

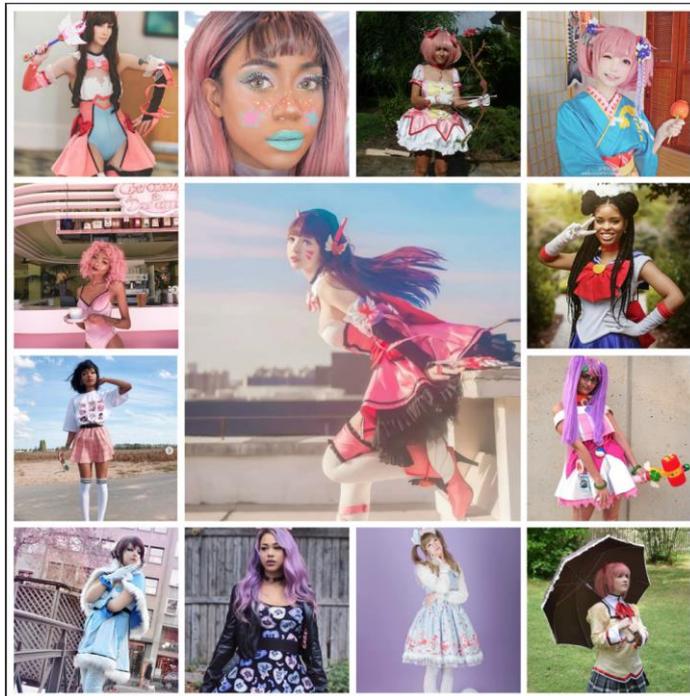
***EE3616 Graphic Design
360 Poster Campaign
Cynthia Olemoh-Odunuyi 1612956***



Magical Girls

360 campaign

Posters, Billboards, Banners, And Placements



Mood board

The Story

#MagicalGirls

I discovered a community of people online who love cosplaying, dressing up as their favourite characters etc. however for them its not just for cosplay specific occasions, its a full time lifestyle choice.

Outside cosplay events such as conventions and costume shows, they wear bright colourful clothing to show off their lifestyle under the name 'magical girl'.

This is a term originated to super hero girls in cartoons indicating their transformation process from a regular person to someone in bright colourful clothing with super powers.

My idea is to **promote an alternative lifestyle website for cosplay lovers, misfits and free spirits**, that they can use for their all their daily needs. the site contains everything from lifestyle, beauty, home , entertainment, blogs etc.

The target audience is **younger Females 13-25 into this lifestyle** , however could also be aimed to any Female who is into the lifestyle choice

Posters

#MagicalGirls

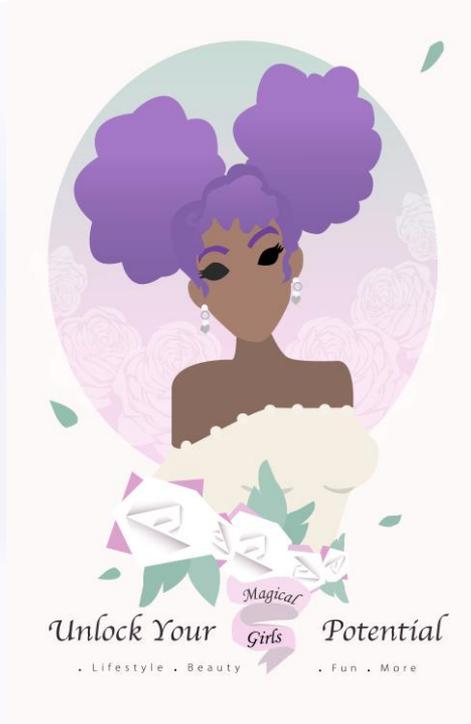
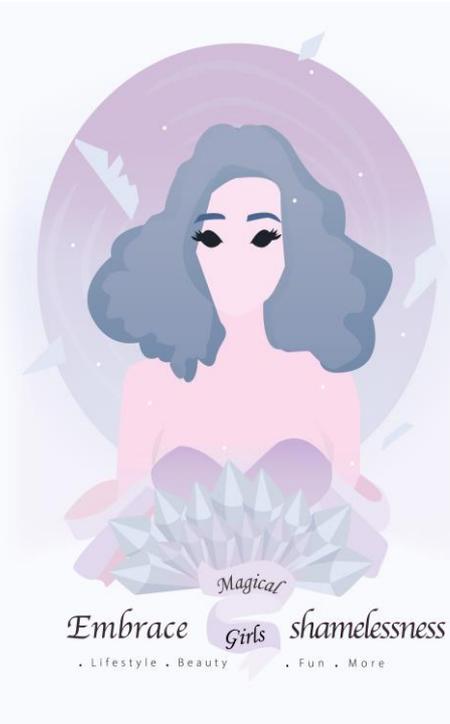
For the general design I decided to show a variety of types of magical girls while trying to stick to a pastel theme colour with elements of pink.

The reason behind this is because living in London the weather is often gloomy, having brighter colours plastered around London will hopefully spread through word of mouth and will catch the attention of a passerby, bringing awareness even if they are not personally into the lifestyle themselves.

The three locations chosen are:
Entrance to Underground Subway
Central London
Inside a cosplay/comic venue

The Idea is mostly advertising these posters in areas around London that commuters that are into this lifestyle will more likely see them on their way to their events which mostly take place in central London, but also impact the general public.

These are examples of how they will look around London....



Posters



Entrance to Underground Subway



Central London



Inside a cosplay/comic venue

Billboards

#MagicalGirls

For the billboards I wanted to find a more balance between typography and illustration, as billboards tend to be seen from a further distance than posters do.

Still wanting to carry on the theme of open space and minimalism the background was added to add hints of colour without it being overbearing, the logo was also altered to accommodate more space, and allow the typography to be more spread out

The three locations chosen are:

Outside a convention/event center

Bus stop

Bigger billboard in the city

Created to support the locations of the poster but on a larger scale.

These are examples of how they will look like....

Flaunt Your

Magical



Girls

Own Colours

. Lifestyle . Beauty . Fun . More

Billboard 1



Embrace *Shamelessness*

.Lifestyle .Beauty .Fun .More

Billboard 2



Billboard 3



Outside A Convention/Event Center



Bus Stop



Bigger Billboard In The City

Banners

#MagicalGirls

For the banners the focus is more on typography and balance, more designed to provide information as people browse the web.

The magical girls logo has been altered to aid point all the typography to the illustration, directing the viewers eyes.

The three locations chosen are:

A conventions website

A bloggers website

On a Youtubers video

The Idea is to hit where people into this lifestyle are more likely to spend their time online. They are more likely to see the Ads on the conventions website, and a Youtuber and bloggers content who is also into the lifestyle.

These are examples of how they will look around London....

Magical Girls

Flaunt Your Own Colours

. Lifestyle . Beauty . Fun . More



Banner 1

Magical Girls

Flaunt Your Own Colours

. Lifestyle . Beauty . Fun . More



Banner 1 variation



Magical Girls

Embrace Shamelessness

. Lifestyle . Beauty . Fun . More

Banner 2

Magical Girls

Unlock Your Potential

. Lifestyle . Beauty . Fun . More



Banner 3

SHOWMASTERS
THE COOLEST EVENTS IN THE WORLD!

ONLINE STORE
FORUM

HOME ABOUT US EXHIBITORS VOLUNTEERS PRESS INDUSTRY CONTACT US COSPLAY GUIDELINES

FIND US ON FACEBOOK FOLLOW US ON TWITTER

The Coolest Events in the World

FOLLOW US @OFFICIALSHOWMASTERS

Showmasters runs the renowned Film & Comic Con and Collectormania events across the UK, bringing the biggest line-up of guests and experiences that always delivers for the fans.

Our flagship event, the London Film & Comic Con, attracted over 95,000 visitors in July 2017 and continues to grow. Meanwhile we continue to work to deliver fan experiences outside the capital, having opened shows in new cities and towns such as Newcastle, Cardiff, Sheffield and Bournemouth.

Showmasters' events attract all ages, and all fandoms - whatever your interest, be it cosplay, autographs, props or meeting fellow fans, our events provide the space you need to enjoy the things you love!

Magical Girls
Flaunt Your Own Colours
Lifestyle. Beauty. Fun. More

SHOWMASTERS
Photo Shoot Library

f t in

News

PRIVACY, YOU & SHOWMASTERS [New Privacy Laws - our...](#)
From today new rules in data privacy comes into force. Showmasters

Events

LONDON COMIC MART

LONDON GAMING MARKET

LONDON FILM-FAIR
LONDON'S LONGEST RUNNING FILM FAIR - 33 YEARS

LONDON COMIC CON

16 FEBRUARY 2019
FILM & COMIC CON BELFAST

2 - 3 MARCH 2019
LONDON FILM & COMIC CON SPRING

9 - 10 MARCH 2019
FILM & COMIC CON

A conventions website



APRICOT LOOKBOOK #3

133,868 views

7.6K

78

SHARE

SAVE

...



anzujaamu

Published on 16 Oct 2017

SUBSCRIBE 395K

Item links down below! ☆

☆ITEM LINKS☆



Up next

AUTOPLAY



apricot lookbook #4

anzujaamu

38K views



The Dark Side Of Harajuku Style You Haven't Seen Yet | Style O...

Refinery29

5.3M views



APRICOT LOOKBOOK #2

anzujaamu

55K views



I Bought A \$500 'LUXURY' Mystery Box from Ebay- OMG...

grav3yardgirl

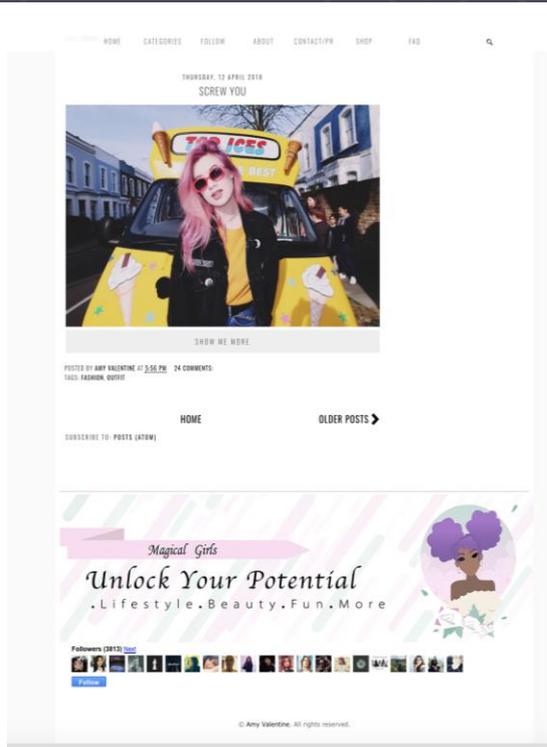
4.2M views



THE ULTIMATE 48h GLOW-UP VIDEO

Doing Everything To...

On a Youtubers video



A bloggers website

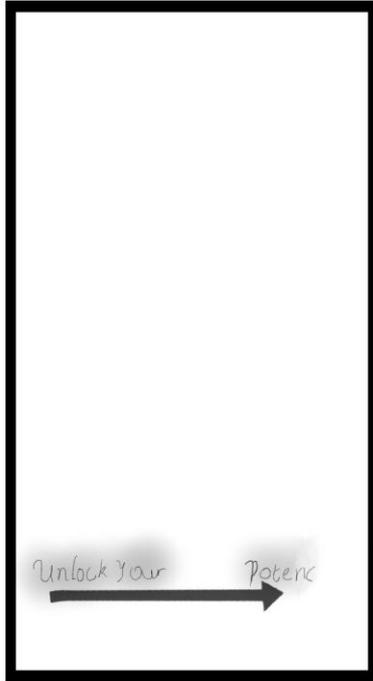
Animations

#MagicalGirls

To make this a true 360 campaign, I have created 3 storyboards to illustrate what the animated versions of all three designs will look like

I aimed to show as much as I can through illustrations, but included more descriptive text to go into further detail.

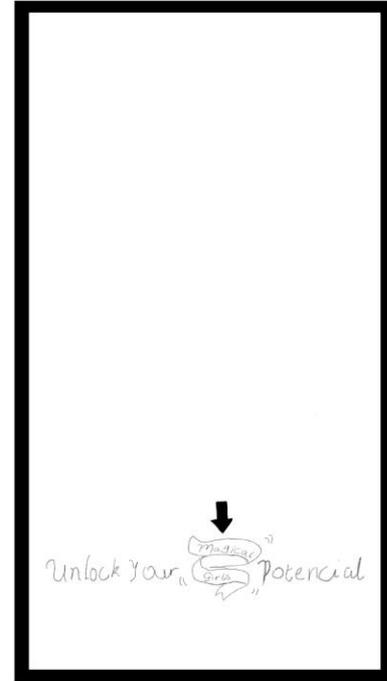
Of the three designs I have animated two examples.



Scene 1

Action: Text gradually appears

Time: Under a second



Scene 2

Action: Text has now fully appeared

Magical Girls logo appears and appears to struggle and compress itself.

Time: Under a second



Scene 3

Action: The logo jumps up producing a single rose which then produces two more, followed by another two.

Time: Under a second



Scene 4

Action: The leaves burst out of the roses, releasing further leaves/grass (fx). The magical girl pops out/produces from the roses along with the emblem behind it.

FX: leaves/grass falls in the scene

Time: Under a second



Scene 5

Action: Text glides in from bottom of the screen
magical girl sways along with earrings

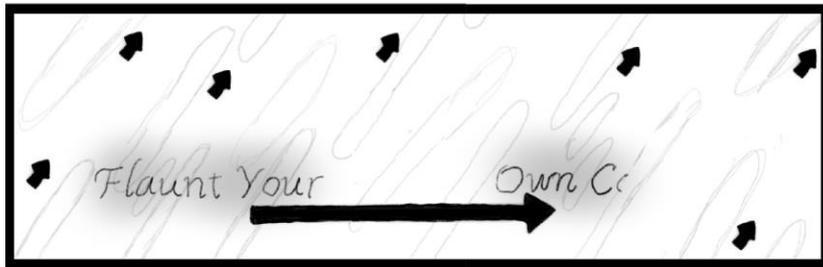
FX: leaves/grass falls in the scene

Time: 4 seconds



Video Link: [Click Here](#)

Storyboard



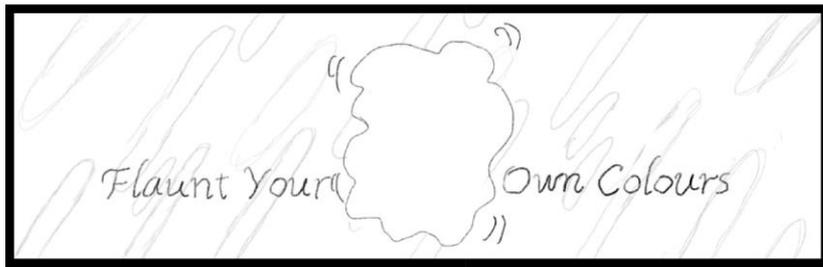
Scene 1

Action: Text gradually appears in a blur
FX: background scene moves
Time: under a second



Scene 2

Action: Text has now fully appeared
FX: blobby/magical fluid appears
Time: under a second



Scene 3

Action: blobby/magical fluid grows bigger
Time: under a second



Scene 4

Action: stars fly around and inside the magical liquid
FX: magical girl is partially revealed with a slight shimmer
Time: under a second

Storyboard



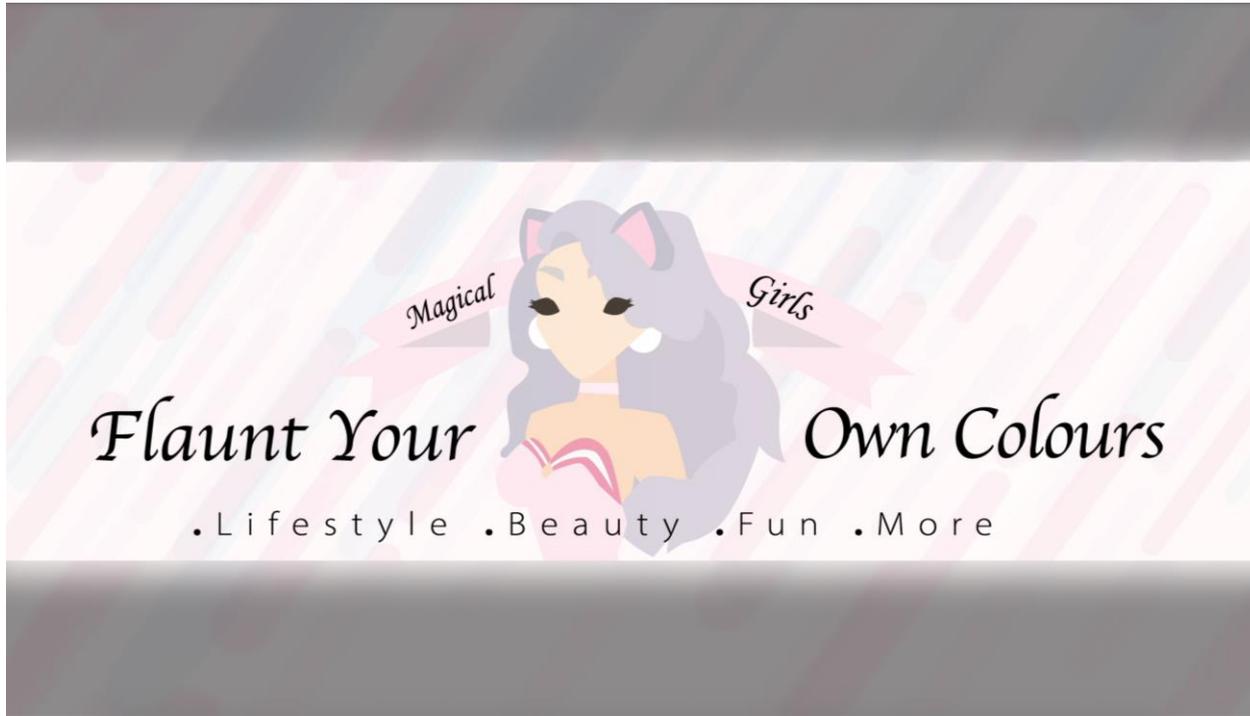
Scene 5

Action: magical girl is fully revealed, ears and hair slightly move. The magical girls banner shoots out from behind the
FX: magical liquid fades away downwards
Time: under a second



Scene 6

Action: Text flies in from the bottom
Time: under a second



Video Link: [Click Here](#)

Storyboard



Scene 1

Action: background scene moves and the shards around the magical girl rotate around (continuous)
Time: under a second



Scene 2

Action: magical girls ribbon shoots out from the right hand side.
Time: under a second



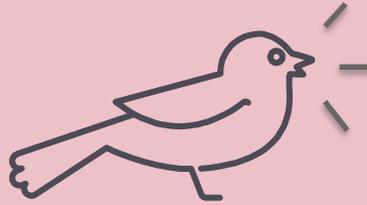
Scene 3

Action: Text gradually appears in a blur
Time: under a second



Scene 4

Action: Text has now fully appeared, bottom text glides in from the bottom
Time: under a second



Viral Campaign

Products, Website, And Animation
Series

*Subscription
Box And
Products
#MagicalGirls*

I decided to create a subscription box for Magical Girls.

'Subscription boxes are a recurring delivery of niche products as part of a marketing strategy and a method of product distribution'.

The point of Magical Girls is to promote a lifestyle, therefore having products delivered to their home on a monthly basis will be useful.

The box will contain a variety of items each month with different themes/types of items to be useful and boost creativity

Items examples are:
Pins, Paper Mache', Accessories,
Beauty products, and even makeup

As well as this it will also contain items created solely to promote Magical Girls
Such as t-shirts, mugs, stickers etc.



Magical Girls Subscription Box



Sticker Set Collection



Magical Girls Emblem Mug (Cat Edition)



Magical Girls Emblem Mug (Shard Edition)



Magical Girls Emblem Mug (Rose Edition)



Magical Girls Emblem T-Shirt (Cat Edition)



Magical Girls Emblem T-Shirt (Shard Edition)



Magical Girls Emblem T-Shirt (Rose Edition)

Get 10% Off - Use Coupon Code Magic08



Home Shop Collection Our Story Contact

Shop Collection

Shop by

Price
£3.00 — £20.00

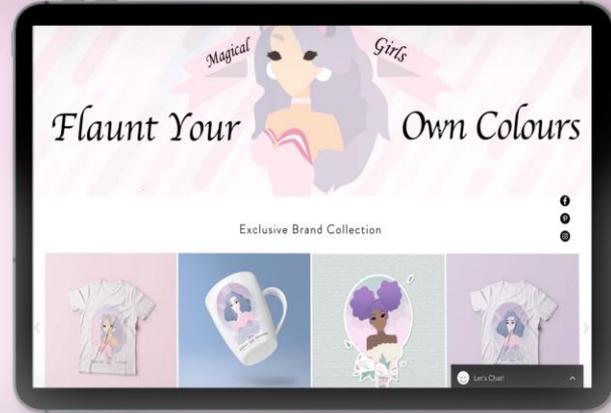


Magical Girls Emblem T-Shirt (Cat Edition)

Magical Girls Emblem Mug (Shard Edition)

Magical Girls Emblem Sticker (Shard Edition)

Let's Chat



Video Link: [Click Here](#)

Marketing And Website #MagicalGirls

I have also included various ways in which Magical Girls can spread their message online through the use of other social media, mobile apps and collaboration with other international websites that ship subscription boxes world wide.

Another marketing idea I have is giving these products to influencers of this lifestyle who have a large following online and in real life ,and having them review the boxes and helping spread the word.

The reason behind this is people are more likely to take recommendations if they are personal.

I created a website (design) of how the Magical girls website could look like (not including unbranded Magical girl products that will be designed and produced later)

The campaign will hopefully draw people to the website in hopes of generating more active users in the forms and chats areas in addition aid in sales and raising awareness of the lifestyle.



- Women
- All Boxes in Women
- Beauty
- Jewelry
- Fitness
- Lifestyle**
- Bridal
- Shoes
- Accessories
- Intimates
- Womens clothing
- Socks
- Vacation
- Men
- Beauty
- Food
- Moms
- Babies
- Kids
- Teens
- Drinks
- Fitness

Monthly Boxes for Women That Surprise & Delight

Looking for the best women's lifestyle subscription boxes? Our comprehensive list includes brands big and small, for all interests and budgets. Check out regular reviews, spoilers, and coupons for our favorite women's lifestyle boxes, as well as news updates and more.

 <p>Read Review</p> <p>CAUSEBOX \$54.95 - Coupon Available!</p>	 <p>Read Review</p> <p>FabFitFun \$49.99 - Coupon Available!</p>	 <p>Read Review</p> <p>Magical Girls \$29.99 Coupon Available!</p>
 <p>Read Review</p> <p>Breo Box \$139.00 - Coupon Available!</p>	 <p>Read Review</p> <p>Vine Oh! \$59.99 - Coupon Available!</p>	 <p>Read Review</p> <p>Robb Vices \$89.99</p>

Mobile app/Social Media and Company collaboration

*Series Of
Animations
#MagicalGirls*

Last but not least is a animation series of short 10 second cinematic animations that will be displayed through online streaming services and television.

Using the phrase 'Its more than a phase, it's a lifestyle'

Colour is used as a strong theme to show the emotional connection to the lifestyle and the quote.

The goal of this is to raise awareness of the lifestyle and to give validation to those who have this lifestyle.

A common theme in the community is that a lot of people do not understand what they stand for.

The bigger picture is that they want people to have the confidence to show their true sleeves regardless if they have full time job restrictions, are parents, are older, or any other reason that's stops people who are interested yet do not embrace the lifestyle.

I have animated an example and created two storyboards as to what the series will look like.

Storyboard 1



Scene 1

Camera: Camera is static

Action: Text gradually appears in a blur

FX: Scene is greyscaled apart from hair. Snow falls from the sky, water waves, hair blows.

Time: 1 second



Scene 2

Camera: Camera is static

Action: Text has now fully appeared

FX: Scene is greyscaled apart from hair. Snow falls from the sky, water waves, hair blows.

Time: 1 second



Scene 3

Camera: Camera has a sudden zoom out

FX: Scene is greyscaled apart from hair. Snow falls from the sky, water waves, hair blows.

Time: 1 second



Scene 4

Camera: Camera is gradually zooming out

Action: Text gradually appears in a blur

FX: Scene is now full of colour. Snow and ice particles fall from the sky, water waves, hair blows.

Time: 1 second



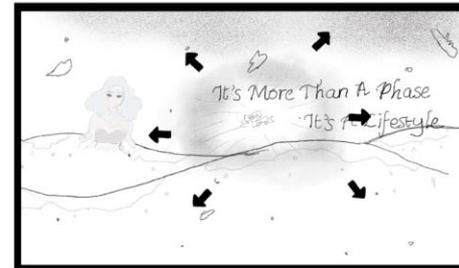
Scene 5

Camera: Camera is gradually zooming out

Action: Text has now fully appeared

FX: Snow and ice particles fall from the sky, water waves, hair blows.

Time: 1 second



Scene 6

Camera: Camera is static

Action: The magical babes logo gradually grows bigger

FX: A light comes out of the magical girls logo. Snow and ice particles fall from the sky, water waves, hair blows.

Time: 1 second

Storyboard 1



Scene 7

Camera: Camera is static

FX: light along with the magical girls logo scales up and takes over the scene Scene is now full of colour. Snow and ice particles fall from the sky, water waves, hair blows.

Time: 1 second



Scene 8

Camera: Camera is static

Action: magical girls logo scales back down

FX: light has now faded away Snow and ice particles fall from the sky, water waves, hair blows.

Time: 1 second



Video Link: [Click Here](#)



TV Ad



Kawaii Cute Outfits

162,518 views

3.6K 194 SHARE



saxonkitty

Published on 12 Nov 2017

SUBSCRIBE 5.5K

Hi everyone!

So while I was preparing for FanExpo (video coming next week) I was trying to come up with some

Ad Dettol

SUBSCRIBE

Visit Advertiser's Site

Up next

AUTOPLAY



5 EASY Outfits for School | Bethany Mota
Bethany Mota
3.1M views



How to Look Kawaii (According to wikiHow)
akdearest
474K views



8 Clothing Tricks Most Guys Don't Know
Teachingmensfashion
4M views



Summer Lookbook
saxonkitty
23K views



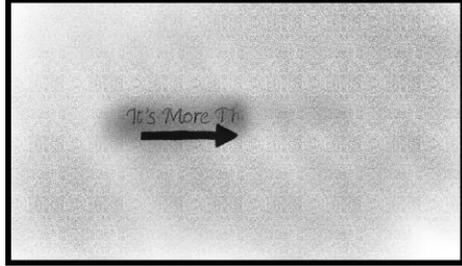
MY MORNING ROUTINE //MOE YTP0 2018
Ann Bek
2.6M views

Web (Ad before video)



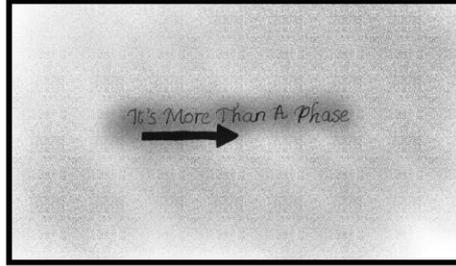
Design transferable to Billboards

Storyboard 2



Scene 1

Camera: Camera is static
Action: Text gradually appears in a blur. The background texture wiggles slowly.
FX: Scene is greyscaled
Time: 1 second



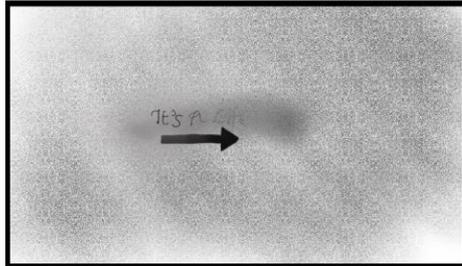
Scene 2

Camera: Camera is static
Action: text is now fully revealed wiggles slowly.
FX: Scene is greyscaled apart from hair.
Time: 1 second



Scene 3

Camera: Camera cuts to this scene and is gradually zooming out
action - no movement things are still
FX: Scene is greyscaled
Time: 1 second



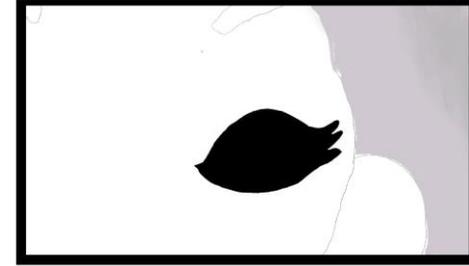
Scene 4

Camera: Camera static
Action: Text gradually appears in a blur. The background texture wiggles slowly.
FX: Scene is greyscaled
Time: 1 second



Scene 5

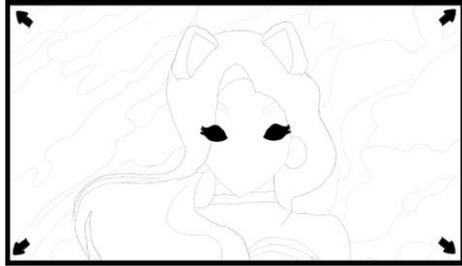
Camera: Camera is static
Action: text is now fully revealed wiggles slowly.
FX: Scene is greyscaled apart from hair.
Time: 1 second



Scene 6

Camera: Camera is static cuts to this scene from previous
Action: Girl opens eyes
FX: Scene is now full of colour.
Time: 1 second

Storyboard 2



Scene 7

Camera: Camera is gradually zooming out

Action: hair and ears slightly move, eyes blink

FX: Scene is now full of colour. A collection of colourful blobs move around the scene like liquid. Some shimmer is scene falling around the scene

Time: 1 second



Scene 8

Camera: Camera is static

Action: The magical girls logo is revealed, along with the text underneath. stars and the butterfly fly across the screen.

FX: The colourful blobs bubble up above the girl to then disintegrate and reveal the lower layer revealing the text and logo.

Time: 1 second

Entire Marketing Campaign Summary

SWOT

Strength: unique relationship to customers that other retailers don't have.

Weakness: will be predetermined after launch as this is a pre launch campaign

Opportunities: subscription/monthly themes purchases means better communication and feedback from customers regularly

Threats: Other companies that are bigger and cater to a bigger variety could catch on and take this approach too.

4 P's of Marketing

Price: Discounts/promotional codes from social media influencers (affiliate system to help track traffic and sales)

Promotion: Direct sales through website and influence from series of animation Ad clicks (online)

Product: subscription box, magical girl exclusive merchandise (promotional for company but also personal emotional support for the buyers)

Place: London streets near lifestyle venues, collaborations with other companies, comic conventions, cosplay events, bloggers , Youtubers, social media influencers (collaborations), magical girls own site. web, mobile apps, video streaming, social media (targeting hot locations of younger adult/teen women)



Design & Development Process

General Design

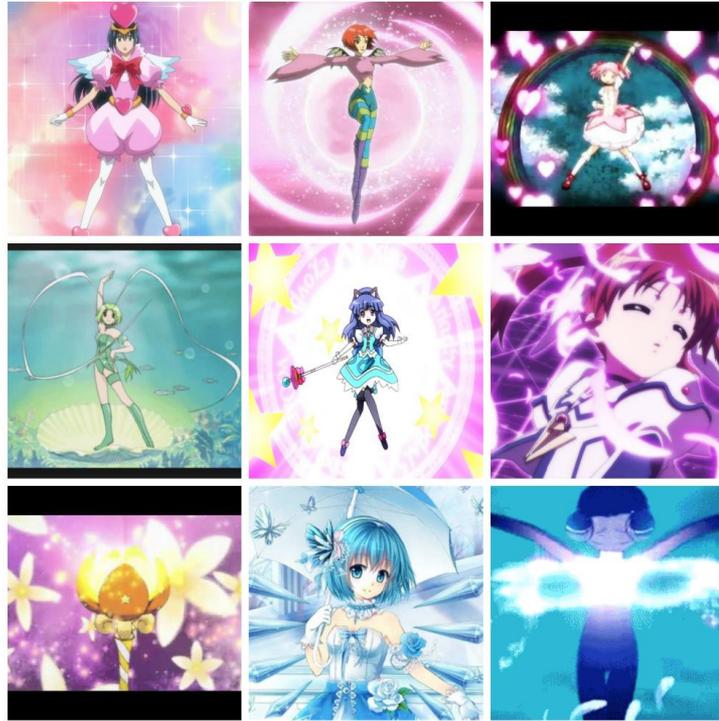
When researching online for magical girls, I noticed a lot of them have a colour theme and with this colour theme they have a specific magical 'element' with them for example bubbles, stars or hearts .

Knowing this I decided to choose a colour theme and show an element in each poster to represent different magical girls , while sticking to the Magical Girls theme colour of hints of pink and pastels.

I also wanted the designs to be transferable to merchandise and for pure aesthetics for home or lifestyle wear, in some ways used like an emblem, therefore I decided to incorporate minimalism and open space

The reason behind my choice in typography is related to the whole fantasy/magical vibe. I wanted something feminine yet playful.

I tried a variety of styles for the logo and ended up choosing the ribbon style, I chose this because I liked the idea of being able to show the ribbon in multiple ways while still using it as 'logo' and still having it being recognised as the logo.



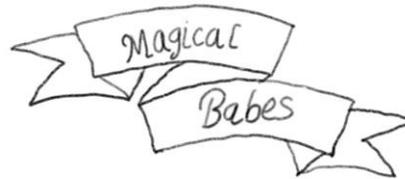
Magical Girls



Typography And Logo



Logo Drafts



Logo Variations

Poster Design

Composition Principals

In each poster I have incorporated:

Balance- large to small, slogans and bottom text balanced equally

Colour – pastels/colour pallet

Contrast- for ever pastel colour I had to colour block so the pastels wouldn't be too overbearing

White Space - minimalism

Scale, and Eye direction – hierarchy balance from magical girl, to elements, logo and text draws the viewers eyes down

Repetition – repetition of 'magical elements' in the posters

Emphasis – focal point on magical girl

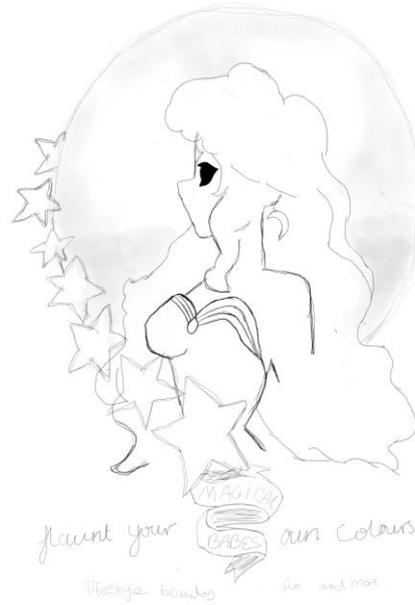
Movement- illusion of movement based on hierarchy magical girl (elements)

Issues I had and how I overcame them

Poster 1 is the first I created, therefore it was the first one I tried to set my layout and colour theme out for.

Because of this I have a lot more trial and error in the first one, however once I figured it out the results were applied to my other two designs.

I struggled with colour harmony and creating a good enough contrast. I also felt like after I vectorised my drawing the install stars design was too messy to be minimalistic so a lot of changes were made.



Poster 1



Poster 2



Poster 2



Poster 2



Poster 3



Poster 3

Banner Design

Composition Principals

In each poster I have incorporated:

Balance- typography pyramid balance

Colour – pastels/colour pallet

Contrast- having a tinted pastel background allow the darker foreground stand out more.

Space – creating open space

Emphasis and Eye direction – typography points towards the magical girl

Repetition – the lines in the background

Movement- illusion of movement in background

Issues I had and how I overcame them

The initial problem I had was having a full solid colour was not creating a good enough contrast with the foreground elements, therefore I changed it to the line design so I could have colour without it being overbearing. I also did not like that there was a balance in text but having the magical girls logo on the corner threw off the composition (second sketch design in banner 1).

I Got Feedback from others and created a lot more designs and picked the best elements form each design which resulted in two final designs one more typography based (which I used for the banner) and one with equal balance of typography and illustration (which I used for the billboard)



Banner 1

Magical Babes

Flaunt Your



Own Colours

.Lifestyle .Beauty .Fun .More

Banner 1 variation



Banner 1

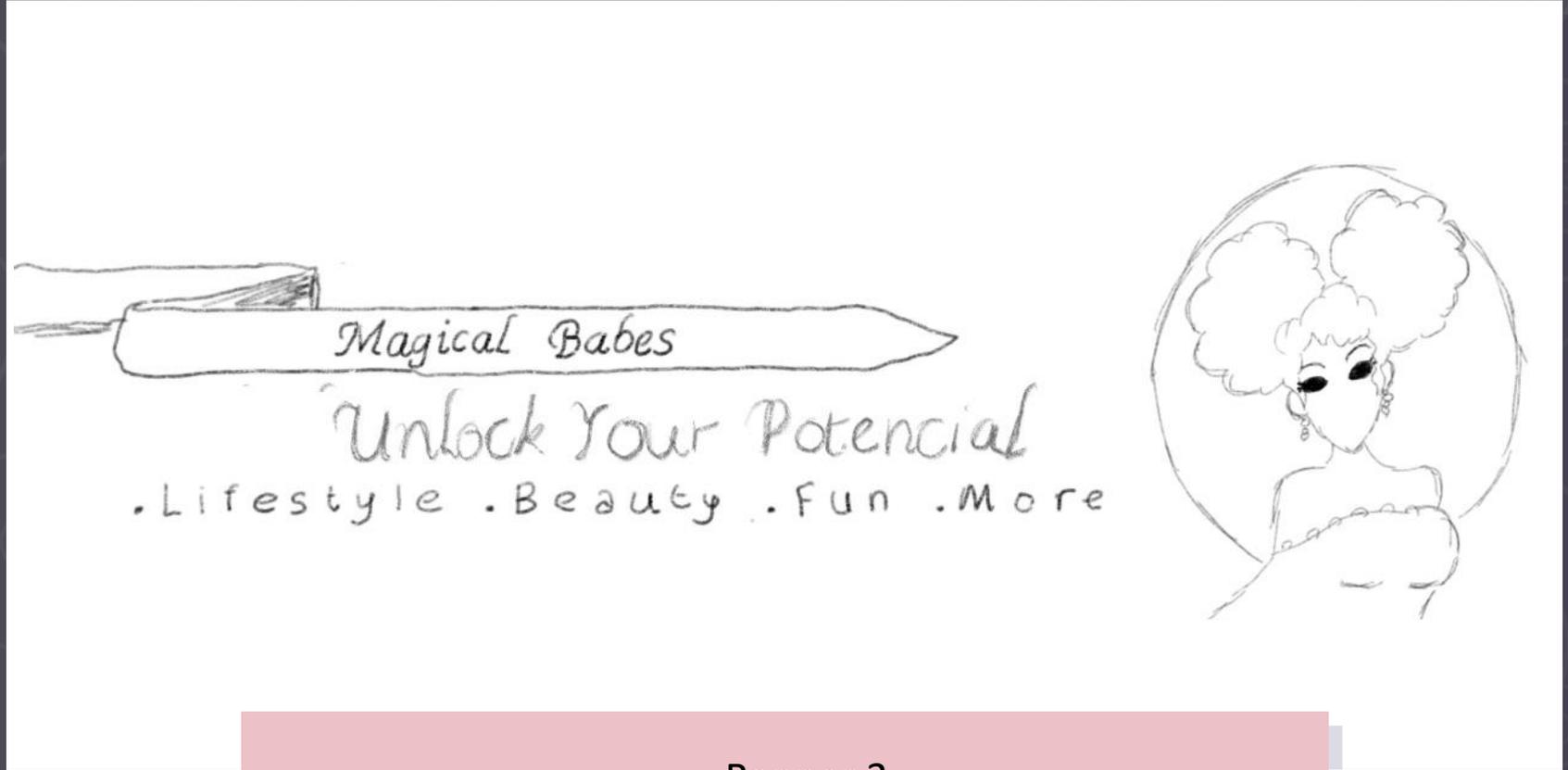


Magical Babes

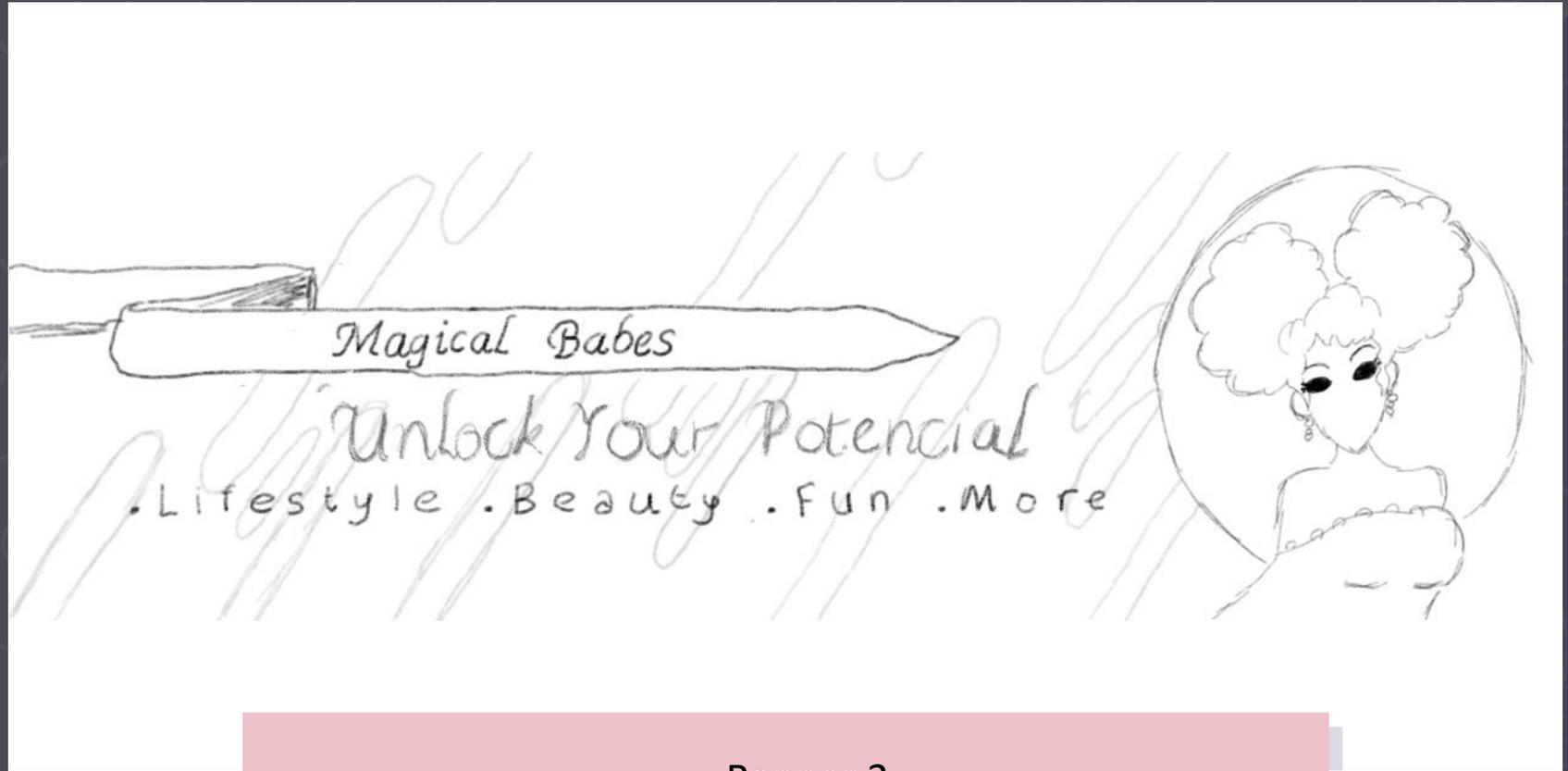
Embrace shamelessness

. Lifestyle . Beauty . Fun . More

Banner 2



Banner 3



Banner 3

Unlock Your Potencial

. Lifestyle . Beauty . Fun . More

Magical Babes



Banner 3

Unlock Your Potencial

. Lifestyle . Beauty . Fun . More

Magical Babes



Banner 3

Initial Billboard Design

Composition Principals

In each poster I have incorporated:

Balance- between the logo and magical girl then separate balance between the phrase and site information

Colour – pastels/colour pallet

Contrast- for ever pastel colour I had to colour block so the pastels wouldn't be too overbearing

Open Space - minimalism

Scale, and Eye direction – emphasis on the magical girl due to the style of the logo which naturally draws eyes to the texts on the side leading down.

Repetition – repetition of 'magical elements' and lines

Movement- illusion of movement in background

Issues I had and how I overcame them

Initial designs were not very minimalistic, some rough coloured versions were made as I suspected it'll be too much to look at, and colour clashing. I later changed it for the thinner design showed previously.

Created based on multiple changes to the banner

- Changed focus to be more of a balance of typography and illustration
- Combined elements from banner and poster
- Created a more harmonious composition
- Alerted the logo to suit the billboard design



Billboard 1 rough idea



Billboard 1 rough (Quick Colour Pallet test)

Flaunt Your Own Colours



.Lifestyle .Beauty .Fun .More

Flaunt Your



Own Colours

.Lifestyle .Beauty .Fun .More

Flaunt Your



Own Colours

Magical

Babes

.Lifestyle .Beauty .Fun .More

Magical Babes

Magical Babes

Flaunt Your



Own Colours

.Lifestyle .Beauty .Fun .More

Flaunt Your



Own Colours

.Lifestyle .Beauty .Fun .More

Billboard 1 rough



Billboard 2



Billboard 3



Billboard 3 (Quick Photoshop Test)

Marketing

Mock up design

While coming up with ways to create mockups that best suit the Magical Girls aesthetics I created a few pieces I felt that did not go well with the brand image

For example
Initial sticker design:
Background was grey, it looked sad and did not fit the pastel or the pink aesthetics of the brand

Placing things in the right places

It also took a while to find scenes that suited the brand. For example initially I wanted to design a disposable coffee cup for the subscription box but the backgrounds were very 'old' themes e.g. a random library, dark places that did not suit the brand.

This was fixed by finding a colorful background with similar aesthetic.



Old Mock Ups

Animation Design

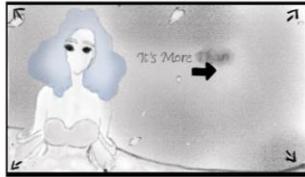
Changes made to shards animation in the viral campaign

Upon getting feedback I decided to change my animation to suit the message better.

- Scene three was changed because It caused Confusion
- Scenes one to three was given cine' bars to emphasis the focus on the text while keeping the rule of thirds
- Scene 5s wave was removed as it was unnecessary (keeping it shorter)

- Added a big light explosion to emphasis the change from black and white to colour
- Changed the position of the text at the bottom as people did not notice it when It came in
- Decided to keep text animated the same way the poster and billboard was animated

Storyboard 1



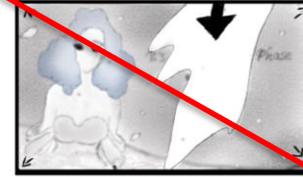
Scene 1

Camera: Camera is gradually zooming out
Action: Text gradually appears in a blur
FX: Scene is greyed out apart from hair. Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second



Scene 2

Camera: Camera is gradually zooming out
Action: Text has now fully appeared
FX: Scene is greyed out apart from hair. Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second



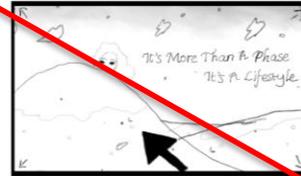
Scene 3

Camera: Camera is gradually zooming out
Action: A single ice flake falls up close the camera
FX: Scene is blurred as the flake falls. Scene is greyed out apart from hair. Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second



Scene 4

Camera: Camera is gradually zooming out
Action: Text gradually appears in a blur, a wave comes in from the front camera view.
FX: Scene is now full of colour. Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second



Scene 5

Camera: Camera is gradually zooming out
Action: Text has now fully appeared, the wave continues to move across the scene.
FX: Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second



Scene 6

Camera: Camera is static
Action: The magical babes logo appears and rotates. The bottom text is gradually revealed.
FX: Snow and ice particles fall from the sky, water waves, hair blows.
Time: 1 second

Page 1 of 2

Changes to storyboard and animation after feedback

Sound Design

Poster and Billboard animation

For both designs I decided to stick to using sound effects to emphasis the actions in the animation.

I thought about the theme – magical
Tones – light/high pitch/ feminine
Thought about the timing

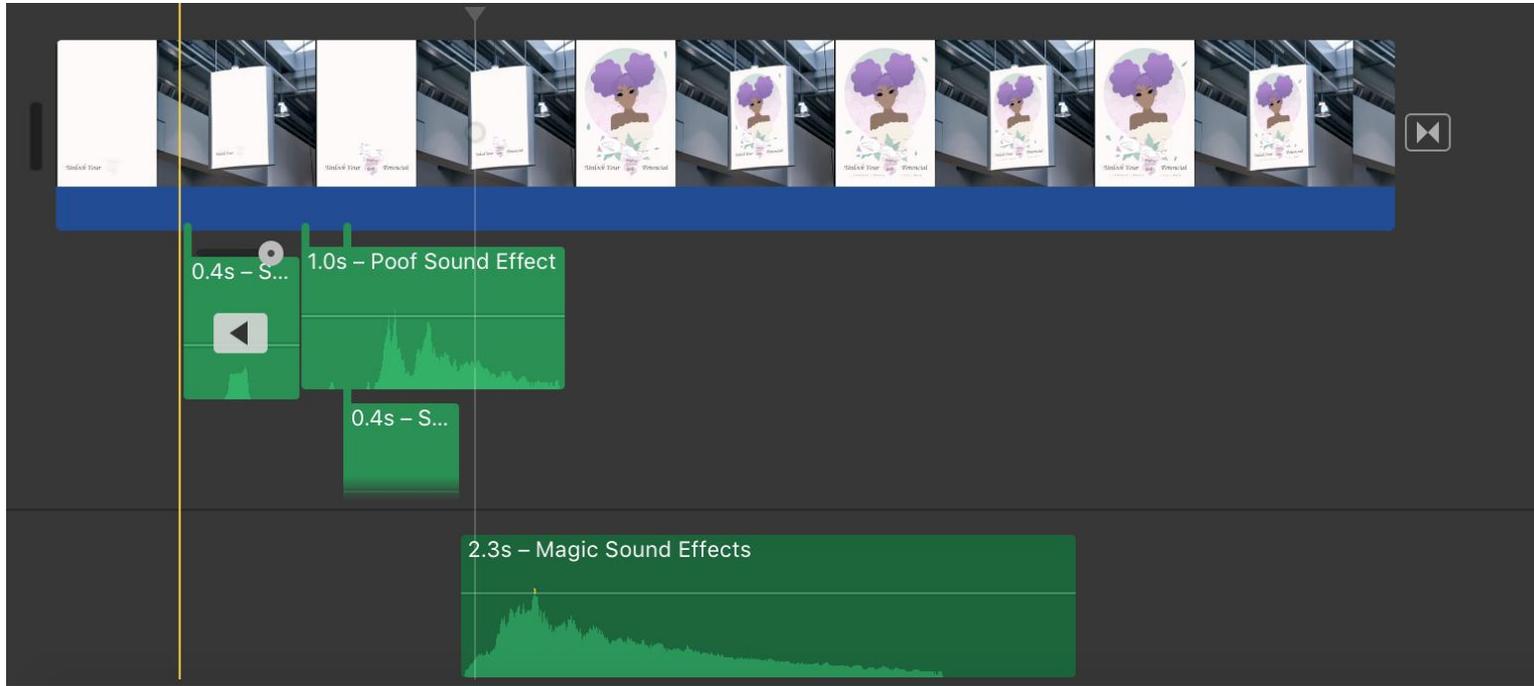
And applied the sounds accordingly

Viral Campaign

- Motivational soundtrack was added and timed with the light explosion of the logo
- Foley sounds were added (sea and wind)

(copy right free sounds were used throughout the project)

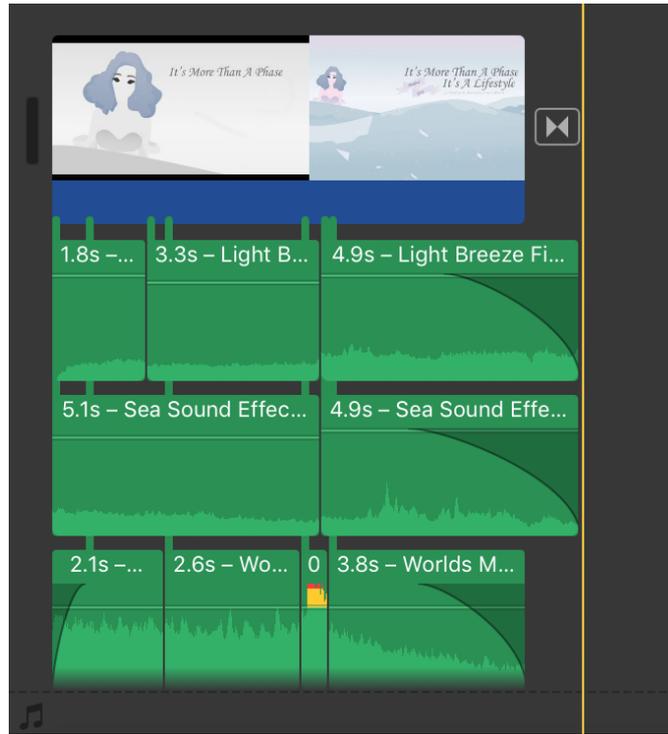
Some sounds were edited to suit the animation better



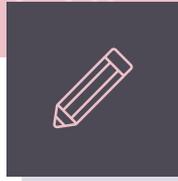
Poster

The image shows a screenshot of a game banner with a dark background. A yellow rectangular box highlights a horizontal strip containing the text "Flaunt Your" and "Own Colours" repeated several times, interspersed with small character icons. Below this banner, two green audio waveform overlays are visible. The first waveform is labeled "1.5s - RPG Magic SFX Demo 2" and the second is labeled "1.0s - Poof Sound Effect". A vertical yellow line is positioned to the left of the banner. A small music note icon is in the bottom left corner, and a play button icon is on the right side of the banner.

Banner



Viral campaign



Evaluation, Conclusion and References

Evaluation And Conclusion

Throughout this project I have learned a lot of things from improving my software skills in Illustrator and Photoshop, learning the importance and power of having multiple versions of a draft design (one can not have too many drafts, they do not hinder). Keeping consistency and purpose is important in design. Feedback is very helpful as sometimes as the designer we may not notice things that others at a glance will notice. Marketing can be difficult but is an exhilarating challenge. Sound is very important to help convey multiple things such as pace, emotional feeling, and genre.

In conclusion I really enjoyed this project as it has increased the scope of my skills. Initially I was going to do mostly motion design as that's what I want to do in the future, however I decided to go out of my element and add some VFX stuff such as; incorporating my poster in a live scene, trying web design and manipulating assets in Photoshop to learn how to do product design mockups.

References

Mockups for design placements:

Freepik. (2018). Mockup PSD, +16,600 free PSD files. [online] Available at: <https://www.freepik.com> [Accessed 20 Nov. 2018].



Thank You!