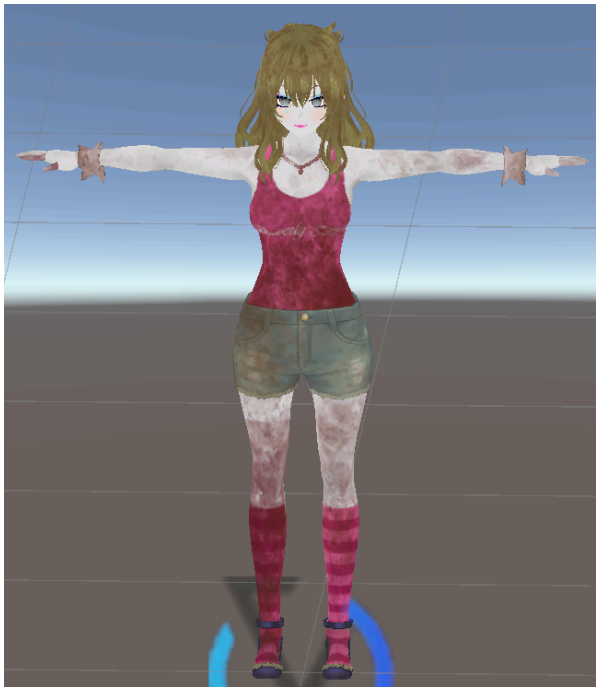
Archetype	Character Name	Page	Thumbnails
Valley Girl	Brittany Beaumont (Ghost)	2	
Nerd	Marty Feldman (Ghost)	6	
Emo / Goth / Post-punk burnout	Raven Hollow (Ghost)	11	
Naive One	Emily Millers (Ghost)	16	
Transfer Student	Jason Kim (Ghost)	19	
Frat Host	Brad Callahan (Ghost)	23	
Football Player	Troy Carter (Ghost)	27	
Independent Investigators	The Players	30	

"We want to show you that every design decision is made for a reason." – Enqi W.

🎨Finalized Character Design🎨[1]

Brittany Beaumont (Sorority Girl Ghost)





Marty Feldman (Nerd Ghost)





[1] Characters below are textured and customized By Lead Artist Enqi W.

Raven Hollow (Gothic Ghost)





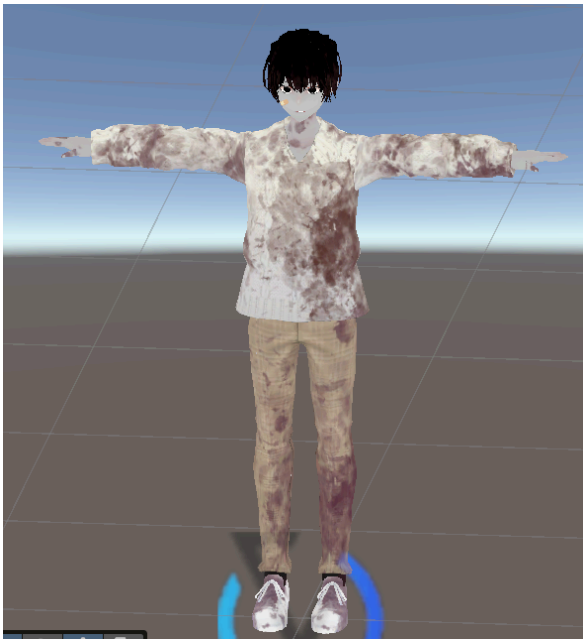
Emily Millers (Naive Ghost)





Brad Callahan (Korean Transfer Ghost)





Brad Callahan (Frat Guy Ghost)





Troy Carter (Football Athlete Ghost)





Detectives (Players)





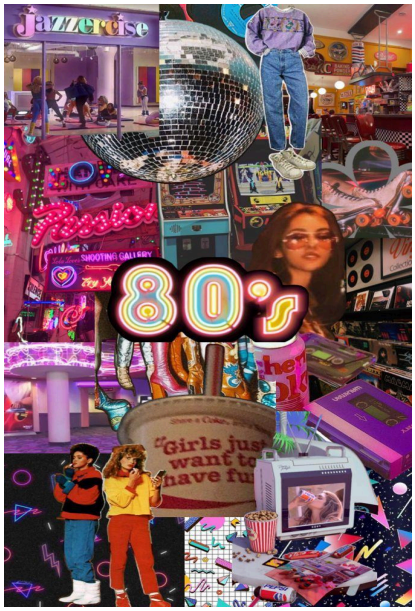
💖Valley Girl (Sorority Host) 💖[2]

Overall Horror scene look ideas: Smudged glossy lipstick, mascara running down flushed cheeks, teased hairspray curls collapsing out of place, oversized pastel sweater slipping off one shoulder, pearl necklaces tangled together, acrylic nails chipped,

- Think of Angela from Stranger Things: [Angela scenepack [stranger things s4]]
- mean girls from 80s teen movies
- Heather's energy
- Beverly Hills party girls
- mall-glam social queens
- cheer/sorority social climbers



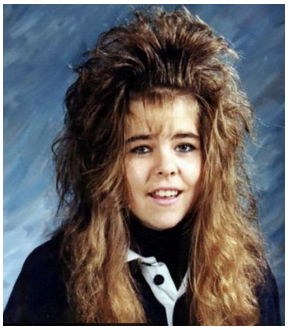




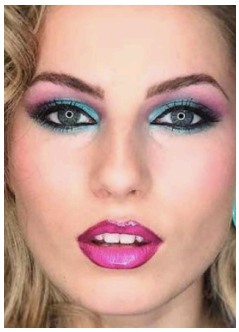


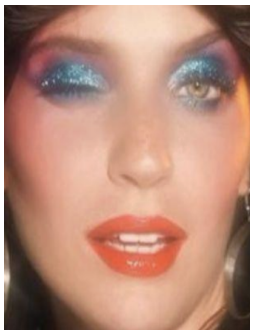
Hair: huge teased hair, hairspray volume, feathered bangs, curled ends, blonde highlights or warm brunette tones

[2] The Characters Reference Inspo below are written by Lead Programmer Magen M.


Makeup: glossy lipstick, bright blush, heavy mascara, frosted eyeshadow, glam but slightly excessive






Clothing: Oversized off-shoulder sweaters, mini skirts, high-wasted jeans, shoulder pads, leg warmers, layered jewelry, pearl necklaces

Accessories: scrunchies, acrylic nails, large hoop earrings, leg warmers











Color palette: bright / neon pastel colors



Hyper-social

- Always talking
- Knows EVERY rumor
- Moves between groups constantly
- Wants the “perfect party atmosphere”

Image obsessed

- Cares about:
    - popularity
    - appearances
    - who likes who
    - who embarrassed themselves
- Everything is performance

Dramatic communication

A lot of:

- “Oh my god”
- “Like literally”

- “No seriously”
- “Stopppp”
- fake whispering gossip
- “Okay if I die here, delete the bad photos first.”
- “Can somebody please turn the lights back on? This is terrible lighting.”

Even serious things get framed dramatically.

Passive aggression

Girls in those dynamics often:

- insult politely
- weaponize compliments
- exclude subtly

Examples:

> “Aww wait, you’re actually wearing that?”
>
> “No no you can totally come.”

Reputation mattered a LOT

Especially in college social scenes:

- who hosted parties
- who dated athletes
- who embarrassed themselves drunk
- who got caught cheating
- who got invited upstairs

Character Setting

- The best version of this character acts shallow and overly social, but secretly notices EVERYTHING happening around her. Because she constantly tracks gossip, emotions, and social dynamics, she remembers exact details, catches contradictions, notices lies, and knows hidden relationships nobody else pays attention to.

🤓Nerd 🤓

Overall Horror scene look ideas: maybe crooked oversized glasses that are cracked, dark circles under eyes, excessive acne from stress, crooked bow tie on shirt











- 80s computer lab kid
- early hacker culture
- conspiracy theorist energy
- awkward honors student
- AV club / science fair type
- socially overlooked but observant
- the person nobody listens to until it's too late
- The science fair

Inspirations:

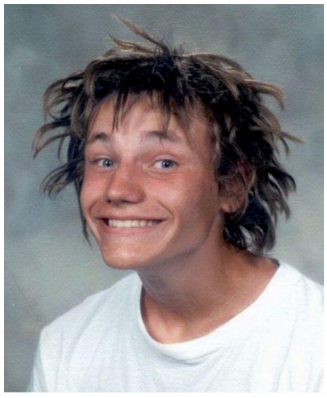
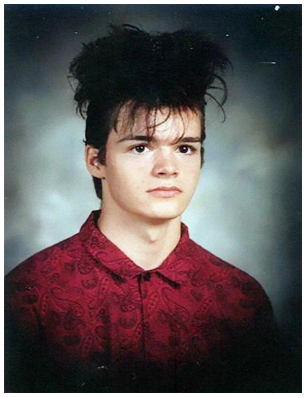
- 80s movie nerd archetypes
- WarGames / early hacker aesthetic
- Ghostbusters scientist energy
- conspiracy corkboard investigators

- quiet campus genius
- analog tech obsession

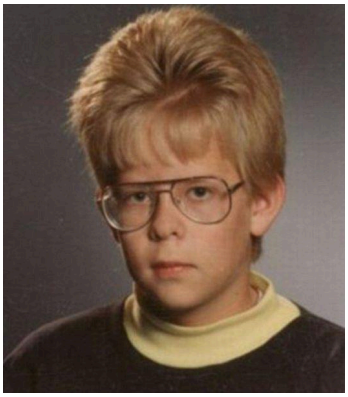
Hair:

Messier and less “performed” than the Valley Girl.

- fluffy unstyled hair
- side parts
- slightly greasy bangs
- curly/frizzy texture
- overgrown haircut
- thick glasses hiding eyes
- looks sleep deprived from studying
- Even bowl cuts work since that took momentum in the late 80s





Clothing:

A mix of:

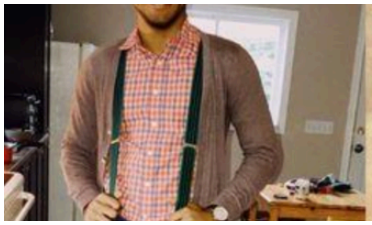
- academic
- awkward
- practical
- slightly outdated even for the 80s

Style:

- GLASSES!!!
- sweater vests
- oversized sweaters
- plaid button-ups
- tucked-in shirts
- suspenders
- corduroy pants
- worn sneakers
- striped shirts
- high-water pants
- layered jackets









Mood:

- old libraries

- CRT glow
- fluorescent classrooms
- analog technology
- late-night studying

Color Palette:

Mustard yellow, dusty olive, CRT green, muted burgundy, faded navy, warm beige, dusty brown



Socially awkward:

- talks too much when nervous
- over-explains everything
- bad eye contact
- gets ignored in groups
- laughs at wrong times

Hyper-observant:

Because they spend more time watching than socializing:

- notices inconsistencies
- remembers timelines
- tracks who was where
- catches lies quickly

Obsessive thinker:

- creates diagrams
- writes theories constantly
- records conversations
- keeps evidence folders
- can spiral into paranoia

Horror Strength:

The Nerd works PERFECTLY for your game because:

- they naturally fit the investigation mechanics
- they justify the evidence board
- they connect clues before others do
- they may accidentally discover forbidden information

They're the character who:

- stays awake researching
- hears weird sounds nobody else notices
- becomes obsessed with solving the Kappa Dorm Party of '88

Dialogue Style:

Instead of dramatic gossip like the Valley Girl:

The Nerd speaks:

- cautiously
- analytically
- rambling when excited

Examples:

> "No okay listen, the timestamps literally don't make sense."
>
> "If Brittany disappeared at 11:42… then who took the Polaroid at 11:47?"
>
> "I think somebody changed the guest list after the incident.

We called it "Emo / Alternative" . Our generation would be spiked bracelets and edgy rave scenes but since this is the 80s…

Goth Post-Punk Burnout

Overall horror scene look: Smudged eyeliner, cigarette-stained fingers, tired bloodshot eyes, messy shaggy hair partially covering the face, cassette tapes broken all over character with film on like how toilet papers trash houses. chipped black nail polish, layered dark thrift-store clothes, chain accessories rattling softly while walking, and combat boots dragging through dim fluorescent dorm hallways smelling faintly of smoke and old cassette tape plastic















Hair

shaggy layered hair, messy mullet, curtain bangs, partially covered eyes, teased goth texture, slightly greasy/unwashed look, dyed black or faded brown







A mix of:

- post-punk
- goth
- thrift-store fashion
- stoner comfort
- underground music culture

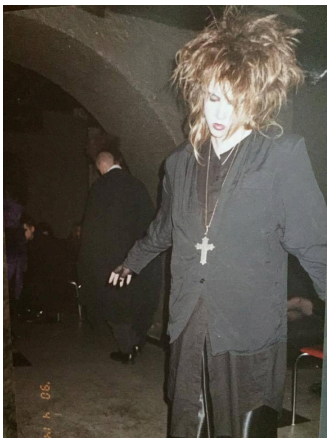
Style:

- oversized band tees
- ripped black jeans
- leather jackets
- patched denim jackets
- layered flannels
- striped long sleeves
- combat boots
- fingerless gloves
- chain necklaces
- oversized hoodies
- safety pins
- dark thrift-store sweaters
- worn black clothing
- fishnets occasionally
- faded band patches
- heavy boots dragging on floors
- sort of like a mythical vampire









Accessories:

- cassette mixtapes
- lighters
- Cigarettes
- chipped silver rings
- chain wallet
- patched backpack
- headphones
- sketchbooks filled with disturbing drawings
- black nail polish
- safety pins
- occult books
- VHS tapes
- camcorder recordings
- scratched cassette players



Mood / Color Palette:





Smoky black - jackets, shadow eyeliner,
faded purple - neon glow, mood lighting
, deep burgundy - flannels, dried blood tones
cigarette gray - smoke, concrete halls
dirty white - worn out shirts
muted crimson - danger accents, exit signs
CRT blue - analog, VHS glow

Vibes

cigarette smoke floating under neon signs
wet pavement after parties
basement concerts
cursed VHS tapes
fluorescent dorm lighting at 2 AM
static-filled CRT televisions
dark parking lots
lonely rooftops
old cassette tape plastic
hearing music faintly through empty hallways
Beautiful dangerous lonley, majetsic vampire, dark gothic,

Like:

- somebody who only really feels alive at night
- a campus ghost before the haunting even starts
- beautiful but emotionally self-destructive
- intimidating without trying
- romantic in a dark unsettling way

The character should feel:

majestic, dangerous, lonely, seductive, exhausted, poetic, emotionally explosive, and slightly supernatural

Personality Traits:

- sleeps through the day
- wanders campus alone at night
- always leaning in shadows
- strangely calm in darkness
- intense eye contact
- moves slowly like he's permanently exhausted
- Late-night vampire energy

With a touch of Aggressive Goth

- confrontational
- emotionally reckless
- starts arguments easily
- flirts like a threat
- hates fake people immediately
- acts dangerous on purpose

Energy:

"don't get attached to me"

Dialogue:

Dark Poetic Burnout

Says things dramatically without realizing how intense they sound.

Not nerdy analytical.

More:

beautiful doom monologues at 2 AM

"The basement smells like weed, mold, and bad decisions."

"Man, imagine dying at a frat party. Spiritually embarrassing."

"Kappa House feels like a cigarette somebody forgot to put out."

"This place has breakup energy."

☀️ The Naive One ☀️

Soft, approachable, effortless late-80s college look. Nothing too dramatic or edgy they should feel emotionally safe and normal compared to the rest of the cast.



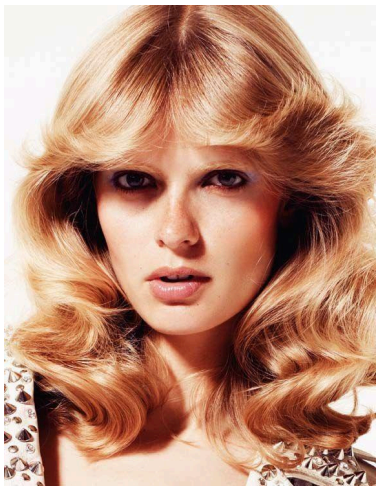


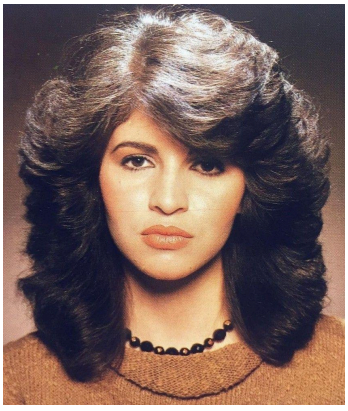
Hair:

fluffy layered hair, feathered bangs, natural brunette hairtones, maybe soft curls/waves









Clothing:

- warm layered clothing
- simple jewelry
- soft knit sweaters
- light denim jeans
- rolled sleeves

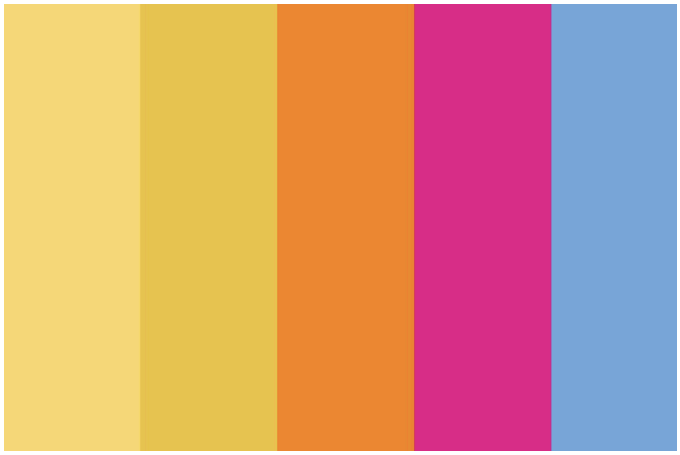
- casual sneakers





Color Palette:

Soft sky blue, warm cream, light denim blue, dusty peach, soft golden yellow, faded rose, warm white



Personality:

The Naive One is the character who still believes people are mostly good, the party can still be fun, everybody's overreacting, there's a logical explanation for everything, and they become emotionally important because they represent normalcy before the horror fully sets in.

- optimistic
- trusting
- emotionally open
- eager to fit in
- unintentionally funny
- tries to keep group morale high

- believes rumors are exaggerated
- awkward friendliness
- denial
- uncomfortable optimism
- uncanny innocence

“No guys, she wouldn’t do that. She’s literally so sweet.”

“Guys… it’s probably just old pipes.”

“No, because he pinky promised he wasn’t hiding anything.”

“She was crying earlier, there’s no way she’d hurt somebody.”

“I feel bad talking about people like this.”

“She literally hugged me earlier.”

“I think everybody deserves the benefit of the doubt.”

“I don’t wanna believe somebody here would actually hurt people.”

🌎 Transfer Kid (International Student)🌎

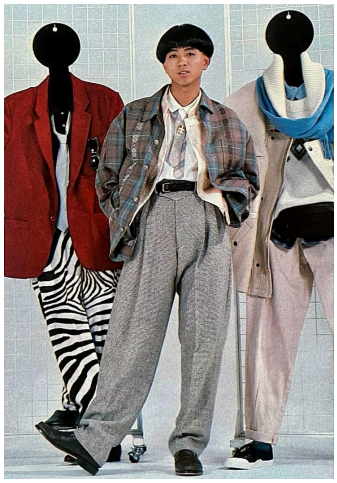
Outsider perspective. Notices strange social behavior everyone else treats as normal. elegant, lonely, observant, emotionally restrained

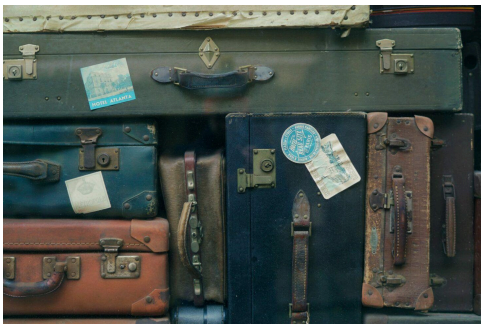
For a late-1980s American college setting, the most common international student groups in the U.S. were overwhelmingly from Asian countries, especially:

- 🇯🇵 Japanese
- 🇰🇷 Korean
- 🇹🇼 Taiwanese
- 🇭🇰 Hong Kong
- 🇨🇳 Chinese (smaller than later decades, but growing)
- 🇮🇳 Indian students mostly in graduate engineering/science programs

Japanese exchange students especially fit the *1988 aesthetic* REALLY well because Japan had a huge cultural/tech presence during the 80s economic boom.













Mood:

- isolation
- culture shock
- observation over participation
- language barriers
- quiet suspicion
- feeling unwelcome





Hair:

Clean, soft, slightly reserved late-80s Japanese fashion aesthetics. Compared to the louder American party personalities, the Transfer Kid should feel more composed, elegant, and observant.

- soft layered black hair
- neat curtain bangs
- medium-length straight hair
- subtle perms/waves



Color Palette:

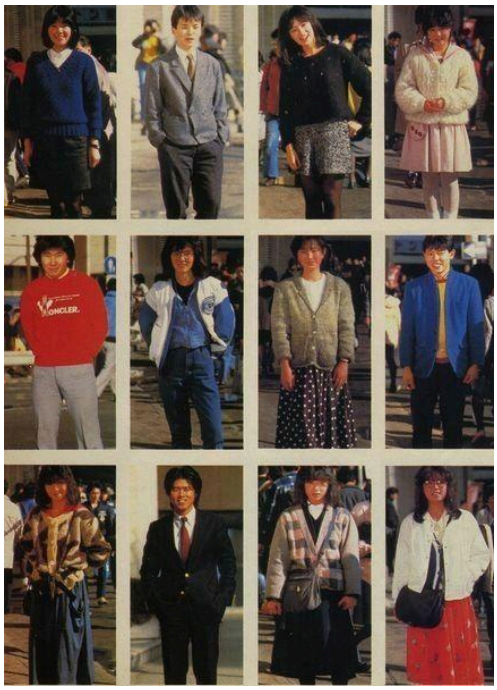
Muted navy, warm beige, charcoal gray, faded denim blue, dusty brown, soft off-white, rainy asphalt blue, forest green, CRT blue glow, dim neon red



Clothing:

The Transfer Kid's clothing should feel noticeably different from the loud American frat/sorority fashion around them. While everyone else dresses for parties and attention, their style feels cleaner, more layered, more practical.

- late-80s Tokyo street fashion
- practical student clothing
- soft academic fashion



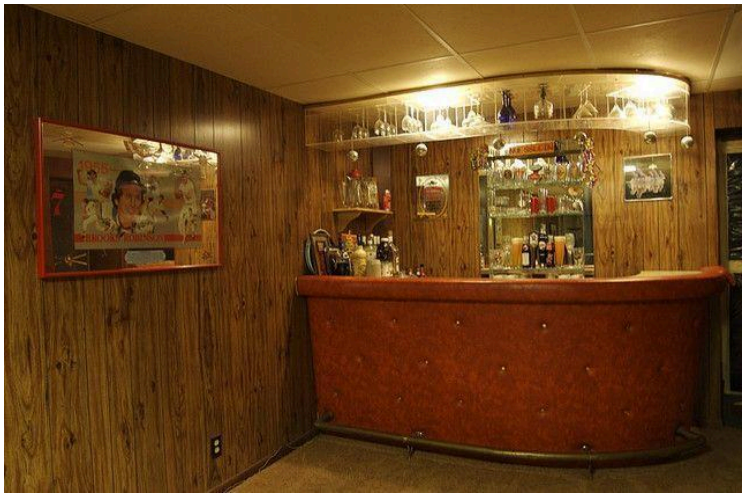
Dialogue:

The charm comes from:

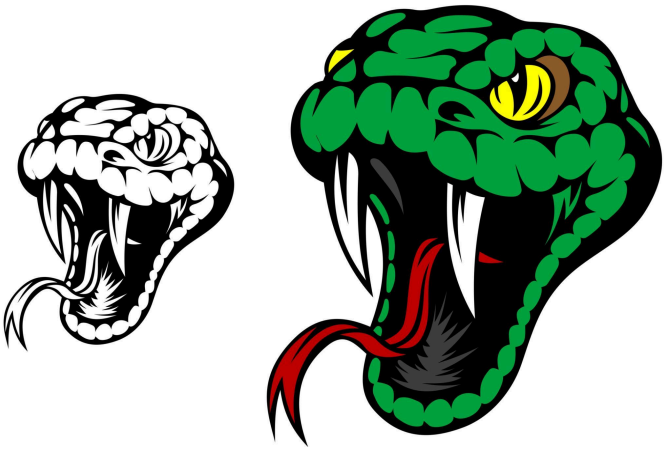
- noticing weird American behavior
- misunderstanding social dynamics slightly
- being too honest
- asking questions nobody else asks
- trying to fit in while clearly overwhelmed

“Are frat parties always this loud or is this… special?”
“I thought college here would involve more studying.”
“Nobody told me college parties smelled like this.”
“I think your culture ignores many warning signs.”
“Why does everyone separate during dangerous situations?”





🍺 Frat Host 🍺



The Frat Host is the person who treats Kappa House like their kingdom.

They're loud, charismatic, socially powerful, and constantly trying to keep the party alive even when things become obviously dangerous.

Personality:

- hyper-social
- confident
- loud
- charismatic
- chaotic
- attention-seeking
- overly relaxed under pressure
- secretly stressed trying to control everything

The Frat Host is the kind of person who:

- slaps everybody on the back
- knows people by nickname
- acts like disaster is "part of the vibe"
- refuses to let the party die

loud, warm, messy, energetic, and socially overpowering

Like:

somebody yelling over music, red solo cups everywhere, neon reflecting off sweat and gelled hair, the party refusing to end even when it should.

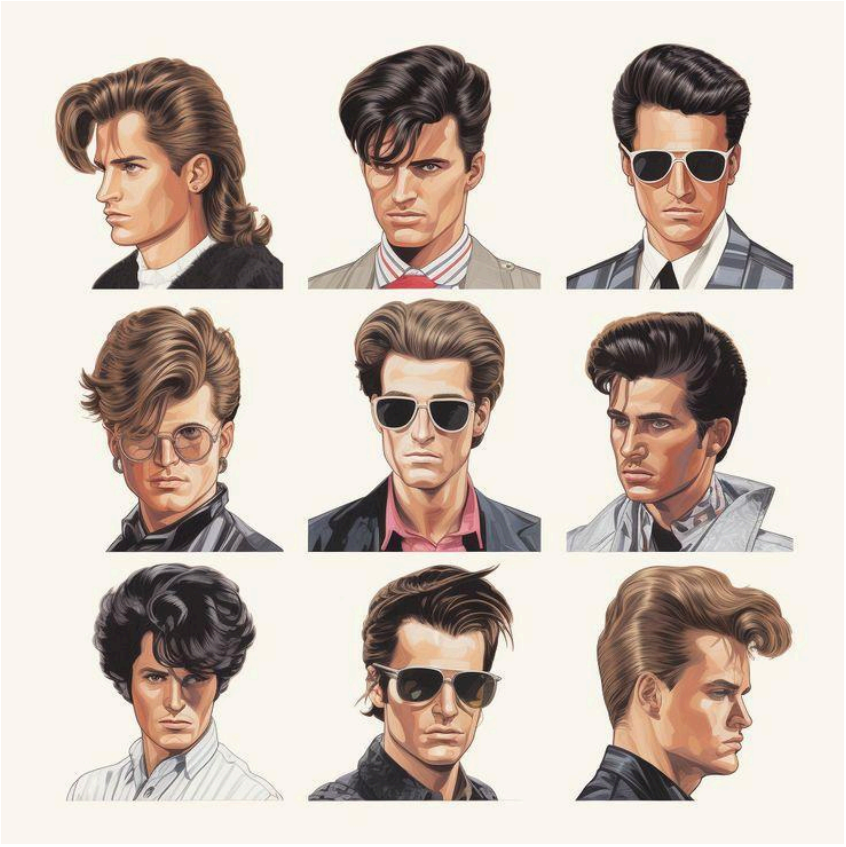
STYLE:

A mix of:

- 80s frat culture
- varsity energy
- rich-kid confidence
- party-host ego
- slightly sleazy charm

HAIR:

- overstyled hair
- crunchy gel texture
- wet-look slick backs
- mousse/hairspray volume
- “spent too long getting ready for a party” energy

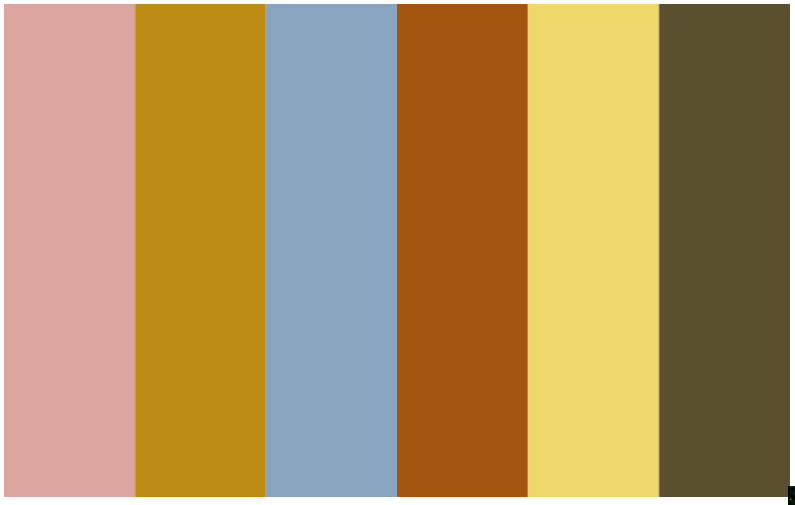


- Socially performative

Color Palette:

beer gold, sweaty orange, basement brown, cream white, salmon pink

most likely a green to represent Kappa house snake energy if choosing a specific color



Clothing:



fraternity shirts
sleeveless sports tees
polos with popped collars
rolled-up button-ups
tank tops
tight faded jeans
athletic shorts occasionally
denim jackets
white sneakers
loafers
expensive belts
backwards caps
sweatbands
sunglasses indoors
open flannels over tanks
beer-stained shirts
Kappa House snake mascot graphics





DIALOGUE:

The Frat Host speaks:

- loudly
- confidently
- constantly joking
- socially dominant
- trying to keep the vibe alive
- dismissive of danger until it becomes unavoidable because he spiritually wants to keep the party alive
- Thrives on (school) spirit

“Kappa House survives EVERYTHING.”

“Everybody relax and grab a drink.”

“Kappa House has seen WAY worse.”

“This place has survived blackouts, fistfights, and somebody setting the couch on fire.”

🏈 Football Player 🏈

Big, confident, athletic, socially admired by others but also cocky and socially competitive especially towards nerd and transfer

Think Jason Carver from Stranger things



But underneath:

- emotionally pressured
- terrified of failure
- hiding anger/stress
- Meat head
- trying to maintain an image constantly

They represent:

masculinity, pressure, status

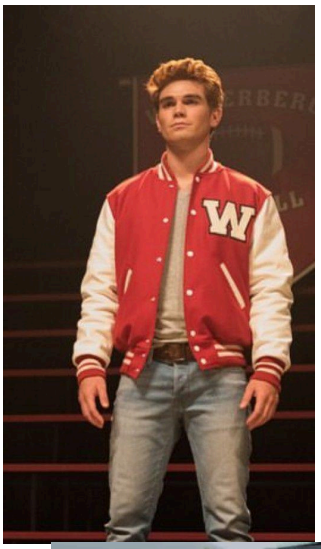
Hair:

- feathered jock hair
- athletic mullets
- short curly hair
- sweaty pushed-back hair



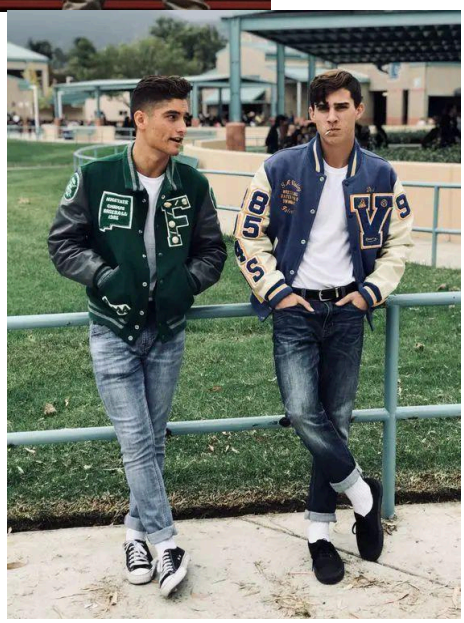


- sleeveless athletic shirts
- worn practice jerseys
- sweatpants
- fitted faded jeans
- sports jackets
- athletic tank tops
- ripped workout tees
- white sneakers
- high-top basketball shoes occasionally
- taped wrists/hands
- backwards caps
- knee braces occasionally
- crewneck sweaters with varsity logos
- rolled-up pants to expose socks
- football team jackets
- letterman patches
- sweat-stained shirts
- muscle-fit thermals









Color Palette:

Deep navy, sweat black, denim blue, deep green (b/c snakes and Kappa house), stained stadium white



Dialogue:

“Okay cool theory. I’m still going downstairs.”

“Bro if something was really here, we’d know.”

“Everybody calm down. I can handle this.”

“You seriously believe this ghost crap?”

“No offense, man, but maybe stop acting like every noise is a conspiracy.”

🕵️ The Players: Independent Investigators 🕵️

The players are NOT:

- ghost hunters
- police
- trained detectives
- paranormal experts

They're:

college-aged independent investigators obsessed with uncovering what really happened at the Kappa Dorm Party of '88

They know:

- the school covered something up
- the official story feels wrong
- students disappeared or died under suspicious circumstances
- rumors about Kappa House never stopped

So they take it upon themselves to investigate the cold case themselves.

The players should feel like:

- amateur investigators
- conspiracy-board obsessives
- urban explorers
- analog horror protagonists
- curious students WAY over their heads

Energy:

Scooby-Doo meets analog horror meets true-crime obsession

The players rely heavily on possibly:

- snake cameras / borescopes
- polaroid cameras
- camcorders
- cassette recorders
- flashlights
- evidence boards
- notebooks

- maps of the dorm
- old newspaper clippings
- VHS recordings
- stolen campus files

Clothes





