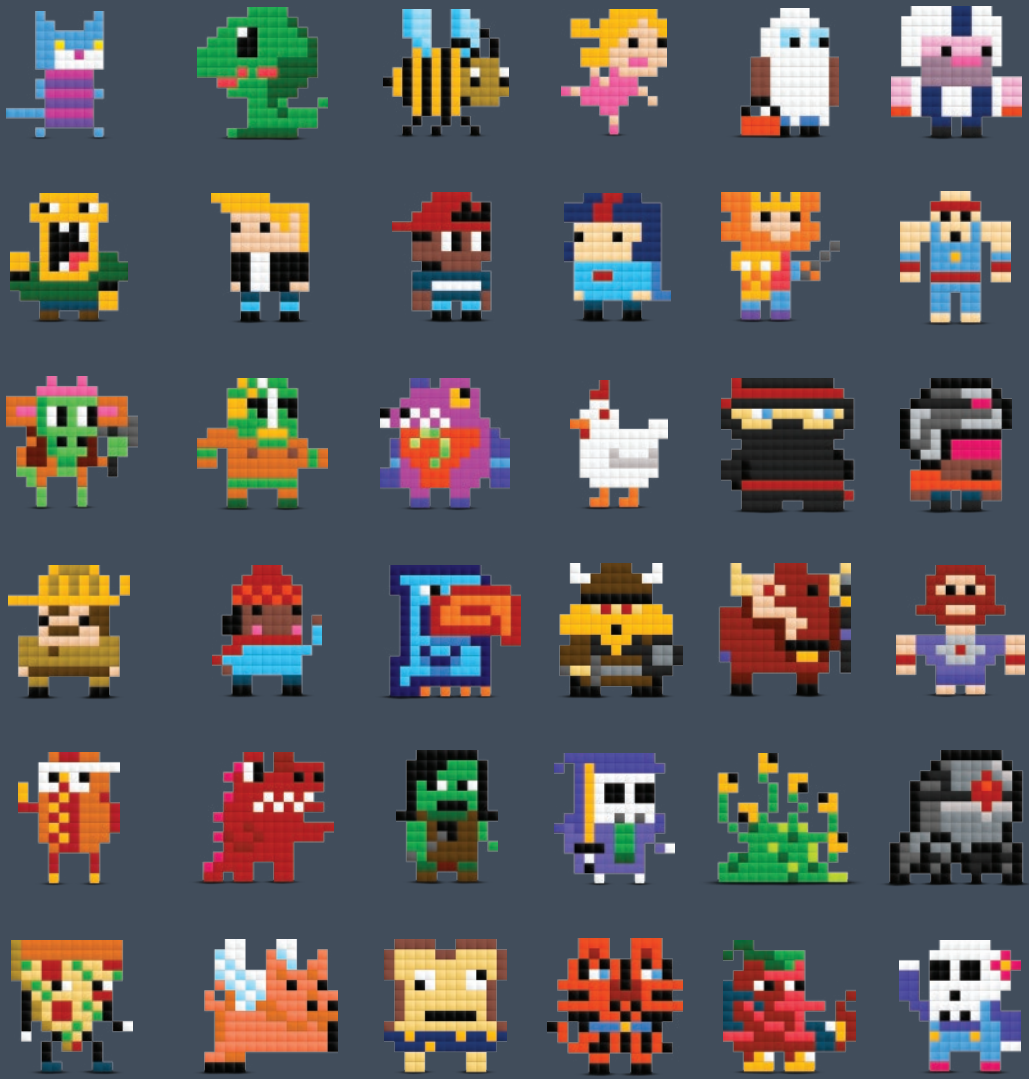
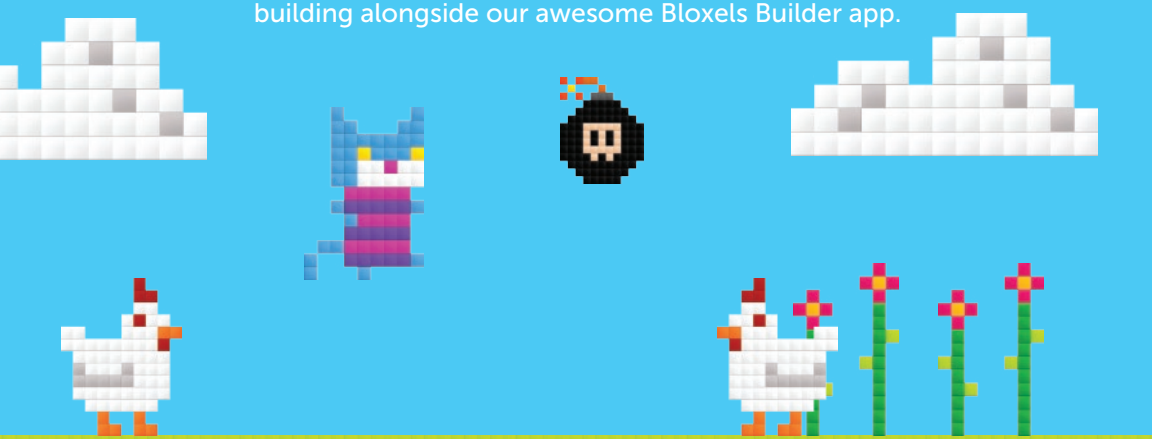
AGES
8+



13bitBuilder™

With Bloxels, you are the artist, the game designer, the storyteller, the programmer, the publisher and the player. You are the 13-bit Builder.

The 13-bit Builder guidebook will help you learn the basics of building games with Bloxels. You'll learn even more about how Bloxels works by experimenting and building alongside our awesome Bloxels Builder app.



Get your brain ready. Download the app at **BloxelsBuilder.com/download** and get on with the gaming.

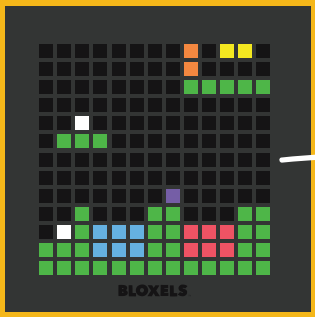
Learn more about Ugly Sweater Kitty at BloxelsBuilder.com/uglysweaterkitty

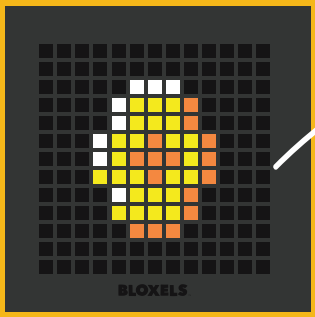
We reserve the right to terminate this app after 03-01-2018.

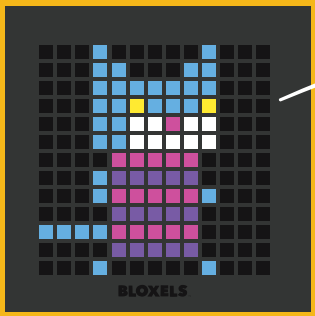
BLOXELS

BUILD YOUR UNIVERSE!

BUILD IT...

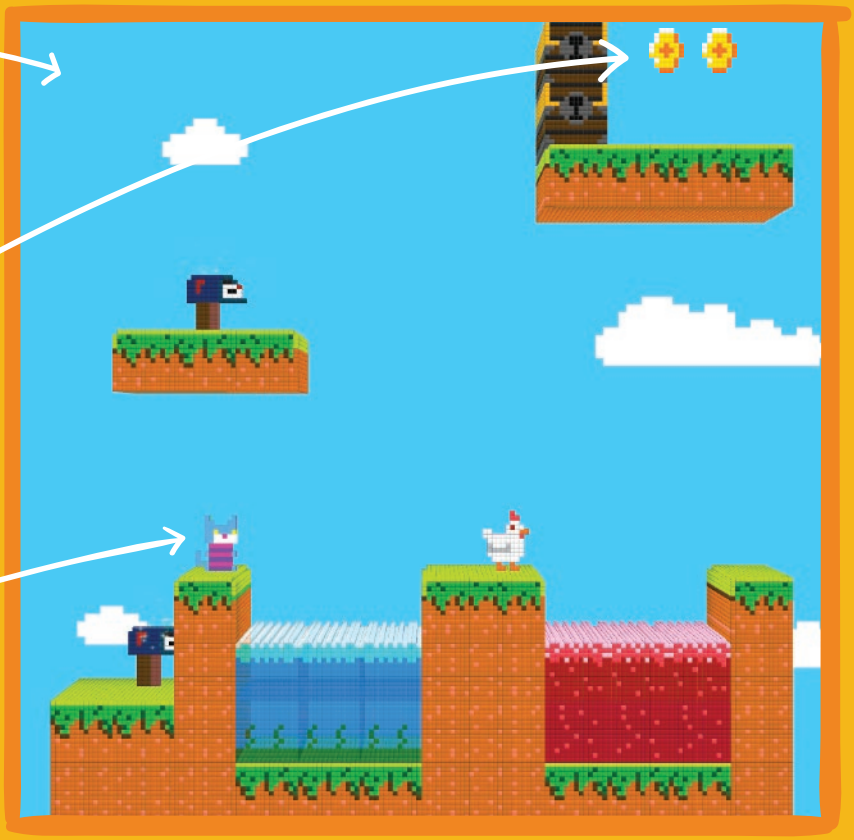






PLAY IT WITH

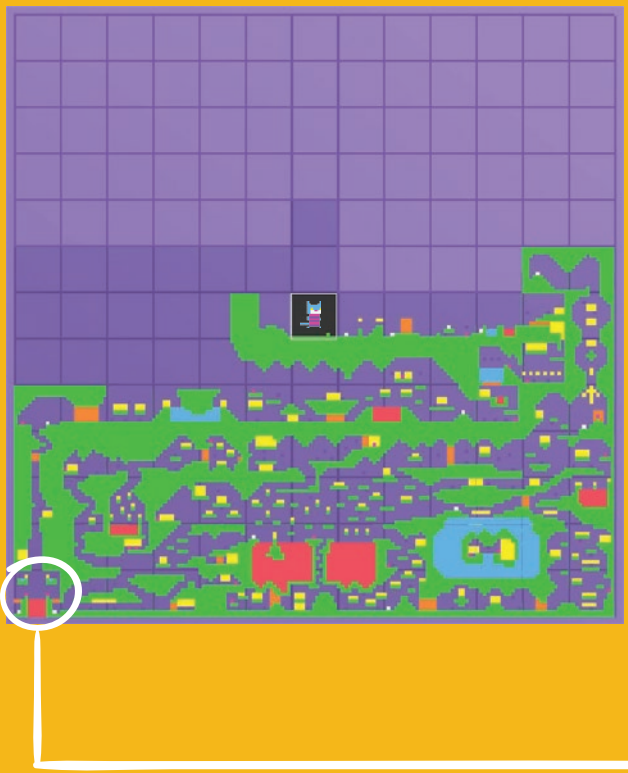
BLOXELS™



13 X 13 (X 13 X 13) EXPLAINED

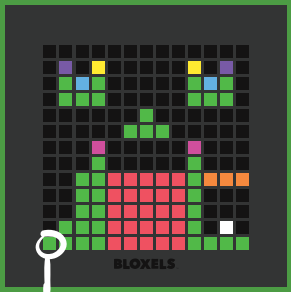
GAME

Layout



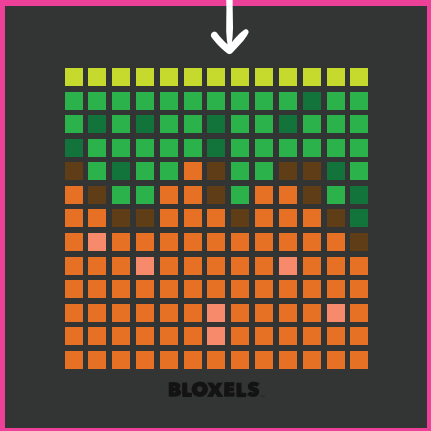
Games are made up of 169 rooms on a 13x13 grid.

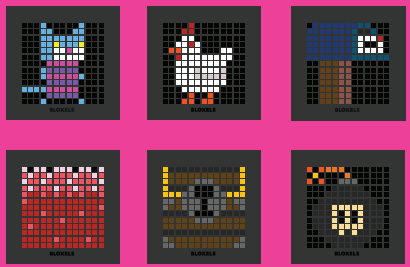
RooM
Layout



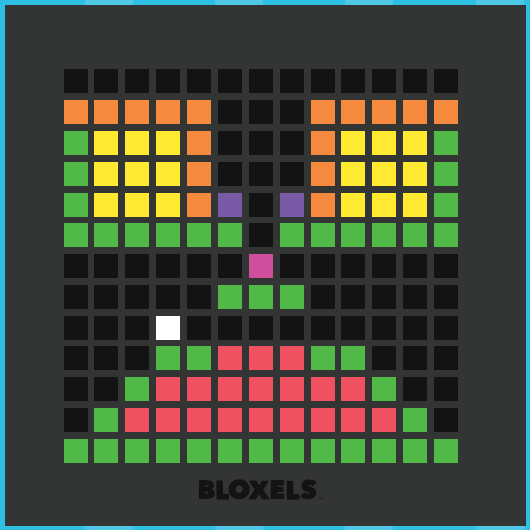
Rooms are made up of 169 **game elements** on a 13x13 grid.

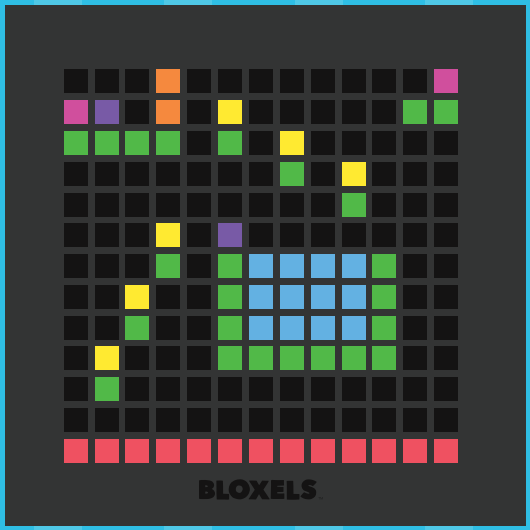
ART
Assets

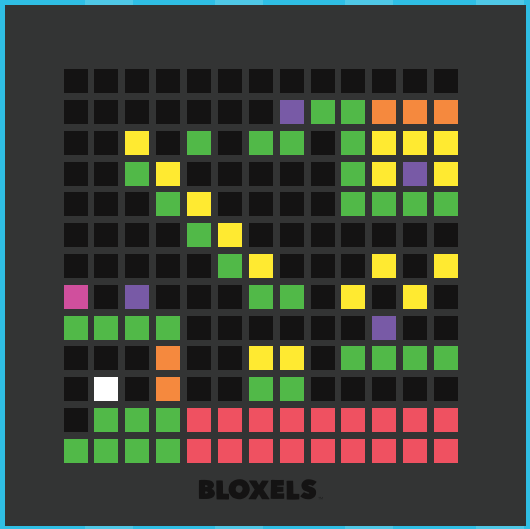


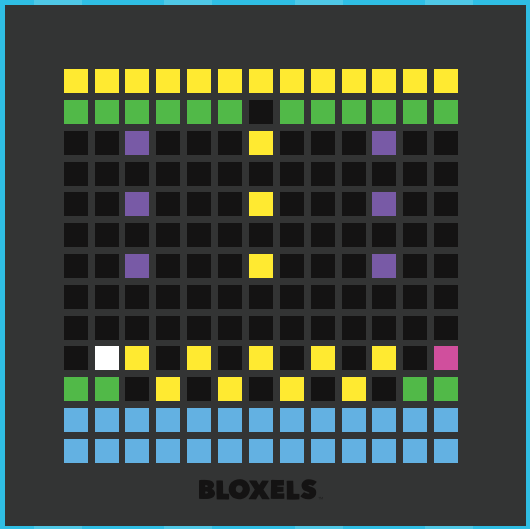


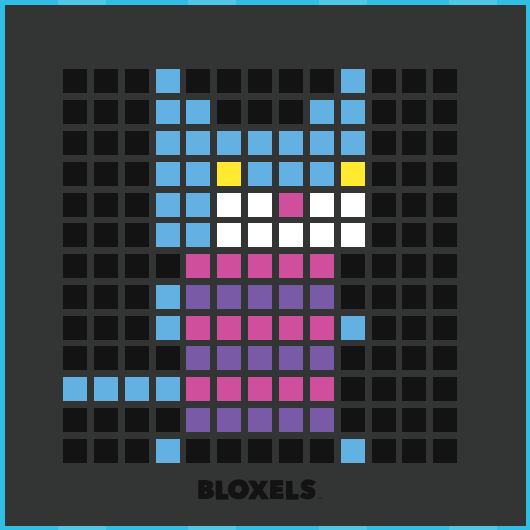
Art can then be made for each **game element** using the 13x13 grid.

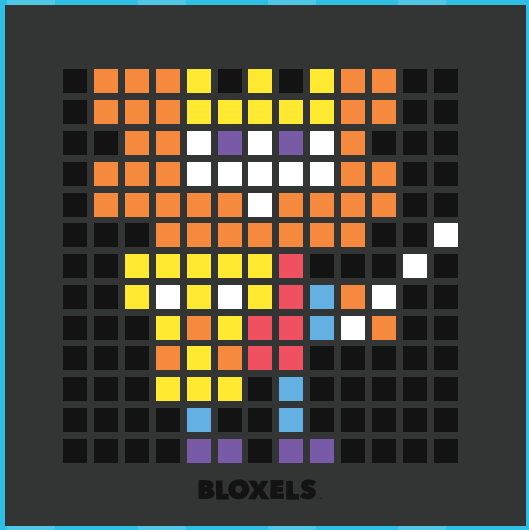

BLOXELS

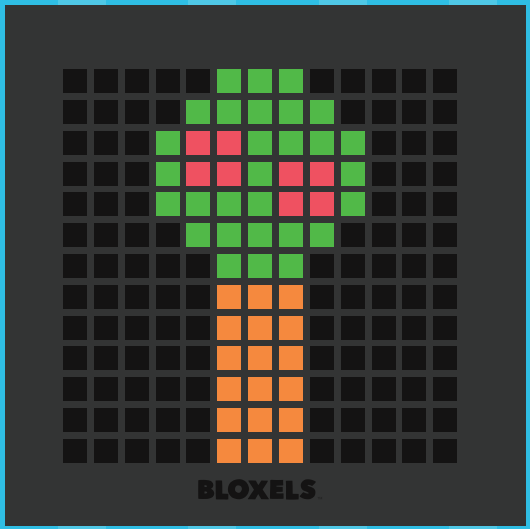

BLOXELS

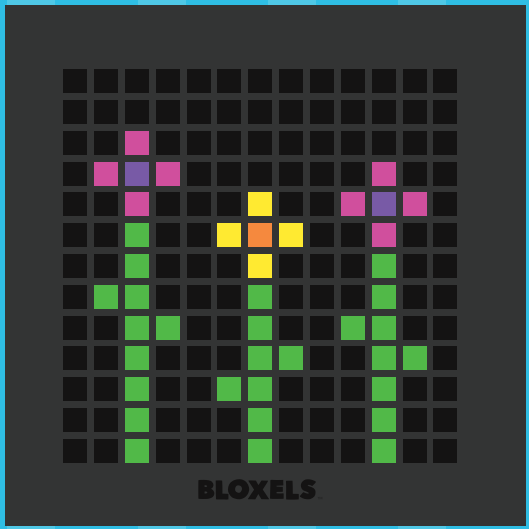

BLOXELS


BLOXELS


BLOXELS


BLOXELS

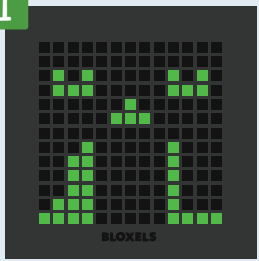

BLOXELS


BLOXELS

BUILDING A LAYOUT ON THE GAMEBOARD

Building a layout for your game in Bloxels is easy! Follow these 8 steps to learn what the blocks do and how to use them. You'll be a Bloxels mastermind before you know it!

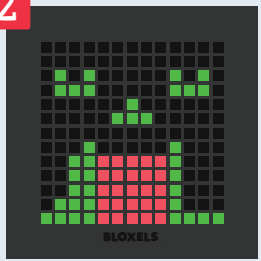
1



TERRAIN BLOCKS

Use **Green** Terrain blocks as platforms to run and jump on. Place them on the Gameboard like this to get started.

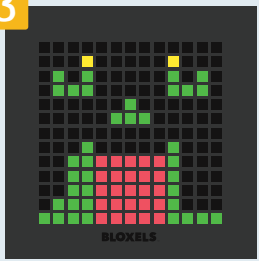
2



HAZARD BLOCKS

Red Hazard blocks will stop a hero in his tracks. Use them to make the game more challenging. Place some on the Gameboard like this.

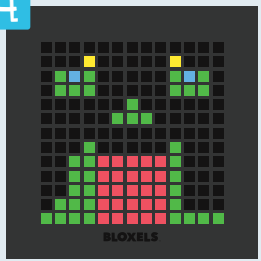
3



COIN BLOCKS

A hero has to line his pockets! Place some **Yellow** Coin blocks in the game like this to grab some assets you like off the Infinity Wall later.

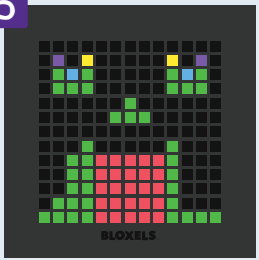
4



WATER BLOCKS

Let your hero take a dip! Place the **Blue** Water blocks in the game for the hero to "swim" in. Be careful! It will slow you down.

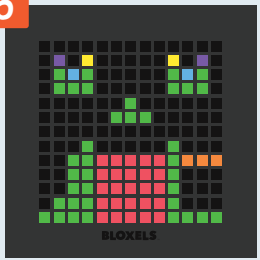
5



ENEMY BLOCKS

Make your game more fun by giving the hero something to beat up on! Place a couple of **Purple** Enemy blocks on the Gameboard.

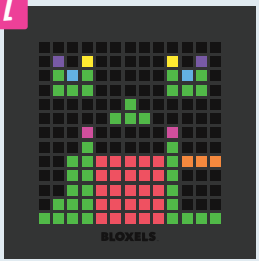
6



EXPLODING BLOCKS

Add some BANG! to your game with the **Orange** Exploding blocks. Place a few to block off areas that can only be reached by shooting through them.

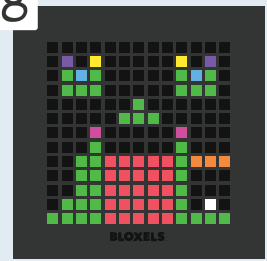
7



POWER-UP BLOCKS

Give your hero temporary special abilities and attacks. Place **Pink** Power-up blocks on the Gameboard to take things to the next level.

8



STORY BLOCKS

White Story Blocks allow you to write dialog all through the game. Place some and tell your story.

DON'T WORRY!

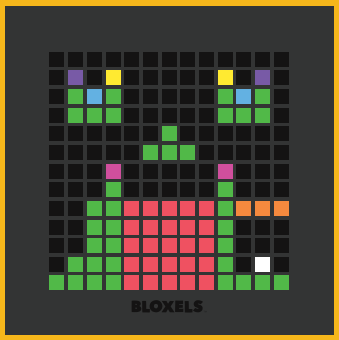
No need to fret if you are confused and don't know what to do with all these blocks! Keep reading and you'll learn how to configure those power-ups, enemies and story blocks. Remember, Bloxels is all about experimentation, so you can't really mess up!

CAPTURING THE GAMEBOARD

It's time to bring your layout into the Bloxels Builder app. Start a new game in the Games Mode and follow these steps to capture your Gameboard.

Once you start a new game, select the highlighted room on the map and tap the capture button to bring the Gameboard you just made into the app.

CAPTURE THE GAMEBOARD AT AN ANGLE FOR THE BEST RESULTS



After you've captured the Gameboard, you'll see it appear in the app next to the capture window. This is where you decide if it was captured correctly. Then you'll be given **these options**:

YES

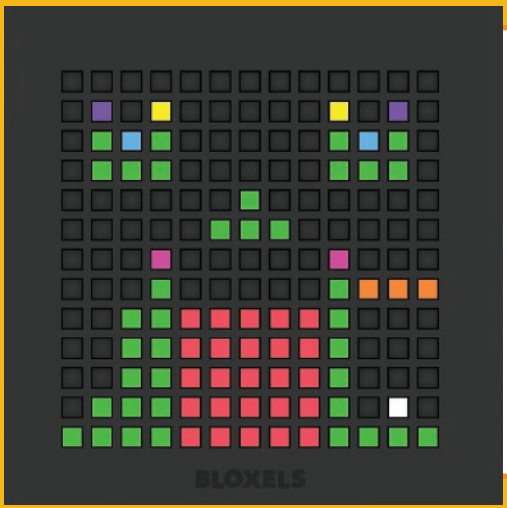
Click to proceed

NO

Click to capture again

COLOR ADJUSTMENT

Use to adjust for your room's lighting



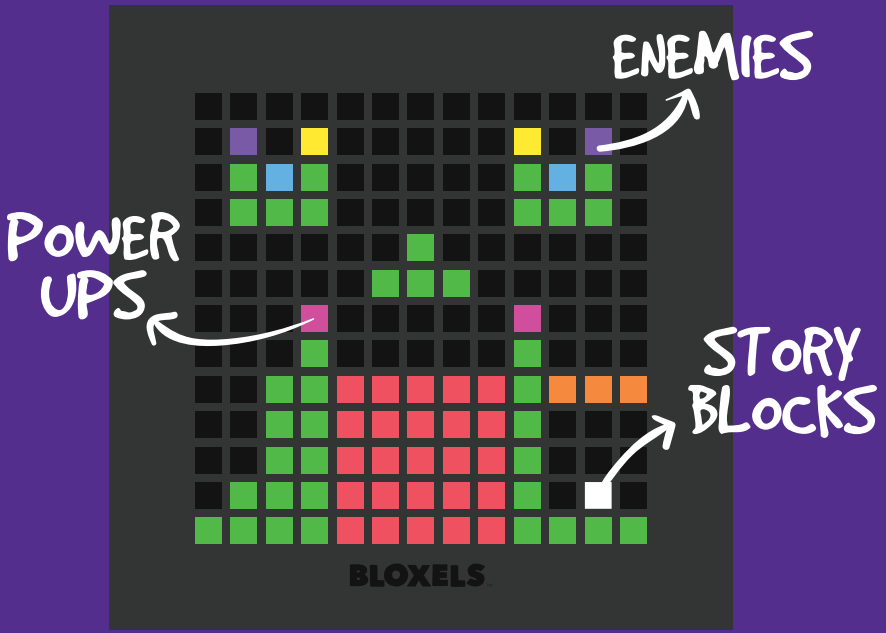
WHAT NOW?

After you tap the green check button, the Gameboard is placed in the Bloxels Editor. From here you'll begin configuring enemies, power-ups and story blocks. You'll also begin decorating your game. Keep turning to learn how to do all of this cool stuff!

THE CONFIGURE MENU

Now that the room layout is complete, it's time to add some action. Use the configure menu in the Bloxels editor to define power-ups, add action to enemies, and create a story throughout your game.

THESE BLOCK TYPES CAN BE CONFIGURED



ADD SOME ENEMY ACTION!

Once you're in the configure menu tap the purple enemy block to choose how you want it to behave.

WALKER

SENTRY

FLYER

? MORE TO COME

DEFINE THE POWER-UPS

To pull up a menu of options for the power-ups, just tap a pink block and choose the one you want.

BOMB

MAP

HEALTH

SHRINK

JET PACK

INVINCIBLE

? MORE TO COME

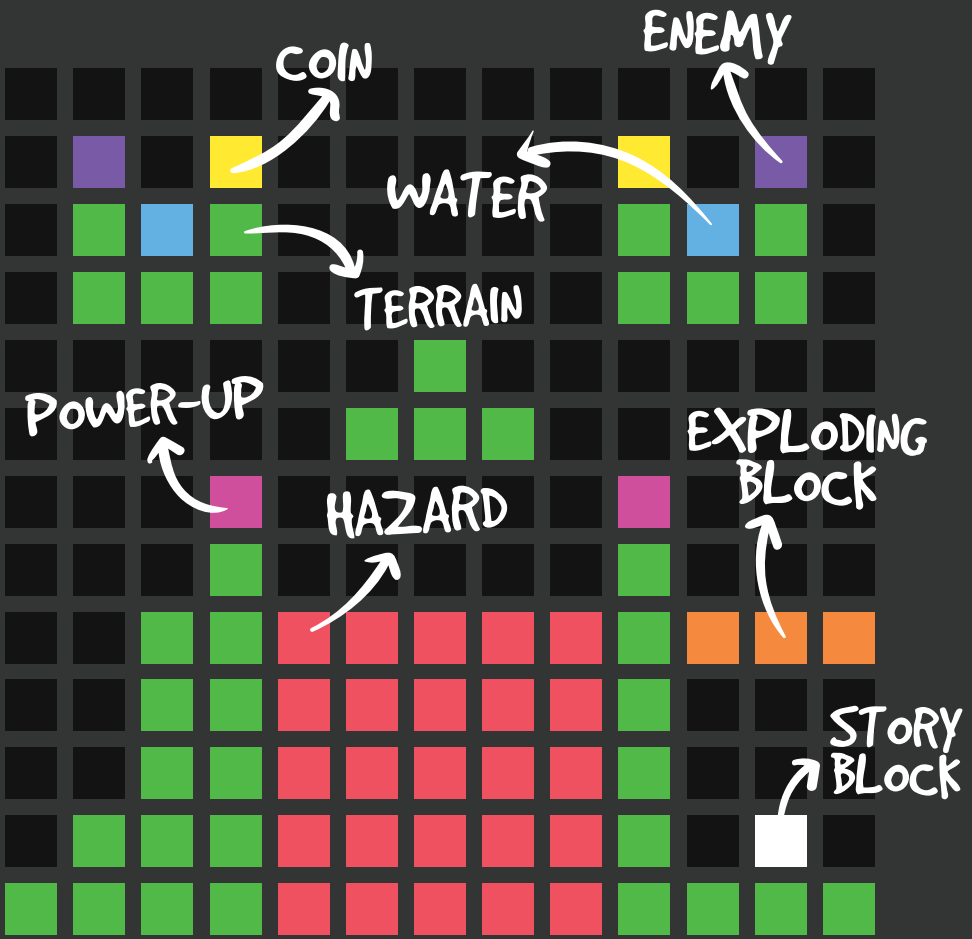
Story blocks are also checkpoints.

CREATE A STORY

Place white story blocks throughout your game and start telling a story.

MUSIC CHOICE

Select from our ever-expanding library of music choices to add a soundtrack to your game!


COIN
ENEMY
WATER
TERRAIN
POWER-UP
HAZARD
EXPLODING BLOCK
STORY BLOCK

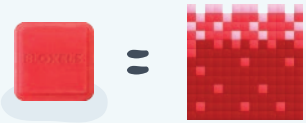
BLOXELS™

DECORATING THE GAME

The Gameboard can also be used for creating the art that skins your game. We've included a 64-color palette in the app editor so you can spice up your art after you capture it! Here are a few examples to help you get started, but you can make it anything!

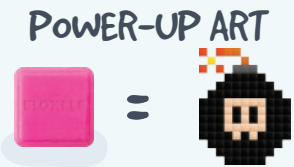
TERRAIN ART

HAZARD ART



COIN ART

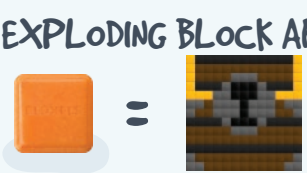
POWER-UP ART



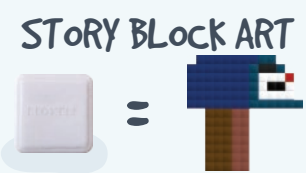
ENEMY ART

WATER ART

EXPLODING BLOCK ART



STORY BLOCK ART



Colors and decoration may vary.

Room Backgrounds

Use the Gameboard or Bloxels editor to create backgrounds for each room of your game. Build an underground dungeon, a city street or even a living room for Ugly Sweater Kitty! Customize your game to be whatever you want it to be. The possibilities are only limited by your imagination.

Game Background

Far behind the room backgrounds is where you'll find the game background. It creates the setting for your entire world. Should it be a sunny, blue sky? Maybe it's night-time? Or maybe it's deep within an alien space ship? You can stitch together 169 Gameboards to make it whatever you dream up!

KEEP READING TO LEARN HOW TO BUILD BACKGROUNDS!

BUILDING A CHARACTER

What's an adventure game without a hero? Create the star of your game easily with the Bloxels Gameboard and the app editor. It's easy! Just follow these steps to create Ugly Sweater Kitty.

Learn more about Ugly Sweater Kitty at BloxelsBuilder.com/uglysweaterkitty

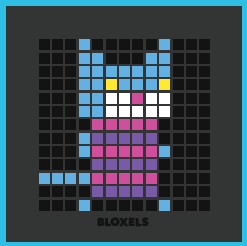
1 Tap + to start a new character. A character is made up of 3 states:

- **Idle**
- **Walk**
- **Jump**

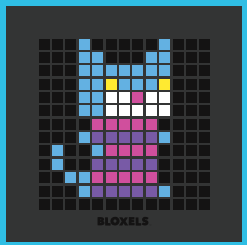
Each state is made up of an animation. Let's start by tapping the Walk button to the right of the board.

2 Now it's time to create the walk animation for the hero. Animations are built by stringing boards together as frames to create the illusion of movement. Ugly Sweater Kitty's walk animation is only 2 frames. Start by building and capturing **Frame 1**.

FRAME 1



FRAME 2



3 After Frame 1 has been captured, simply tap the + button on the right side of the frame to create **Frame 2**. It will duplicate Frame 1, but don't worry you will capture **Frame 2** and it will override what's there. Try that now.

4 Now your hero's walk state is finished. Easy, huh? Try creating the other 2 character states to complete your hero. Once the hero is complete it's time to add him into your game using the hero placement button in the configure menu.

Idle This is when the hero is standing still. Experiment with different, fun actions like blinking eyes, wagging tail or even more complex animations like dancing or tipping a hat.

Jump A tip for creating a great jump animation is to duplicate the frames a few times to make sure the animation lasts for the entire jump sequence. Try different animations like spinning, or flipping.

DID YOU KNOW?

Many assets in the game can be animated. Hazards, water and enemies look super cool when they're moving. Experiment with animating random assets to add some excitement to your world!

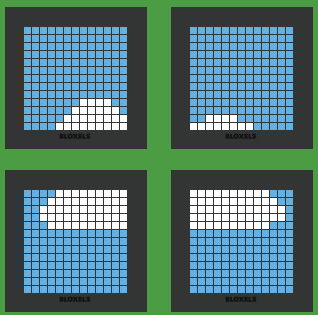
Use the Frames Per Second buttons to slow down or speed up your animations.

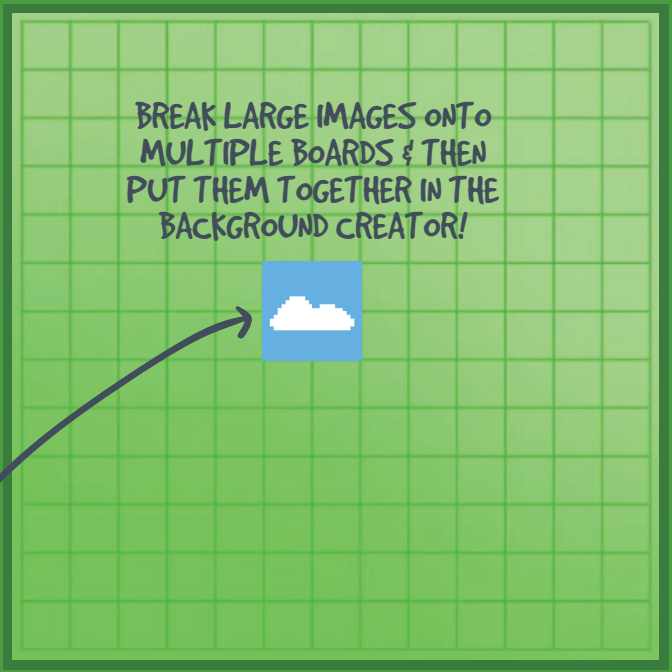
BUILDING BACKGROUNDS

The Game background sets the overall theme for your world. It consists of 169 Gameboards stitched together to create one large image. It can be as simple as a single color, or as complex as a faraway mountain range.

In Background mode tap the + button to begin a new background. You'll then see a grid like this.

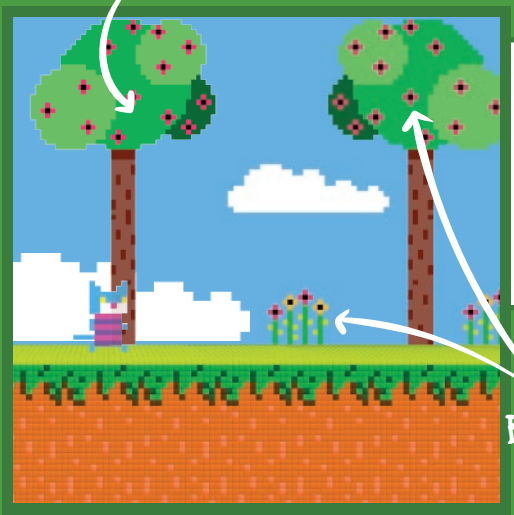
Grab art from the Boards library to fill each grid square and create the entire background for you world.





Now use that same idea to construct the entire background. When you finish it should look something like this image to the left. Pretty cool, huh?

GAME BACKGROUND



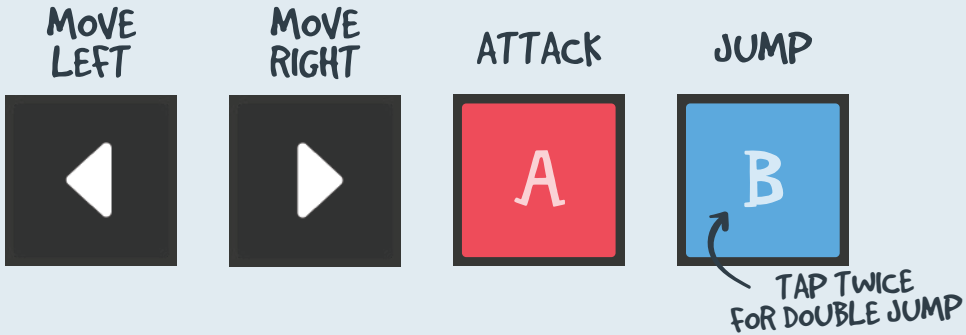
ROOM BACKGROUND

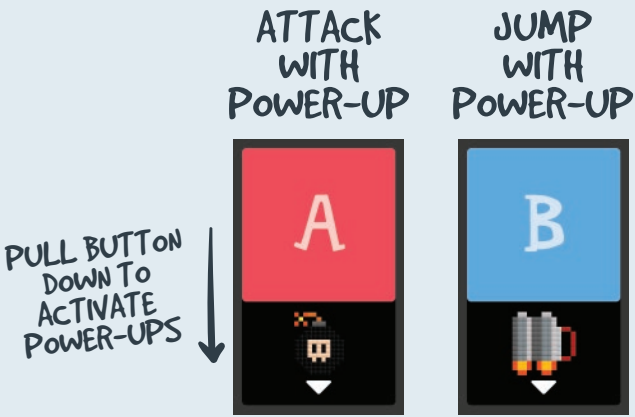
The same idea can be applied to room backgrounds. Use multiple boards to create accent elements throughout your level to make it more interesting as well as help to tell your story!

DOWNLOAD COOL BACKGROUNDS FROM OTHER USER'S GAMES YOU PLAY ON THE INFINITY WALL!

PLAYING THE GAME

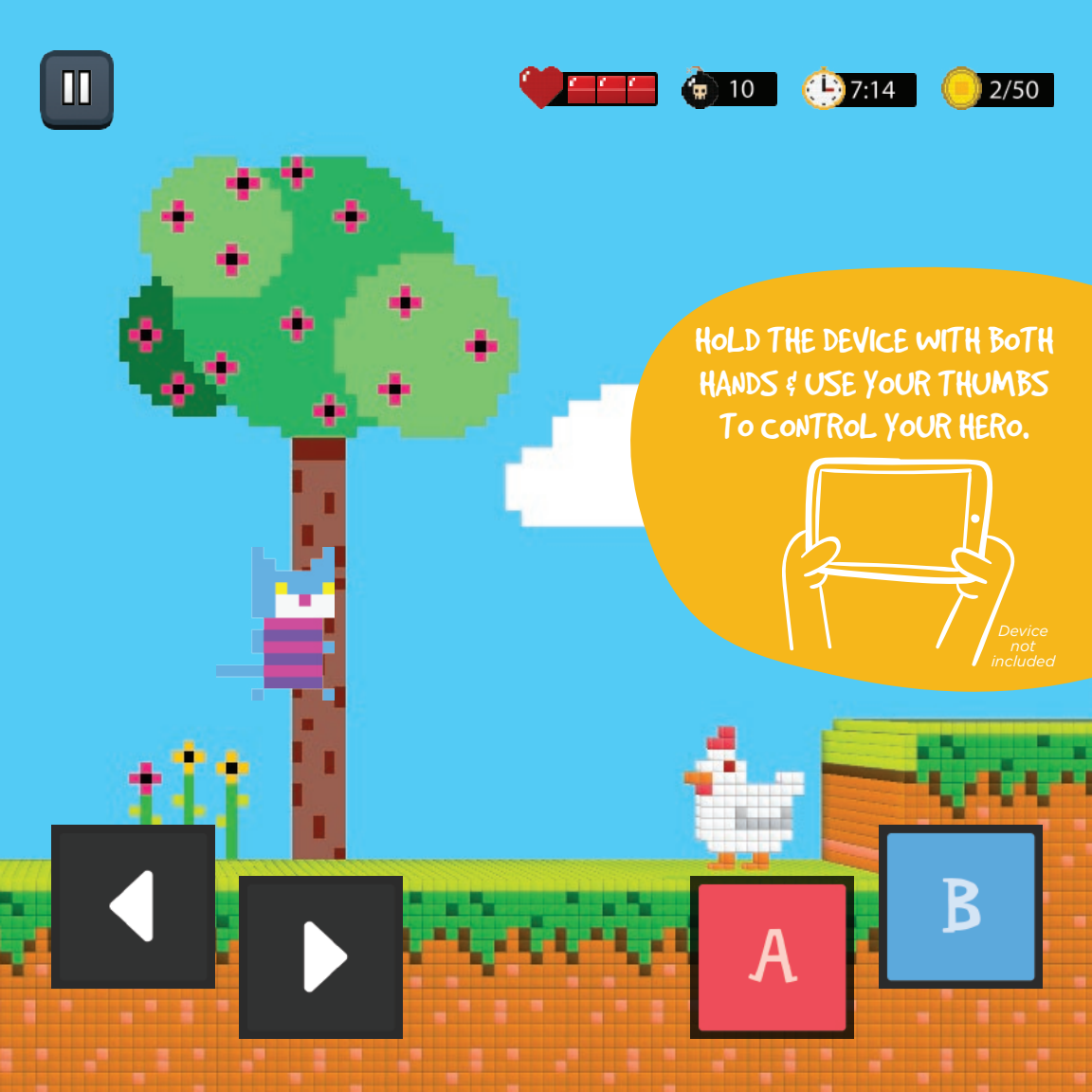
Playing a Bloxels game is pretty straight-forward, but here's a little help to get started.

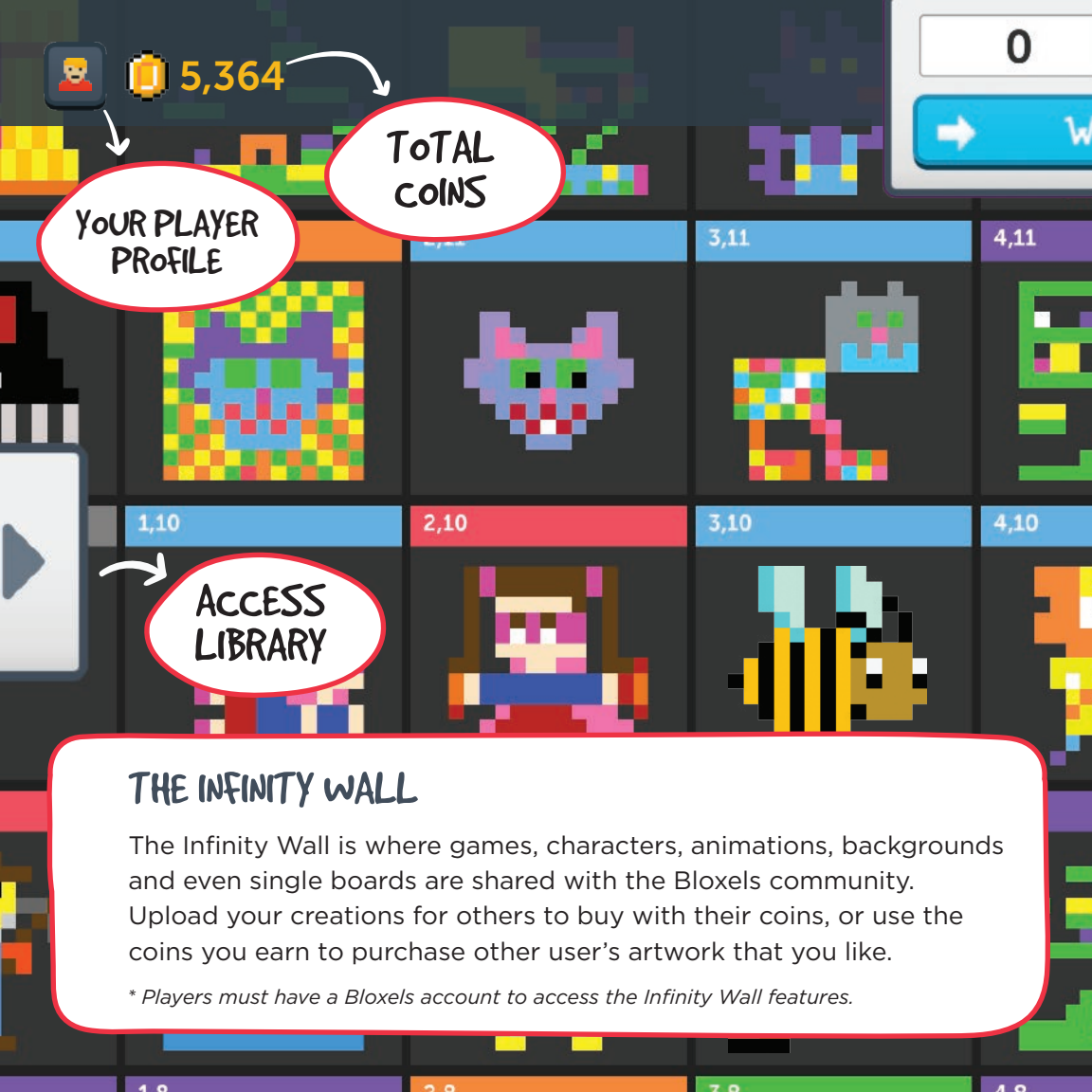




INVENTORY

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


10
7:14
2/50
HOLD THE DEVICE WITH BOTH HANDS & USE YOUR THUMBS TO CONTROL YOUR HERO.
Device not included
A
B



THE INFINITY WALL

The Infinity Wall is where games, characters, animations, backgrounds and even single boards are shared with the Bloxels community. Upload your creations for others to buy with their coins, or use the coins you earn to purchase other user's artwork that you like.

** Players must have a Bloxels account to access the Infinity Wall features.*

0
FEATURED AREA
A constantly updated area full of really awesome stuff.
HELP CENTER
A one-stop-shop for all of your questions.
WARP
Type in specific coordinates to go straight to a specific square.
MENU
Quickly go from place to place in the app.
5,11
6,10
7,10
8,10
5,9
6,9
7,9
8,9

TIPS & TRICKS

THE GAMEBOARD

Stickers are cool, but please don't put them on the front of the Gameboard - stickers on the back are okay! If you need to clean your Gameboard for any reason, you can clean it with water and soap.

THE BLOCKS

The blocks should also be kept free of stickers, paint, or dirt, and can be washed with water and soap.

THE BOX

Keep the box! It's great for storing your blocks and to empty your Gameboard without the blocks flying all over the place. Dump them into the top lid of the box. Easy!

** Colors and decorations may vary.*

PARENTS

First of all, we think you're rad for reading this. We hope you'll become as excited about Bloxels as we are. Rest assured, Bloxels is not just another video game. It's a hands-on, brains-on, creativity-and-technology experience that exercises both sides of your child's brain.

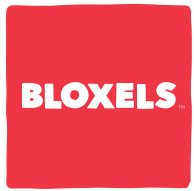
By starting the game building process with Bloxels' colored blocks, kids are challenged to put down their screens and think strategically. Each block has many possibilities, so creating a game layout requires imagination and calculation. Yet, Bloxels makes the process as simple as building with blocks.

Then there is the Play and Share experience – although we think all of the Bloxels experience counts as playing! In the Bloxels Builder app, players can post and share their games to the Infinity Wall* and even earn coins when others download their creations. They can try to beat other players' games while at the same time gaining new ideas and concepts to incorporate into their own games. This makes the Bloxels experience rich, shareable and endlessly exciting.

We know your child will have tons of fun playing with Bloxels. And we hope you'll pick up a couple of blocks and get in the game too.

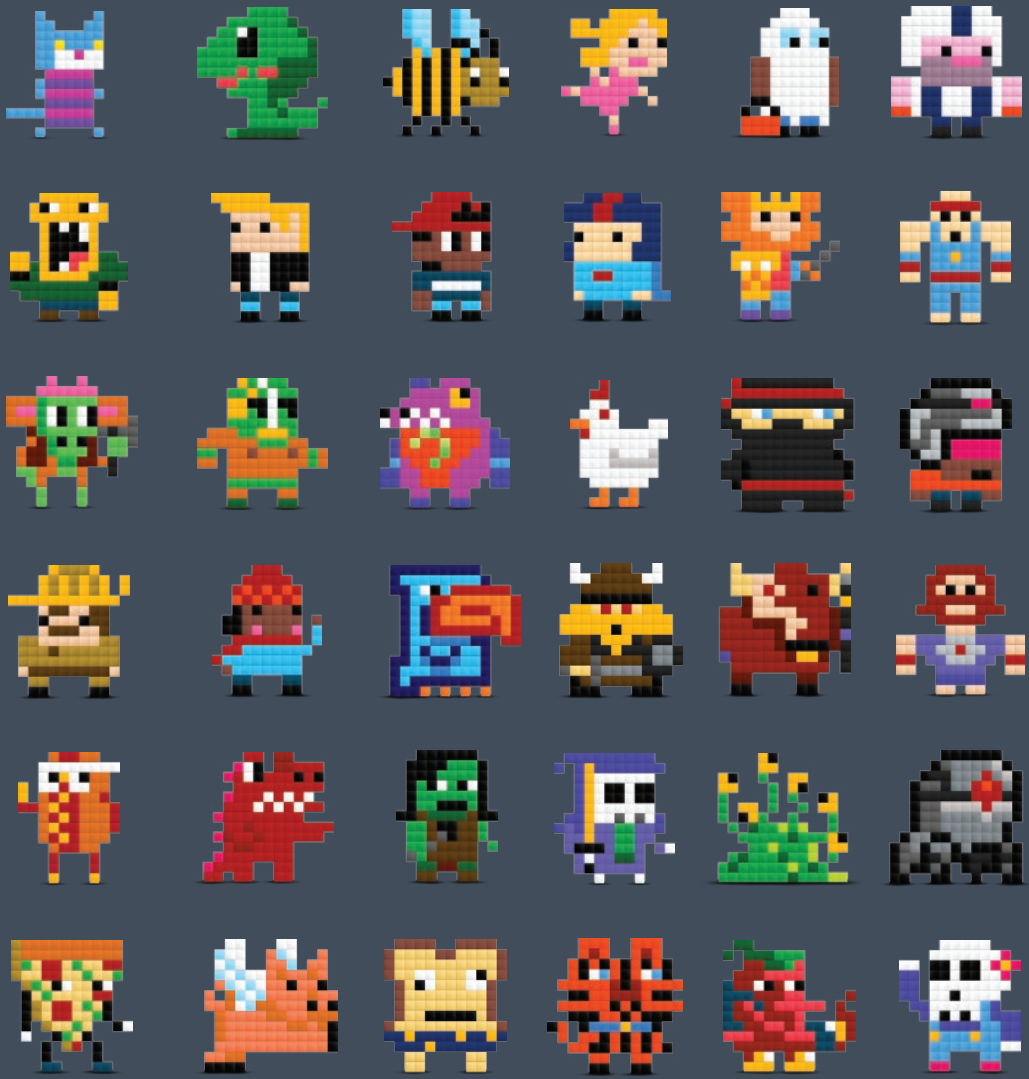
Best,
The Pixel Press Team
www.ProjectPixelPress.com

*Players must have a Bloxels account to access the Infinity Wall features. See app for account set up information.



Due to the nature of building a continuously evolving creative experience, the information in this instruction booklet is subject to change. For the most up to date resources on Bloxels please visit our **Explore Portal**.

explore.BloxelsBuilder.com



BLOXELS™

VIDEO GAME BUILDER

Powered By
Pixel Press™

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**.

Contents: 320 Blocks, 1 Gameboard, 1 Challenge Poster, 1 Guide Book

Please remove all components from the container and compare them to the contents list. If any items are missing, please call 1-800-524-8697. Outside the U.S., please consult the listing of your local Mattel offices at the end of these instructions.

MATTEL

©2016 Mattel. All Rights Reserved.
PIXEL PRESS™ and the **PIXEL PRESS "Brain Logo"** are trademarks of Pixel Press Technology, LLC.

service.mattel.com

Mattel, Inc., 636 Girard Avenue, East Aurora, NY 14052, U.S.A. Consumer Services 1-800-524-8697. Mattel U.K. Ltd., Vanwall Business Park, Maidenhead SL6 4UB. Helpline 01628 500303. Mattel Australia Pty., Ltd., Richmond, Victoria. 3121.Consumer Advisory Service - 1300 135 312. Mattel East Asia Ltd., Room 503-09, North Tower, World Finance Centre, Harbour City, Tsimshatsui, HK, China. Tel.: (852) 3185-6500. Diimport & Diedarkan Oleh: Mattel Southeast Asia Pte. Ltd. , No 19-1, Tower 3 Avenue 7, Bangsar South City, No 8, Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia. Tel: 03-78803817, Fax: 03-78803867.

FFB15-0970-D0M