

# change makers Logo and MInd map

*by* Joseph Pritchard

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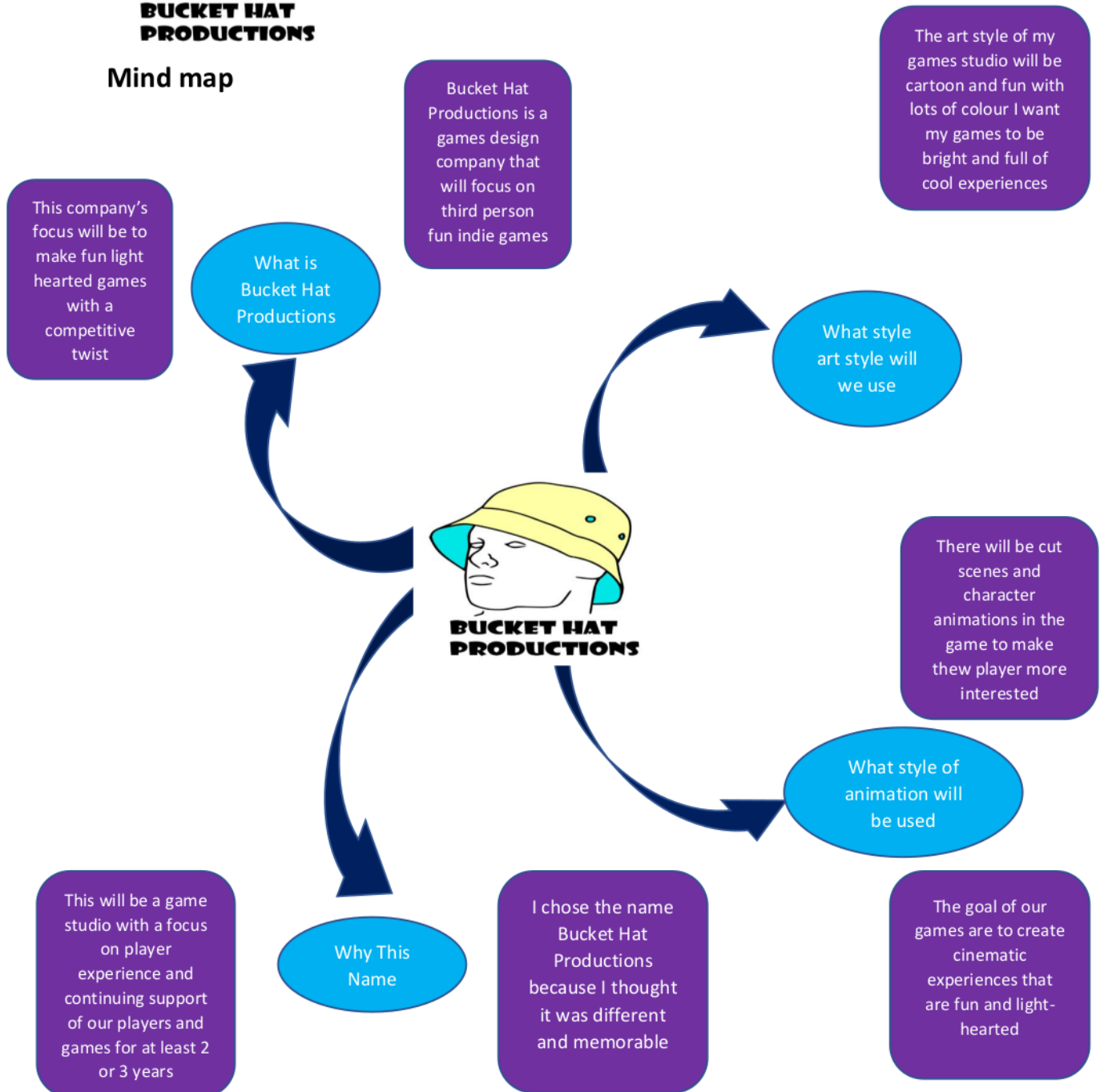
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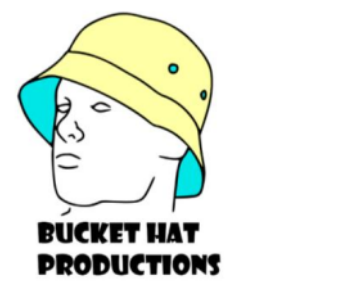
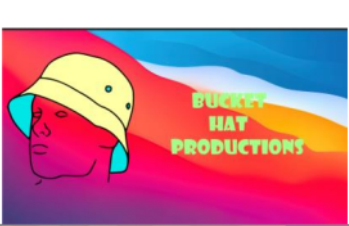
## Logo

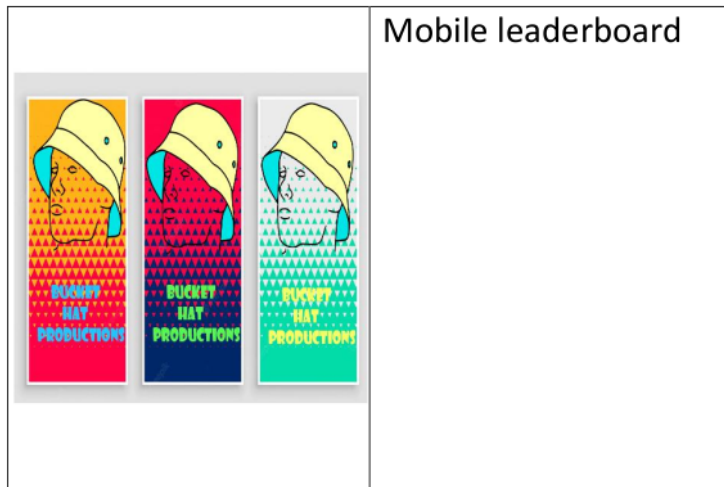


## Mind map



## Adverts

|                                                                                     |                  |
|-------------------------------------------------------------------------------------|------------------|
|    | Medium rectangle |
|    | Large rectangle  |
|   | Half page        |
|  | large skyscraper |



<https://youtu.be/P6Dg3RluYMw>

FINAL GRADE

48/100

GENERAL COMMENTS

### Instructor

#### 1. Engagement With Literature Skills (43%)

More research and development could be evidenced in order to allow more marks to be awarded – this will be good practice for third year studies (and next term's assessments too). If in doubt, always include a bibliography of research, as this can allow marks to be awarded – more so if it adheres to IEEE format.

Research could also be evidenced in the mind map by posting links to sites or other sources of information when exploring your ideas.

#### 2. Knowledge & Understanding Skills (46%)

An appreciation of the purpose of a Mind Map is evident, though it feels a little light. The topics covered would allow more marks to be awarded if there was more information on each one – for example, including similar third-person indie games to the ones you propose to make (so we can understand what you're going for). This would also allow more marks for research too.

#### 3. Cognitive & Intellectual Skills (47%)

Some additional design tests could be included, such as rough ideas, different concepts, colour trials, font experimentation, etc. This would show some analytical thinking in your design processes and demonstrate

some critical evaluation of your design work – even if you developed an idea and returned to an earlier version. The more evidence there is on this, the more marks can be awarded.

#### **4. Practical Application Skills (50%)**

I feel the logo needs more development to be effective, as it currently feels like it needs something to establish itself as a games studio. The better indies used game-related themes, as I appreciate there are some very random ones out there – but they become forgettable as many of them are weak brands.

The Banner ads would benefit from a consistent colour palette – choose a few colours that work well together (possibly after conducting some colour theory research) and apply this to all of your different banner ads. This helps with consistency in design and provides a much stronger brand identity.

The motion sequence could possibly benefit from similar elements – the text and background feel like they're blending a little too much to be effective. This can be resolved by using a simpler background or adding effects to the text such as an outline to make it stand out against a background.

#### **5. Transferrable Skills for Life and Professional Practice (50%)**

All elements of the design brief have been submitted as requested and links work as intended.

It would be advisable to add a name / course / module section to your work – it's always useful in case work is archived and the filenames are changed. Apply this to all work submitted in future as it is good practice.

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