

Brandon Barton

13395791

Corporate Branding Identity

Module 1 Semester B

# Development Plan

## Week 1 - Research/Project Planning Stage

Name for the IP  
Name for the Company  
Research on inspirations  
Look at survival games & horror games  
Progression with the Logo/Overall Branding  
Research websites and output formats from similar companies

## Week 2 & 3 - Concept art and further ideas development

In-depth game research (What is expected of a protagonist, how will the game work? what is inspiring about other games of a similar nature?)  
Rough sketches (Concept art, Environments, Character art, Item art, HUD's, etc.)  
Work towards finalising and completing the Logo  
Experiment with branding packages (How does the logo look? What can be improved?)  
Highlight a particular element of the game, stick with it and use it as a point of reference for further work on concept art.

## Week 4- Concept and Promotional Art

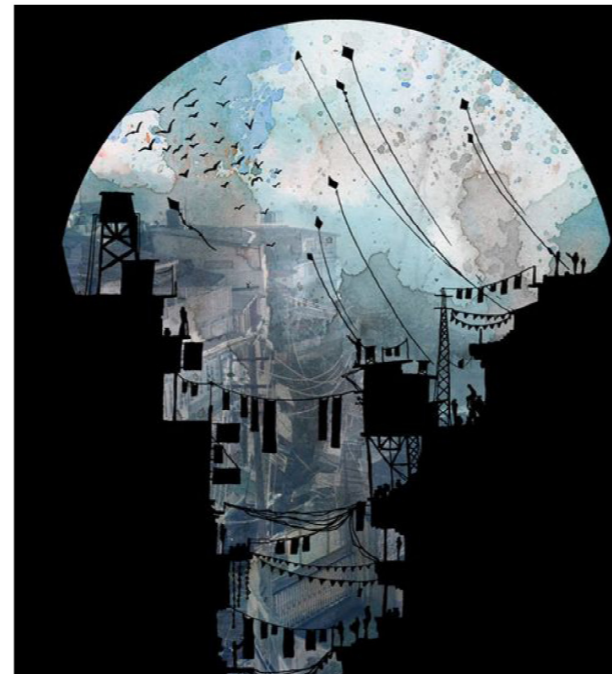
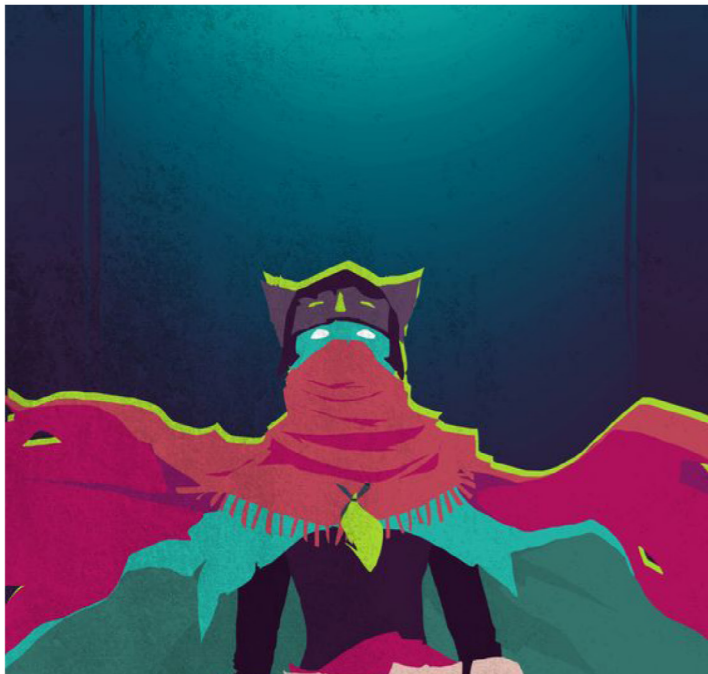
Finalised Logo (Reach a point where I feel only minor changes are needed)  
Typeface evaluation, new choices from old, variations and how well it works  
Further Character concept art, overall game aesthetics, further environment exploration  
Screenshots of sketches, evaluate likes and dislikes  
Further develop environments, showcase significant features from the game

## Week 5 & 6 - Advertising

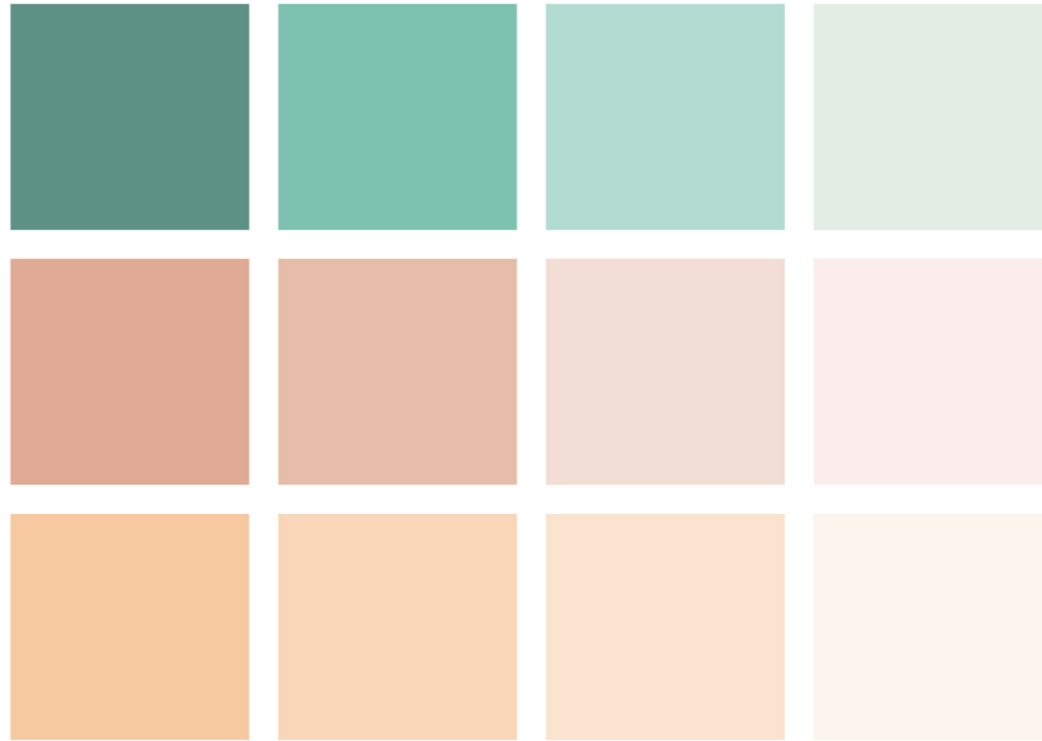
Experiment with poster design (Change concept art into more polished versions, play with the sketches and try to create promotional advertisement material)  
Create mock up websites (evaluate other websites, what elements work? How can I make informed choices about my own website?)  
Finalised Company colour palette  
Examples of merchandise and other outputs including the logo

## Week 7 onwards - Polishing Output Formats

Have a finalised web output (Document the constant progression of ideas, what works/ doesn't etc.)  
Have a finalised poster (Include the company's brand, and the smaller aspects of the brief, integrate into a final professional document)  
Create mock-up documentation for my proposed company (Does the brand work? what can be changed?)  
Finalised corporate branding package (finalised logo usage on documentation, merchandise, office items etc.)

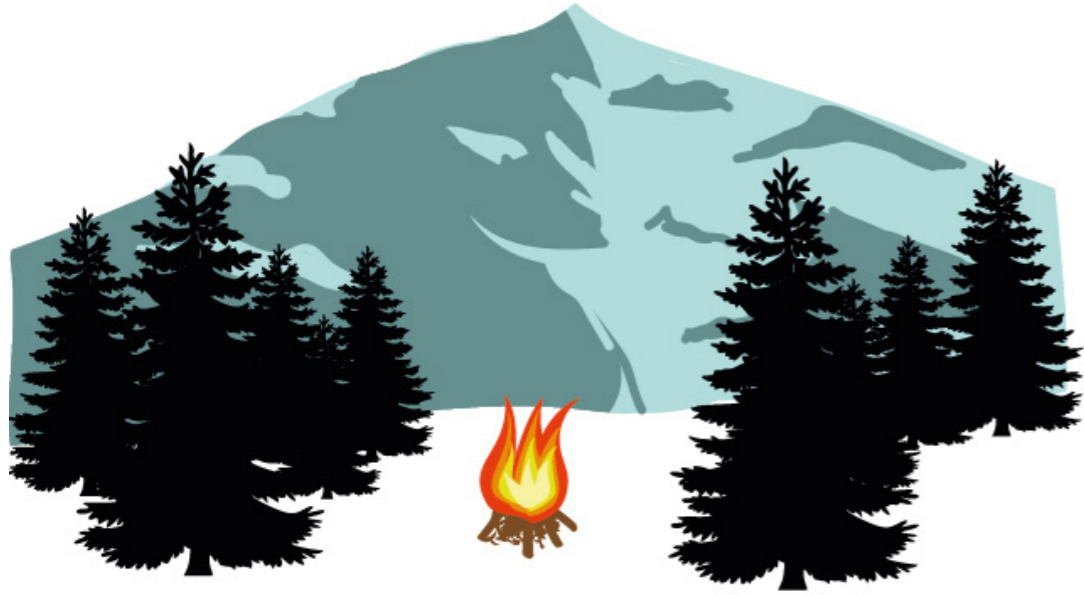
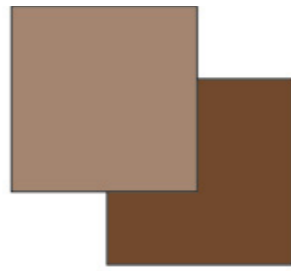
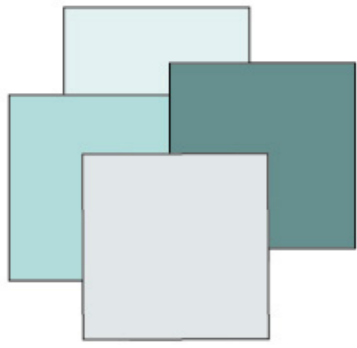






# *Complimentary Colour Wheels*





*Campfire Studios*







CAMPFIRE STUDIOS

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