



Fact Sheet

Developer: Gabriel Evangelista (Polytechnic of Leiria)

Location: Portugal

Platform: Browser (Web)

Genre: Platformer & Exploration

Price: Free

Status: Live · Ongoing production

Play: <https://unbully.gevan.art>

Website: <https://unbullygame.gevan.art>

About the Game

Unbully is a platform and exploration game where you play as Tales, a small dragon bullied by the other dragons.

Help him cross the forest, collect lost eggs, and forge his own path. As Tales overcomes challenges, he earns the trust of those who once hurt him, and they begin to change by supporting him with positive attitudes.

A tale of adventure, respect, friendship, and the courage to be different.

About the Research Project

Unbully is a doctoral research project at the University of Algarve, supervised by Professor Bruno Mendes da Silva, studying online hate speech among children and young people and exploring the potential of fantasy video games as tools for awareness and indirect social intervention. The research recognises the video game as an artistic, cultural, and social medium capable of promoting critical thinking and empathy.

Rather than using explicit or moralising messages, Unbully uses symbolic narratives, fictional characters, and an imaginary world to invite players to confront situations of intolerance and exclusion. The goal is to promote values of respect, diversity, and social coexistence in an implicit and experiential way - through play, not lessons.

The project combines practice-based artistic research with participatory action research. Qualitative methods include content analysis, participant observation, and the collection of player testimonials. The theoretical framework draws on digital artistic practices, digital activism, and video game culture.

The game is freely available online and can be played in informal settings or in accompanied contexts such as schools and workshops. After playing, participants are invited to share their impressions through a brief online form, contributing directly to the research.

Unbully was initially developed within the framework of PROPS (Interactive Narratives Propose Pluralistic Discourse, 2023–2024), a project led by the Research Center for Arts and Communication (CIAC, University of Algarve) in partnership with Santarém Polytechnic University, the University of Beira Interior, and Universidade Aberta, which focused on developing counter-narratives and educational resources to address online hate speech among young people. Following the conclusion of PROPS, the game has continued to evolve as part of this ongoing doctoral research.

About the Developer

Gabriel Evangelista is a Canadian-born creative director, illustrator, professor, and researcher based in Portugal. Working across academia, research, and creative direction, he brings together artistic vision and strategic leadership to shape meaningful experiences and cohesive visual identities.

He has been working in the video game industry since 2006, collaborating with studios in Portugal and internationally - including Biodroid, Yucca Studios, Cabbageman, Camel 101, ZPX-Funcom, and Volt Games in Portugal, and Glamour Games in the USA. Throughout his career he has led and directed art teams across multiple stages of game development, mentored artists, and curated art exhibitions.

His illustration practice, active since 2002, includes comic book work for international publishers such as Dark Horse Comics (The Sakai Project, 2014) and Tidalwave Productions (Fame: Seth MacFarlane, 2018), as well as several titles published in Portugal.

Since 2015 he has been teaching in higher education, consistently in courses focused on video game creation and game art, specialising in creative and art direction, concept art, and storytelling for games. He is currently a faculty member at Polytechnic of Leiria, and has previously taught at IADE (Universidade Europeia, Lisbon), ESTA (Polytechnic of Tomar), ETIC (Lisbon), and Restart (Lisbon).

Developer Previous Selected Works

Video Games

Year	Title	Studio / Client
2024 / 2026	Unbully	PROPS / Ongoing PhD Research Project
2020	Solitaire Mystery	Volt Games / Merry Realm
2015	Vikings in Love	Cabbageman
2012 - 2014	GodZ	Yucca Studios
2014	ABC Stop	Yucca Studios
2014	Energy Town	Yucca Studios
2012	Nutriventures - NV Runners	Biodroid / Nutriventures
2012	Cristiano Ronaldo Freestyle Soccer	Biodroid
2010	The Perfect Wedding	Glamour Games
2010	Billabong Surf Trip	Biodroid
2009	City On	Biodroid / EDP
2009	Planeta BES	Biodroid / BES

Comic Book Art & Illustration

Year	Title	Publisher
2018	Fame: Seth MacFarlane	Tidalwave Productions, USA
2014	The Sakai Project	Dark Horse Comics, USA
2005 / 2010	Super Pig 1-5 & Super Pig: Live Hate	Kingpin Books, Portugal
2008	Negócios à Parte	Mundo Universitário, Portugal
2005	Kitty Fé - Todas as noites o mesmo	Nono Império / Sketchbook Magazine, Portugal

Academic Publications

Year	Title	Publication
2025	O Jogo Unbully: Fantasia e Empatia para Enfrentar o Discurso de Ódio em Comunidades Online	<i>Investigação em Arte, Ensino e Experiências Transcontinentais</i> — EdUECE / CIAC
2024	Unbully	<i>Interactive Narratives Propose Pluralist Speech</i> — PROPS Project, CIAC / Universidade do Algarve

Press Contact

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