Destined Descendent: The Promotion Process

Supporting Statement

Destined Descendant is a Video Game concept I created for my Dissertation. At first, it started as a basis for my protagonist's design to exist but the more I developed the story, the more invested I became in making a compelling world for the protagonist to exist in.

This game is about a 19-year-old guy who is a descendant of a highly distinguished Japanese clan of fighters that disappeared from the world suddenly 500 years ago. Over those 500 years, Japan's technological advancements skyrocketed due to one Scientist the world had never heard. What at first was development in the way we live, slowly changed into a subtle way to remove humanity from existence and replace it with artificial intelligence.
With the world oblivious to his plans, the scientist seemed to have no foils to his plan, but there was still one warrior from the since-forgotten clan who was determined to save Japan and expose the scientist for who (and what) they were.

My final project aims to promote this game using its characters, its narrative, and its futuristic aesthetic. I want to combine my love for creating games and my love for graphic design to create an online presence for my story.

IMAX

Brief set by
IMAX

Create a design system that distinguishes new IMAX experiences and products

Deadline
20 March 2024, 5pm GMT

Page 1 of 2

The backstory

IMAX delivers a movie experience like no other. From heart-pounding audio that combines pitch perfect tuning with endless sweet spots around the theatre and pin point accuracy, to awe inspiring images projected on to the biggest screens with unparalleled brightness and clarity, IMAX provides movie magic every time the lights go down.

And now there's even more than just Hollywood blockbusters for audiences to discover. IMAX has four incredible product experience offerings that they want more people to discover:

IMAX 70mm Projection - Select IMAX theatres offer the IMAX Experience featuring 15 perf/70mm film projection which combines the brightest, clearest images at 10x the resolution of standard projection formats. To create this experience, the film must be shot using IMAX's 65mm film cameras.

IMAX Documentaries in IMAX take you to places you've never been: from the deepest trench all the way to outer space. All enveloped in the immersive quality of the IMAX Experience to overwhelm your senses.

IMAX Live is an ultra-immersive experience to see live events in a big movie theatre. From specially filmed concerts, through to live Q&As around the world with your favourite stars, to sporting events, to comedy shows. IMAX Live provides an exciting opportunity for you to experience events in a brand new way.

IMAX Enhanced offers the most immersive viewing experience outside of a theatre. It brings together best-in-class certified devices, remastered content and elevated streaming.

The problem? People aren't aware of these wide offerings from IMAX, and they lack their own distinct identity to showcase their individuality. And that's where you come in.

What's the challenge?

Develop a brand design system to distinguish new IMAX products and experiences as unique offerings under the IMAX umbrella.

You'll need to create a brand new look and feel for both products that can live within the wider IMAX identity, but can also be manipulated and expressed in a variety of ways to fit the huge variety of work that these products have to offer.

You'll need to think about the whole brand journey, from the logo to the landing page to the in-theatre ident. You also have the freedom to redevelop the product names if you feel this would support your idea.

Who are we talking to?

IMAX is a global company, with over 1,600+ theatres in 85+ countries and territories, so your response should speak to a global audience.

Things to think about

Keep it in the family
This is about creating a brand identity structure under an existing brand. Whatever you design and create needs to feel like a natural fit under the IMAX umbrella. For example, when creating an ident, are there natural parts of the IMAX experience (like the countdown) that might be reworked into your new concept?

Stay adaptable
Unlike some traditional brand identities, IMAX branding needs to work across a huge variety of work that may not necessarily exist in standard brand colours and spaces. For example, how could your identity work on both a Taylor Swift concert and an NHL game?

Consider growth
As wide an offering as this is already, these are products that have the opportunity to grow and expand, and there may be new products on the horizon for IMAX too. Think about how your brand identity will be able to adapt and change as the products themselves do.

Things to avoid
Your response must not reference any intellectual property (IP, eg. franchises such as Marvel and Star Wars or artists themselves) or the likenesses of IMAX directors (such as showing them on set or an animated likeness).

The important stuff

Your response must include:

An **explanation** of your overarching concept and why it would work for IMAX and their audiences.

Your new **logos**

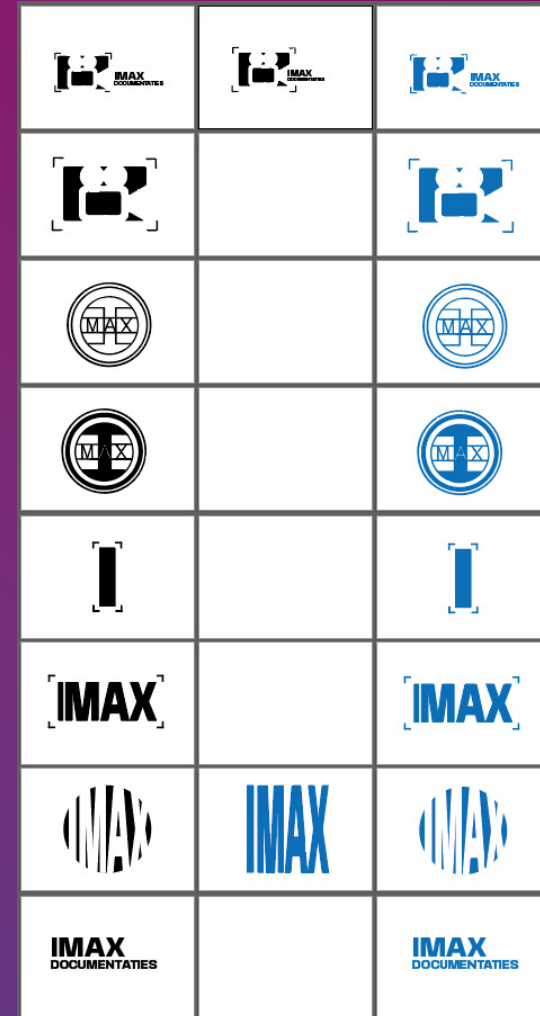An **ident** that will be featured at the start of each experience

A **landing page** mock-up that showcases how the identity would work online

At least **2 examples** of how the brand identity would work on other platforms such as posters and social posts.

For my D&AD project, my plan was to create a logo for each sub-department of the IMAX industry.
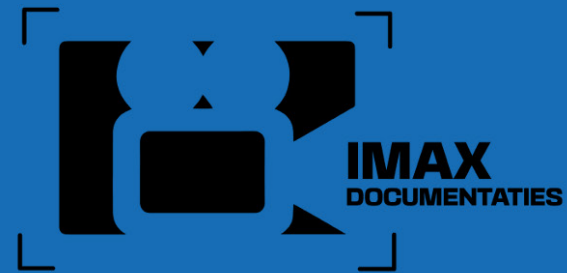
IMAX

Re - Imagined

IMAX

The Objective:

My goal during this project is to re-design the branding of the IMAX company to fully show just how much the IMAX industry has to offer,

What I have decided to do in that regard is design 4 different logos that focus on different parts of the services that IMAX have.

IMAX

IMAX Documentaries:

When it came to designing this logo, I wanted to represent the brand of IMAX in my own way using the 'maximise screen' brackets often seen on streaming services, being used to enlarge the video to full screen.

I positioned the text with in front of the text to show how we will be using out technology to unveil the truths of the world

IMAX
70mm Projection:

With this design, I wanted to merge the letters in IMAX with the outline of a camera lens to show how essential the quality of cameras are to IMAX. This turned out to be the most complex of all the logos considering how I wanted all the new logos to be adaptable when used in different situatuons.
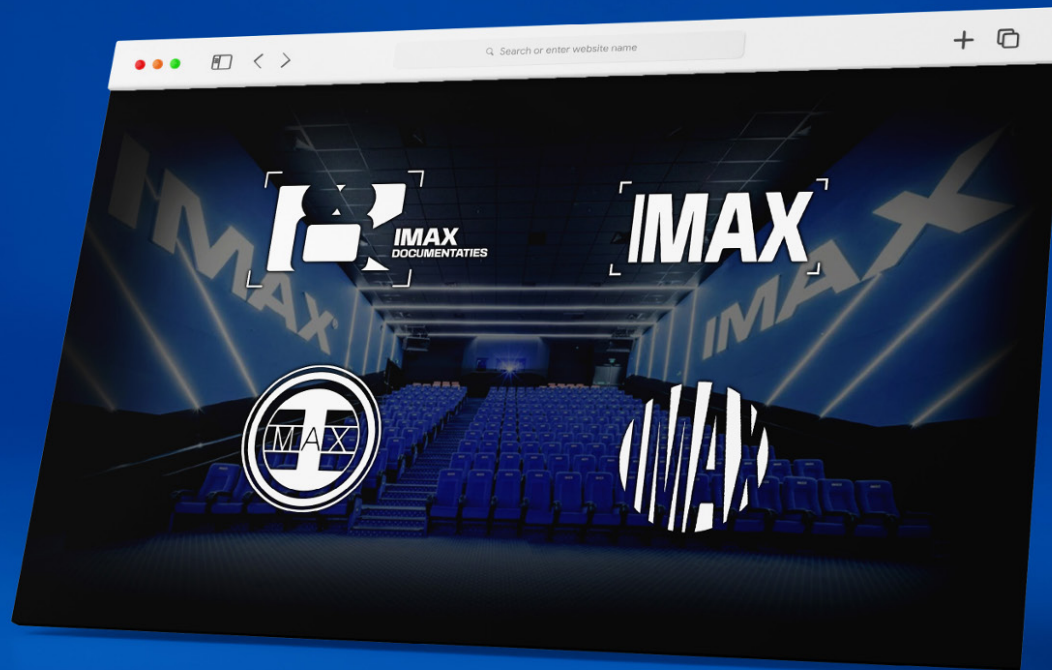
IMAX

IMAX Enhanced:

This design is the most accessable one due to it's simplicity and adaptability. I designed the full logo for website displey and the shortened logo for app icons which will be easily recognised due to the colour combo and simple yet distinctive design.
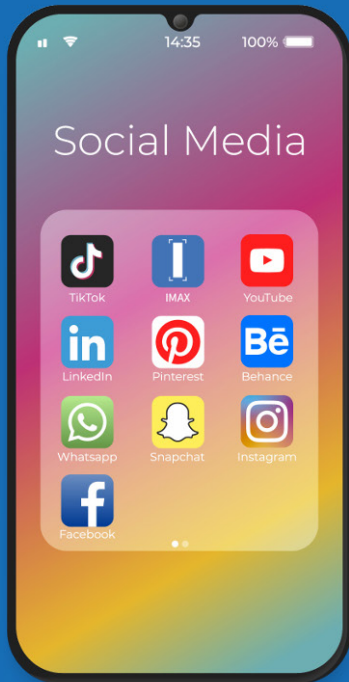
IMAX Live:

I designed this logo in direct inspiration to other streaming services like the NBA and Youtube which tend to have hollowed out insides, leaving a sillhouete, allowing for the rest of the image to spell out the name of the company.

Providing different icons for customers to interact with broadens their understanding of what is available to them and allows for more specific audiences to find what they are looking for with ease.

Social Media

TikTok IMAX YouTube
LinkedIn Pinterest Behance
Whatsapp Snapchat Instagram
Facebook

I added the IMAX Enhanced icon amongst it's peers to show well it would stand out.

I also created an instagram post for IMAX Documentaries to show how the logo can interact with imagery.

IMAX
Antarctica

IMAX DOCUMENTATIES

10.328 views
IMAX Exploring the ICE! Out Now! #frozen
View all 328 comments
6 DAYS AGO

IMAX

Project Proposal

Title: Destend Descendent: The Promotion Process (Game Promotion Production)

Objective : To create a strong and appealing brand identity for Destend Descendent, a futuristic action game to discover the what is nesecary when creating a game's identity and promoting it.

Scope: The plan involves the creation of a logo/title text and visual identity in terms of colours. It also includes concept sketches and refined illustrations of the Protagonist, Antagonist, and the world environment to use in merchendise and advertisement.

Timeline: This project lasts for about 2 months so the aim is to progress with research in my first month and then produce results in the next month.

Target Audience

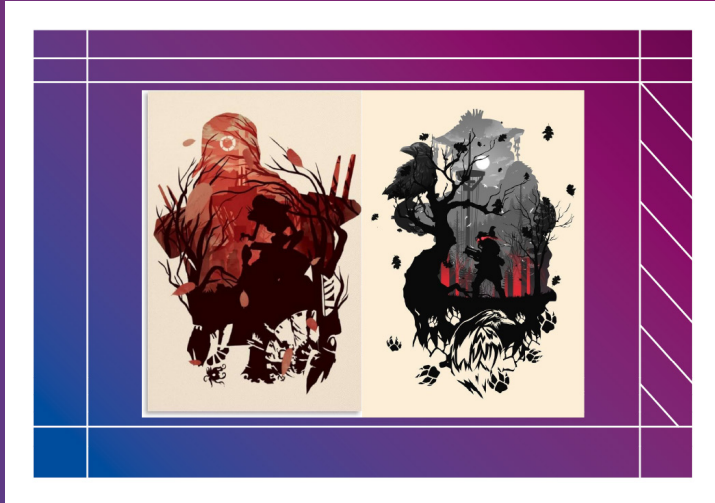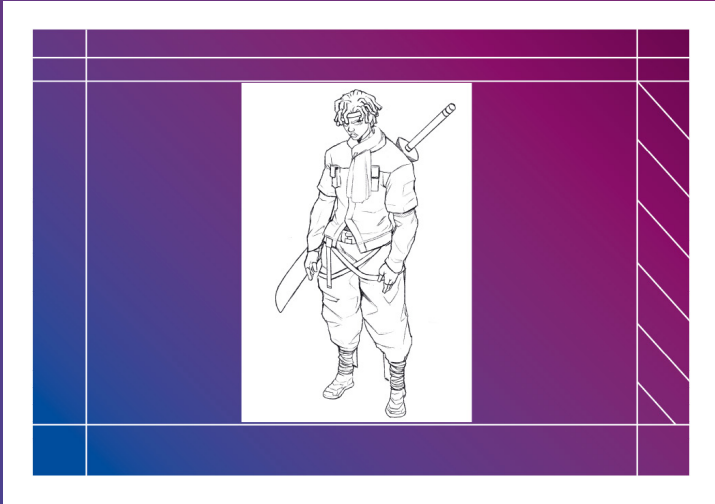**Age: 16 - 35**

Gender: All

Location: Global

Interests: Games, Futuristic, Technology, Martial arts/Weapons, assassins

The demographic is likely to br tech-savvy and interested in all fiction featuring the future. They will likely be players who indulge in the story due to it's dramatic twists and themes, but the main appeal will be to the players who enjoy challenging games and finding creative ways to solve situations with the game being decision-based.

PRESENTATION

The Plan

My plan with this project is to create promotional material for the game concept I created in my P1 and P2 project.

I want to explore and use the many ways that companies uses to promote their games.

Promo art

Crossovers

Merchendise

VALORANT

GENERAL RESEARCH

blade runner

**Thoughts while watching
Blade Runner: The Final Cut:**

- This is my first time watching this movie.
- Due to the movie being relatively old, it gives a vintage aesthetic (that's a bonus for me)
- Immediately notice the buildings' unique and angular design and the city's being covered in lights.
- Flying cars with unique designs to support their capability to fly.
- Neon light umbrellas and building windows covered in neon signs to emphasise the 'futuristic' theme.
- Giant Techno Blimp flying across the city projecting, in both audio and video, announcements.
- Seems to be set in an Asian Country.
- Police cars take off like aeroplanes.
- MC is a rumoured fugitive called 'Blade Runner'.
- Replicants seem to be human-looking, man-made creations with product information.
- These Replicants were designed to be humans with no emotions..but then they gained emotions and began to rebel.
- The building they focus on the most is the Blade Runner temple, which is based on the 'Mayan Temples'.

- Mayan Temples are used for religious purposes and one of them is human sacrifice. That may symbolise something in the movie.
- It's more surprising to have a real owl than an artificial owl.
- They are now giving newly created replicants memories to trick them into thinking they're human which allows them to have greater control over replicants.
- It appears to ALWAYS be raining.
- The contrast lighting in every scene is harsh and sharp,
- replicants are moving in the shadows, interrogating the designers of the replicants to find a way to the 'big boss'
- I will never understand how humans on these shows can create artificial intelligence and artificial life and yet they decide to treat them this badly.
- People swarm the streets and a lot of people have to make bin fires even in a technologically advanced society.
- Cool space helmet hairdryer
- OHH! A replicant blended in with society as an entertainment worker and tried to kill the protagonist when she was discovered. She has been hunted and killed.
- There is another planet where humans have gone apparently.
- That was one heck of a gruesome death scene. RIP Tyrell.

▪ Roy (the big bad of the story) likes to play with his food. That's something a robot with no emotions wouldn't do. I believe he is doing this to make Deckers (the protagonist) suffer as vengeance for his friends that Deckers killed.
▪ "Quite the experience to live in fear, isn't it? That's what it means to be a slave." – Roy 1983
▪ Deckers decides to run away with his replicant lover.

Blade Runner was an extremely valuable experience that brought inspiration to my work in different ways.
For example, the idea of the artificial life creations looking exactly like humans changed my perception on what an artificial revolution could look like. Their idea of giving the Replicants false memories also opened my eyes to new ways that artificial life with sentience could harbour hate for humanity.

The aesthetic of the movie was also exactly what I was looking for when I thought 'Futuristic Dystopia'. The bright lights paired with giant pieces of metal all over the city conveyed the idea of the future being run by technology. They also used the bright lights all over the city as harsh lighting. Yhe harsh lighting can help create a mood depenging on how it isused. The flying cars and messenger blimp aslo tell us that this future is much more advanced than our own. The waether also perfectly conveyed the mood of the movie with it always being dark and raining.
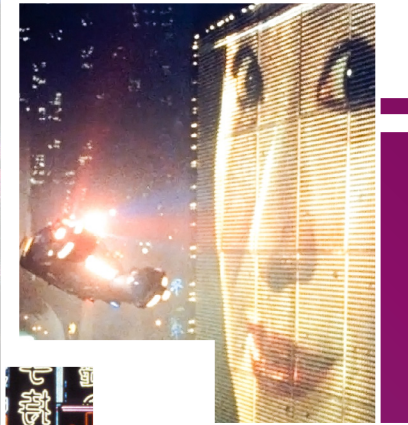
Syd Mead

In "Blade Runner" (1982), Sydney James Mead, commonly known as Syd Mead, was not directly involved in the production. He was a concept artist and futurist renowned for his imaginative and influential work in the realm of science fiction, particularly in envisioning futuristic cityscapes, vehicles, and technology. His designs often epitomized the sleek, cyberpunk aesthetic that "Blade Runner" is famous for.

While Mead wasn't directly involved in the film's production, his futuristic visions heavily influenced the overall aesthetic of "Blade Runner." Director Ridley Scott and the production team drew upon Mead's work and the cyberpunk genre as a whole to create the visually stunning and immersive world of the film.

Mead's designs helped shape the dystopian, neon-lit Los Angeles of 2019 depicted in "Blade Runner," contributing to the film's iconic look and feel. His imaginative concepts for vehicles, architecture, and technology provided the visual foundation for the film's portrayal of a gritty, high-tech future. Despite not having a credited role in the film, Mead's influence on "Blade Runner" is undeniable, and his work remains highly regarded by fans of the genre.
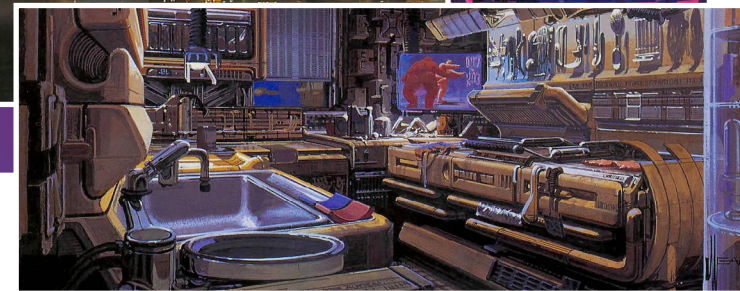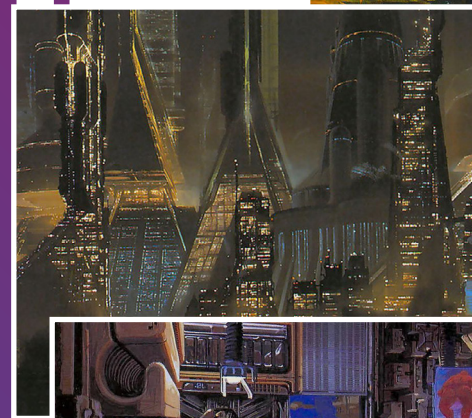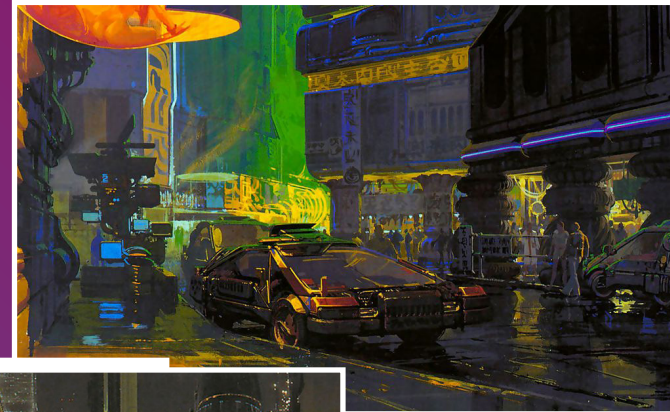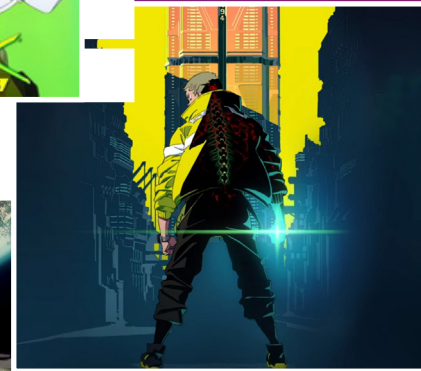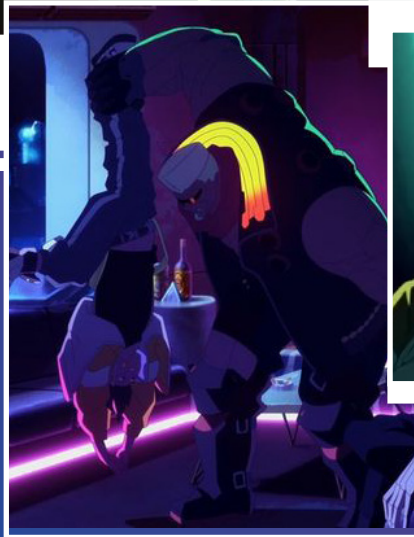
CYBERPUNK: EDGERUNNERS

"Cyberpunk: Edgerunners" is an anime series set in the same universe as the "Cyberpunk 2077" video game. Produced by CD Projekt Red in collaboration with Studio Trigger, the series is set to explore the gritty, high-tech world of Night City and the diverse cast of characters who inhabit it. While specific details about the series' aesthetic are not yet widely available, we can infer certain elements based on the cyberpunk genre and the established universe of "Cyberpunk 2077."

The aesthetic of Cyberpunk: Edgerunners has also heavily inspired the creation of my chaeacter's designs. Cyberpunk is likely to feature sprawling, neon-drenched cityscapes. Expect to see towering skyscrapers, bustling streets, and vibrant signs illuminating the dark urban landscape.

The series will likely showcase a wide array of futuristic technology and cybernetic enhancements. From advanced weaponry and cybernetic implants to cutting-edge gadgets and vehicles, technology will play a central role in shaping the world and its characters.

Cyberpunk: Edgerunners features a diverse cast of characters from various walks of life, including mercenaries, hackers, corporate operatives, and more. Expect to encounter a wide range of factions and organizations vying for power and influence in the shadowy underbelly of Night City.

Fashion in the cyberpunk genre is often eclectic and edgy, blending futuristic elements with punk-inspired streetwear. Characters in Cyberpunk: Edgerunners are likely to express themselves through bold hairstyles, body modifications, and avant-garde clothing, reflecting the series' rebellious and countercultural ethos.

As with many cyberpunk stories, Cyberpunk: Edgerunners is likely to evoke the atmosphere of classic film noir, with its dark, rain-soaked streets, shady characters, and morally ambiguous plotlines. Expect to encounter themes of corruption, moral ambiguity, and existential angst amidst the high-tech futurism of Night City.

Aside from the aesthetic being a core point of inspiration for my character's designs, the way the cast interact with one another posed as an idea of how society would interact with one another. There is no consideration for the civillians with no money, leading to a lot of them becoming criminals or 'Edgerunners'

Game Posters

Creating a captivating game poster involves a combination of creativity, visual appeal, and effective communication. Here are some steps to guide you in making a good game poster design:

Understand the Game: Familiarize yourself with the game's concept, storyline, characters, and visual style. This understanding will help you convey the essence of the game accurately in your poster.

Identify Key Elements: Determine the key elements you want to feature on the poster. This could include prominent characters, significant scenes, or gameplay mechanics that best represent the game.

Choose a Strong Visual Focus: Select a central focal point for your poster that grabs attention and communicates the theme or mood of the game effectively. This could be a striking character pose, an action-packed scene, or a dramatic landscape.

Create a Compelling Composition: Arrange the elements of your poster in a visually pleasing and balanced composition. Consider factors such as hierarchy, balance, and flow to guide the viewer's eye through the design.

Use High-Quality Imagery: Use high-resolution images and graphics to ensure that your poster looks professional and polished. Avoid pixelation or blurriness, especially for key visual elements.

Incorporate Eye-Catching Typography: Choose fonts that complement the visual style of the game and are easy to read from a distance. Experiment with different font styles, sizes, and effects to create emphasis and hierarchy in your text.

Add Intriguing Details: Incorporate additional details, such as subtle textures, decorative elements, or thematic motifs, to enhance the visual interest of your poster and reinforce the game's atmosphere.

Logo Design

Designing a good logo involves a mix of creativity, simplicity, and relevance to the brand or concept it represents. Here's a step-by-step guide to help you create a compelling logo:

Understand the Brand: Gain a deep understanding of the brand's values, personality, target audience, and unique selling points. This understanding will guide your design decisions and ensure that the logo accurately reflects the brand identity.

Research and Inspiration: Conduct research on the industry, competitors, and current design trends to gather inspiration for your logo design. Analyze successful logos within the same niche to identify common elements and strategies.

Sketching and Conceptualization: Start by sketching out rough ideas and concepts for the logo. Explore different visual representations of the brand's identity, experimenting with shapes, symbols, and typography.

Simplicity is Key: Aim for simplicity in your logo design, as simple logos are more memorable, versatile, and scalable. Avoid unnecessary complexity and clutter, focusing on conveying the essence of the brand in a clear and concise manner.

Focus on Versatility: Design a logo that works well across various platforms and media, from digital screens to print materials. Ensure that the logo remains recognizable and impactful whether it's scaled down to a small size or reproduced in black and white.

Choose Appropriate Colors and Fonts: Select colors and fonts that align with the brand's personality and evoke the desired emotional response from the target audience. Consider the psychological effects of different colors and the readability of various font styles.

Balance and Proportion: Pay attention to the balance and proportion of elements within the logo to create a harmonious composition. Ensure that no single element overwhelms the others and that the logo feels visually cohesive.

Make it Timeless: Strive to design a logo that stands the test of time and remains relevant and effective for years to come. Avoid trendy design elements that may quickly become outdated and opt for classic, enduring design choices instead.

Seek Feedback and Iteration: Once you have a few logo concepts, gather feedback from peers, stakeholders, or target audience members. Use this feedback to refine your designs through iterative revisions, focusing on strengthening the most promising concepts.

Finalize and Deliver: Once you've refined your logo design to satisfaction, prepare the final files in various formats suitable for different use cases, such as web, print, and social media. Deliver the logo files to the client or stakeholders along with any brand guidelines or usage instructions.

By following these steps and exercising your creativity, you can create a logo that effectively represents the brand, resonates with the target audience, and stands out in a competitive market.

Splash Art

Splash art is a term primarily used in the context of video games, particularly in the realm of online multiplayer games or other games with a strong visual component. It refers to the high-quality, often highly detailed artwork that is used to represent characters, skins, or other in-game content, particularly during loading screens or promotional materials.

Splash art serves multiple purposes within a game. Primarily, it's used to showcase characters, skins, or other in-game content in a visually appealing and engaging way. It helps set the tone and style of the game, entices players to explore new content or make in-game purchases, and reinforces the overall branding and aesthetic of the game.

Splash art is typically created at a much higher level of detail and quality compared to in-game graphics. Artists have more freedom to incorporate intricate details, dynamic poses, and expressive facial expressions to bring characters and content to life in a way that may not be feasible within the constraints of real-time rendering.

Splash art often doubles as promotional material for the game, appearing in advertisements, trailers, social media posts, and other marketing channels. Eye-catching splash art can generate excitement and anticipation for new game content or updates, helping to attract and retain players.

Splash art plays a crucial role in maintaining consistency and branding within the game. Artwork for different characters or skins should adhere to a cohesive visual style that reflects the overall aesthetic of the game and reinforces its brand identity. This consistency helps create a unified and immersive experience for players.
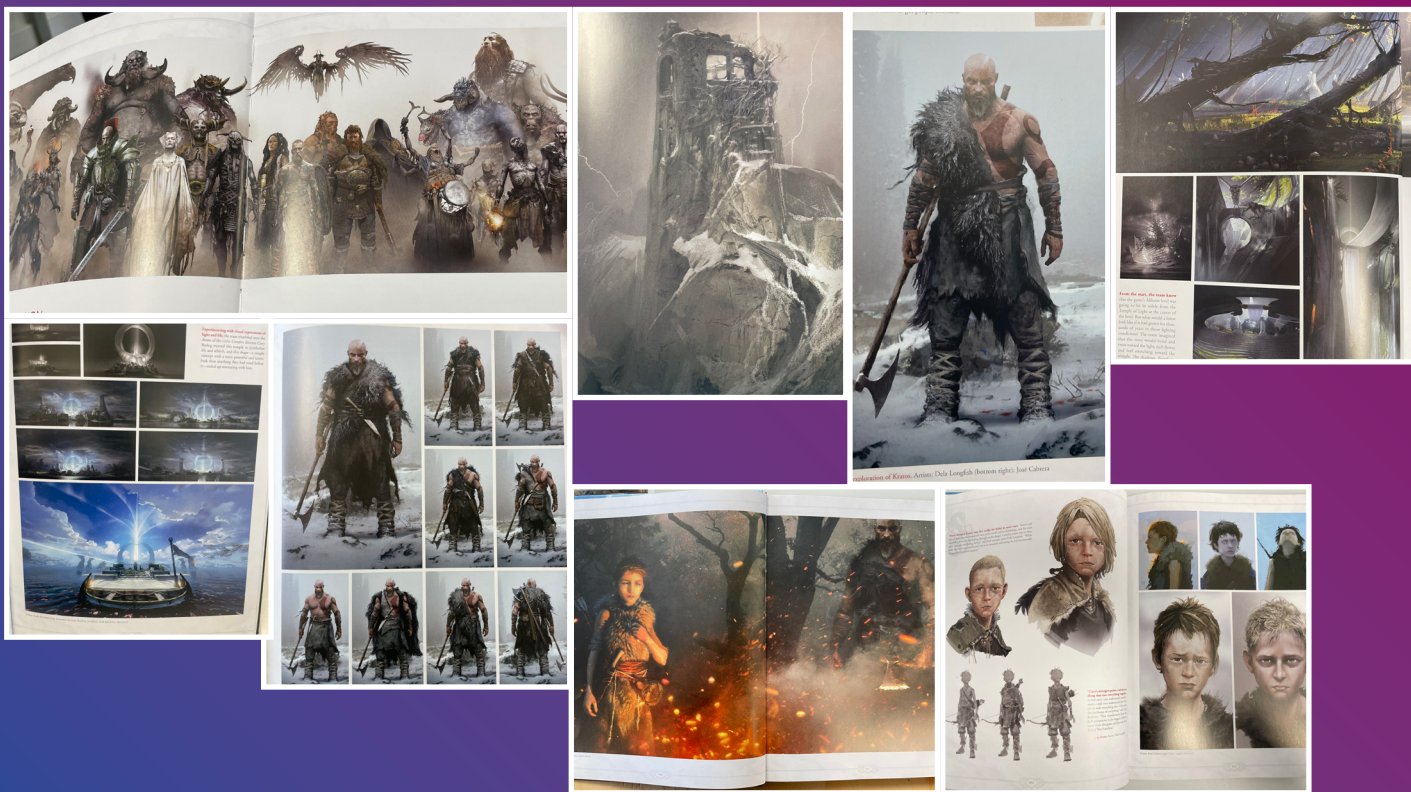
Splash art may evolve over time as the game itself evolves. Updates, expansions, or reworks may lead to changes in character designs or aesthetics, necessitating updates to splash art to reflect these changes. Additionally, advancements in technology or artistry may result in improvements to the quality or style of splash art over time.

Splash art is a vital component of many video games, serving as both a practical tool for showcasing in-game content and a powerful form of visual storytelling and promotion. Its ability to captivate and engage players makes it an essential element in the success of many modern games.
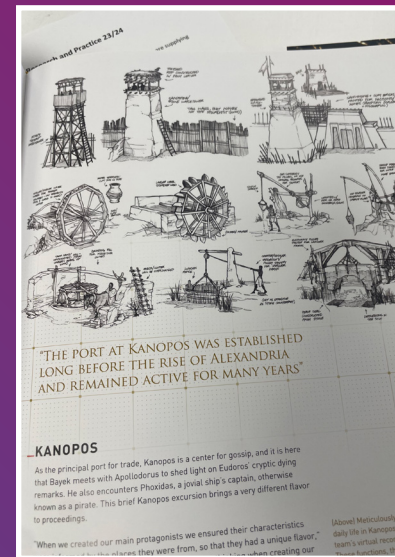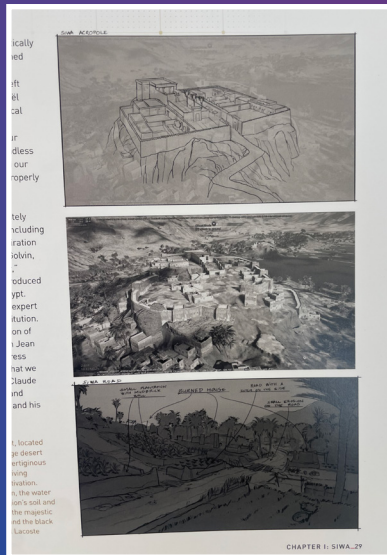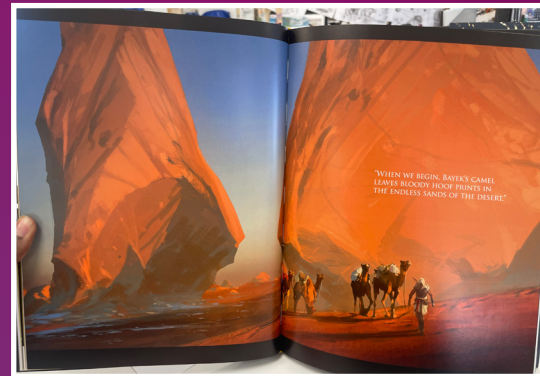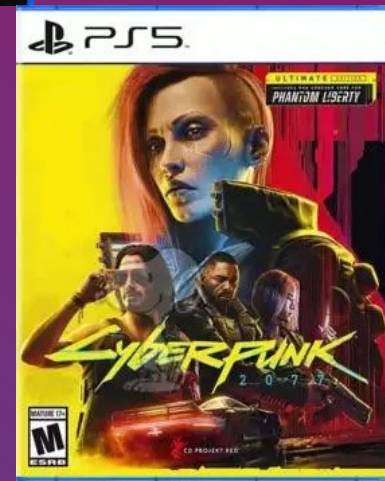
Art Books

GOD OF WAR™

exploration of Kratos. Artists: Dela Longfish (bottom right): José Cabrera

ASSASSIN'S CREED

__BLACK DESERT

Concept artists do more than just study and copy photographs and images found in history books. This would be very dull for them and would not lead to the type of depth and creativity needed to make a compelling video game. No, the worlds we explore in Assassin's Creed, and every dramatic scene, are carefully crafted and directed to leave a lasting impression.

Says Raphaël Lacoste, "The beauty of the black desert is in its contrast, between a bright sand and a dark spectular obsidian color. We did a lot of research, wanting to create an interesting dialectic with the other desert we explore in the game, I did some concept for this biome and wanted this one to be more mysterious, almost lunar – like being on another planet."

"WHEN WE BEGIN, BAYEK'S CAMEL
LEAVES BLOODY HOOF PRINTS IN
THE ENDLESS SANDS OF THE DESERT."

CHAPTER 1: SIWA_29

"THE PORT AT KANOPOS WAS ESTABLISHED
LONG BEFORE THE RISE OF ALEXANDRIA
AND REMAINED ACTIVE FOR MANY YEARS"

__KANOPOS

As the principal port for trade, Kanopos is a center for gossip, and it is here that Bayek meets with Apollodorus to shed light on Eudoros' cryptic dying remarks. He also encounters Phoxidas, a jovial ship's captain, otherwise known as a pirate. This brief Kanopos excursion brings a very different flavor to proceedings.

"When we created our main protagonists we ensured their characteristics [...] the places they were from, so that they had a unique flavor," [...] when creating our

Game Cases

FEEDBACK

TUTORIAL FEEDBACK

Name: Daniel   Date: March 2024

To sell or showcase you're game you need to tell us the story quickly and succinctly

Sets, often used at game fairs to make it more interactive

Stands, promotional stands used in store

Concept art, look at books, your doing the same thing but scaled down, games/films/animations

Jack has that you can look at...
Assassins Creed
Gods of War
Spyro
Game of Thrones
Lord of the Rings
Star Wars, a few and more...

Promotional assets, character development is probably not the best choice for a t-shirt

Look into games fairs and a board range of games merchandise

It's looking good, keep it up!

This feedback made me understand the importance of summarising my story into a narrative that can be told quickly so the audience doesn't lose interest. looking at thees franchises definitely helped in giving me ideas for clothing and weapon design.

TUTORIAL FEEDBACK

Name Daniel Ikotun   Date: 9th April 24

Key action points from tutorial:

Good to see you have developed the main two Characters.

Work on producing a series of Character sheets (splash art) with more information, action, perceptive in the images.

At the moment the character are somewhat static, these need to be in dynamic poses to communicate the emphasis of the game, the traits of the characters, hero vs villain, look at slash out.

Use visual reference to help create more expressive poses.

Create photoshoots of models to use as visual references or

Pose my Art 3d modelling reference.

Development of the environments (world building) more visual research.

Start creating a mood board of different architectural forms Shinto temples, cemeteries, humble small house for the hero, to large cold tech environment for the villain.

Watch both Blade Runners for inspiration for architectural, lighting and colour.

How the concept artist Concept artist Sydney Jay Mead

https://sydmead.com/

developed the ideas through a mash up of cultural identities from buildings, signage, tech, to fashion.

The tech building is based on Ennis House designed by Frank Lloyd Wright's but from ancient Mayan temple influences.

Consider adding more light sources these too can create sense of action, suspense, a depth scale and focal points.

Look at chiaroscuro (English: /kiˌɑːrəˈsk(j)ʊəroʊ/ *kee-AR-ə-SKOOR-oh, -SKURE-*, Italian: [ˌkjaroˈskuːro]; lit. 'light-dark') is the use of strong contrasts between light and dark, usually bold contrasts affecting a whole composition.

Creating 'Splash Art' for my character is an amazing idea and I will be looking more into it. Dynamic poses are definitely needed. Doing photoshoots to have references to draw from is something ive learned to always do as an artist so I am grateful for the advice. Environmental research will be done. I was so suprised when I learned how similar my story is to 'Blade Runner' and I am really happy that I now have a professional work I can directly reference.

CHARACTER RESEARCH

OKU

Oku is the Protagonist of Destined Descendent. He is a 19 year old boy who has trained in martial arts for as long as he can remember. He was told that he is the descendent of a highly distinguished japanease clan that went into hiding years ago. that family was know for their aptitude in martial arts and had been known as the strongest up to their disapearance.

Oku was raised by his Mother, the previous descendant, in the ways of martial arts in order for him to take over the mission of defeating ' The Scientist'. Tragically, his Motehr died in an explosion, leaving nothing but her favourite scarf behind. Wearing her scarf to honourr her memory, Oku set out to start his mission to defeat The Scientist and find out who murdered his mother.

On his journerys ,however, he learns that he is in fact a product of the scientist being a specialy created clone. This discovery brings a lot of what Oku was taught into question

Oku's design is based on a ninja's attire being reinvented with speculated futuristc fashion and tech wear. Oku's initial design wasn't what I was looking for, due to him having no defining features that make him seem important amongst other characters. When I say this, I mean the face due to the character having to be identifiable without his normal attire, including his inherited scarf. This lead me to reinvent what he would look like.

I redesigned his face by exaggerating some features based on his race being 'African/East Asian'

For his clothes I went for a more blue-ish tone to parallel the sharp red scarf he inherited

I gave him a bigger sword to make it easier for him to destroy enemy machinery

I wrapped his ankles in cloth to support it through radical movement while not weighing him down

While I was very happy with the redesign i did for him, I felt that the ninja stealth aesthetic we missing greatly. This made me think more on what my character would need to be good on his mission as a ninja assassin.

I gave him a collar for it to be hard to identify him from behind and to protect the unguarded flesh

I shortened his eyes a bit more to give him a more serious calm look

I gave him a face mask to help hide his identity

All of the blue clothing has been changed to darker colours to help with camouflage

Along with his person's design, I wanted to design his weapons to have a better idea on how he will interact with his environment.

LBB
(Lil Boom Balls)

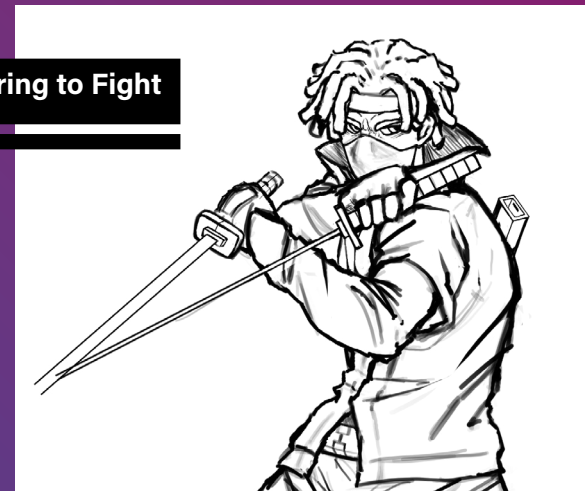Rezakatana
(Laser Katana)

On

Off

On

Off

Hoverboard
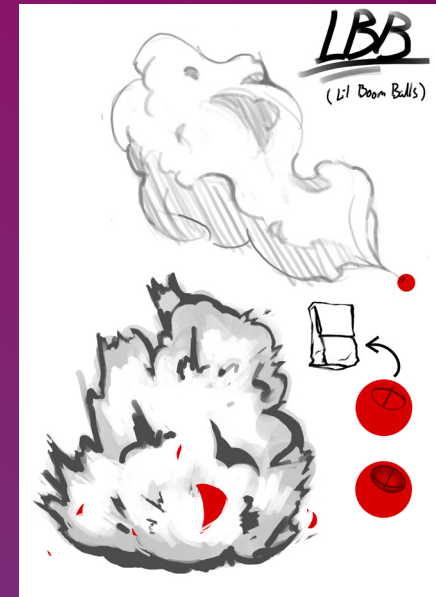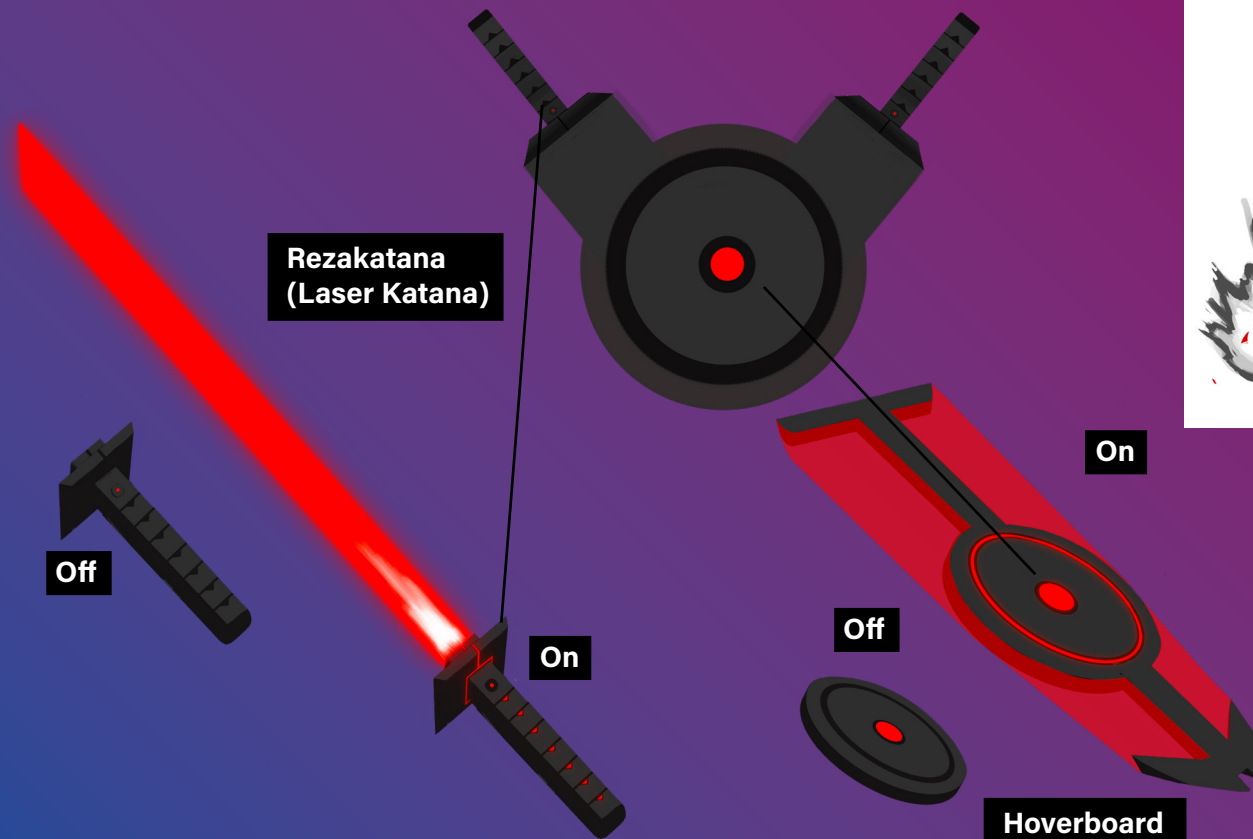
With his design fully realised, I moved on to the 'Splash Art' stage to put him in his environment and to have an artwork to use in posters and advertisement.


Looking over the City
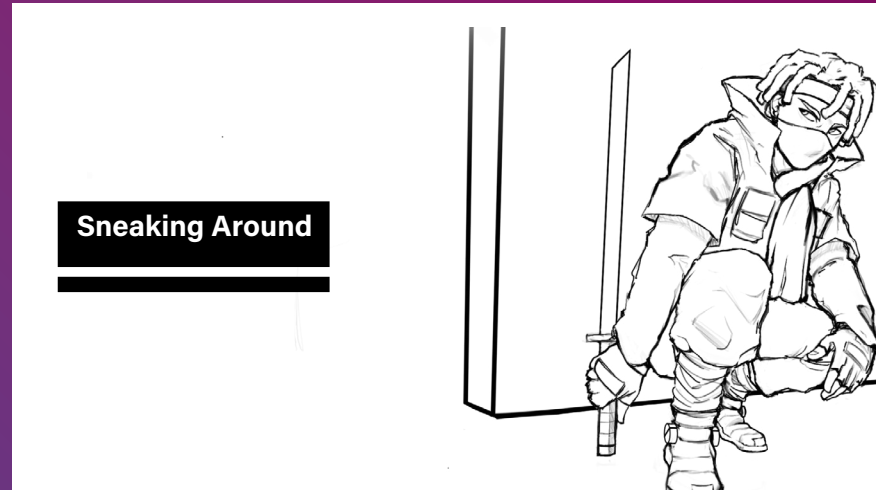
Sneaking Around

Preparing to Fight

Once I found the most endearing design, which I had been told that fighting poses suck in an audience the most, I proceeded with rendering the illustration and placing it in different backgrounds and environments.

When designing the city, I used 'Blade Runner' as a reference in terms of how the city should be coloured. I used grey tones as the base and added splashes of colour in appropriate areas to show that the city is being drained of it life. I made sure everything was metal and reflective to emphasise the notion that the future will be run by technology.
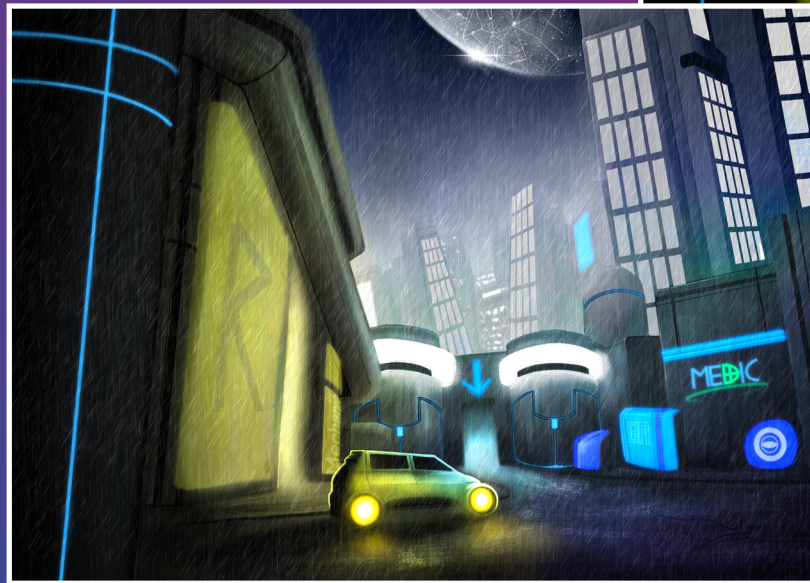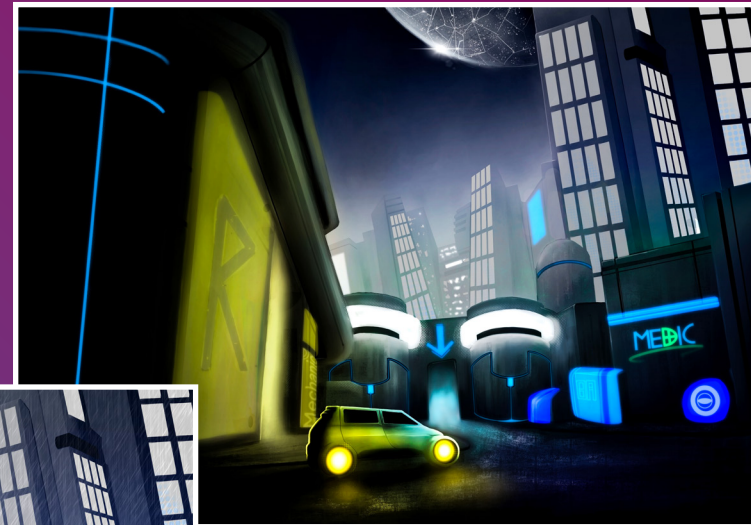
THE SCIENTIST

The Scientist is a man who wants to completely transform the world into a place free of humanity. Due to his comflict with his family at a young age and the watching of humanity as he grew alone, he believes that humanity only causes death and disaster. This naturally means that rejects the humanity within himself, so he decided to begin the process of creating the perfect artificial life form but it was stolen from him. He now has to compensate for the deteriation of his current body with technology. Since The Scientist's current body is also a lesser clone than Oku, I wanted them to look alike in some features. I wanted them to have at least the same eyes, being small and narrow eyes. The rest of The Scientists's features coulld be changed.
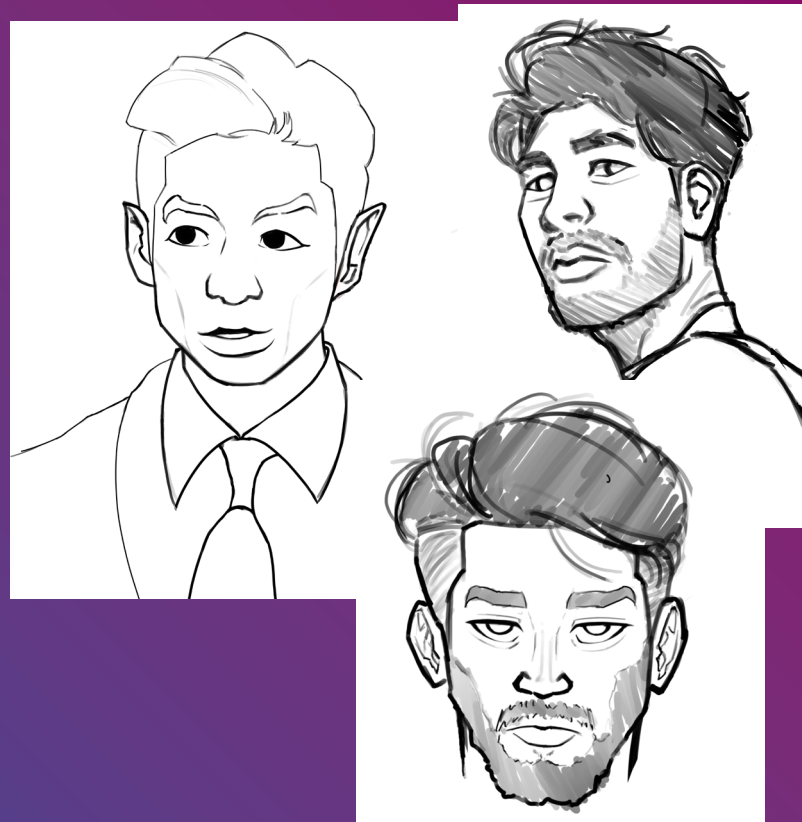
In the end, I managed to create a person that looked like he didn't care about anyone he's around. I gave him white, blue-tinted clothes to parallel Oku and to show that the life within his body is fading away. The only things helping him to continue functioning in that body aare the cybernetic enhancements he discretely places throughout his body to make it see that he is still human.
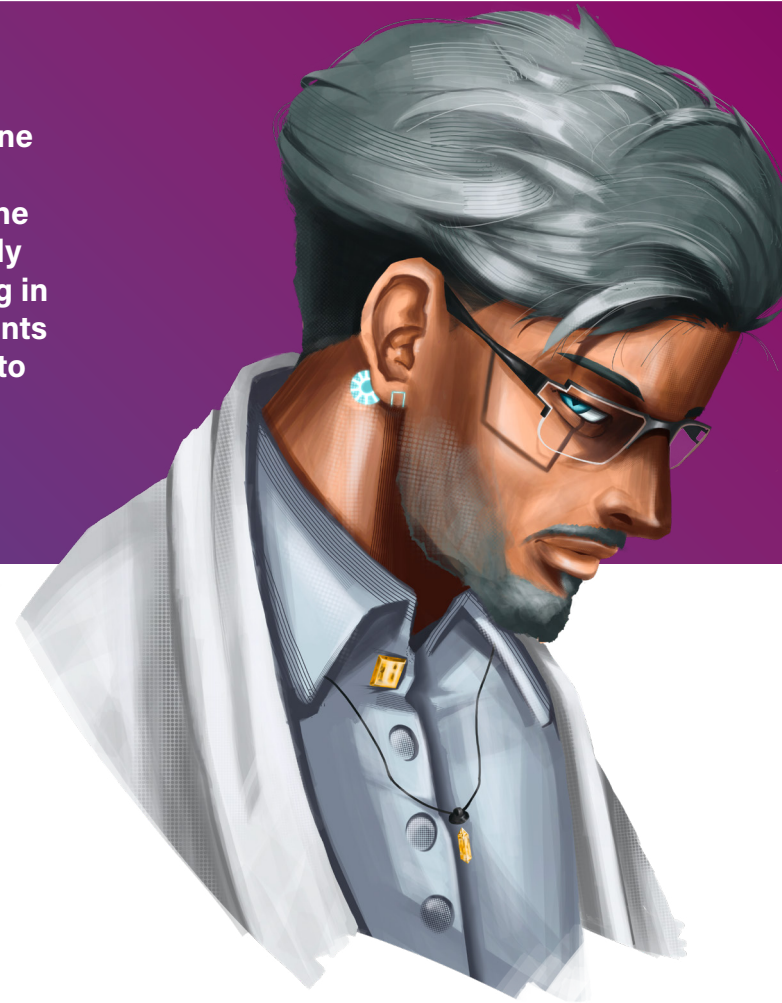
GAME DEVELOPMENT

The Synopsis of the Game

This game is about a 19-year-old guy who is a descendant of a highly distinguished Japanese clan of fighters that disappeared from the world suddenly 500 years ago.

Over those 500 years, Japan's technological advancements skyrocketed due to one Scientist the world had never heard. What at first was development in the way we live, slowly changed into a subtle way to remove humanity from existence and replace it with artificial intelligence.

With the world oblivious to his plans, the scientist seemed to have no foils to his plan, but there was still one warrior from the since-forgotten clan who was determined to save Japan and expose the scientist for who (and what) they were.

The Protagonist named Oku goes travels the city as an assassin taking out the scientist's 'Mod Stations' (where humans are turned into robots).

This mission was given to him by his late mother figure who died on one of these missions in an explosion while she was taking Oku on his first mission. Ever since then, Oku would wear her scarf on all his missions in memory of her, as loyalty to the family was the lession he was most taught.

Later in the game, it is revealed that Oku is a clone of 'The Scientist'. It was planned that The Scientist would use Oku as his next body after he spent so much time creating the perfect vessel for possession, but his plan was ruined but 'The Descendant' who would later act as Oku's mother figure after she stole him from The Scientist. Oku would only learn of this truth during a mission to stop The Scientist, which caused great conflict within his mind. He doesn't know what he should do anymore because now The Scientist is, who he considered his greatest enemy, is his only biological relative and he was taught to stay loyal to family.

This game is about creating your own destiny, which is why it is a choice-based game. The player chooses their fate.

Logo Creation

During the creatioin process of my Title Text/Logo, I found that I wanted it to have a futuristic, glitchy aesthetic for the games brand design as a whole. With this in mind, i wnet looking for the font that would fit this description best.

Destined
Descendent

DESTINED
DESCENDENT

DESTINED
DESCENDENT

DESTINED
DESCENDENT

DESTINED
DESCENDENT

DESTINED
DESCENDENT

DESTINED
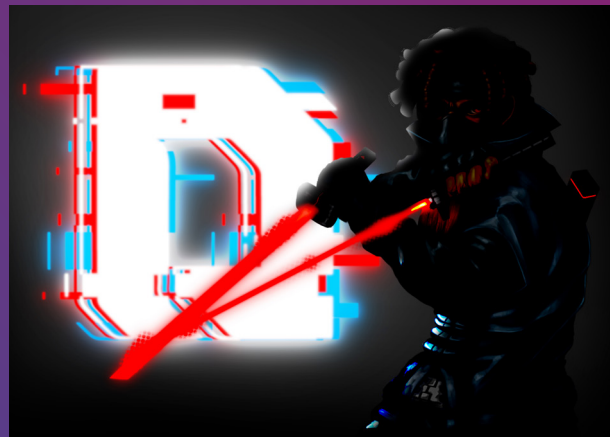**DESCENDENT**

DESTINED
DESCENDENT

DESTINED DESCENDENT

After careful consideration, a lot of experimentation, and feedback from my peers, I decided to use this font to make the Title Text and a Logo.

With everything being made, I moved on to the poster creation process and tried different designs out:

All of these designs would lead to the design that I used as the main appeal:

I would then use these designs to create my final products of Promotion: