

DNA PLAY

A how to play guide



DNA Play

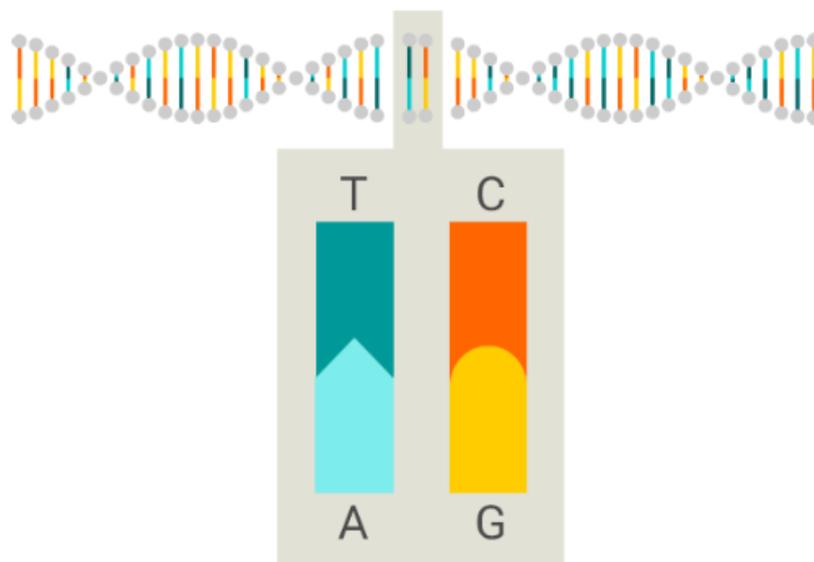
Create your own incredible monsters and transform them in real-time by building and tweaking their DNA! Over 200 billion unique life forms at your fingertips!

We all have it inside our cells, yet we know so little about it. It's what gives us our shape and form, the color of our eyes, hair and skin, what makes us tall or short. It even affects our behavior and skills. DNA makes us who we are! DNA Play introduces kids to the concept of DNA and the magnificence of its mechanics through a fun to play interactive experience. We want to inspire kids and encourage them to ask questions, to push the limits of their imagination and show them how to inquire through experimentation!

With DNA Play kids will learn how to build creatures by completing a series of DNA puzzles. They'll experiment with mutations of different body parts by altering genes. They can build up to 200 billion unique creations! They will have fun playing with their monsters, changing their form in real-time while their little friends dance, eat, skate or sleep!

Some basic background knowledge on DNA

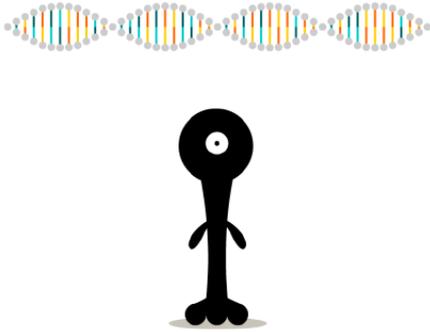
(Note that this is a simplified overview)



DNA is the instruction manual for how to build life. The DNA molecule resides inside cells and comes in 2 strands twisted together to resemble a spiral staircase scientists call a double helix. The staircase's steps are built with combinations of 4 base elements. These are A, T, C, G (Adenine, Thymine, Cytosine, Guanine) and the rule is that A always pairs with T, while C always pairs with G. These are also called base pairs and they are billions in number. A long section of DNA is called a gene. Genes give life forms their distinct characteristics like size, eye color and shape, skin tone and so on. Genes can be mutated. Mutation is a natural process that changes a DNA sequence resulting in genetic variation.

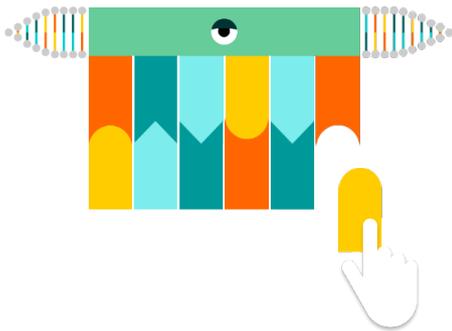
How to play

Start with a basic figure



Each new creature begins with a basic unformed figure. On the top part of the screen a double-helix appears which represents the creature's unique DNA. While it unfolds, a dozen colored building blocks fall out of place. The DNA helix zooms in, showing a close-up view of an unfinished puzzle.

Complete the DNA puzzles



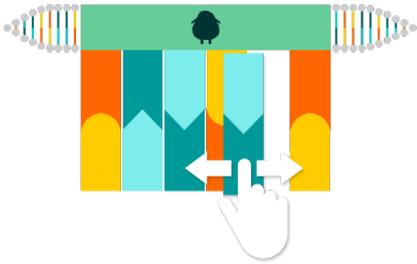
The 4 basic building elements of DNA (A, T, C, G) are represented here with 4 colored blocks. Kids must complete the puzzles by dragging the blocks to their pair. Once the puzzle is complete, the equivalent body part becomes fully formed. There are 6 puzzles in total each one affecting a different body part (see next paragraph). TIP: Until all 6 body parts are fully formed, the DNA menu automatically scrolls to the next body part each time you complete a puzzle.

Scroll to navigate the 6 body parts



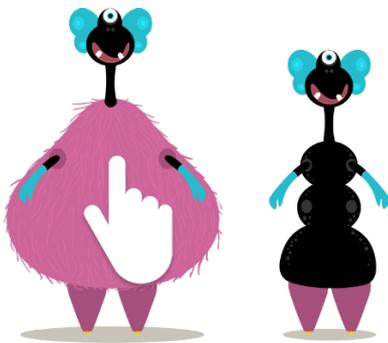
We've separated the monsters' DNA into 6 basic zones: torso, head, eyes, mouth, legs, arms. Touch and drag the green bar (or the double-helix area) left or right to navigate the different body parts. Each zone has a characteristic icon that illustrates the body part it represents. TIP: if you're building a new character from scratch, you must complete each puzzle before proceeding to the next!

Mutate the genes



Drag a base pair left or right and watch your creature mutate in real-time! By swapping the base pairs you are performing a 'controlled' and reversible mutation. You can make as many transformations as you like, but in order to reverse to the previous state you must remember the last gene code! How many moves ahead can you remember? Test your memory or take snapshots to reconstruct favorite metamorphic moments. You can even print out your creature's genome (genetic code). Tip: When you return to the character selection screen, your creature is automatically saved to the library (see more below).

Mutate by touch



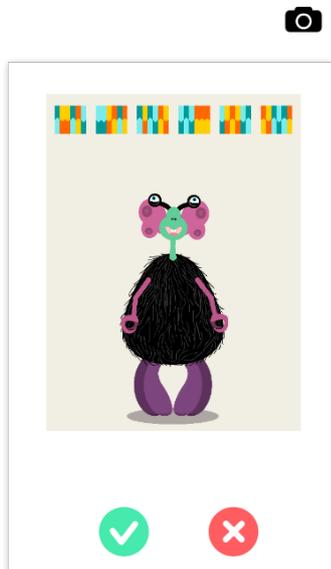
Having seen the 'controlled' mutation, try this out: Touch your monster directly on any of its body parts! For example, touch its belly and watch it transform in real-time. This is an easy and fast way to transform your character, but take note that this is a 'random' mutation and the gene sequence on the menu may change dramatically. It's a totally fun way to interact with your creature and it also has the magic element of surprise! Tip: Each time you perform a mutation by touch, the top DNA menu will automatically scroll to the equivalent body part and display the new gene order!

Interactive scenarios



Now that you've built your creatures go ahead and have fun with them in various interactive scenarios. Once a prop or character appears on screen, touch or drag it to interact with it. Experiment with each scenario and see what your creatures like or dislike. Notice how some mutations look better than others across different scenarios, so keep changing your creature and observe its performance. For example, monsters with short legs and arms can't perform the dancing acts in full detail. More elaborate body parts allow for much more accurate moves and postures! Tip: You can mutate your creature at any time, even during a scenario takes place! So poke those bellies while your groovy monster skates in the city!

Take snapshots



Tap the left top arrow during gameplay to reveal the snapshot icon. Tap the icon to take a photo. Tap the green button to save it to your device's photo library or on the red button to discard it. Each snapshot includes the genome of each particular monster. This option gives parents and kids amazing opportunities to play as a family. Print your monsters and try to recreate them from their genetic blueprints. Share them with friends and family and ask them to create the same or similar variants that look even funnier. Be creative and build your own collage wall of these silly mutants!

Save your creatures in a ready-to-play library



When you return to the character selection screen, your creature is automatically saved to your library so you can go back and play with it whenever you like. Tap the 'plus' (+) button to create a new creature. Scroll up and down to see all available characters. If your library becomes full and you want to make more room for new creatures, tap the trash bin icon and then tap the creatures you want to delete. Tip: If you want to be asked before saving there is a special setting for this at the top of this page.

DNA Play links to stores:

iTunes: <https://itunes.apple.com/us/app/dna-play/id1033801524?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=com.avokiddo.games.dnaplay>

Amazon: <http://www.amazon.com/gp/mas/dl/android?p=com.avokiddo.games.dnaplay>

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