

# WHAT WILL THE FUTURE OF ESPORTS LOOK LIKE?



## Contents

### Key

(PR) - Primary Research

(SR) - Secondary Research

(VR) - Visual Research

(VE) - Visual Experiments

(VD) - Visual Developments

(OD) - Outcome Developments

(PO) - Project Outcomes

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## Idea Generation



Fig 1 (front cover): Team Vitality, Esports Awards 2023

## Key topics

- Music
- Video games
- Addiction
- Mental health
- Online communities
- Gaming culture
- Animation
- Anime
- Cars
- Electric cars
- Electric vs gas cars

## Key Practices

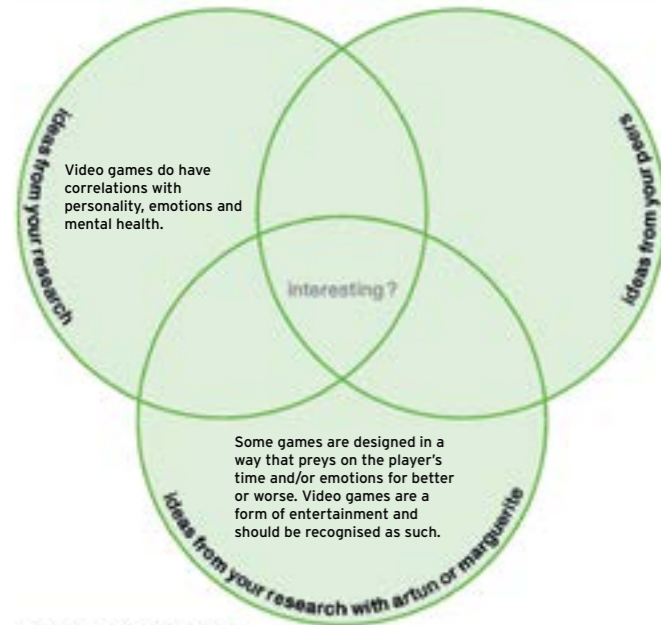
- Poster design
- Merchandising
- Animation
- Motion GFX
- Photography
- Advertising
- Branding
- Infographics

final major project  
**research + ideation**

name  
Adam Wilson

design specialism  
eg animation  
Motion/info graphics

problem  
eg climate change  
Mental health in gaming



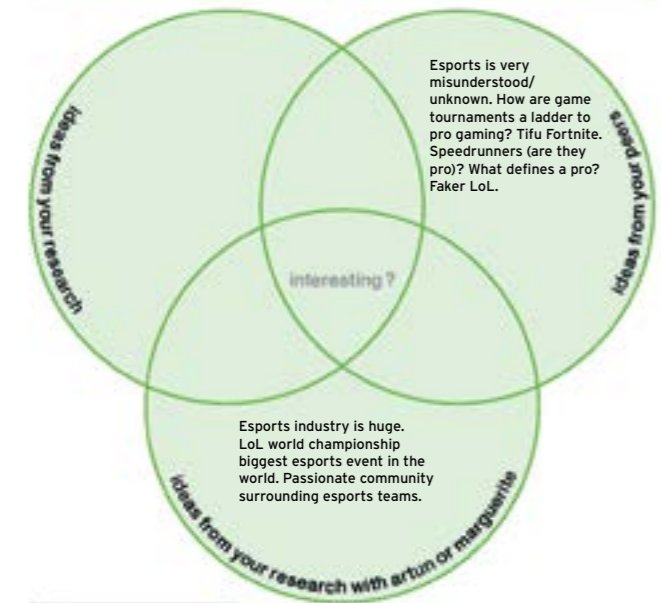
- which research group?
- are you for real?
  - who is responsible?
  - what do representations re-present?
  - what's in a name?

final major project  
**research + ideation**

name  
Adam Wilson

design specialism  
eg animation  
Motion/info graphics

problem  
eg climate change  
Understanding of esports pros



- which research group?
- are you for real?
  - who is responsible?
  - what do representations re-present?
  - what's in a name?

final major project  
**project proposal**

date  
10/1/24

version  
1

**what...**

... is your research question ?  
How can video games be used as a tool for positive mental health?

**how...**

... will you solve them ?  
- Encouraging positive attitudes towards gaming as a tool for positive mental health  
- Fighting online trolls/bullys/toxicity  
- Creating/encouraging positive communities in online gaming spaces

... are the problems to solve ?  
- Stigma/attitudes towards gaming  
- Negative communities  
- Online trolls/bullys  
- Toxicity in gaming  
- Gaming misuse

... technical skills will you need ?  
- Topic understanding  
- Audience understanding  
- Audience/message communication  
- Understanding of problems/solutions  
- Infographic design  
- Motion design/animation

**who...**

... are you designing for ?  
- Gamers who can better use their hobby as a tool for positive mental health

**how...**

... will you acquire them ?  
- Primary research  
- Secondary Research  
- Audience research  
- Online information/stats

... will you test with them ?  
- Questionnaires  
- Personal experiences  
- Feedback

**why...**

...do you want to do this ?  
- Gaming is one of my biggest hobbies and I believe that it can be used as a tool for positive mental health. I want to find out how much this is true and what I could do to spread the information and help other people

is anything about this new ?  
 yes  
 no

final major project  
**project proposal**

date  
15/1/24

version  
3

**what...**

... is your research question ?  
Are esports professionals athletes?

**how...**

... will you solve them ?  
- Sharing information about esports  
- Research differences/similarities between esports athletes and others  
- Explore what makes someone an 'athlete' or a 'pro'  
- Research how influential the esports industry is.  
- Explore differences between e/sports

... are the problems to solve ?  
- Lack of understanding of esports professionals  
- Debate as to whether esports pros are 'athletes' or not  
- What defines an 'athlete' or a 'pro' ?  
- How big is the esports industry?  
- How does esports differ/compare to other sports?

... technical skills will you need ?  
- Motion design / animation  
- Infographic design  
- Topic / industry research  
- Primary/secondary researching  
- Adobe Ps/Ai/Ae/Me

**who...**

... are you designing for ?  
Designing in support of esports players/pros and the esports industry, encouraging gamers to get into esports. Educating people about esports.

**how...**

... will you acquire them ?  
- Practical experimentation  
- Theory research  
- Practical research/tutorials/workshops  
- Carry out variety of primary/secondary research

... will you test with them ?  
- Questionnaires  
- Personal experiences  
- Review/Feedback

**why...**

...do you want to do this ?  
I am very passionate about video games and find the esports industry very interesting and unique. I want to find out more about how esports differs and/or compares to other sports.

is anything about this new ?  
 yes  
 no

**Draft Project Proposals**

Project proposal pages

final major project  
**project proposal**

date  
19/1/24

version  
4 / Final

**what...**

... is your research question ?  
Could E-sports be the next olympics?

... are the problems to solve ?  
- Lack of understanding of esports professionals  
- Debate as to whether esports pros are 'athletes' or not  
- What defines an 'athlete' or a 'pro' ?  
- How big is the esports industry?  
- How does esports differ/compare to other sports?

... technical skills will you need ?  
- Motion design / animation  
- Infographic design  
- Marketing design / propoganda  
- Topic / industry research  
- Primary/secondary researching  
- Adobe Ps/Ai/Ae/Me

**who...**

... are you designing for ?  
Designing in support of esports players/pros and the esports industry, encouraging gamers to get into esports. Educating people about esports.

**why...**

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I am very passionate about video games and find the esports industry very interesting and unique. I want to find out more about how esports differs and/or compares to other sports.

**how...**

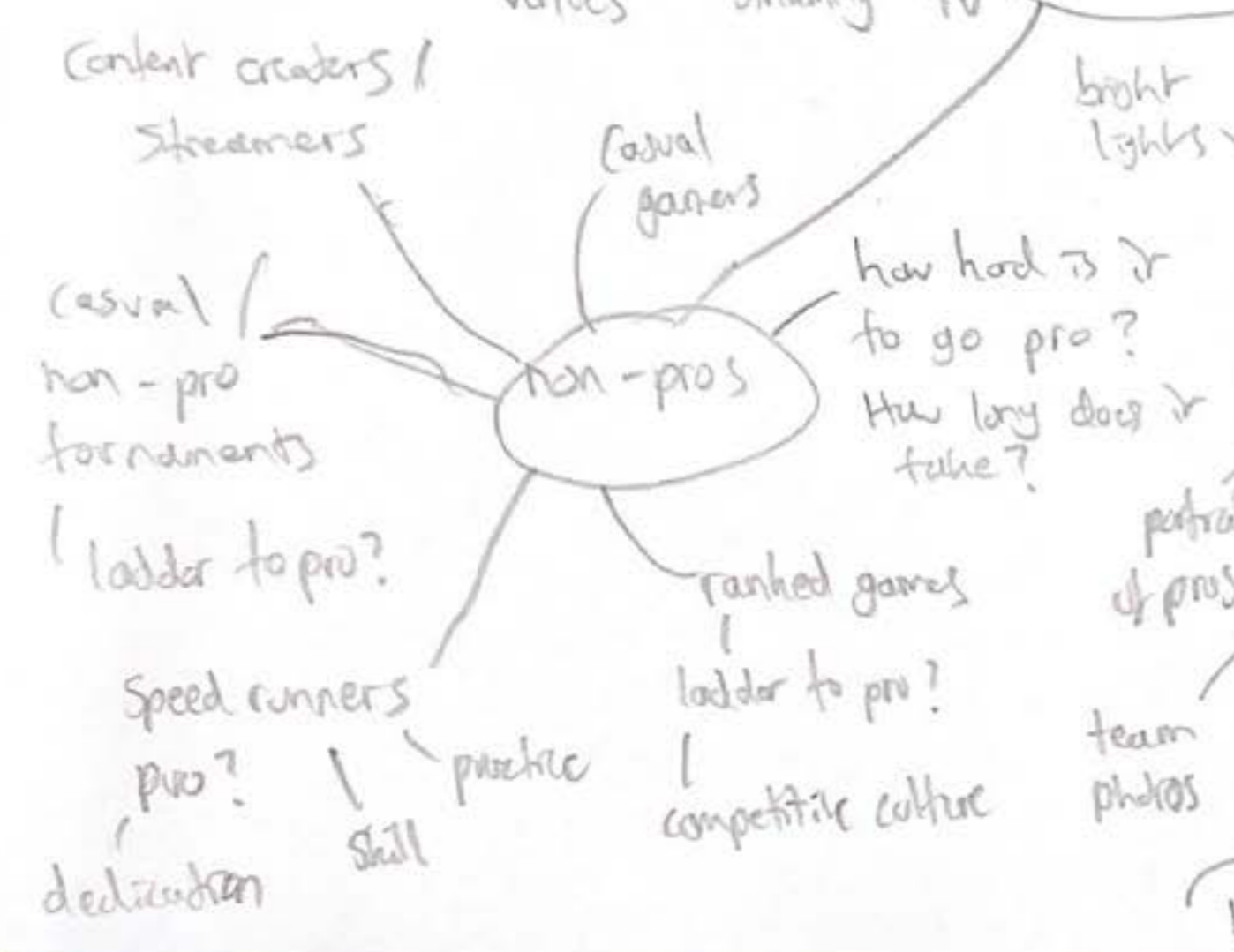
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- Explore differences between e/sports

... will you acquire them ?  
- Practical experimentation  
- Theory research  
- Practical research/tutorials/workshops  
- Carry out variety of primary/secondary research

**how...**

... will you test with them ?  
- Questionnaires  
- Personal experiences  
- Review/Feedback

is anything about this new ?  
 yes  
 no



## Tutor Tutorial

Questions / research topics:

Could e-sports be the next Olympics? (Or bigger?)

Is esports gender neutral?

Are esports professionals real athletes?

Comparing esports professionals to real athletes (training, health)

Propaganda (recruitment campaign)

How does esports compare/differ from other sports?

What physical/physiological effects do esports players endure?


Fig 2 (below). League of Legends Worlds Championship



FMP!  
w/



1-1 w/ Sarah

15/11/24

Q: Could esports be the next Olympics? 

↳ could esports be bigger than the Olympics

- esports is gender neutral ♀

- are esports pros real athletes?  / 

↳ compare physiological responses to other extreme jobs/roles  
i.e. jet pilots / firefighters / F1 drivers / drone pilots.

- research propaganda - recruitment campaign for e-sports.

↳ war propaganda.

↳ hunger games propaganda. - selling the HG

- how does e-sports compare to other traditional sports?

- research physical / physiological effects on esports professionals

↳ heart rate, blood tests, stress, etc.

## Primary Research

### Interview

Interview with Joel Newman, Aspiring esports player.  
Image from Joel's Instagram @prismovoid

First question, How long have you been interested in esports?

"I've been interested for a very long time, I just never had the confidence or potential to approach it seeing as I was in full time education... so I always had that interest, but I never had the ability or the time to pursue it." (Joel Newman, 2024)

Ok, so what or who got you into esports?

"I never got pulled into esports by anyone, through myself I've always wanted to get involved. I got an opportunity to go on stage in Montpellier, France for the final of the LEC [League of Legends European Championship], and I played up there. Afterwards, I really could not stop thinking about it... when I started playing [League of Legends] on stage I started to see a new potential future." (Joel Newman, 2024)

Alright, so you would say you discovered esports yourself rather than through anyone in particular. Was that through the games themselves or any esports events?

"It was through [a friend] who won a competition to go backstage. If it wasn't for him I wouldn't have gone on stage and wouldn't have started to love esports in a different way than I did prior" (Joel Newman, 2024)

How would you describe esports to someone that doesn't already know what it is?

"As a professional sports, like I would any other sport. It's the same as any athletic, professional sport like football or rugby. The hours they put into it is the same, if not more, but you obviously don't do anything physical, its all on a computer screen" (Joel Newman, 2024)

Do you think esports should be marketed to more people outside of existing fans and players?

"In terms of people who may be interested but have never experienced before, I think it definitely should. The sport behind it is similar to that of rugby or football, it is a massive community that fills out stadiums, so I definitely think it should be marketed to more people" (Joel Newman, 2024)

What do you think are the best aspects about esports? Anything that inspires or excites you?

"I think that best thing about esports is having a career that you love. Having a career where you are the best of the best, is just the dream, to work in a team and to perform over 100% is what I love about it. The constant pushing of limits. The breaking of records. The crowds behind it. The atmosphere. (Joel Newman, 2024)

"You just have to put everything into it. No matter who you are, just play." (Joel Newman, 2024)

Fig 3. Joel Newman (Esports player)



## Primary Research

### Interview

Interview with Dan Batelaan, Esports coach/analyst  
Image from Dan's Instagram @kooli.r6

First question, how long have you been interested in esports?

"I've been interested in esports for about 3 years? ... 4? 5? Yeah 5. I was just like, a viewer at the start of college [2018]." (Dan Batelaan, 2024)

"However, coming to uni, during a gap year I watched some of the uni competitions. During one of the competitions a player really stuck out and I was like, ah damn, he's pretty cool and pretty good. It turned out a week later, he got picked up as [Esports team] Rogue's analyst for Rainbow Six Siege. That kind of inspired my start in a career in Esports." (Dan Batelaan, 2024)

Ok, great, so that was Rainbow Six Siege that was the beginning for you. So, is there anyone else you have inspired to get into esports, any friends?

"Yeah! So, quite a few of my friends are interested in esports and are wanting to get into it, due to the stuff that I do. There is quite a few beginning analysts who come to me to ask for help. There is a chance that I am signing with [Fnatic Esports team] in the upcoming months." (Dan Batelaan, 2024)

How would you describe esports to someone who doesn't know what it is?

"Professional competitive video gaming. That is what I do. That is esports" (Dan Batelaan, 2024)

Do you think esports should be marketed to more people outside of existing fans and players?

"I think it can, and should be marketed to more people. As I do believe a lot of people would enjoy watching and partaking, as it is something that anyone can do. It isn't just a top-of-the-top scene. Anyone can take part, no matter their level, it's just a matter of finding the passion for it and finding a game that suits you" (Dan Batelaan, 2024)

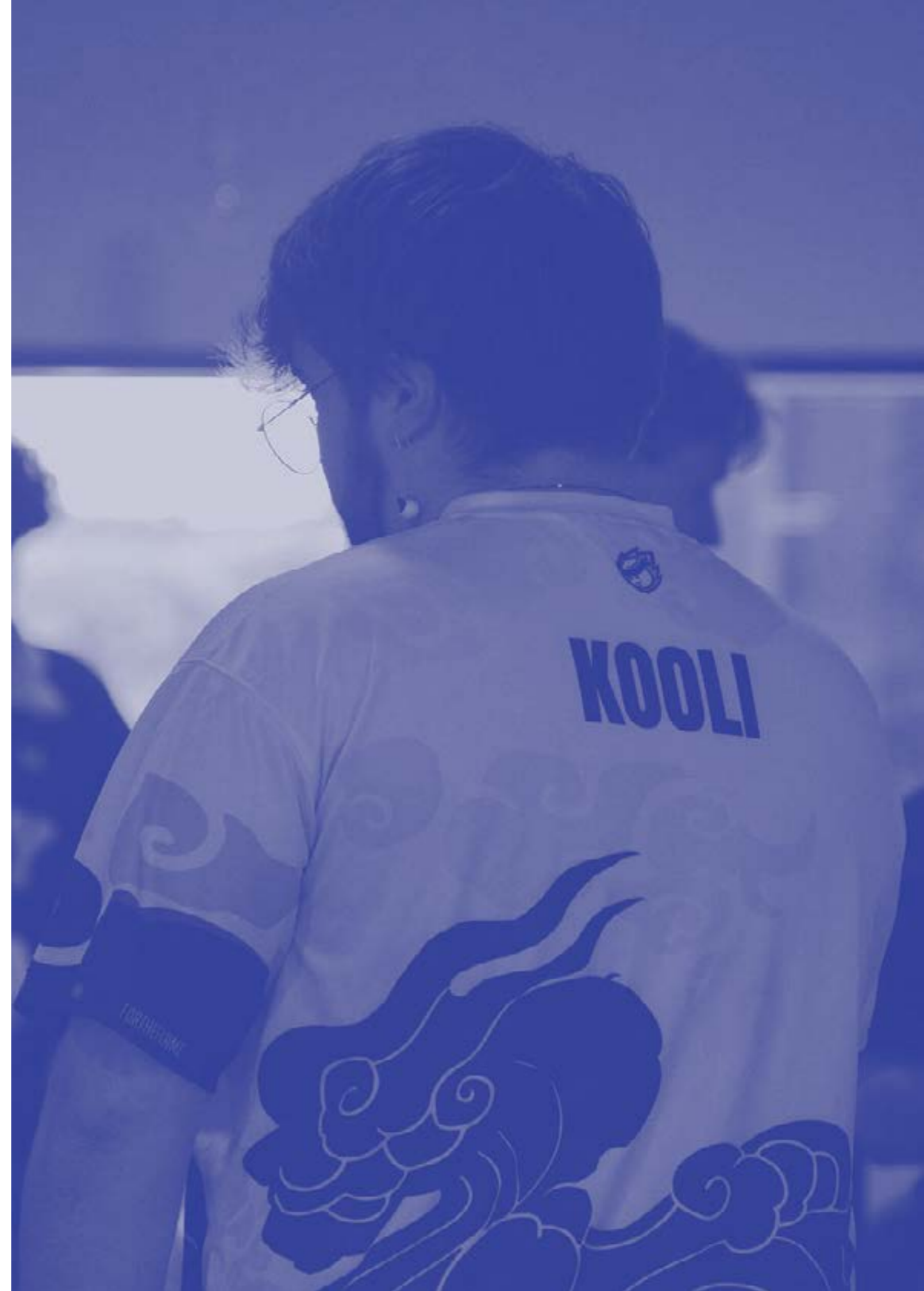
Could you elaborate on the tier system. Is that exclusive to Rainbow Six Siege, or a general esports thing?

"It's a general esports thing. Tier 1 is the professionals that get paid, and are top-of-the-top. Tier 2 is very nearly tier 1 level, they need to learn a few extra things, or there is no space for their in tier 1. Tier 3 is the kind of teams you make with friends where you are trying and doing well but you aren't quite tier 2. Tier 4 is anyone, just getting involved in competitive tournaments. Tier 5 is sort of university teams, less serious." (Dan Batelaan, 2024)

What do you think are the best aspects about esports? Anything that inspires or excites you?

"I really love the majors, and the massive events that are held, and the community feel in the esports scene." (Dan Batelaan, 2024)

Fig 4. Dan Batelaan (Esports analyst)





**“When I started playing on stage, I started to see a new potential future”**

**“The best thing about esports is having a career that you love”**

**“To work in a team and to perform over 100%”**

**“The constant pushing of limits, the breaking of records, the crowds, the atmosphere”**

**Joel Newman, 2024**

Fig 3 . Joel Newman (Esports player)

**“Professional, competitive video gaming”**

**“It can, and should be marketed to more people”**

**“It is something that anyone can do, anyone can take part”**

**“I love the majors, massive events that are held, and the community feel”**

**Dan Batelaan, 2024**

Fig 4. Dan Batelaan (Esports analyst)

## Secondary Research

### eSports - Competitive sports or recreational activity, Kirstin Hallmann

Hallmann, K. (2018) "eSports - Competitive sports or recreational activity?," Sport management review, 21, pp. 14-20. doi: 10.1016/j.smr.2017.07.011.

- Sport "means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels" (Council of Europe, 2001)
- "eSports players are exposed to physiological stresses and strains during competitions, which are to some extent comparable to the ones of top athletes from other sports" (Kirstin Hallmann, 2018)
- "While their level of cortisol during competitions is comparable to the one of racing drivers, their average heart rate during competitions is over 100 beats per minute with peaks of up to 160 to 180 beats per minute" (Kirstin Hallmann, 2018)
- "Researchers concluded that in combination with the players' high motor requirements eSports is on a par with some other sports regarding the physiological stresses and strains" (Kirstin Hallmann, 2018)
- "Analysing the motivation of players to be active in eSports, Weiss and Schiele (2013) identified competition, challenge as well as escapism to have a positive effect on the use of eSports" (Kirstin Hallmann, 2018)
- "Martoncik (2015) showed that for professional players eSports is not only about fun and playing games, but it can serve as a means to satisfy other needs, such as forming relationships with team partners and achieving life goals" (Kirstin Hallmann, 2018)
- "eSports players neither saw their activities as leisure time nor work, but something in between and a platform for carrying out identity projects (Seo, 2016)" (Kirstin Hallmann, 2018)
- "Professional players were interested in sharing their passion and making it attractive to a wider audience, which is also important for event organisers and sponsors increasing the financial values of eSports" (Kirstin Hallmann, 2018)
- "eSports players have also been the research interest of Seo and Jung (2016), who stated that eSports have been developed and professionalised through the interrelated nexuses of the different consumption practices of playing, watching, and governing" (Kirstin Hallmann, 2018)

## Secondary Research

### Fnatic: 15 years at the top of esports, BBC

BBC (2019) Fnatic: 15 years at the top of esports, BBC. Available at: <https://www.bbc.co.uk/news/newsbeat-49124245>

- Sam Mathews founded esports organisation Fnatic in 2004 when he was 19.
- "I think early on we knew the vision for what was going to come, it was inevitable that the devices were going to get there and the internet connection was going to grow" (Sam Mathews, 2019)
- "It's taken a long time and it wasn't until streaming, YouTube and the ability to watch it live that it really started to take off." (Sam Mathews, 2019)
- "Because it wasn't just the thrill of playing, it was actually the thrill of watching people who are way better at this thing than you could ever be. I think that's what's so exciting about it now, it's the new TV." (Sam Mathews, 2019)
- "I think inherently other sports organisers see it as a threat - and rightly so. It's like before Spotify there were CDs, and before that Vinyl. I think sports are getting disrupted, in a similar way, by this always online engaging experience that you get from gaming. I think that's something that hopefully the sports out there will start to adapt to - and they'll modify to be a part of this new wave." (Sam Mathews, 2019)
- Sam believes that esports is 'disrupting' others sports, giving the impression that it may be catching up to or even overtaking some sports in popularity.

Fig 5. Sam Mathews (left)



## Secondary Research

### esports History

Larch, F. (2023) eSports History: How it all began, ISPO. Available at: <https://www.ispo.com/en/sports-business/esports-history-how-it-all-began#!> (Accessed: February 5, 2024)

- The beginning of esports happened in 1972. On October 19, "the Artificial Intelligence Laboratory at Stanford University hosted the world's first eSports tournament, the "Intergalactic Spacewar Olympics."" (Larch, 2023)

- The prize for this tournament was a year subscription to Rolling Stones magazine. (Larch, 2023)

- Arcades were established in the 70s, allowing gamers to compete at games in a social space. (Larch, 2023)

- Arcades became more competitive when the game Sea Wolf introduced a permanent high score list. (Larch, 2023)

- In 1979, Starfire and Asteroids introduced name codes for high score lists, allowing players to identify scores with a name. (Larch, 2023)

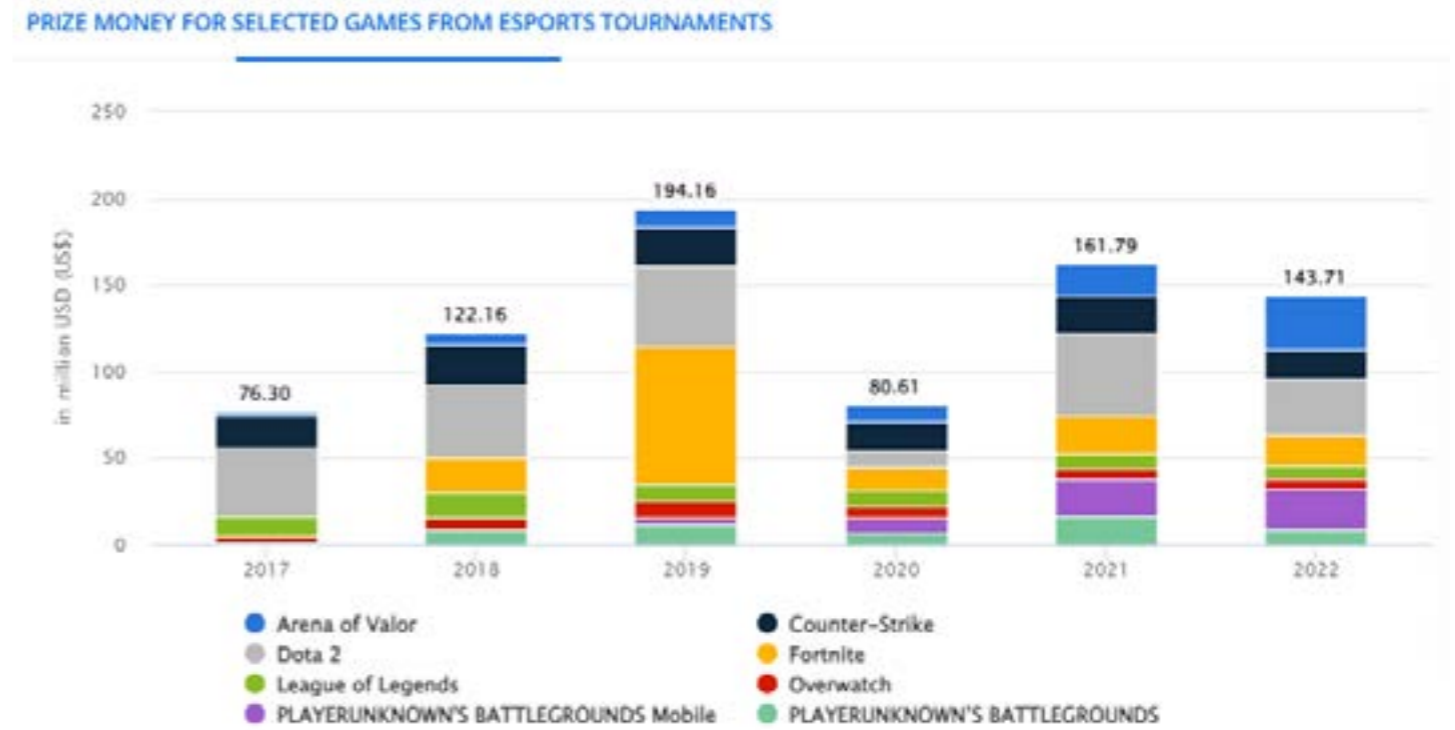
- In 1980 the Space Invaders Championship was the first major esports event with over 10,000 players. William Salvador Heineman won the competition, making him the first person to win a national video game competition. (Larch, 2023)

- LAN (local area network) parties started in the mid 1990s as computers became more popular and affordable. (Larch, 2023)

- "With the advance of networking and the possibility of private Internet connections, the previous regional restrictions also fell away. Games such as Doom, Quake, Unreal Tournament or StarCraft are now an integral part of eSports history. They laid the foundation for playing against each other - whether in a team or alone" (Larch, 2023)

- "In almost 70 years of computer gaming history, eSports has now established itself in many countries around the world. As a result, prize money has increased significantly, events are growing every year, and even eSports betting is offered. From a small niche, it has become a multi-media billion-dollar market that is now attracting many investors" (Larch, 2023)

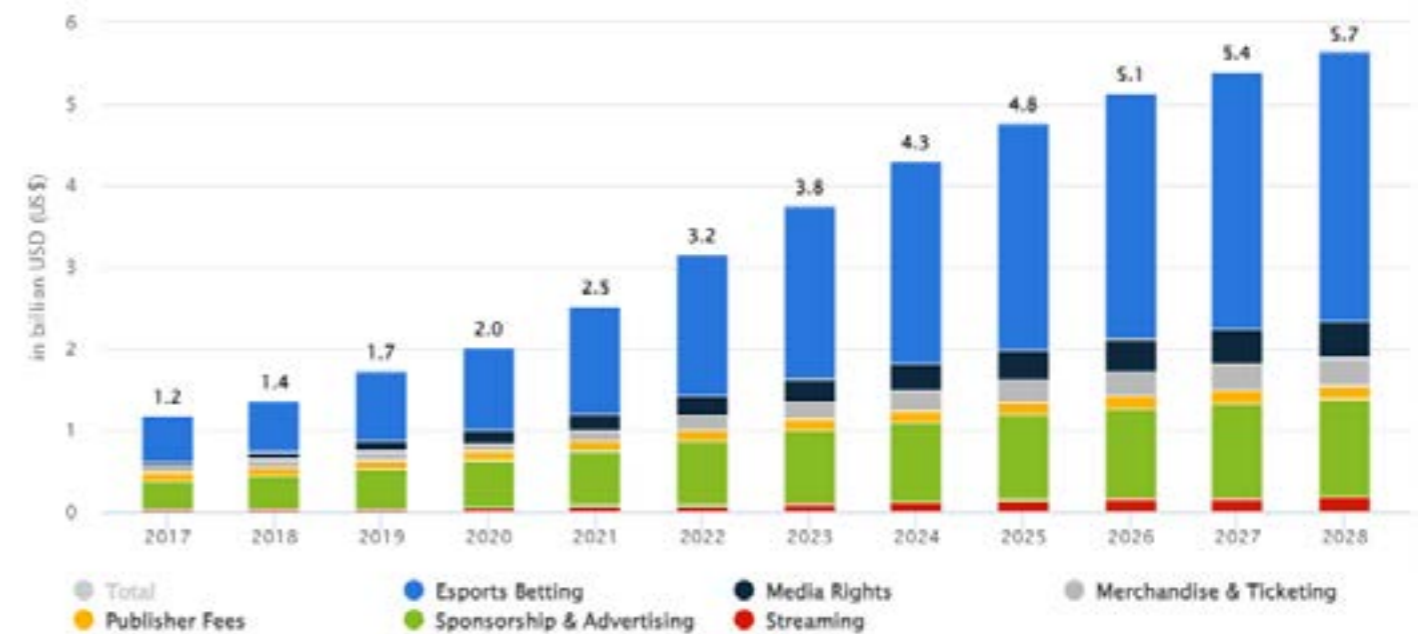
Fig 6. Prize money from esports tournaments



Most recent update: Aug 2023

Source: Statista Market Insights

Fig 7. Esports market growth



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Nov 2023

Source: Statista Market Insights

## Secondary Research

### The Essential Guide to the Business & Law of Esports & Professional Video Gaming, Justin Jacobson

Jacobson, J. (2021) The Essential Guide to the Business & Law of Esports & Professional Video Gaming. Boca Raton.

“When I began working with professional gaming talent and negotiating their player contracts with professional organizations about five years ago, I noticed many similarities between the legal and business need of the individuals within the gaming world and those within the music and sports worlds that I was already working in.” (Justin Jacobson, 2021)

“Since my initial start, I have successfully negotiated many professional gamer and coach contracts for five- and six- figure yearly salaries” (Justin Jacobson, 2021)

““esports” have transitioned to the mainstream with professional video gamers competing in a variety of console, mobile and computer games against other professionals for substantial sums of money on a world-wide basis.” (Justin Jacobson, 2021)

There are lots of jobs in esports “including the event organizers, game developers, professional gamers, coaches, analysts, gaming content creators, streamers and shoutcast-ers” (Justin Jacobson, 2021)

“In addition to providing a steady outlet for fans to watch competitive gaming, the use of Twitch by professional gamers such as StarCraft II player Sean “Day9” Plott, helped create a new revenue stream for gamers, the Twitch “subscription”” (Justin Jacobson, 2021)

“Dota 2 joined LOL at the forefront of competitive gaming.161 Both games were important in the fostering and stabilizing of the esports ecosystem, including through the creation of a professional franchise league in LoL and with the substantial “crowd-funded” multi-million dollar prize pools offered in Dota 2” (Justin Jacobson, 2021)



Fig 8. Justin Jacobson

## Final Project Proposal/brief

Project proposal page

final major project

# project proposal

date	version
25/1/24	5 / Final

### what...

#### ... is your research question ?

What might the future of Esports look like?

#### ... are the problems to solve ?

- How could we make Esports more inviting to people?
- How could we make Esports more accessible?
- What might the future of the Esports industry look like?
- What might an Esports exclusive streaming platform look like?

#### ... technical skills will you need ?

- Motion design / animation
- Infographic/marketing design
- AR/VR design?
- Topic / industry research
- Primary/secondary researching
- Adobe Ps/Ai/Ae/Me

### who...

#### ... are you designing for ?

Designing for people who are interested in/take part in Esports, as well as people who may be interested in getting into Esports.

### why...

#### ...do you want to do this ?

I am very passionate about video games and find the esports industry very interesting and unique. I want to explore what the future of industry might look like and how it could be made more accessible and popular.

### how...

#### ... will you solve them ?

- Explore how to market Esports to a wider audience.
- Explore what could be changed/added to the Esports industry to make it more accessible.
- Explore how Esports streaming/the industry might look like in the future.

#### ... will you acquire them ?

- Practical experimentation
- Theory research
- Practical research/tutorials/workshops
- Carry out variety of primary/secondary research

### how...

#### ... will you test with them ?

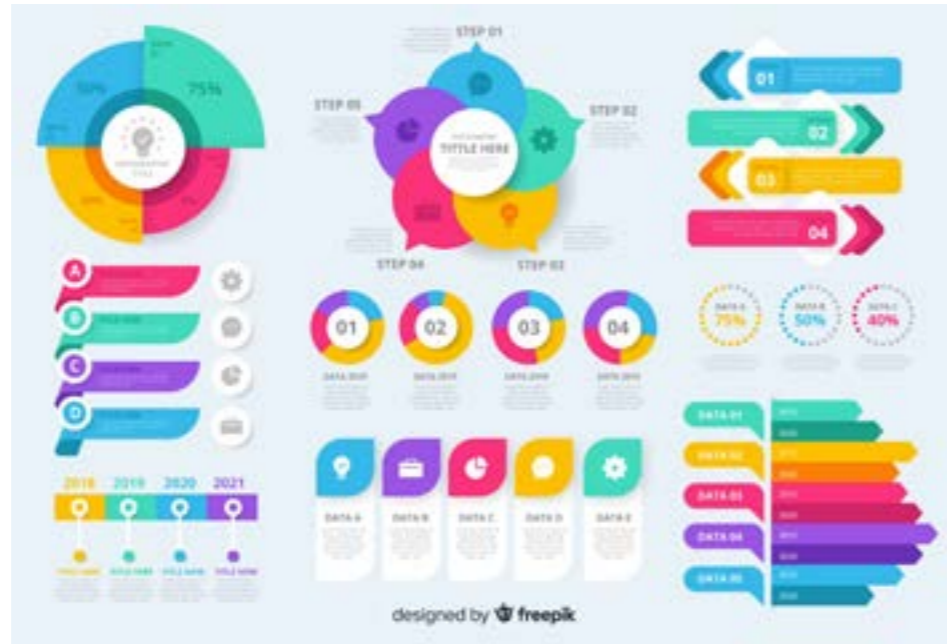
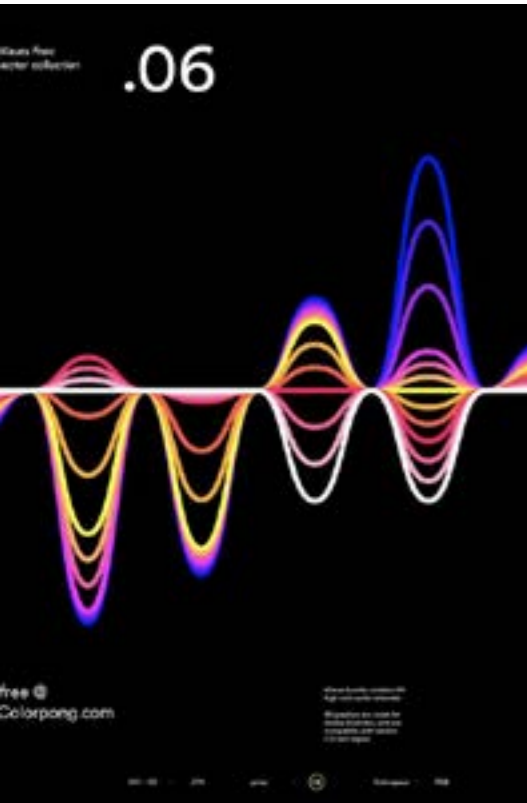
- Questionnaires
- Personal experiences
- Review/Feedback

### is anything about this new ?

- yes
- no

Fig 9,10,11,12,13,14,15,16,17,18,19,20 (left to right). Infographic designs

# Visual Research Infographic design



## Group tutorial

### Project planning

Short group tutorial regarding FMP planning.

Discussed how many weeks we have/have left, leaving buffer time for printing/finalising.

Still a bit confused about project journal / unit report?

Focus on project avenues within overall question/problem:

Getting more people into esports (recruitment)  
Marketing esports to a wider audience (non gamers?)  
Supporting gamers to climb the esports ladder

Thought about how I could work with/around these avenues.

How do esports companies market themselves to gamers/  
non gamers?  
Research infographic design  
Research propaganda/recruitment  
How to make market esports as exciting and interesting?  
How to make people want to tune in/take part?

Create a project (week by week) planner.

Fig 21. Calendar graphic



## FMP Planning

25/1/24

- 17 weeks total / 14 weeks left
- allow 3/4 weeks for printing so 10 weeks left
- progress journal is supposed to be a printed book??
- Project question / could esports be the next olympics
- project avenues / getting people into esports (recruit) &  
supporting people to go pro (help)  
marketing esports to wider audience (concepts)
- focus on recruit / help?
- do esports / game companies advertise too directly to gamers?
- infographic / recruit ment hybrid campaign?
- how to make esports exciting / encourage people to watch  
and / or take part?
- create week by week planner.

## Planner

<p><b>Week 1 / 8th Jan - 14th Jan</b></p> <p>Intro</p> <p>Idea generation</p> <p>Research</p>	<p><b>Week 2 / 15th Jan - 21st Jan</b></p> <p>Idea generation</p> <p>Research</p>	<p><b>Week 11 / 18th Mar - 24th Mar</b></p> <p>Project presentation pitching</p> <p>Pinup crit/peer feedback</p>	<p><b>Week 12 / 25th Mar - 31st Mar</b></p> <p>(INDEPENDENT STUDY WEEK)</p>
<p><b>Week 3 / 22nd Jan - 28th Jan</b></p> <p>Idea generation</p> <p>Research ongoing</p> <p>Prototype planning</p> <p>Prototype</p>	<p><b>Week 4 / 29th Jan - 4th Feb</b></p> <p>Research ongoing</p> <p>Prototyping</p> <p>1st prototype done</p>	<p><b>Week 13 / 1st Apr - 7th Apr</b></p> <p>(INDEPENDENT STUDY WEEK)</p>	<p><b>Week 14 / 8th Apr - 14th Apr</b></p> <p>Send to print? allow buffer* **</p> <p>Final refinements</p> <p>Finish unit report</p>
<p><b>Week 5 / 5th Feb - 11th Feb</b></p> <p>Research ongoing</p> <p>1st prototype testing</p> <p>2nd prototype</p>	<p><b>Week 6 / 12th Feb - 18th Feb</b></p> <p>Research ongoing</p> <p>2nd prototype</p> <p>2nd prototype testing</p>	<p><b>Week 15 / 15th Apr - 21st Apr</b></p> <p>Final refinements</p> <p>Finish unit report</p>	<p><b>Week 16 / 22nd Apr - 28th Apr</b></p> <p>Final refinements</p> <p>Finish unit report</p>
<p><b>Week 7 / 19th Feb - 25th Feb</b></p> <p>Research ongoing</p> <p>3rd prototype</p> <p>3rd prototype testing</p>	<p><b>Week 8 / 26th Feb - 3rd Mar</b></p> <p>(INDEPENDENT STUDY WEEK)</p> <p>Research ongoing</p> <p>High-fid prototype planning</p> <p>High-fid prototype</p>	<p><b>Week 17 / 29th Apr - 5th May</b></p> <p>Final refinements</p> <p>Finish unit report</p> <p>Submission</p> <p>Deadline 12pm Thursday 2nd May</p>	<p><b>Week 18 / 6th May - 12th May</b></p> <p>Print Deadline 12pm Friday 10th May</p>
<p><b>Week 9 / 4th Mar - 10th Mar</b></p> <p>High-fid prototype testing</p> <p>High-fid prototype refinements</p>	<p><b>Week 10 / 11th Mar - 17th Mar</b></p> <p>High-fid prototype testing</p> <p>High-fid prototype refinements</p>	<p>*No longer require buffer time, print deadline removed. **Print deadline reinstated as 10th May.</p>	

## Tutor tutorial

1-1 with tutor Sarah discussing project question/ideas/direction/aim.

Discussed research about Sam Mathews and how he compares esports overtaking other sports to Spotify overtaking CDs.

Similar to how BBC Iplayer is now so popular over BBC TV.

Sky TV/streaming monopoly?

What might an esports exclusive streaming platform be/look like? Do any exist yet?

VR/AR/Holograms involved?

Esports cafes/bars? 'real life discord server'

What do I want to achieve?

How can we bring esports to more people in the future?  
How can we make esports more accessible in the future?  
What might the future of esports streaming/events look like?  
Designing what the future of esports might look like.

Change of project question:

What might the future of esports look like?

Fig 22. Oculus VR Headset and controllers



1-1

25/11/24

- how entertainment is evolving
- BBC to iplayer
- CD to spotify
- sky platforms

- what would an esports - centered media platform look like?
- VR / AR / Holograms?
- esports cafes / bars?
- real-life discord server?

- what do I want to achieve???

How can we bring Esports to more people?  
How can we make Esports more accessible?

- what might the future of esports look like?



Adam Wilson

# What might the future of Esports look like?



# Background

What might the future of Esports look like?

In this project I will be exploring what the future of Esports could look like through design.

Overall I want to explore how Esports in the future could be more accessible and widespread in the future.

I intend to explore how we can bring more people into the Esports industry and make it more accessible in the future.

My goal is to get an understanding of how the Esports industry has and is evolving, and explore what it might look like in the future.

I am doing this as video games is one of my biggest hobbies and I find the Esports industry super interesting and exciting.

I want to explore what design could do to change the way people access and interact with Esports in the future.



# Research

## What I know now

- The Esports industry is very large and has been growing rapidly to some of the biggest sporting events in the world.

- Esports seems to be not very well known or understood by people outside of it.

- Esports events receive huge viewer ship and sponsorship.

## What I will find out

- How big/popular is the Esports industry? (Economic, social)

- What do people involved in Esports think of the industry?

- What is the Esports community like? (Diversity/ accessibility, etc)

- What could we do to improve accessibility within the esports industry?

## How I will find out

Primary:

- Questionnaires
- Interviews

Secondary:

- Articles
- Interviews
- Studies
- Books
- Podcasts
- Videos



Fig 5 (below). Sam Mathews (left)

# Prototype

## Infographic / Moodboard

My prototype idea is to create an infographic moodboard that visualizes information, facts and visuals from my research about the Esports industry.

This will allow me kickstart creating visuals and content for my project, whilst also making use of my research and applying it to a visual graphic form.



Fig 24 (below). Infographic designs

# Variables

## Size

What size will the moodboard be? A5 /A4 / A3 / A2? What size would be best for an infographic moodboard?

## Font size

Depends on size of print/digital. Font size should be relative to document size for legibility.

## Balance

How much of a balance should there be between images and text? Mostly images with some text?

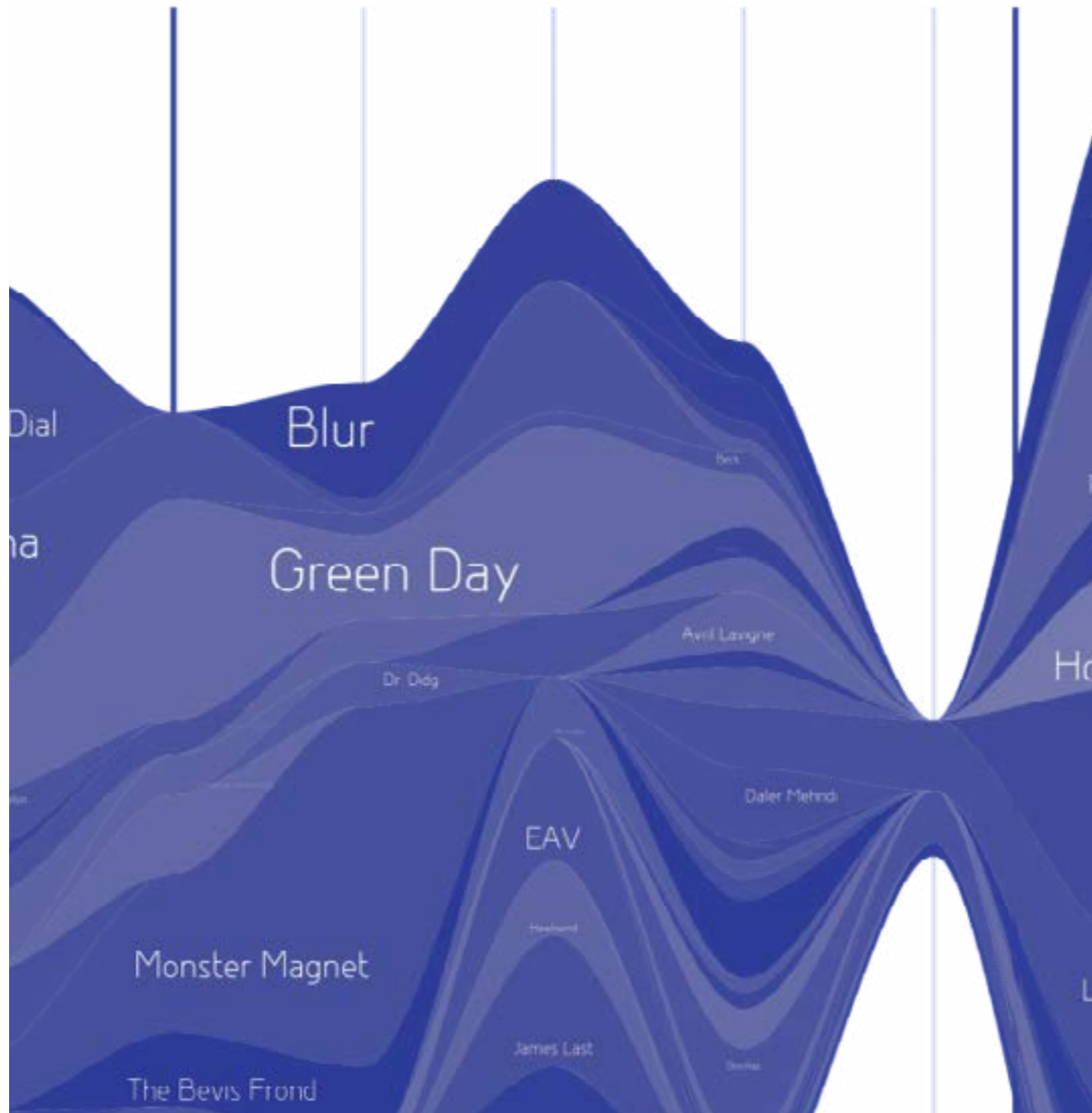


Fig 25 (below).Music Steamgraph

<p>Mon 22 Jan</p> <p>Class 10-4</p> <p>Zine layout</p> <p>Test print (by 4pm)</p>	<p>Tue 23 Jan</p> <p>Zine images</p> <p>Zine content</p> <p>Extra research?</p>	<p>Wed 24 Jan</p> <p>Final details</p> <p>Print zine?</p>
<p>Thur 25 Jan</p> <p>Class 10-4</p> <p>Print zine?</p> <p>Zine deadline 10am</p>	<p>Fri 26 Jan</p> <p>Prototype experiments</p>	<p>Sat 27 Jan</p> <p>Work 9-7</p>
<p>Sun 28 Jan</p> <p>Work 9-7</p>	<p>Mon 29 Jan</p> <p>Class 10-4</p> <p>Prototype refinement</p>	<p>Tue 30 Jan</p> <p>Prototype refinement</p>
<p>Wed 31 Jan</p> <p>Final details</p>	<p>Thur 01 Feb</p> <p>Prototype deadline 10am</p>	

# Schedule



Fig 26. Xbox Controller

# Testing

## Print

Testing for print. Print moodboard (multiple sizes) to test which size works best. Also test legibility through text size and layout balance (image/text).

Pin up prints to get feedback from tutor/peers.



## Digital

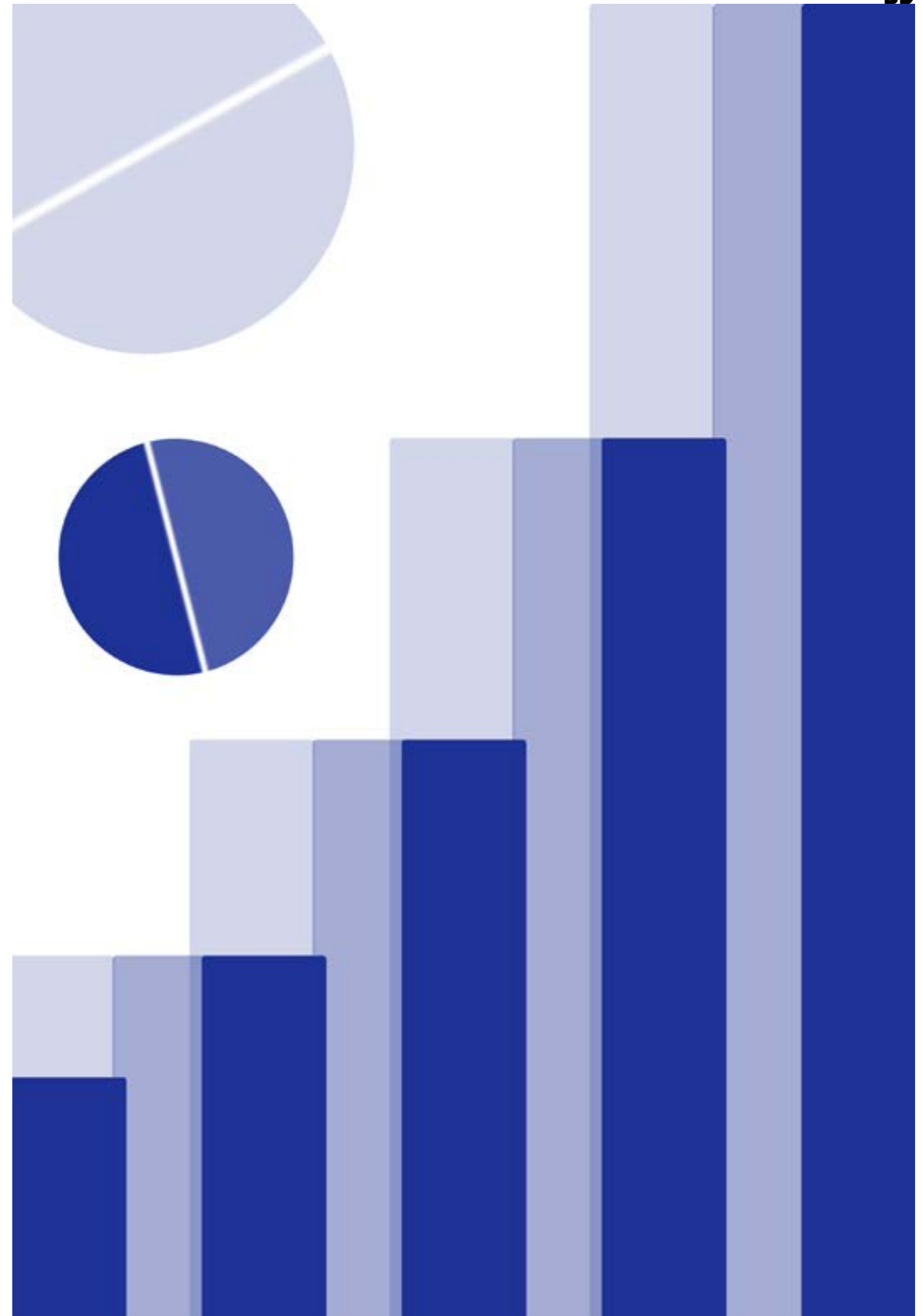
Testing for digital. Display moodboard (laptop screen/TV/mobile phone) to test legibility through text size and layout balance (image/text).

Display moodboards to get feedback from tutor/peers.



Fig 27 (top left). Poster Designs

Fig 28 (bottom left). Poster Design

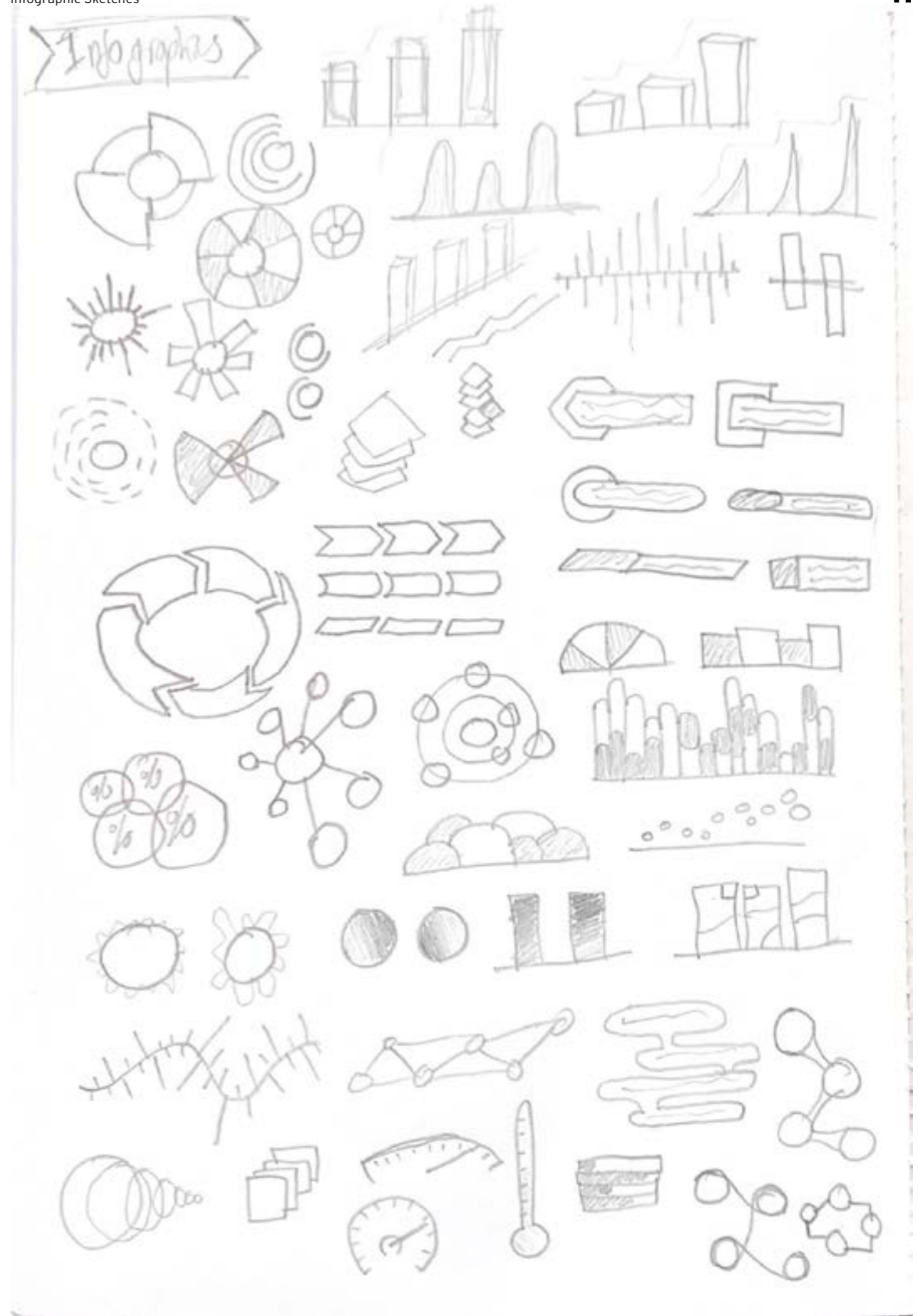


### Visual experiments

### Infographic elements / sketches

Thinking about infographic elements that could be used in infographic pieces. Taking inspiration from infographic moodboard, I sketched out a variety of different shapes and graphic element ideas that could be used in the project visuals.

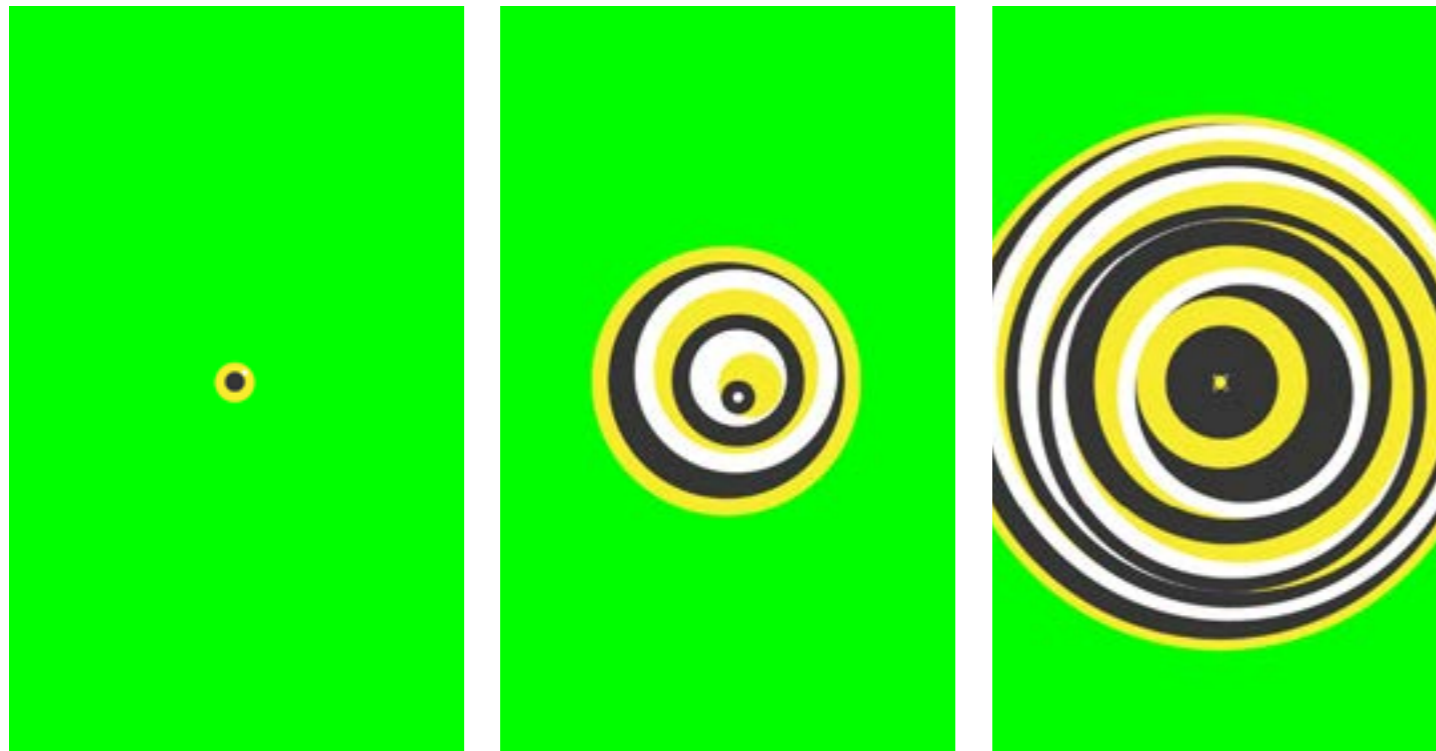
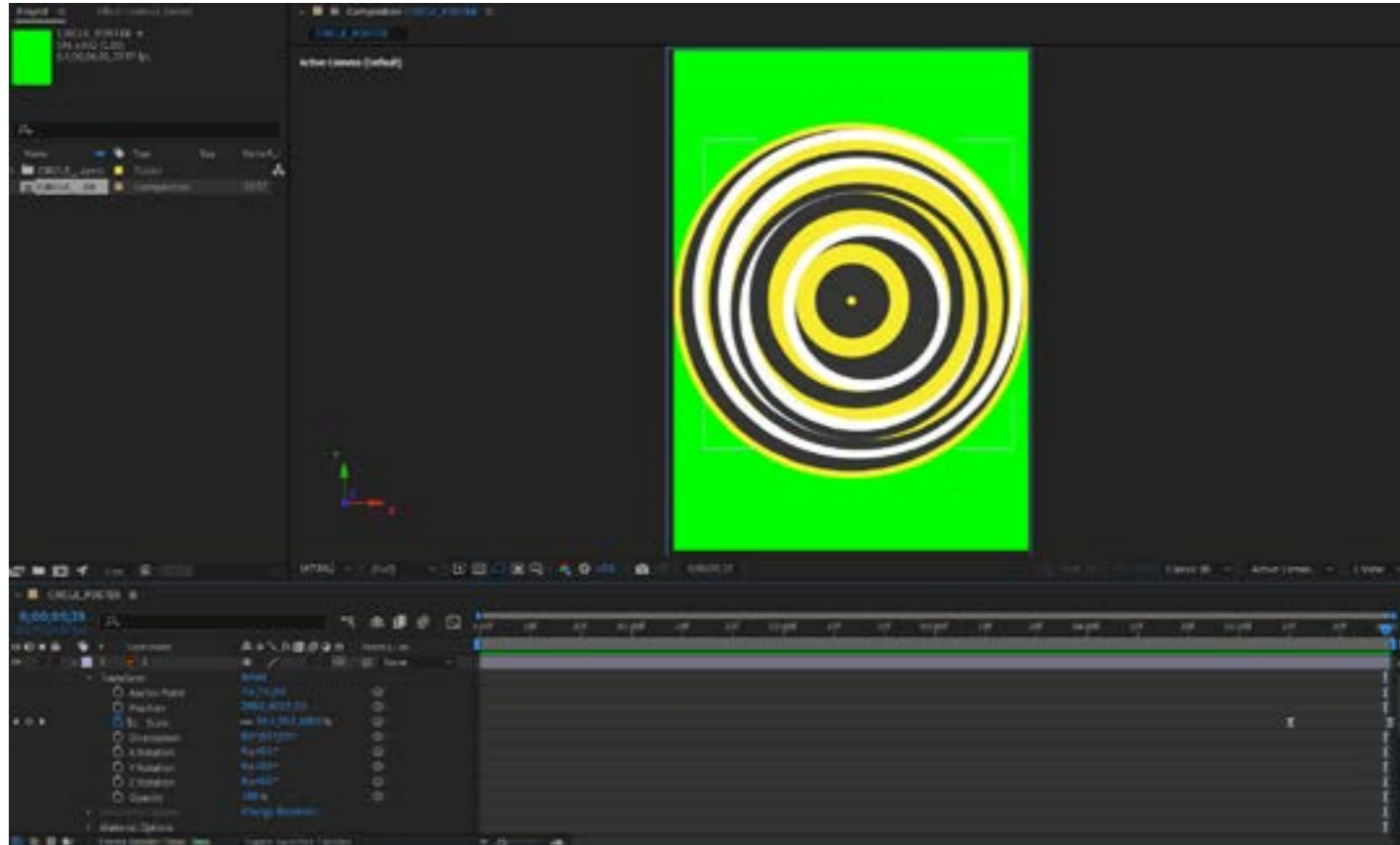
Infographic moodboard (p24-25)



## Workshop

### Augmented Reality (AR)

Screenshots from workshop



The AR workshop with technician Sunny was a great opportunity to gain an understanding of turning Photoshop or Illustrator files into animated (or static) augmented reality pieces.

One of the key things I learnt in this workshop was how to work with Ps/Ai files in After Effects, ensuring all elements are kept in separate layers for easy manipulation in Ae.

With this knowledge, I experimented with a previous poster of mine. I used Ae keyframes to animate the circle into a water drop ripple effect.

The images (left) depict the creation of the animation within Ae.

Once we had a basic animation to work with, Sunny taught us how to use Artivive, an AR program used to impose designs into an AR camera, looking as though the design is there in real life.

The images below show screenshots from the Artivive app where the animation is playing over a static image of the design on my laptop screen.

This combination of animation and AR is something that I would like to further experiment with and develop through this project.



## Group Tutorial/feedback

Discussion with guest speaker about my project concept and development.

What food/nutrition/exercises are required for Esports professionals? How could these influence an Esports centred streaming platform/social space?

Why would these things be needed/wanted?

They could make the Esports industry more accessible and sociable.

How would I explore the streaming platform concept?

Motion design  
Web/UI/UX design

How would I explore the social space concept?

???

Discussion with tutor Sarah / Peers about project concept and aims.

I think I want to focus my project on the concept of motion/animated infographics over the streaming platform/social space concepts.

How do I want to apply the information I have researched?

Motion/animated infographics

What information will I be presenting?

Economic growth of the Esports industry?  
Community growth of the Esports industry?  
Change in demographic in the Esports industry?  
How things have changed in the Esports industry?

What's the point of the infographics?

To make the information exciting and interesting  
To demonstrate the growth in the Esports industry  
To offset/change social perspectives on gaming/Esports

What do I need to do?

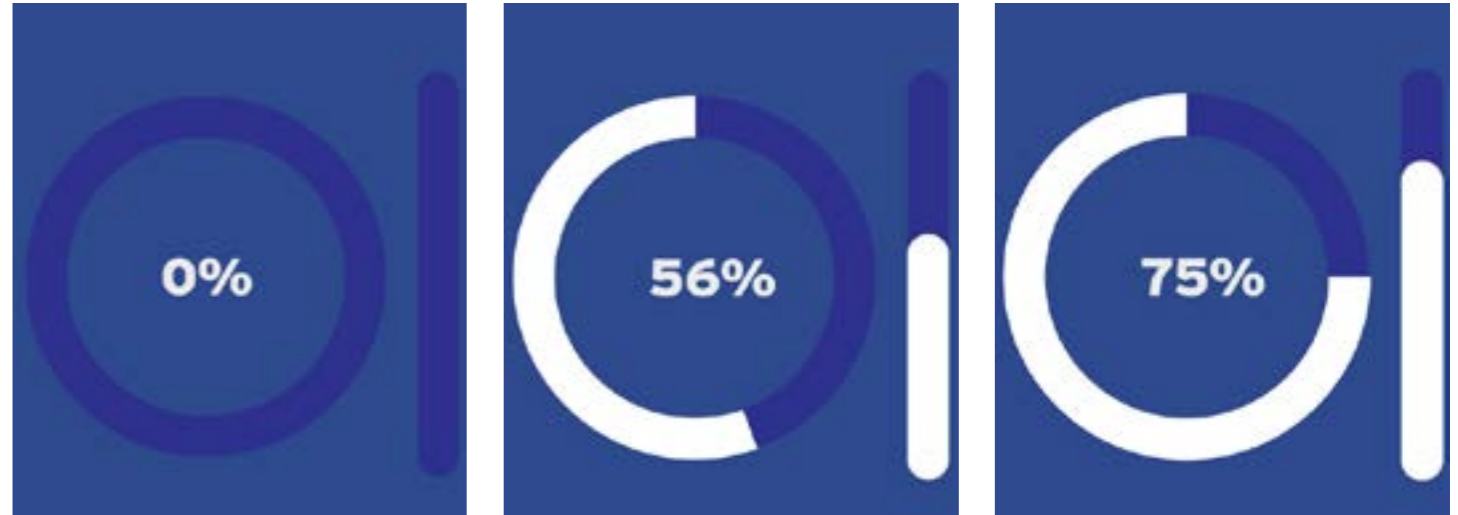
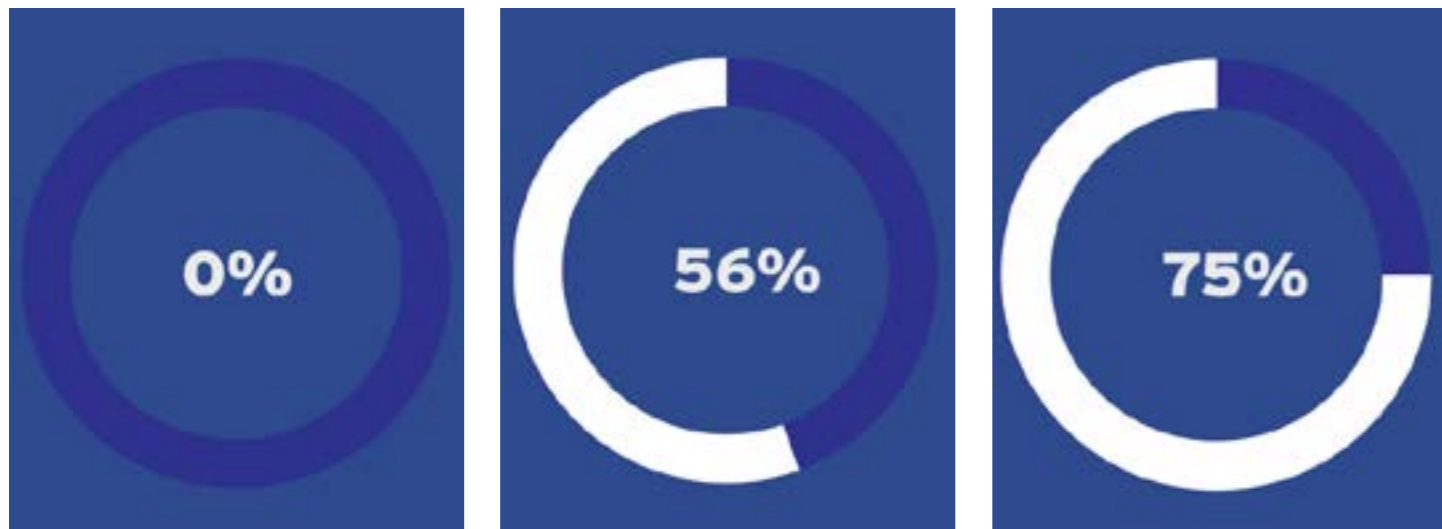
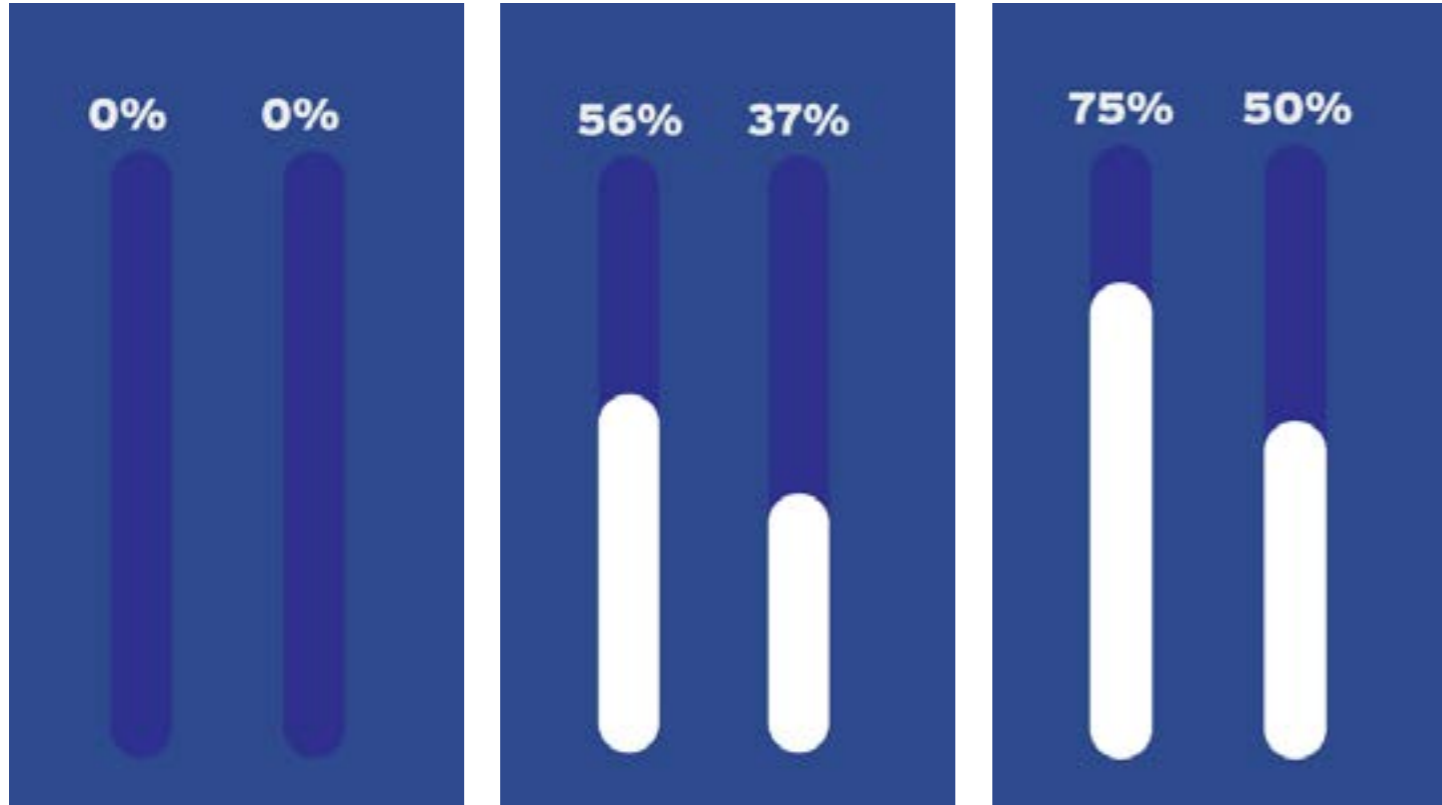
Research successful and interesting infographics  
Decide what information I want to design and share  
Experiment with ways of visualizing data (static/animated)



# Prototype 1

## Infographic animations

Screenshots of work in After Effects



**\$0**

**\$500,000**

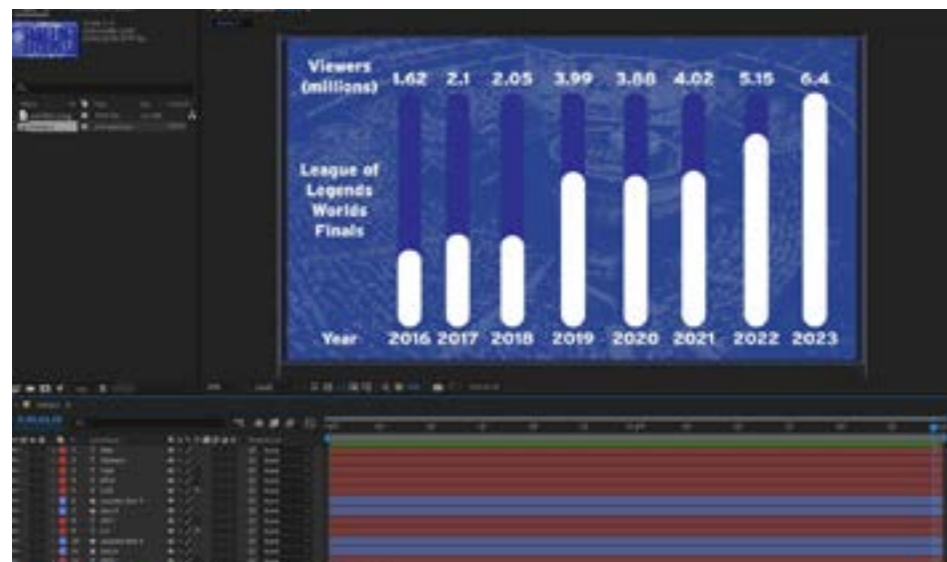
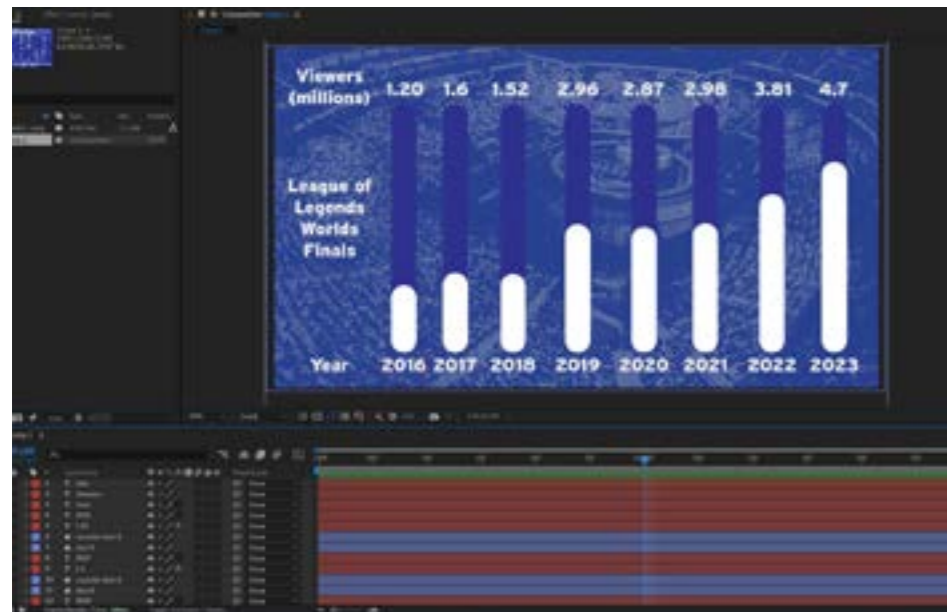
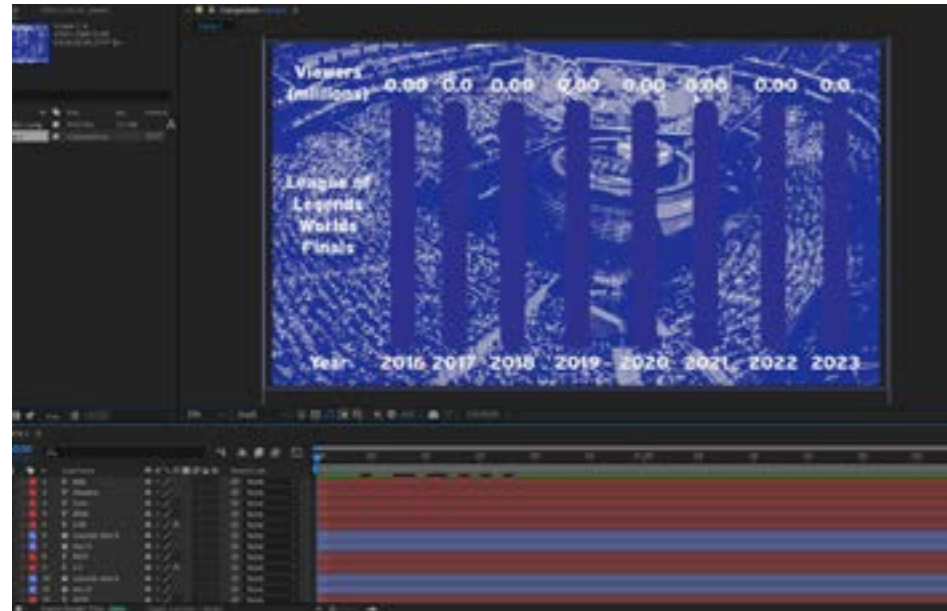
**\$1,000,000**



## Prototype 2

### Animated Infographic Poster

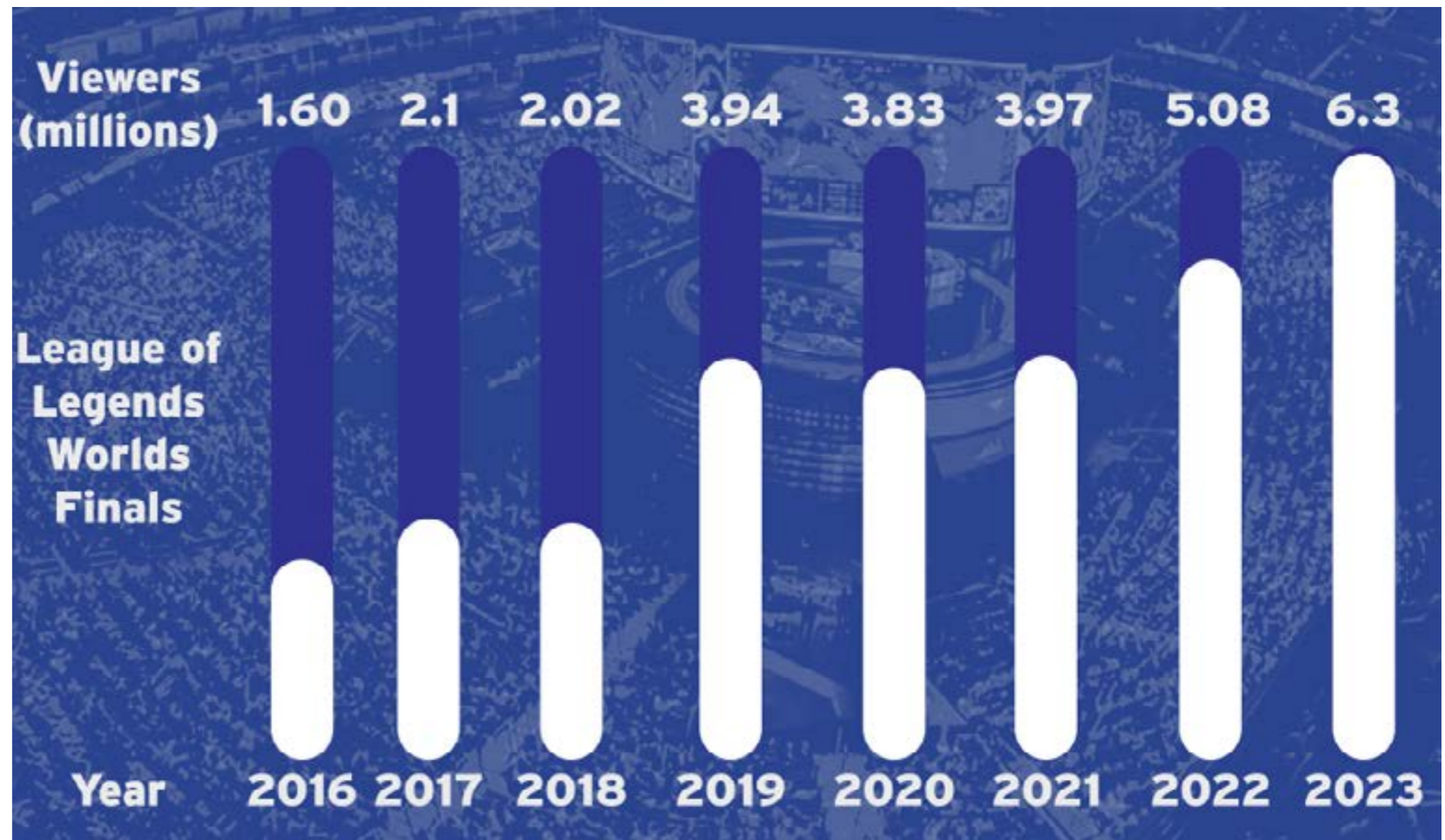
Screenshots of work in After Effects



In order to develop on the prototype of simple infographic animations, I created an infographic poster as planned. I used some statistics from my research to create an animated bar graph displaying the increase in viewer ship for the League of Legends Worlds championship finals 2016-2023.

To create this I used shape tools and trim paths in After Effects to create the moving bars, and linked this to a text scale in order to have the bars and numbers increase at the same time.

For the background, I used a duotone image with scaling down opacity to have it fade out as the statistics are revealed. This is a very basic visual and I will have to experiment with more detailed backgrounds for infographic pieces, possibly with animated colour gradients, infographic elements or illustrations.



## Tutor/technician Tutorial

### Discussion with tutor Sarah

- Project concept focused on a marketing campaign of infographics to inspire gamers to get involved with Esports. Need to try and find a visual style to make stats and information more visually appealing to audience.

- Visual research of gaming semiotics (xp bars/ loading screens/ splash screens/ etc.)

- Visual research of graphic / infographic design trends (styles/ shapes/ colours/ type/ etc.)

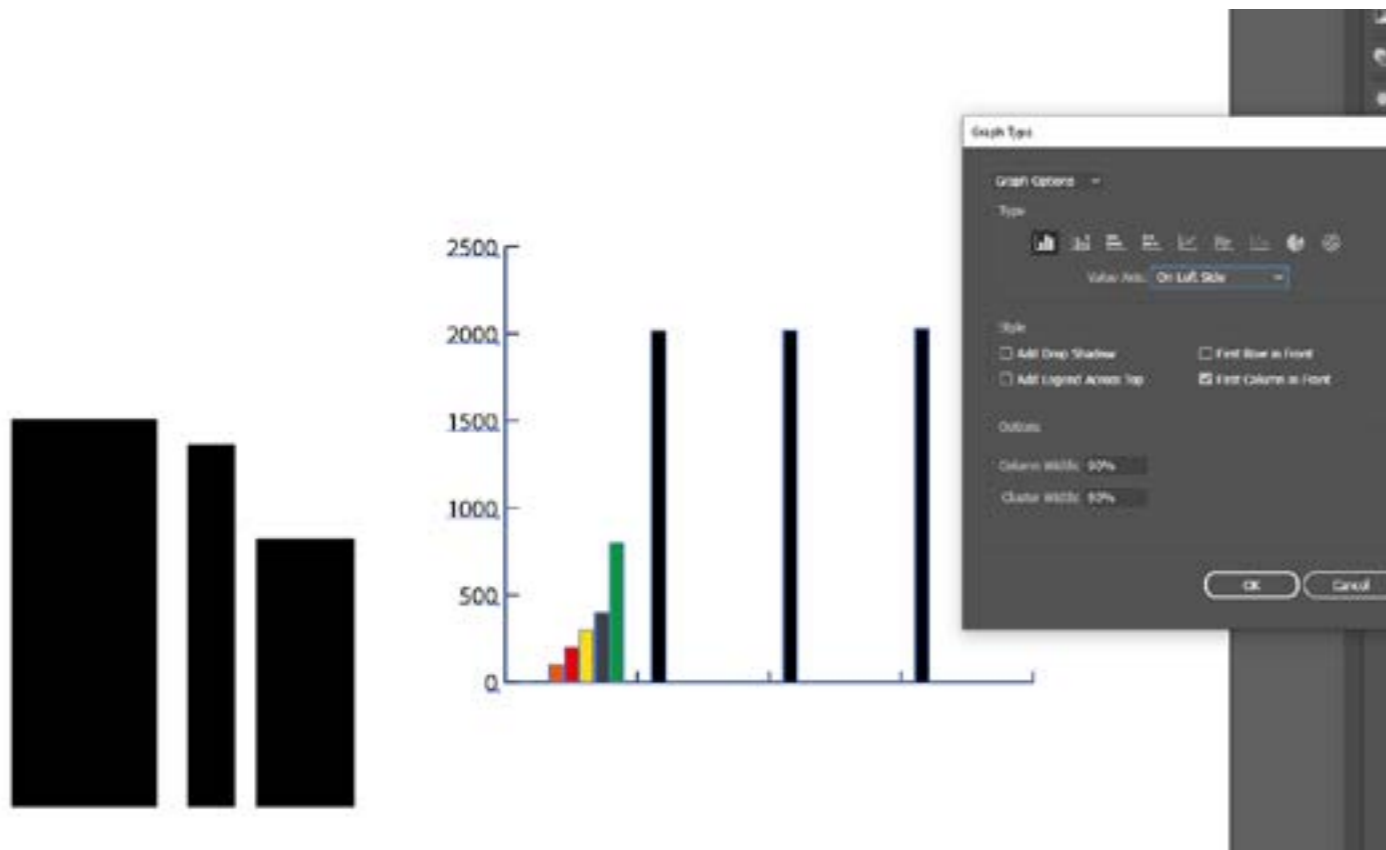
### Discussion with Technician Sunny

- Create visuals in illustrator and import them into after effects for animation (right click illustrator layer > create > create shape from vector layer)

- Photoshop layers don't work in the same way (can't be converted to shape layers, therefore can only be animated in very basic ways)

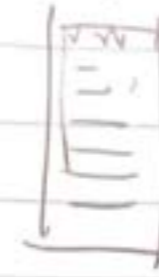
- Illustrator has a useful graph tool that can be used to create visual infographics.

Screenshot from Illustrator



Sarah (sunny)

8/2/24



0 - 800

2017 - 2028

- make stuff in illustrator first  
↳ import into after effects  
= more customisability / creativity

- photoshop stuff dont really work w/ after effects  
because its not vector based / not shape layers.

- illustrator graph tool is great for infographics.

- try to figure out a visual style for data / infographics that engages gamers.

- visual research of gaming semiotics  
↳ xp bars / loading / splash screens

- visual research of graphic / infographic trends  
↳ styles / shapes / colors / type.

## Visual Research

### Gaming Semiotics

In order to get some visual inspiration for my project, I looked at a mixture of video game UI graphics and semiotics. This examples are from games such as The Legend of Zelda, Borderlands, League of Legends and Counter Strike.

One of the notable features of video game UIs are the health/resource bars, usually found at the bottom centre of the screen. This type of graphic may be interesting to use in my own work, and could be used as a border-type graphic for margins of pieces.

Another noticeable feature is the use of stylised strokes. Lots of icons and menus feature stroke borders with contrasting colours and interesting shapes. This is something I could also use in my work.

I feel that analysing the trends in video game semiotics will help me to apply graphic details in a contextual manner to reinforce the esports/gaming related context of my project.

Fig 29. Dota 2



Fig 31. Borderlands the Pre-Sequel



Fig 33. Counter Strike 2



Fig 30. The Legend of Zelda: Breath of the Wild



Fig 32. League of Legends



Fig 34. Borderlands 2



## Visual Research Esports UI/Graphics

To expand on my analysis of gaming semiotics, I decided to look into some more visual examples, but with a specific focus on esports livestreams.

Since online viewership is such a key aspect of the esports industry, event livestreams tend to feature lots of animated graphics and UI elements to keep the viewers interested and updated on everything happening in the current round/game/tournament.

This includes features like timeout counters, live player stats, live player minimap, etc.

Most of these features include bold, bright text to keep viewers informed of round number, objective points, player health and more.

Including some interesting pop-up infographics similar to these will be interesting to experiment with in my project.

Fig 41. Rainbow Six Siege Esports Poster



Fig 35. Screenshot from Valorant VCT Pacific Day 3 livestream



Fig 37. Screenshot from Valorant VCT Pacific Day 3 livestream



Fig 39. Screenshot from Valorant VCT Pacific Day 3 livestream

Fig 36. Screenshot from Valorant VCT Pacific Day 3 livestream



Fig 38. Screenshot from Valorant VCT Pacific Day 3 livestream



Fig 40. Valorant Game Changers Championship 2023 Recap poster



# Visual Research Esports Typography

Fig 42. League of Legends Worlds Championship 2022 poster



Fig 45. Rainbow Six Siege Copenhagen Major 2023 Poster



Fig 48. Rainbow Six Siege Mexico Major 2023 Winners poster



Fig 43. La Valiant Overwatch 2023 Roster poster



Fig 46. Ground Zero Overwatch 2 2023 Roster poster



Fig 49. Weplay Esports Dota 2 Major championship changes 2021 graphic



Fig 44. Dota 2 Team Tundra new contracts poster



Fig 47. LEC Power Rankings 2024 poster



Fig 40. Valorant Game Changers Championship 2023 Recap poster

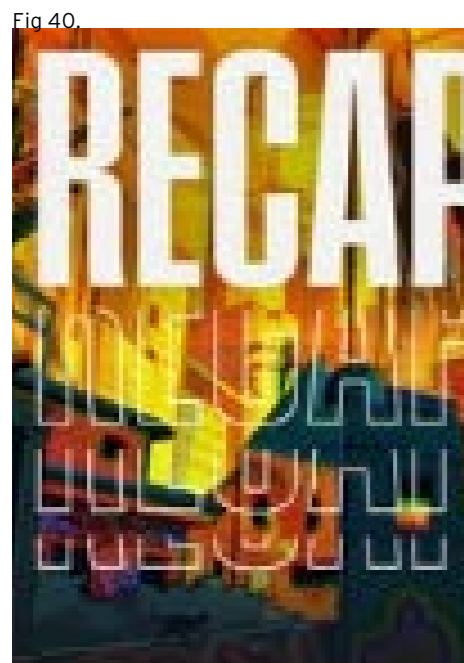
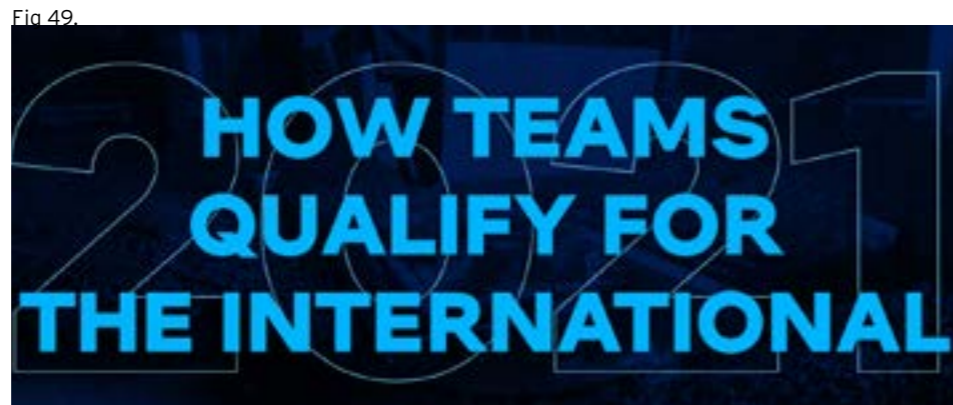


**Visual Research**  
**Esports Visual Trends**

After looking at a mixture of esports marketing material as inspiration, I noticed a couple of very frequent graphic trends.

One of these was text using a stroke outline with no fill. This kind of text was used in a variety of ways, sometimes on its own and other times as a support of repetition of another piece of title text.

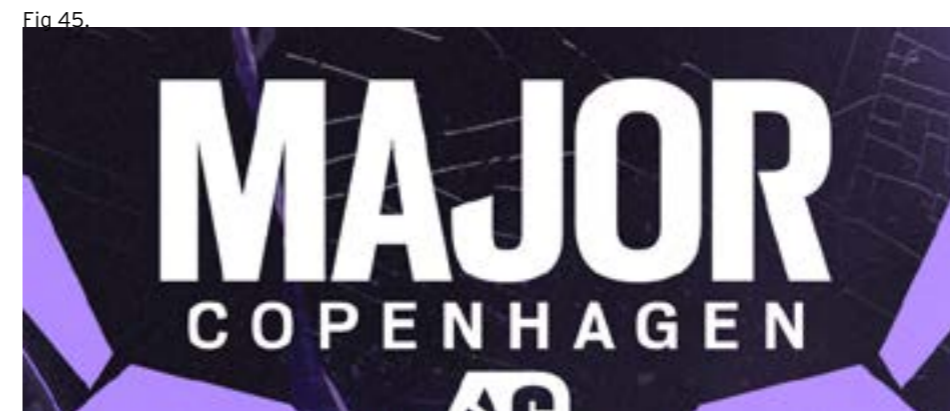
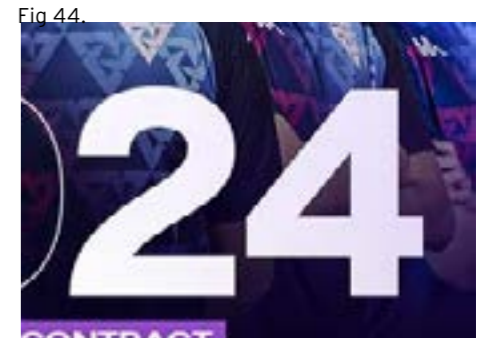
**Stroke/ outline type**



As well as the stroke outline text, alot of the other text used in esports marketing was bold, white sans-serif type. Other colours are sometimes used such as yellows, blues and purples but white is the most common in the research I carried out.

I will try to utilize a mixture of these typographics trends within my own work to relate back to the context of the project.

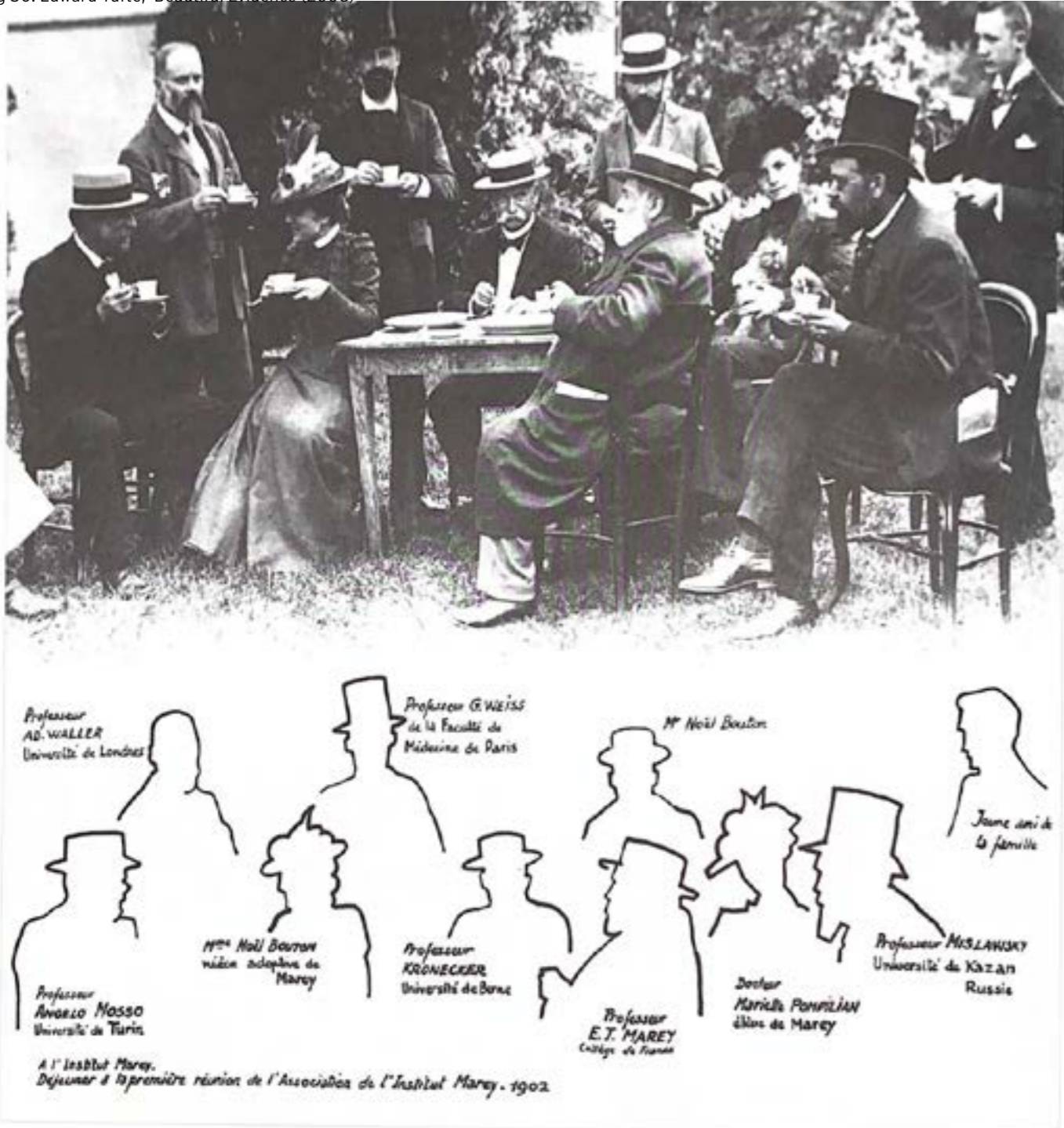
**Bold/ white type**



Visual Research  
Information design

Edward Tufte, Beautiful Evidence (2006)

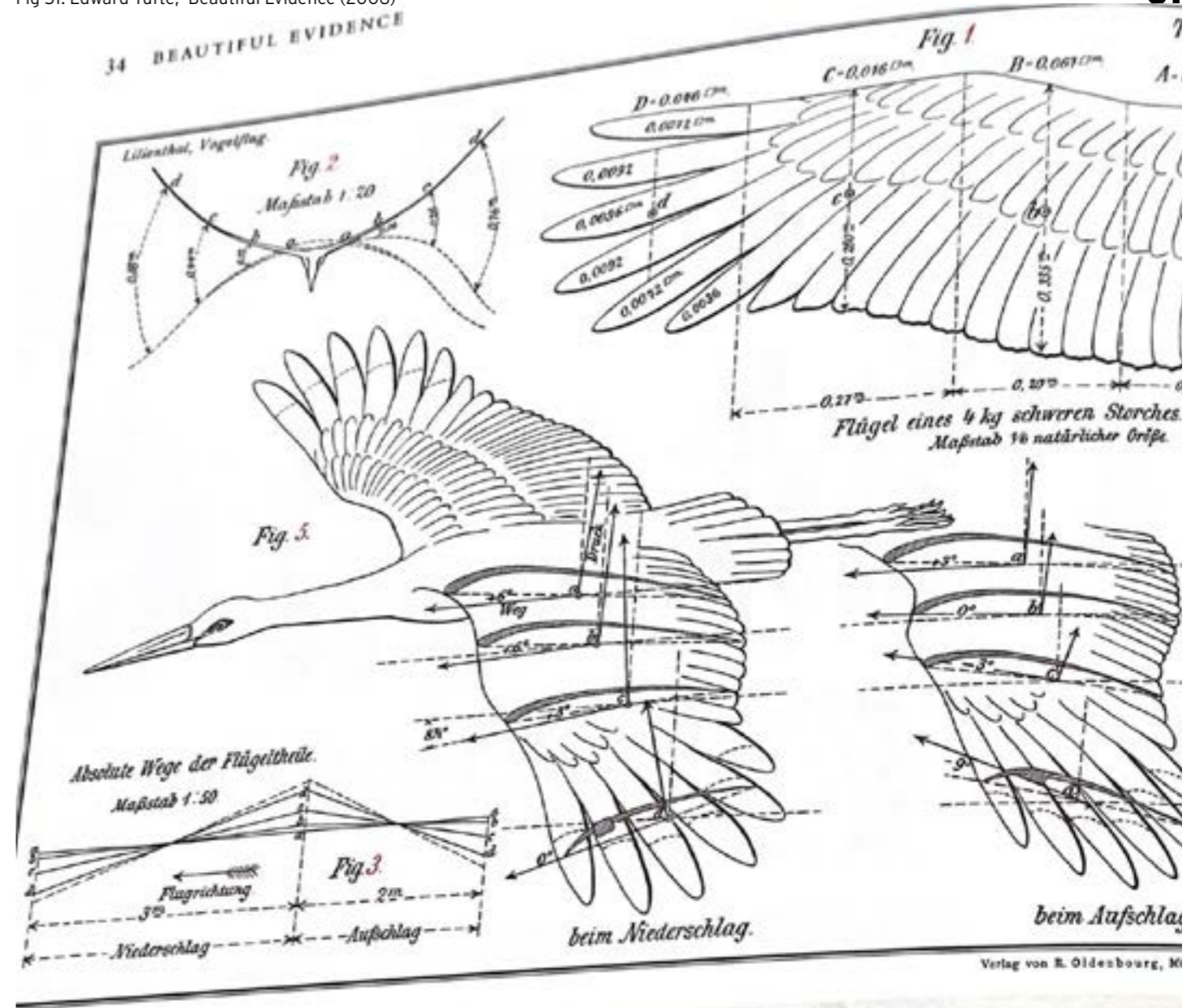
Fig 50. Edward Tufte, Beautiful Evidence (2006)



This picture and mapping of a 1902 reunion of colleagues of E. J. Marey, the great scientific photographer, provides names and affiliations linked to hat-head outlines that run parallel with the image. The diagram allows label-captions of greater detail than labels placed on the picture itself. There is an engaging quality to the diagrammatic mapping of the picture, and those in the picture can admire their profiles as well as their images. Detailed mappings of this type help to qualify photographs as useful historical documents.

From Marta Braun, "The Photographic Work of E. J. Marey," *Studies in Visual Communication*, 9 (Fall, 1983), 4.

Fig 51. Edward Tufte, Beautiful Evidence (2006)



## Visual Research

### Information design

Edward R. Tufte, Visual Explanations (1997)

Since I want to create some infographics in the project, I decided to do some research on information design in order to get some inspiration for visualising data and information.

Two sources I found were Edward Tufte's Visual Explanations (1997) and Beautiful Evidence (2006). These books contain a variety of information and examples about data visualisation. The images on the previous spread and to the right are from these books, featuring some interesting data visualisations.

The first image (previous spread, left) features an image of a group of people, with information of who the people are visualised through outline drawings of their figures. This could be something I could do with outlines of esports players, equipment, infographics, etc to use as background and supporting graphics.

The second image (previous spread, right) features detailed illustrations of a bird's wing span and shape, in relation to a glider constructed for human gliding. This style of detailed illustration with arrows, numbers and lines may be interesting to apply to esports related graphics in my project.

The third image (right) feature a graph constructed by a music animation machine. These musical graphs create an interesting visual and pattern, which I could use as inspiration to relate to heart rate and health data of esports players in my project.

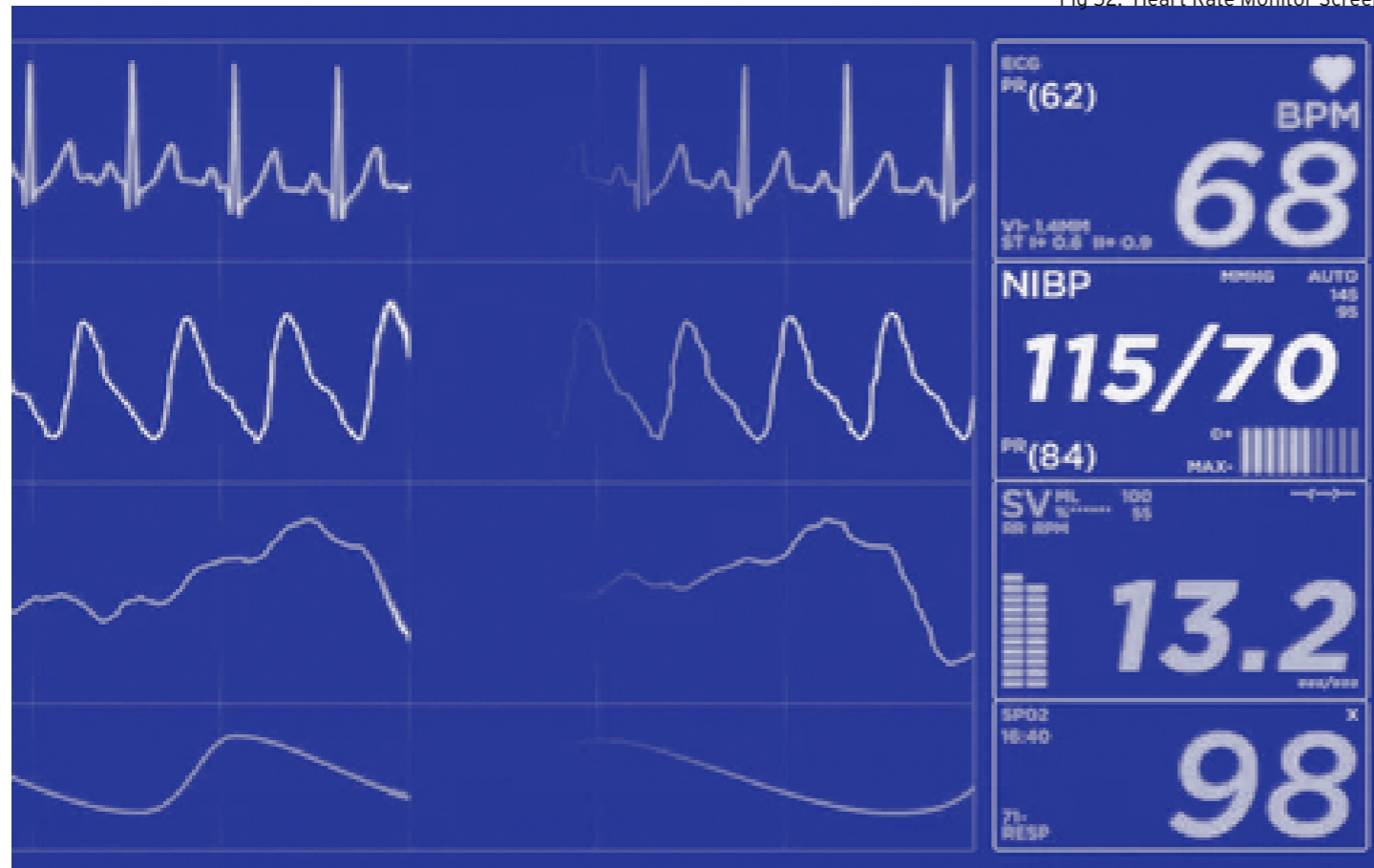
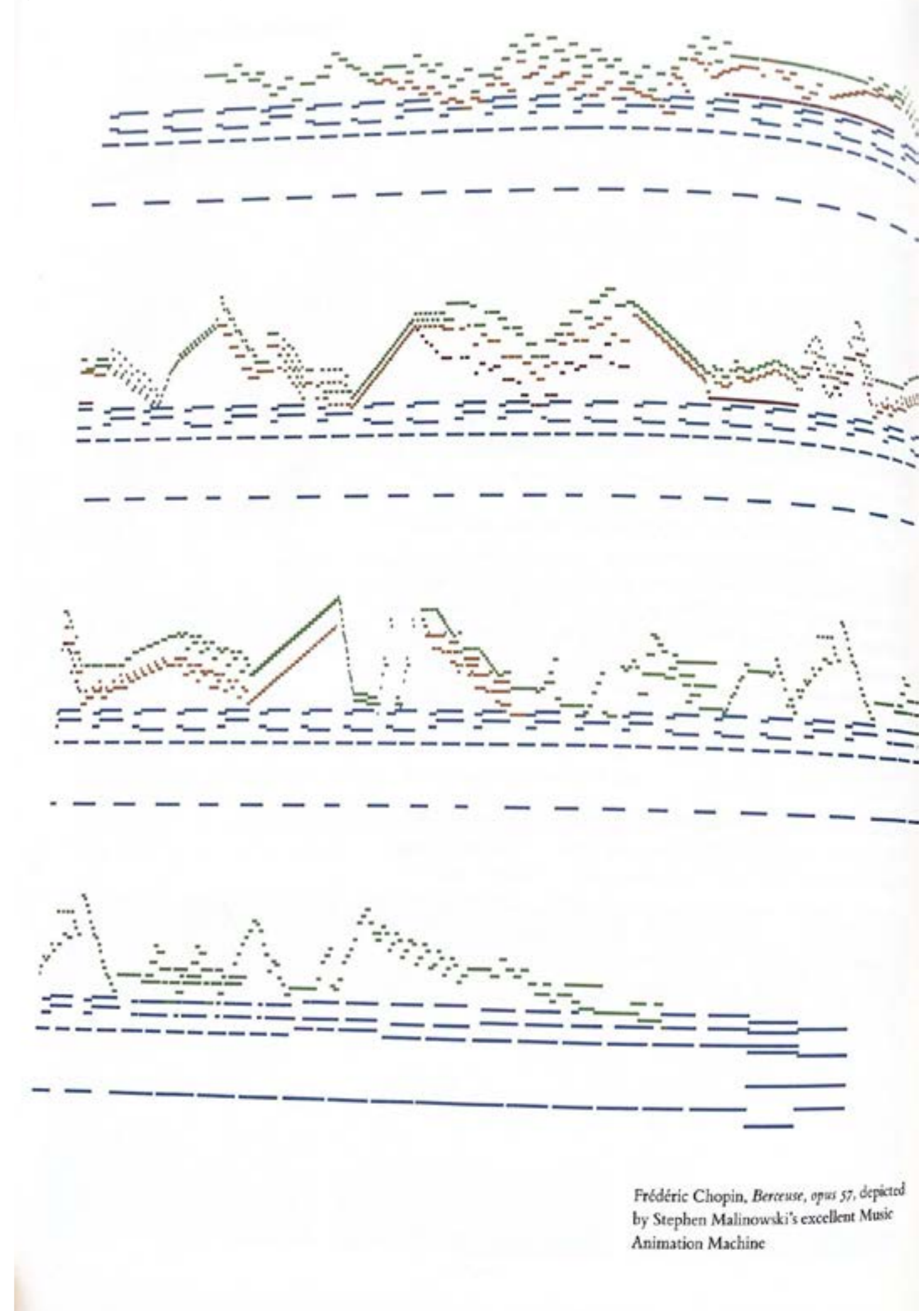


Fig 53. Edward R. Tufte, Visual Explanations (1997)

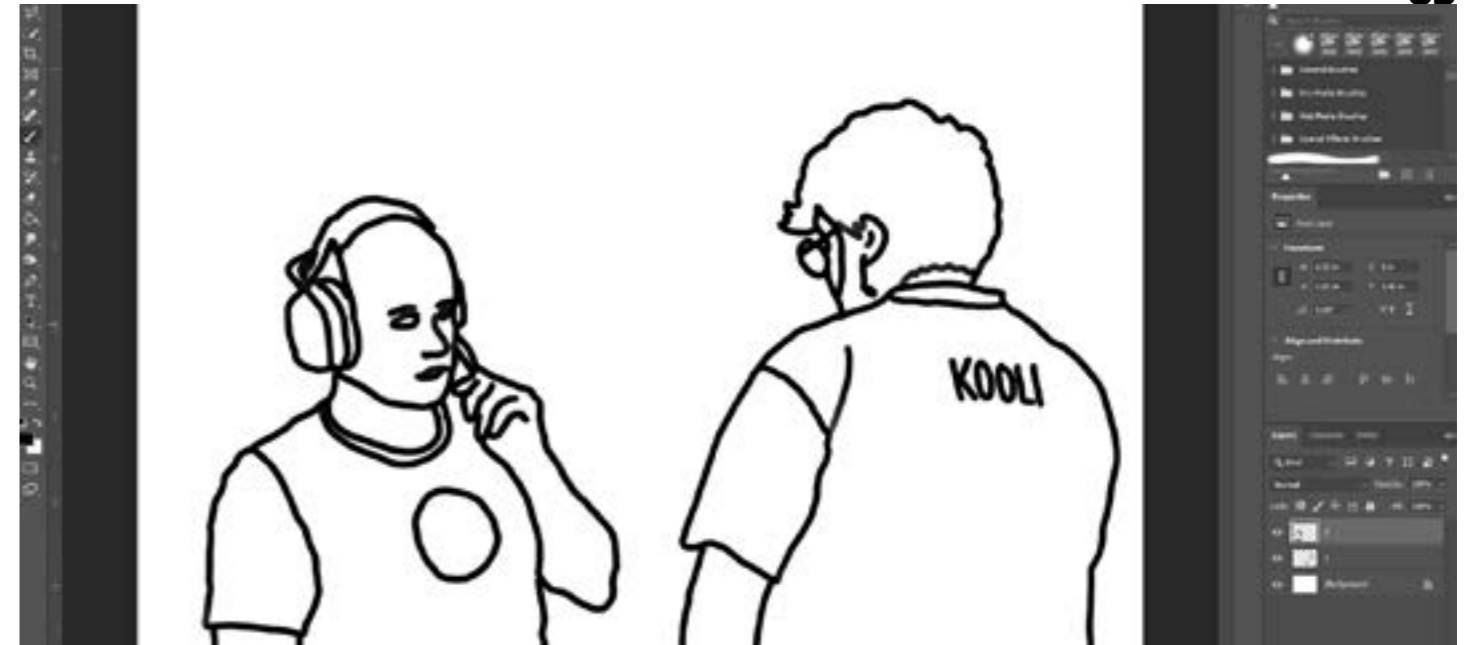




## Visual Experiments

### Outline Illustrations

In response to my visual research on data visualisation, I decided to try out doing some outline drawings based on images I have found during my research in the project. Although I am not very good at illustration, I could potentially use this style of imagery in some of my work as background pieces.



Primary Research

Heart Rate Data

In order to gain a better understanding of the physiological effects that competitive gaming has on players, I decided to conduct my own test.

I asked a friend who regularly plays competitive games of Valorant if I could record his heart rate at the end of each round.

This data clearly shows me some of the physiological response his body had to the stress of the game. His heart rate throughout playing was consistently higher than his resting rate before the game.

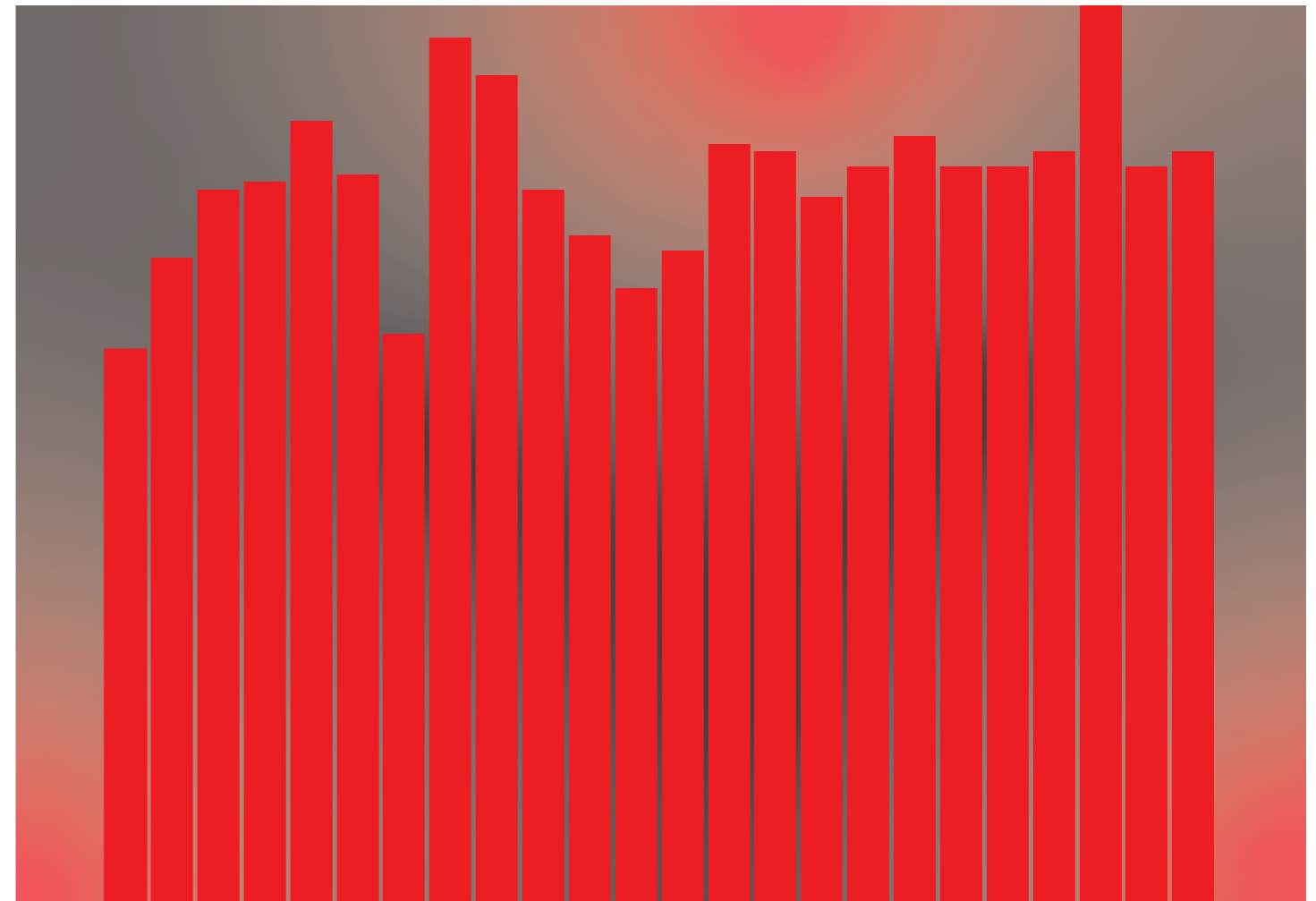
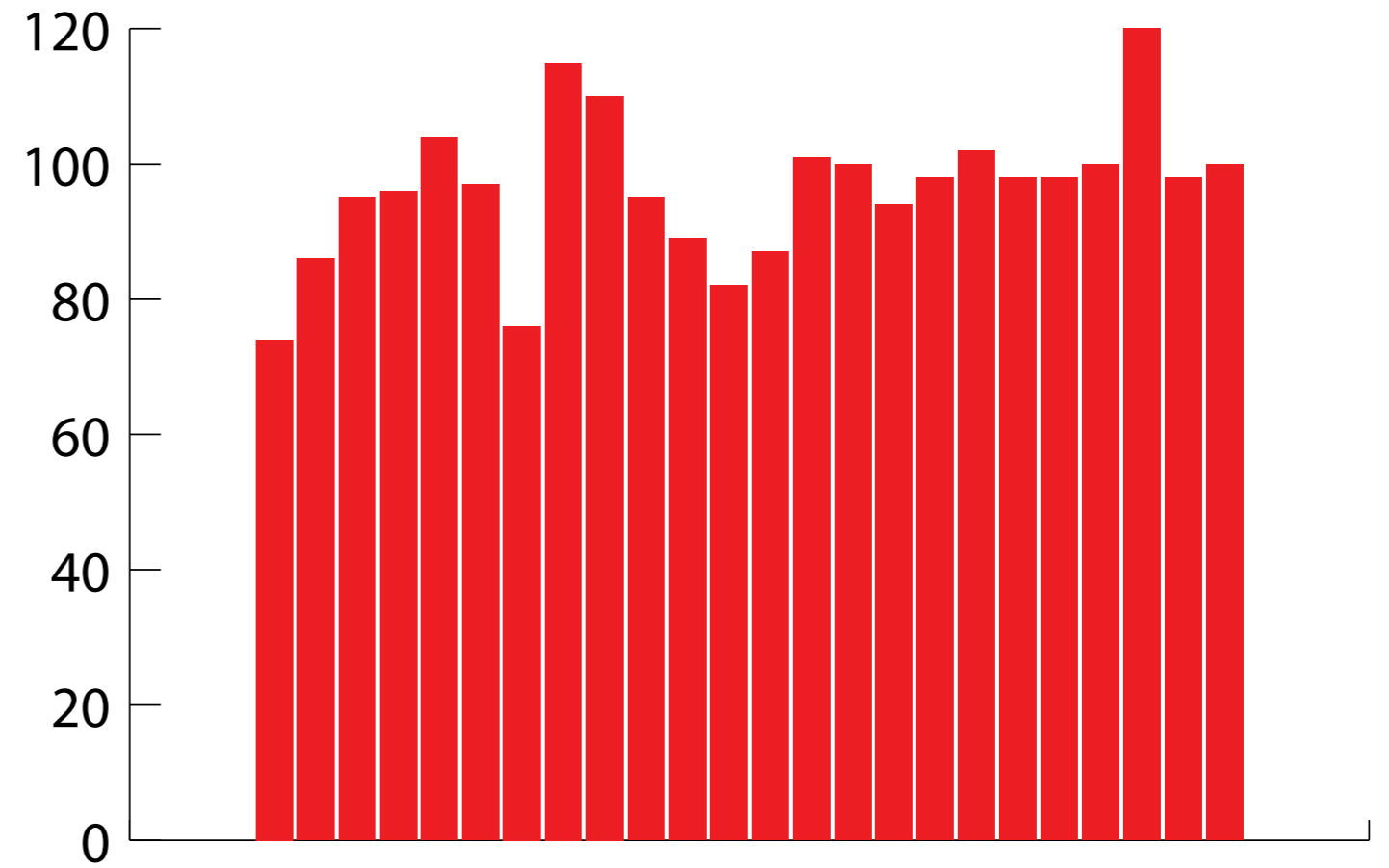
Furthermore, on some more intense rounds his heart rate reached over 100. According to the American Heart Association, the target cardiovascular exercise heart rate zone for a 20 year old is 100-170BPM (American Heart Association, 2023). This means that the physiological intensity of the game is comparable to that of cardiovascular exercise, supporting previous research I have looked at making similar points.

“eSports players are exposed to physiological stresses and strains during competitions, which are to some extent comparable to the ones of top athletes from other sports” (Kirstin Hallmann, 2018).

In response to these findings, I started creating some graphs in Illustrator. These graphs show the heart rate data recorded during the competitive game of Valorant.

These sort of visuals will be good to animate and use as stats in an infographic or as background patterns?

- Pre game - 74
- Loading - 86
- Round 1 - 95
- Round 2 - 96
- Round 3 - 104
- Round 4 - 97
- Round 5 - 76
- Round 6 - 115
- Round 7 - 110
- Round 8 - 95
- Round 9 - 89
- Round 10 - 82
- Round 11 - 87
- Round 12 - 101
- Round 13 - 100
- Round 14 - 94
- Round 15 - 98
- Round 16 - 102
- Round 17 - 98
- Round 18 - 98
- Round 19 - 100
- Round 20 - 120
- Round 21 - 98
- Round 22 - 100



## Technician Tutorial

Discussion with After Effects technician Simon about project development/ working with After Effects.

- Pull apart visual research- what visual elements/styles are used in esports/video game marketing? Which ones do I want to experiment with in my project?

- More visual research on animation effects/transitions/ backgrounds.

- Lots of experimentation in After Effects (backgrounds/shapes/ type/effects/transitions)

- Experiment with different backgrounds- different images? Block colours? Gradients?

- Experiment with different animation effects- which ones might be useful for my project?

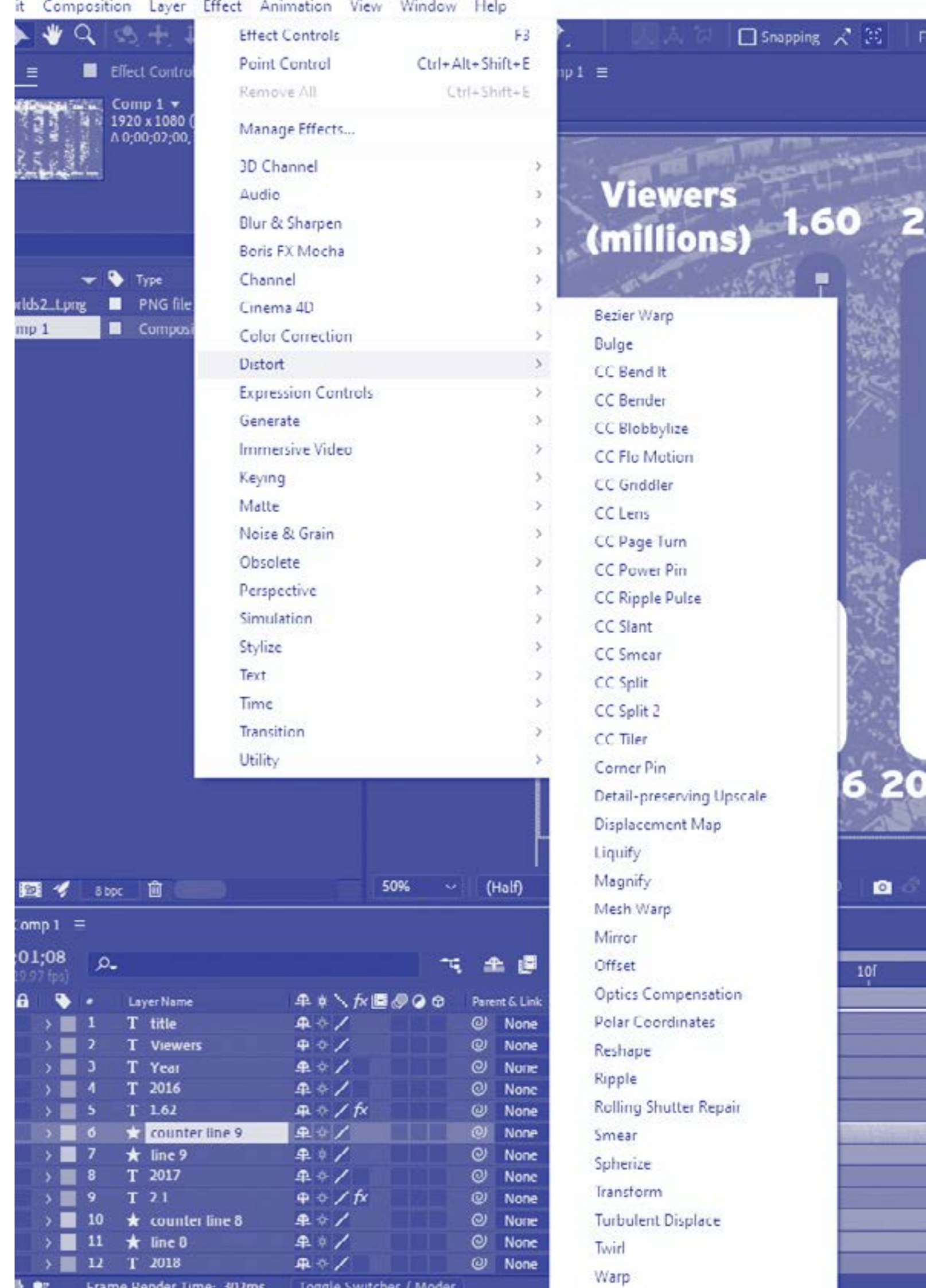
- Keep updating infographics and animations alongside each other

- Figure out exactly what statistics I want to include in my infographics, storyboard around them.

- Create storyboards based around specific statistics/ points.

- Consider sound- should there be sound effects/narration/music in the animation? If so what style?

- Consider context- export animations and test them on TV screens/phones.



Screenshot of work in After Effects

## Visual Research

### Apple Gradients

After discussing project development with technician Simon, I decided to experiment with some colour gradients that could be used as backgrounds for infographics and/or branding.

One inspiration we discussed for this kind of colour gradient was Apple. Being a prominent tech company, I thought it would be good to look at their use of colour gradients in their products and marketing to use as inspiration for my own in relation to esports and video games.

The gradients that apple uses feature a broad range of colours. Some of the examples use bright, vibrant colours while others use darker, cooler colours and some use a combination of both.

I want to try to create some similar style colour gradients in Adobe Illustrator that I can use in my own project.

Fig 54. Apple Iphone Autumn Gradient Wallpapers



Fig 55. Apple Iphone Gradient Wallpapers



Fig 56. Apple IOS 17.1 Graphic



## Visual Experiments

### Colours / Gradients

These are some of the initial colour gradients I have created in Illustrator, utilizing the gradient tool. It was very interesting to experiment with the tool and discover how many possibilities there are for different gradients.

These could possibly be animated as well? Although I may need to refer to the technician again or online tutorials to figure that out.



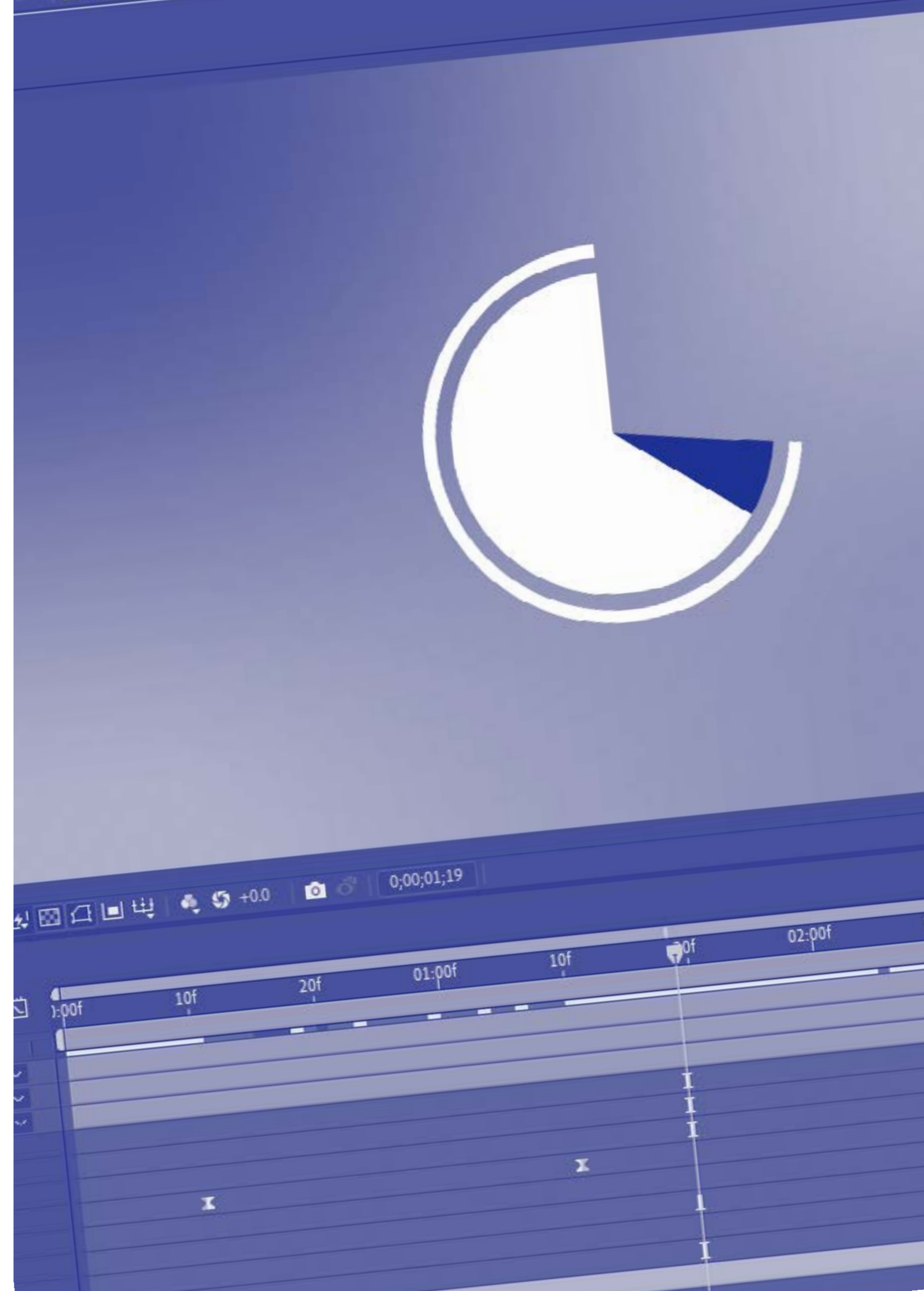
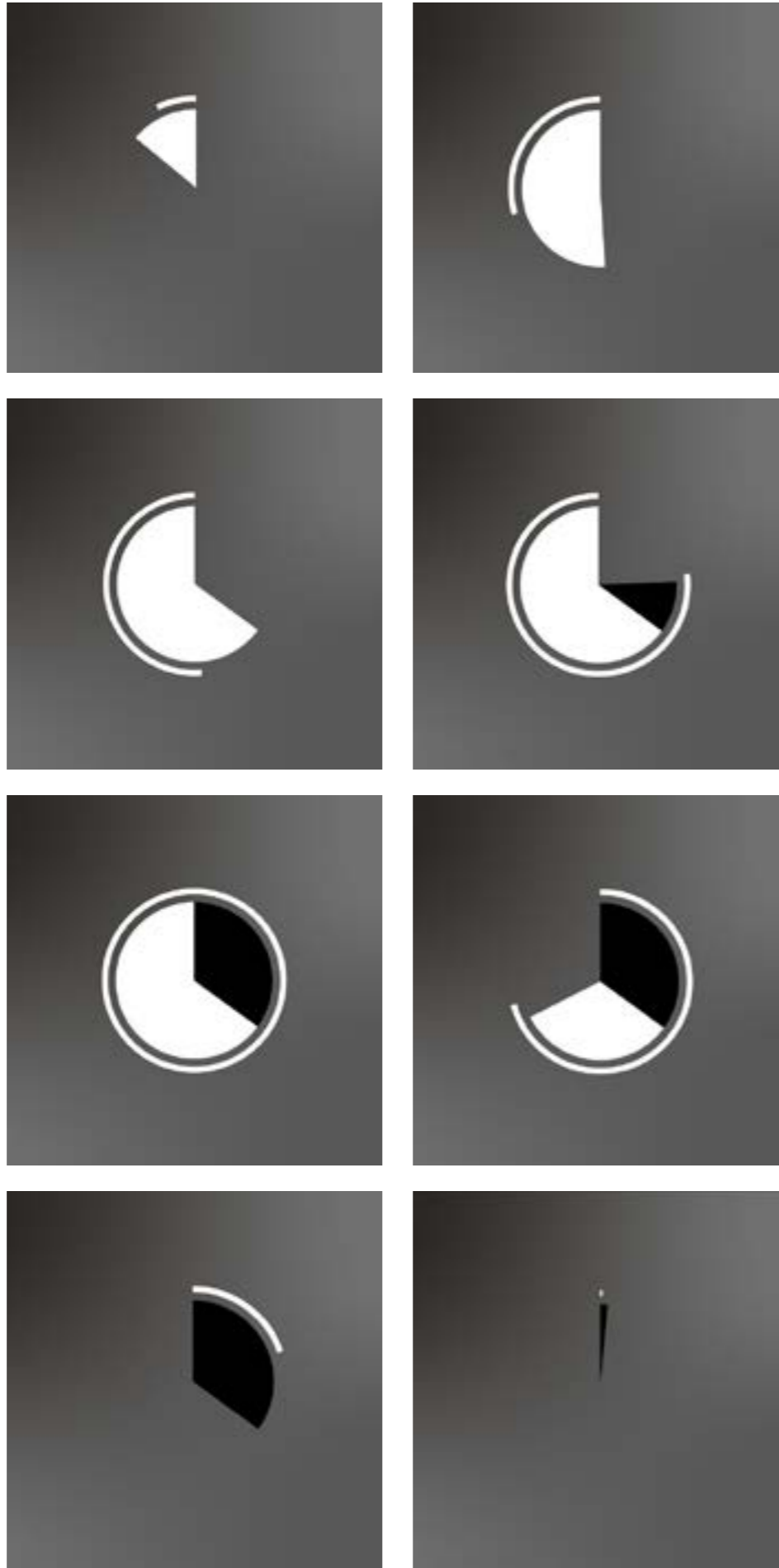
## Visual Experiments

### Animated Pie Chart

Creating an animated pie chart was quite simple with technician Simon's advice. Whilst my previous graph animations have involved a singular shape, this chart features 3 different ones. This made it more complicated to create a smooth animation as it required matching the keyframes of each shape so that they follow along with each other.

This helped me to think about how I can use multiple different shapes with separate animations, and match them together as one piece.

This technique will be useful when creating animated infographics that feature a variety of different shapes and text together.



## Visual Experiments

### Animated Text



Type face - VMS Regular

Text outline created by removing fill and colouring stroke in Illustrator. Animation created by keyframing trim paths in After Effects.

Digital style typefaces are a trend I noticed alongside bold san-serif typefaces, so these are the styles that I will be experimenting with and animating.



Type face - Space Squadron Italic

I feel that this typeface fits quite well with the context of the fast paced, intense nature of esports.



## Visual Experiments

### Animated Text



Type face - Articulat CF

This is a very straight-forward, bold typeface that feels similar to lots of the typefaces I have seen in my research of esports marketing.



Type face - Azo Sans

This typeface is very similar to the previous, but with some slightly more curved arms on some of the letters. Again, I feel that this fits well with the trend on typefaces I have seen in my research.

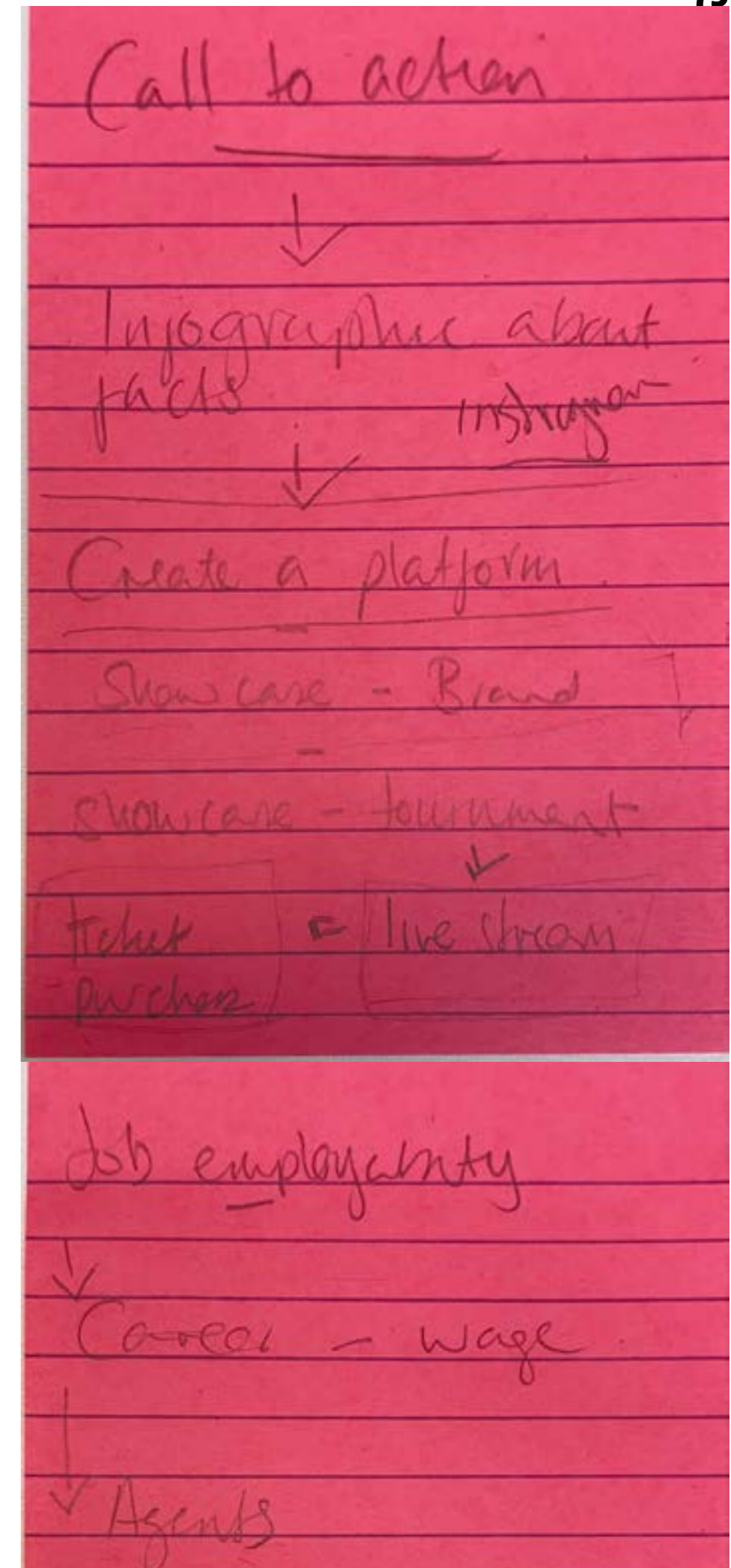
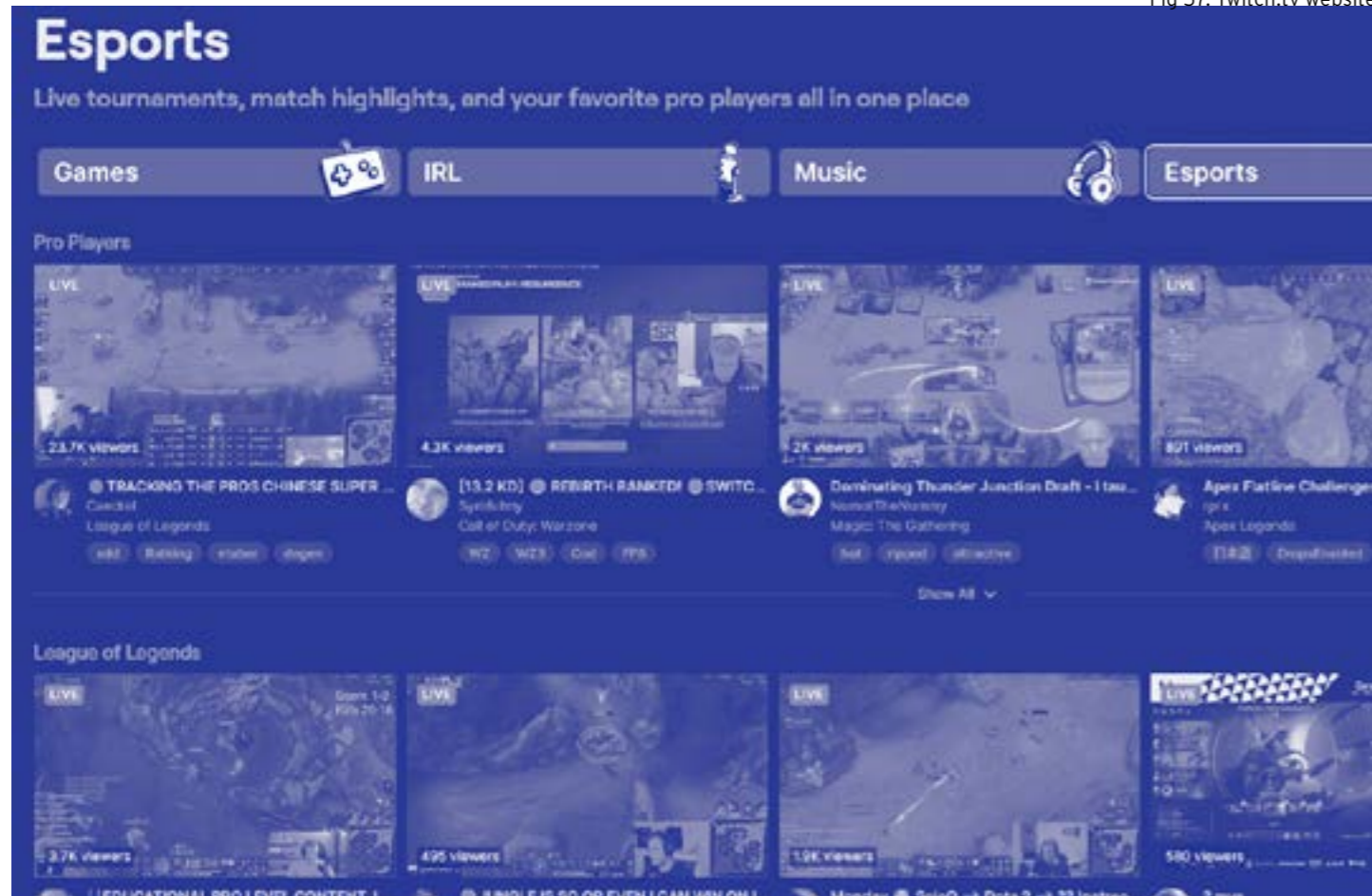


## Tutor Tutorial

Discussion about project development ideas with tutor Sarah.

- Talked about project aims
  - Call to action through infographics
  - Create a platform for esports?
  - Showcase brands/teams?
  - Showcase tournaments/games?
  - Ticket purchasing/livestreams?
  - Employment/jobs?
  - Careers/wages?
  - Agents?
- Figure out what statistics I will use in infographics
- Design infographics (sketches/storyboard)
- Design website? For esports platform (wireframes)
- Research brands/teams to showcase
- Research tournaments/games to showcase
- Research ticket purchasing/livestream websites/platforms
- Research esports jobs/careers/wages/agents

Fig 57. Twitch.tv website





## Visual Experiments

### Animated Gradients

After discussing animations with After Effects technician Simon, I decided to try creating some animated backgrounds using the colour gradients I have created.

This involved importing the colours into a 4-colour gradient layer in after effects and keyframing a turbulent displace effect onto it. This resulted in a fluid, liquid like result where the colours merge and move around.

The first attempt at this resulted in the colours forming shapes that warped and moved around, but after adjusting some effect settings the colours then merge together to create the liquidy/smoky appearance.



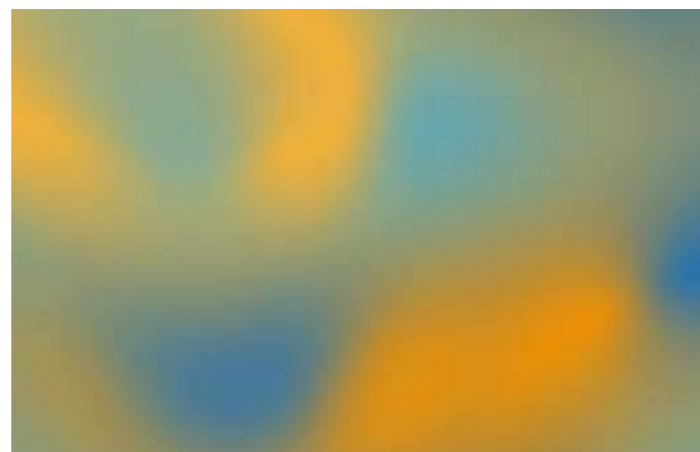
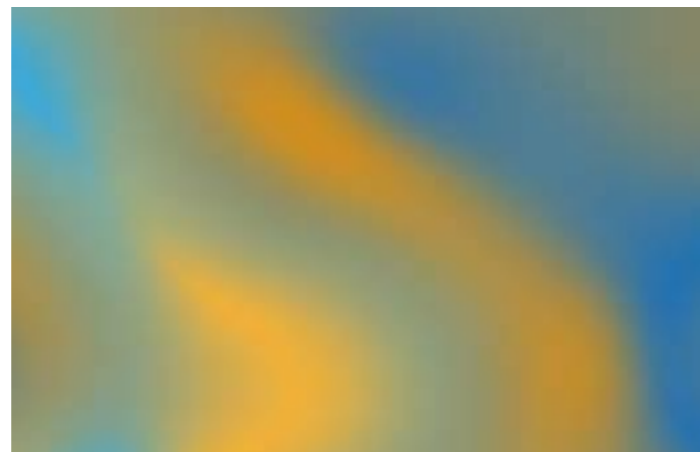
## Visual Experiments

### Animated Gradients

I continued creating different versions of this with the different colour gradients I had created, but this could be applied to any set of colours I may choose.

After sharing these animations with tutors Sarah and Antony, Sarah suggested I try out these kinds of effects on text.

To do this, I recreated the same keyframed effects but with lower values to avoid the text becoming overly warped.



## Visual Experiments

### Animated Gradients/Text

Overall, I think the idea of applying these effects to text works great and could be an interesting way to transition between text/images/colours within an animated infographic.



## Visual Experiments

### Animated Transitions

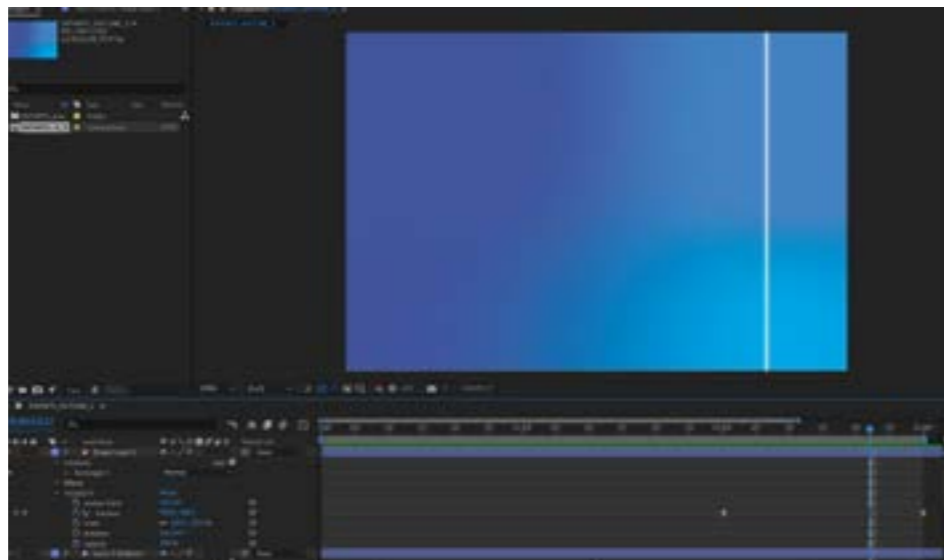
After experimenting with a mixture of text animations, I decided I should try out creating some text transition-out animations, as advised by technician Simon.

The first thing I tried out was to create a wipe effect where the text wipes off the screen from left to right.

The next step on from this was to create a bar wipe, with a line crossing the screen and wiping the text along with it.

The bar wipe was quite complicated to make as it required precise keyframing in After Effects to have the text wipe and bar wipe linked frame by frame.

I feel that it's complications like this that makes creative problem solving in programs like After Effects such an interesting task.



## Pin-up crit

### Peer Feedback:

"Research is great & relatable to the experimentation you've done (few animations)"

"It'd be impactful if you think of a particular brand name & logos, graphic elements"

"Great experimentation on animation, create a stronger branding of the brand"

"Typography feels 'off' for the design"

"Lack of research"

"What is the brand? Apart from patterns, isn't much to go on"

"Clear technical competency"

"Doesn't feel 'esports', feels too pastel & calming"

Peer grading: 40 / 50

### Tutor Feedback:

- Typography does work well for context of project

- Colour choices are ok but need work to be more vibrant and less moody, to fit esports context.

### Pin-up crit reflection:

- One piece of peer feedback was that there was a lack of research shown, so I should have included more of my research to demonstrate the contextual basis of the visual experiments and overall project aim.

- I found it difficult to summarise my project so far in a printed pin-up crit because most of my experimentation so far consists of digital animations.

- I need to focus on bringing my experiments into context by creating a brand for the campaign.

- I agree with my tutor feedback that the typography does work, despite some peers giving feedback against it.

- I agree with my tutor feedback that the colours fit but need some adjustments to properly fit the context.

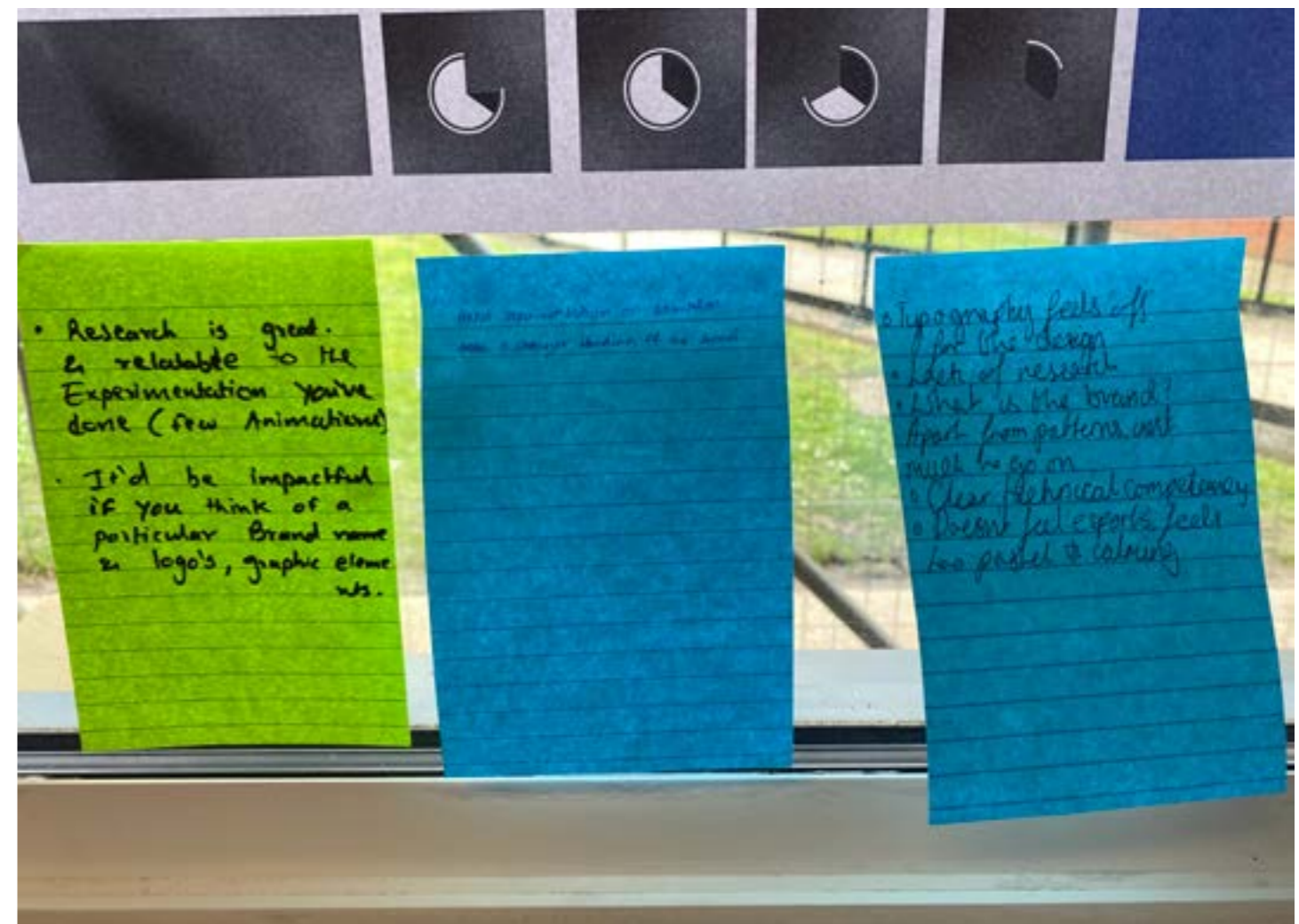
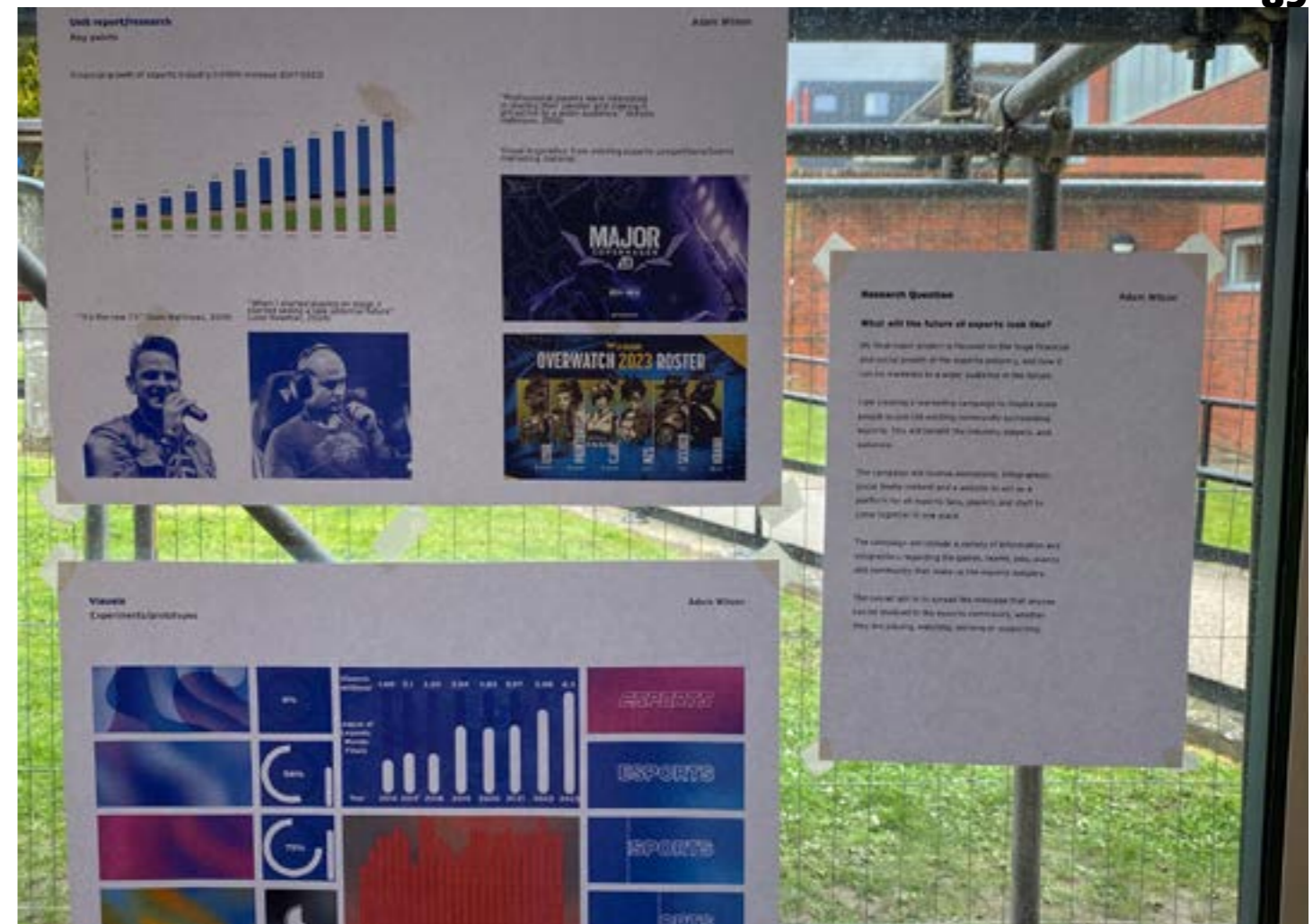
### Key points/ to do:

- Continue to relate research to experiments and developments.

- Create brand name, logo and graphic elements for campaign.

- Experiment with adjusting colours, create more vibrant colours for the branding.

Pin-up Crit Notes



## Visual Development

### Branding

One major piece of peer feedback was that the project is still missing a brand identity to tie all of the content together. The branding needs to reflect the project aim of attracting more people into Esports.

#### Brand names:

All Esports (AES)

Esportopia

Esports Engage

Allesports (already exists)

Elite Esports (already exists)

Esports Elevate (Similar to existing)

Elevate Esports (already exists)

Esports 4 all (Similar to existing)

Esports for all (already exists)

Esports Central (already exists)

Esports Connect (similar to existing)

Reach Esports (similar to existing)

Esports Initiative (sounds too corporate)

Esports Evolve (similar to existing)

Evolve Esports (already exists)

NextGen Esports (already exists)

#### Straplines:

The home of Esports

The place for Esports

Empowering gamers

Game for all

All Esports, for all

Esports for all

Unlock potential

Unlocking potential

Ranking up

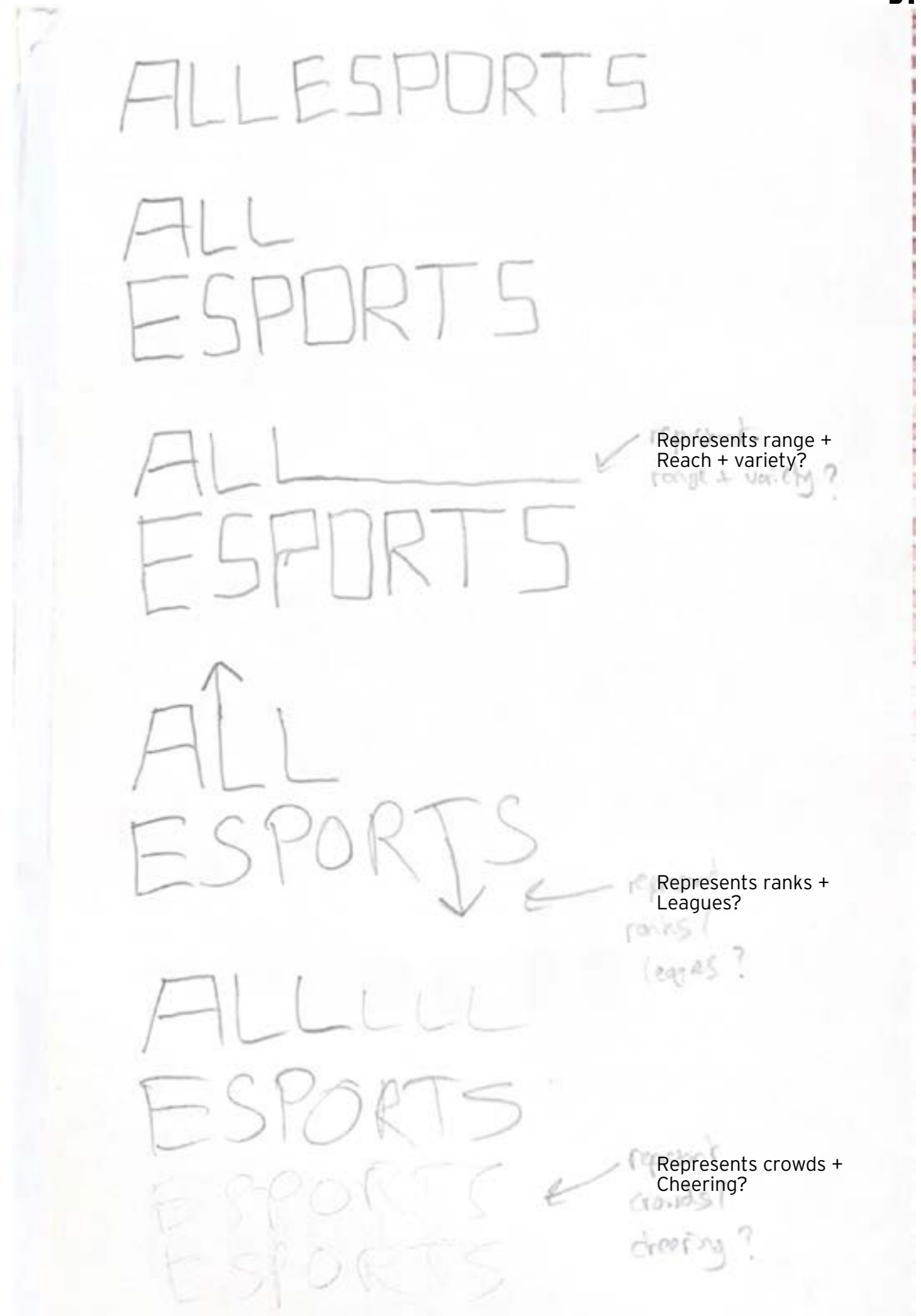
Rank up with us

Watch, Play, thrive

Elevating play

Elevating Esports

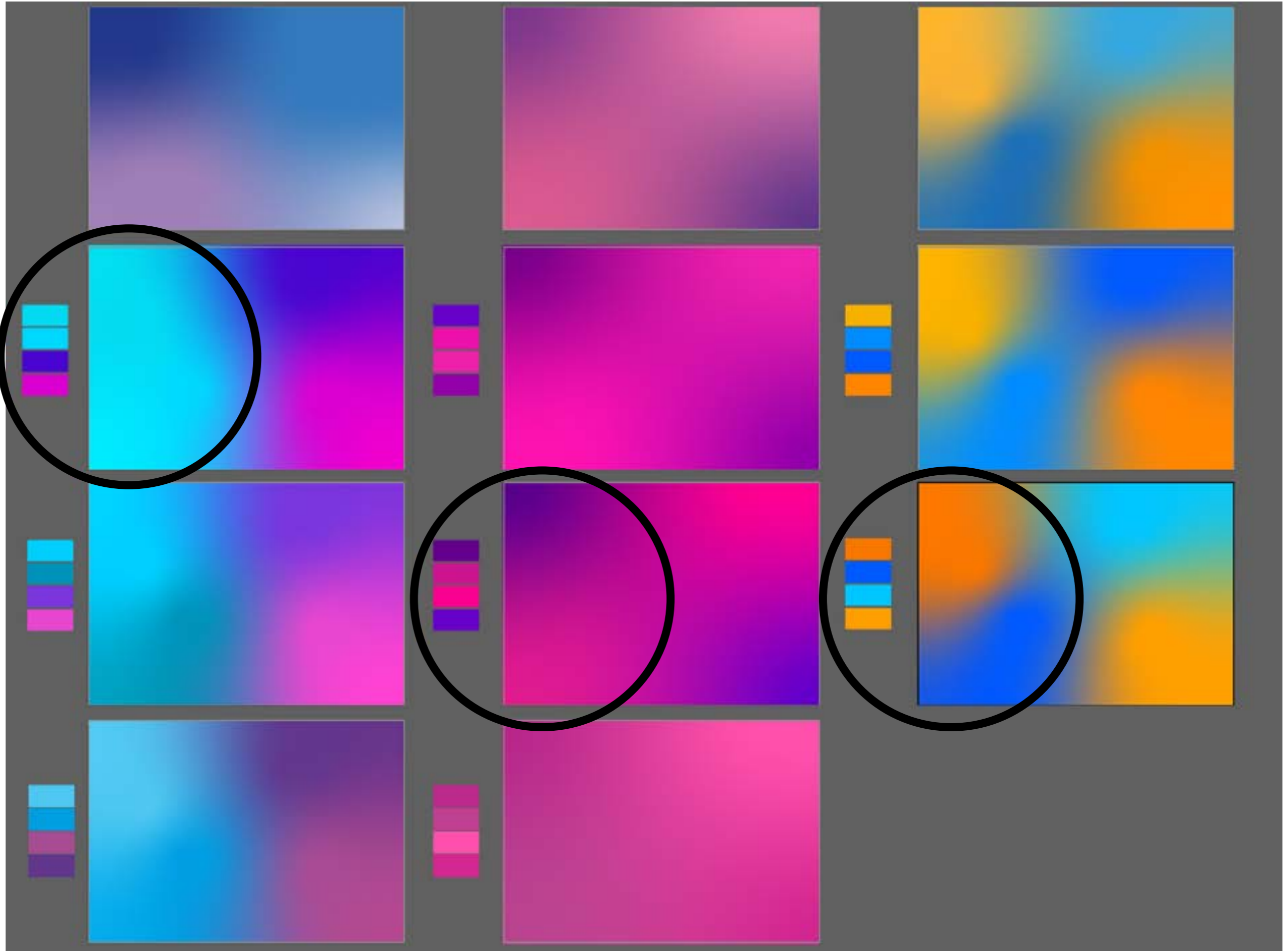
Play to win



# Visual Development Brand Colours

In response to peer feedback, I have tried out a mixture of different colours in order to create a more vibrant colour scape to match the exciting and bright nature of esports. I think that the highlighted gradients work best to keep the colours similar to before but with more vibrancy.

-  #03dbf2
-  #00d8ff
-  #4b05d1
-  #db00d1
-  #63008d
-  #cc1491
-  #fc0091
-  #6800c9
-  #f87700
-  #005aff
-  #00c6ff
-  #ff9f00



## Visual Development

### Brand Logotypes



After deciding on which typeface to use for the project branding, I started creating some logotype designs in Illustrator. I wanted to experiment with different adaptations of the existing typeface to display the brand name and strapline. I made sure to align all of the text so that I can make modular adaptations to the typeface and add details.



Since I found in my research that stroke outline text is a trend in esports marketing, I tried creating a variation of the logotype featuring a dropped copy of the text as a stroke outline. Whilst this does look visually interesting, I feel that it is too much visual noise for a logo, which should be clear and legible.



Next, I decided to try out one of the logo sketches I drew, which adds modular arrows onto the arms of the first letter L and T. This links to the idea of the tier systems within esports, and the battle of winning and losing games. I feel that this works contextually, but less so visually as it creates quite a big footprint for the lockup.



Another idea from my sketches was to create a lockup where the second letter L is extended to match the length of the second word. I feel that this works quite well visually and contextually, linking to the idea of the reach and scope of the brand and esports as a whole.



## Visual Development

### Brand Logotypes

These images show some examples of different variations I have created for a brand logotype, with and without the brand strapline.

I feel that this typeface works well for the brand as it is bold, sans-serif and the italic relates to the fast pacing and excitement of esports.

I also want to try out some one of these logotypes as a stroke outline variant to see how it looks. The next step from there will be to share these logotype designs with some peers for feedback in selecting the best one.



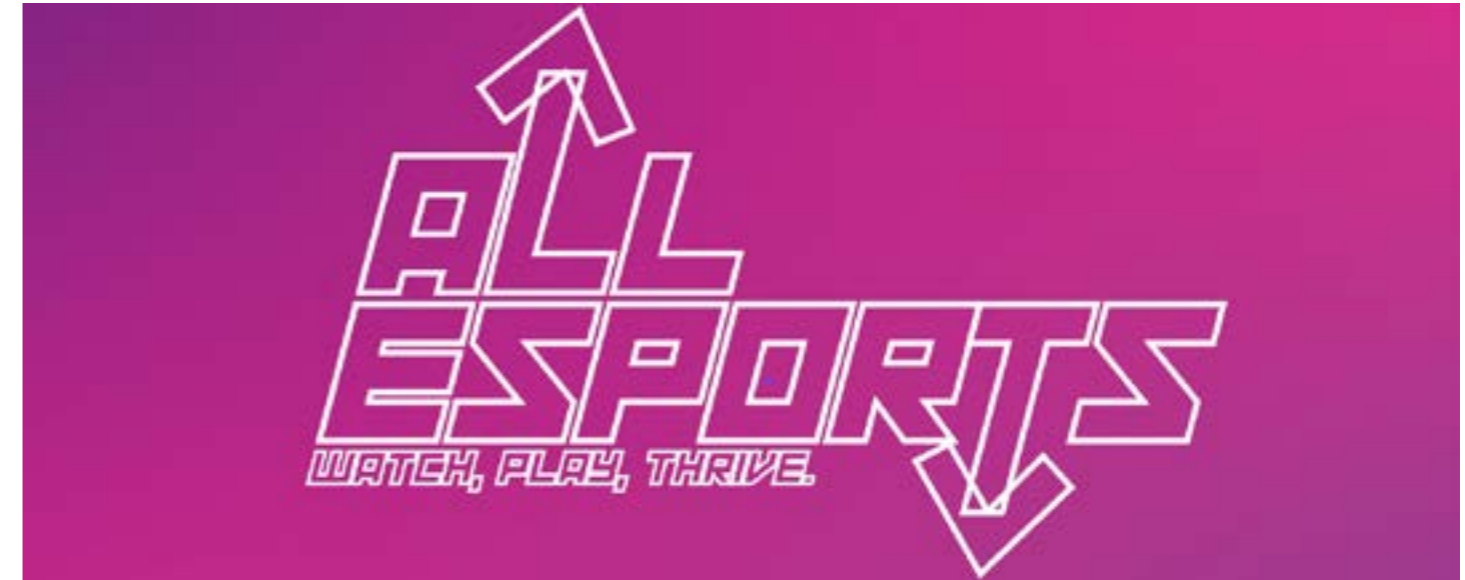
## Visual Development

### Brand Logotypes

These images show some variations of the brand logotypes that I have created as a stroke outline version. Since stroke outline text was a common trend in esports marketing, I thought this would be a good visual experiment to see how the logo might look in this format.

I feel that this is a very interesting visual style for the logotype, but also that it may be too visually noisy for a logo. This is especially the case for the smaller strapline, which becomes much less legible when used as a stroke outline.

Overall I feel that this is a good visual style for the text, but it wouldn't work as well as a logo, so I will try to incorporate the stroke outline text in some other way.



Peer Feedback  
Brand Logotypes



This logotype is a bit too simple and would be difficult to use in multiple contexts due to its length to height ratio.



Much better overall lockup shape compared to first logo.



Peer was unsure what the arrows were representing. Concept behind this required explanation- not good for a logo, which should speak for itself.



Peers said they liked the extended letter L as it adds more balance to the composition and relates to the idea that the brand has far reach within the esports industry.

The positioning of the strapline creates two very different eyepaths across the lockup. The first variation feels a bit too jumpy for the eye, while the second creates a flowing angular eyepath across the logo.

From discussing all of my logo variations with peers, I think that the second variation of this lockup is the strongest.

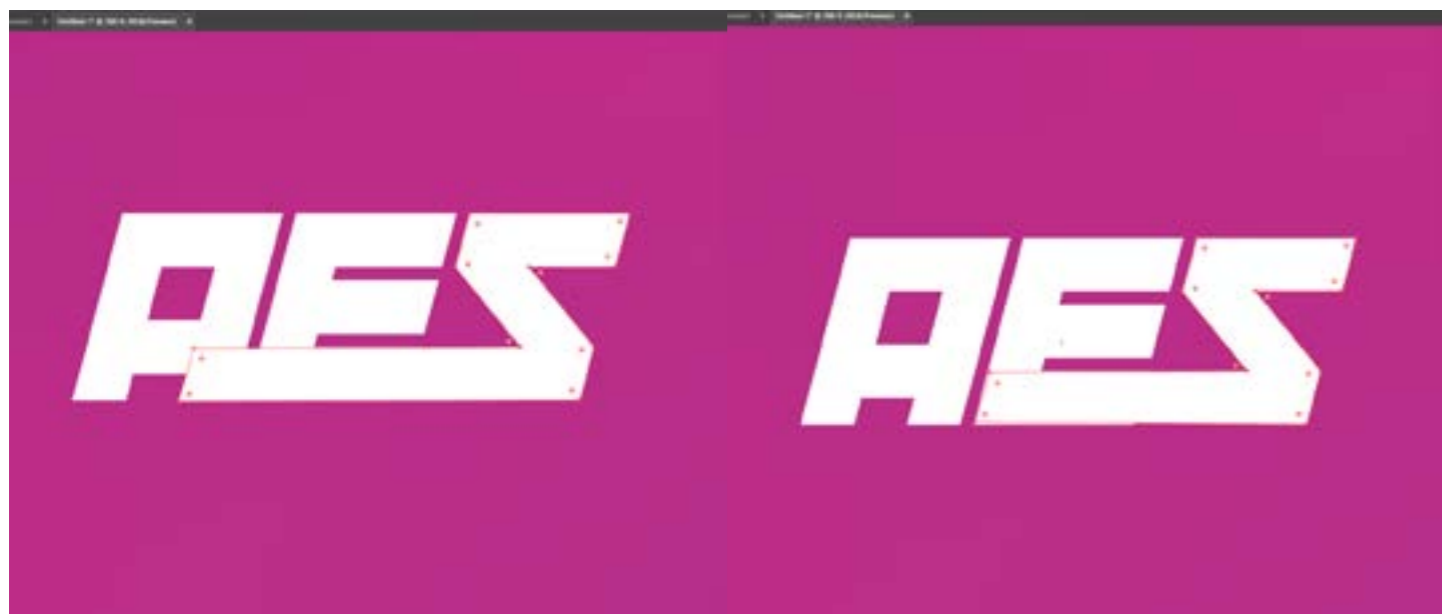
## Visual Development

### Small format logo

Since the logotype is quite large, it would be difficult to use in smaller format designs such as social media profiles. Because of this, I decided to create a logo for smaller formats, and I had the idea to abbreviate the brand name to AES (All E Sports).



Considered extended some of the letter arms outwards to match the large format logo, but this ends up making the letters more confusing to read which is an issue.



I also tried to extend some of the letter arms inward to join up with other joints, but this also lowered the legibility of the text.



Scrapping the idea of extending letters due to legibility issues, I decided to keep the text as it was and frame it within a shape. I tried out a circle and rectangle.



After creating the shape framed logos, I tried adding gradients to the background of the shape to add more colour and tie the logo back to the brand more so. I feel that this version of the small format logo works the best, and offers the opportunity to switch around and/or animate the gradient in the background.

## Project Outcomes

### Logotype Animation



After deciding on the final logo lockup, I decided to start animating the logo for use in screens, social media and web. I thought that this was a good opportunity to add in some stroke outline text, which draws out before filling in to form the final logo. I feel that this works well. Next step is to test the animation on screen with different speeds and get feedback.



## Visual Development

### Testing for screen

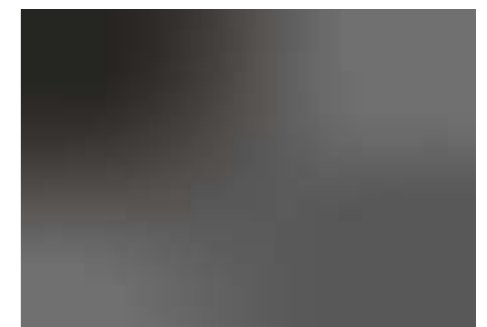
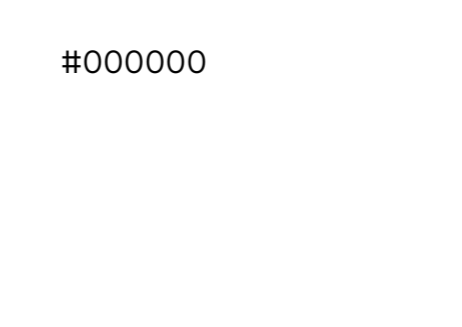
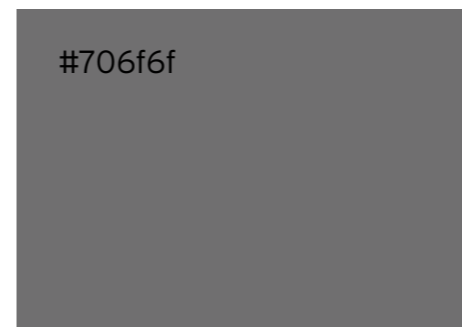
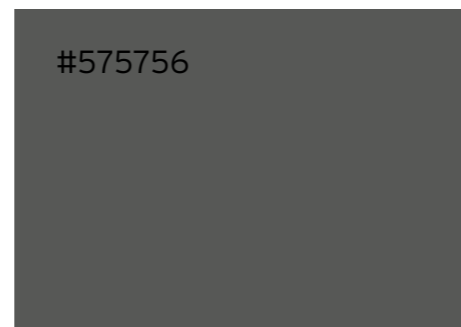
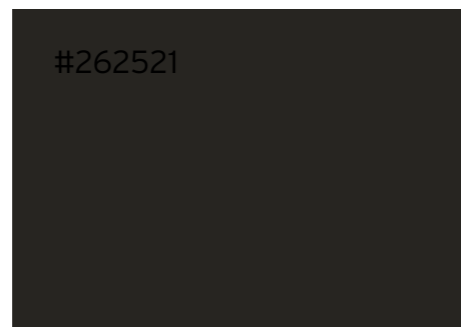
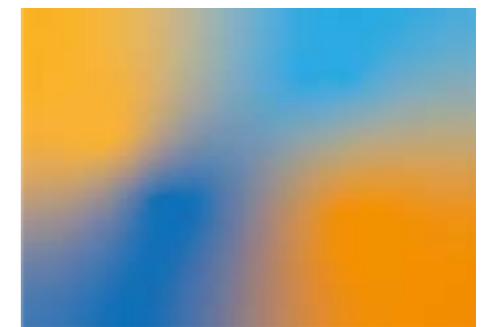
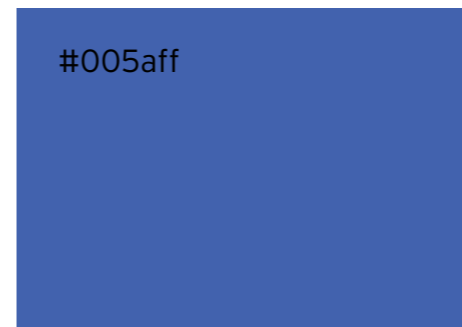
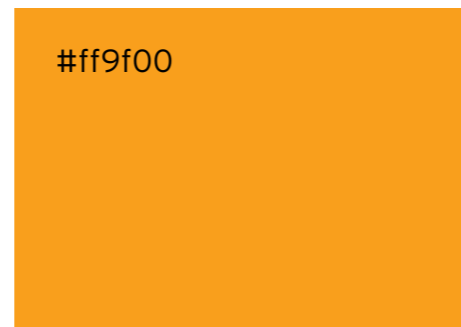
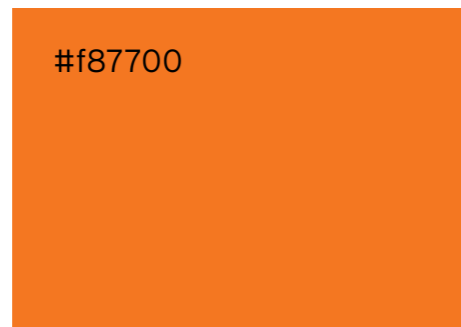
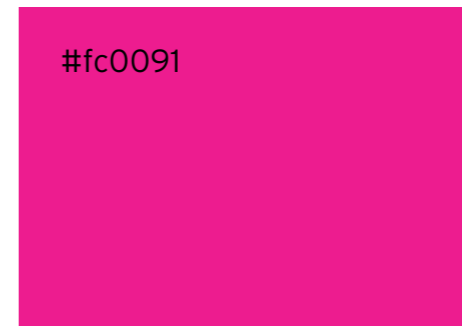
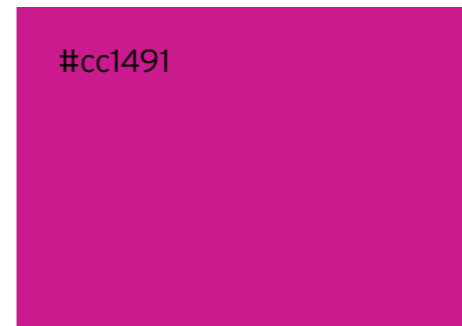
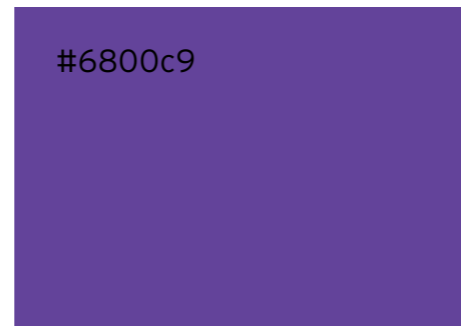
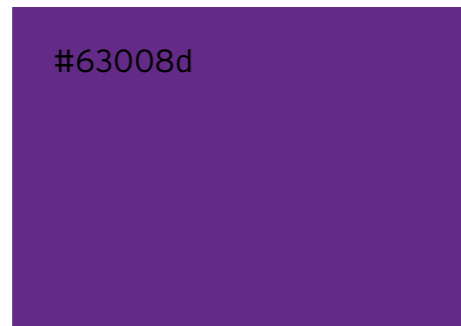
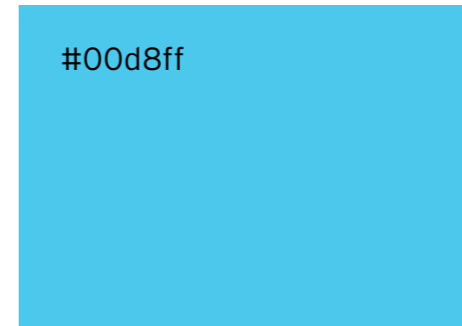
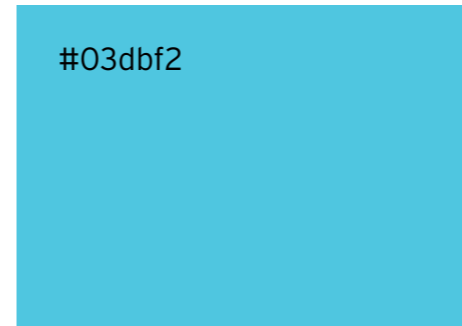
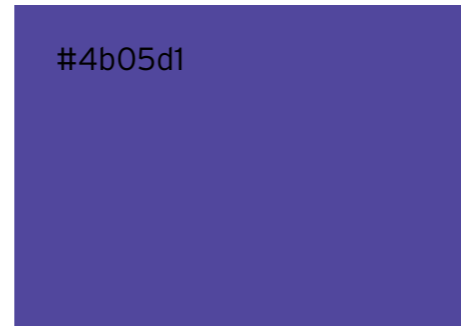
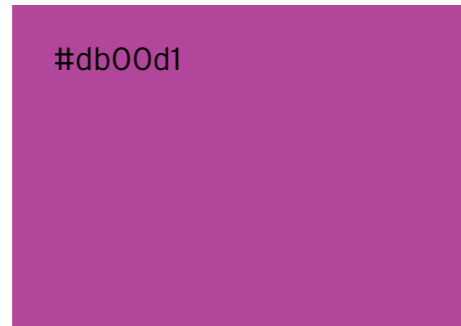
Presenting my logotype animations onto a TV was a good way to analyse the designs in context and compare the variations.

I presented a couple of logotype animations to a few peers and we discussed the different variations in comparison to each other and to the context of the project.

The two different animations varied in the stroke outline section of the animation. One featured the outline being drawn out much faster with an animated offset, while the other is drawn out slower with no offset variation.

While discussing with peers, we decided that the faster variation was more fit for context when relating esports. Although the faster animation and offset makes the words less legible during the beginning of the animation, this is not much of an issue since the words become clear at the end.





## Brand Guidelines

### Logotype

Brand logotype to be used in large format branding and graphics. White colour should be used for text against a coloured background.



If used on a white background, a darker colour may be used for text.



Text should never be black over a white background.



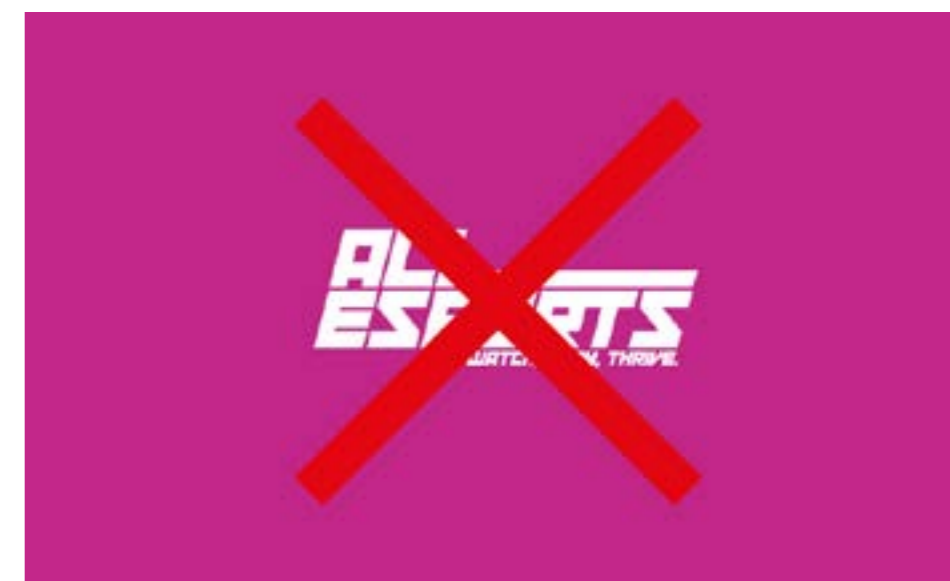
Logotype should be used with a safety area. No other graphics should cross this area to allow the logo space for legibility.



Safety area should be the same height as the extended L arm, variable to the size in which the logo is being used.



Although logotype size can be varied within reasonable judgement, it should never be used with type smaller than 75pt (18pt strapline). In this case, smaller format logo should be used.





## Brand Guidelines

### Small Format Logo

Secondary logo to be used in small format branding and graphics. White colour should be used for text with a gradient background within the circle. Logo can be placed on any colour background, within reasonable judgement.



Safety area should be the same height as the letter A bridge, variable to the size in which the logo is being used.



## Brand Guidelines

### Typography

# SPACE SQUADRON

**REGULAR (24PT) - TITLE**

***ITALIC (24PT) - BRANDING***

# Interstate

Light (24pt) - Body copy

Regular (24pt) - Body copy

**Bold (24pt) - Subtitles**

**Black (24pt) - Headings**

# Research

## Streaming platform / Twitch TV

Twitch TV is a streaming platform where creators can live stream talk shows, podcasts, video games, art and more. Twitch is often used within the esports industry for tournament broadcasts, player gameplay streams, tournament analysis talk shows, etc. The huge presence of esports on Twitch can be seen through the esports section on its website.

I will use these screenshots from Twitch's website as inspiration for my esports based website.

Fig 58. Twitch.tv website

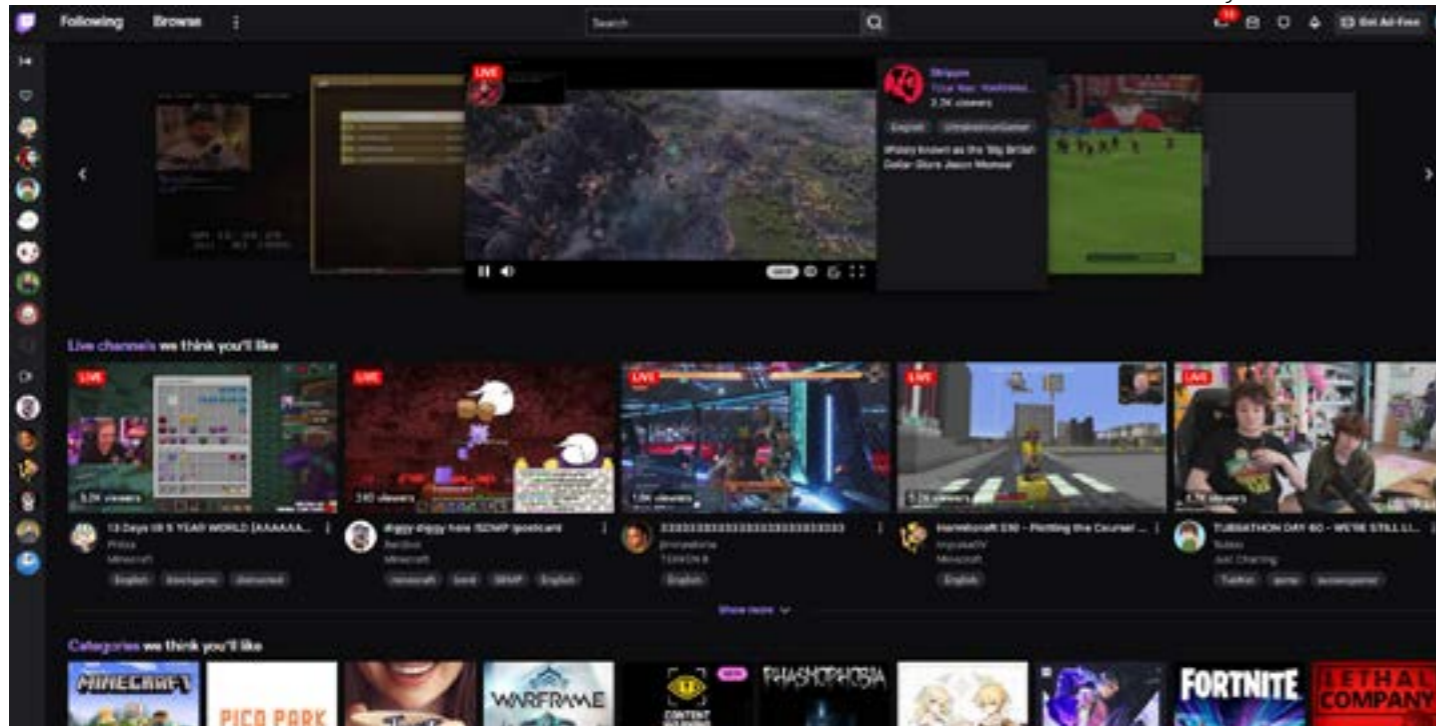


Fig 59. Twitch.tv website

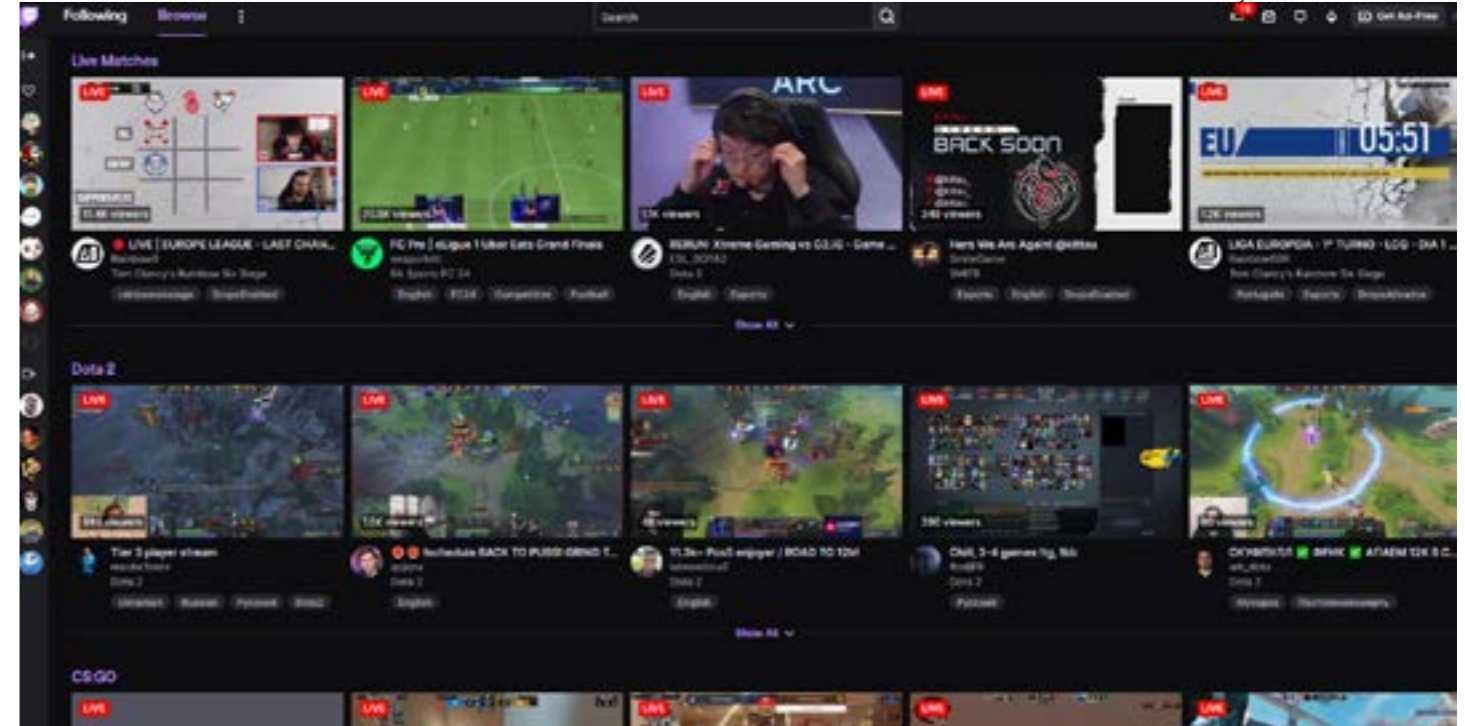


Fig 60. Twitch.tv website

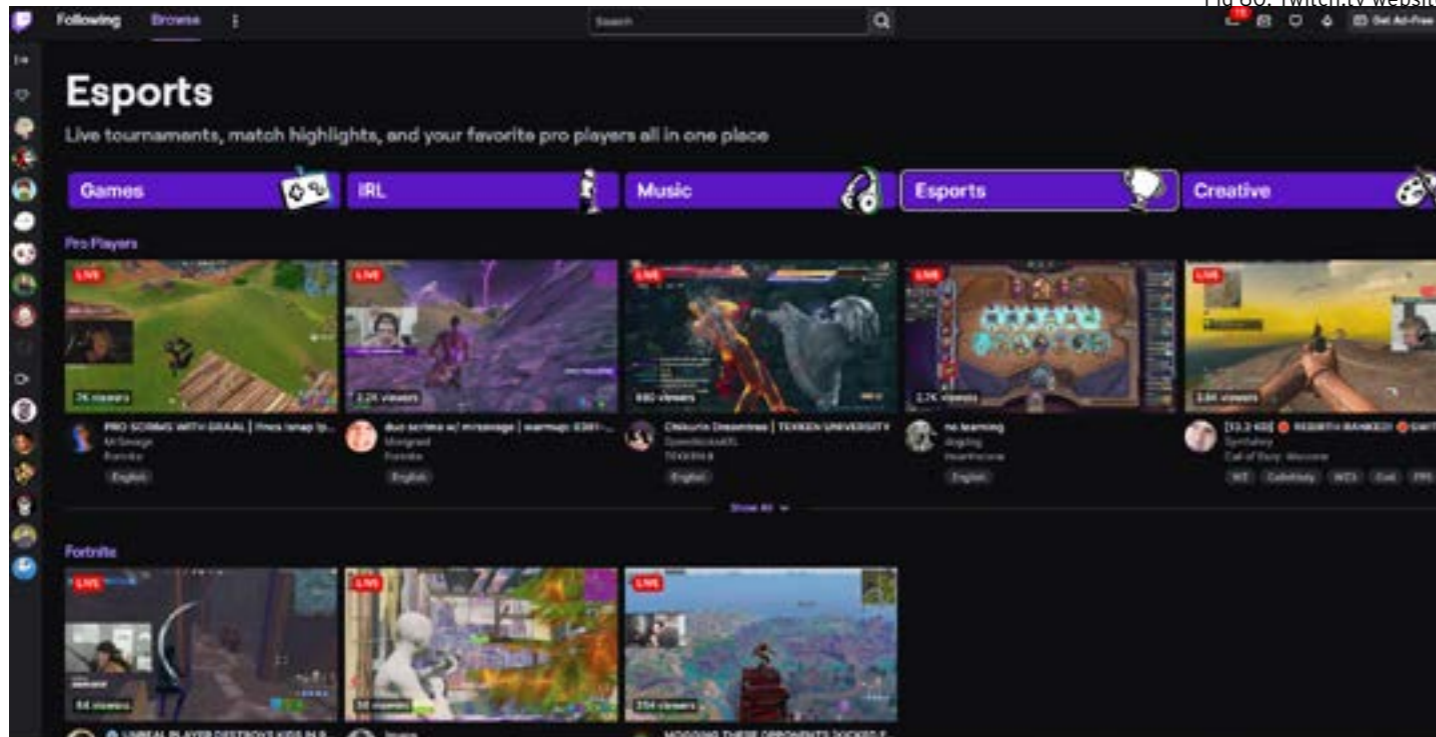
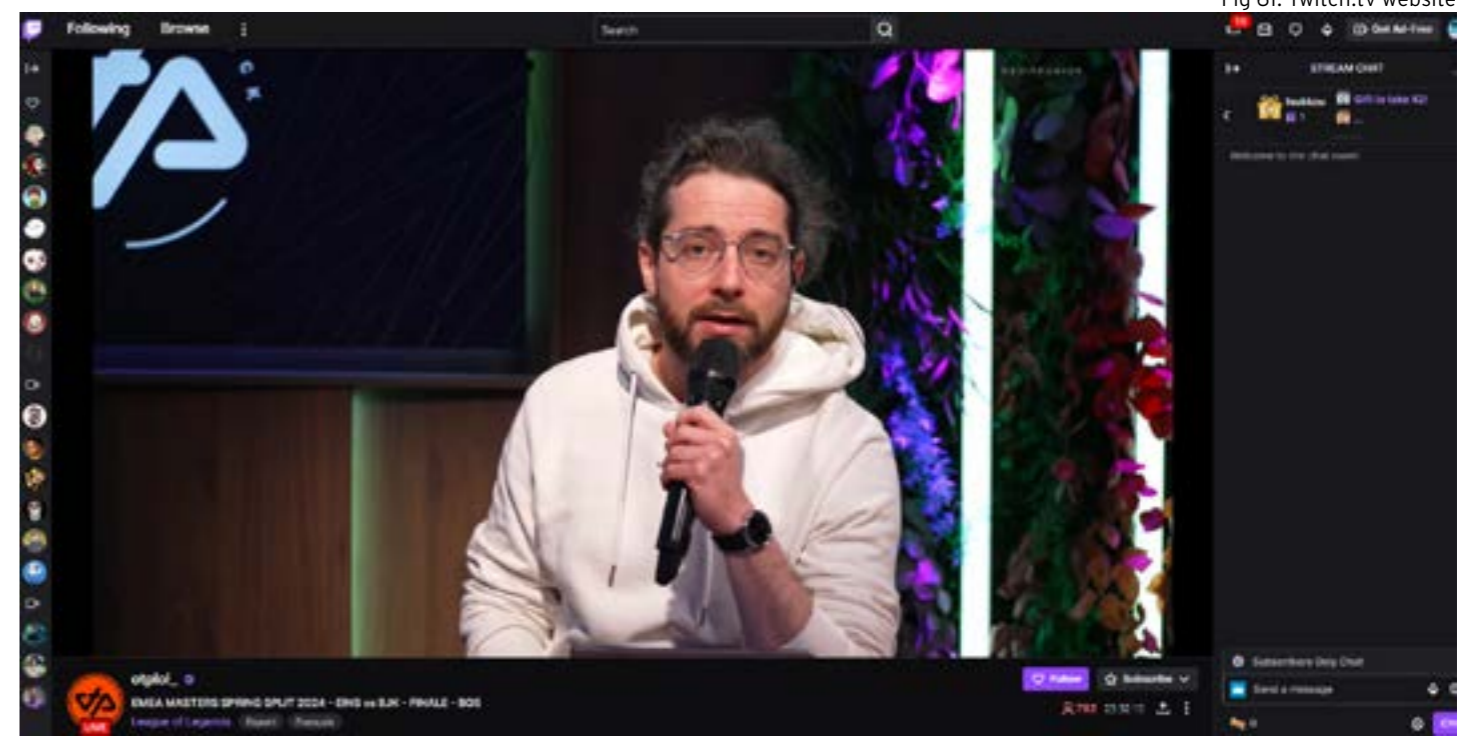


Fig 61. Twitch.tv website



# Research

## Streaming platform / Youtube

Youtube is a video sharing platform that also features live streams. Although not as heavily as Twitch, Youtube does also feature some esports livestreams, as well as videos of replays, analysis, event experience, etc.

I will use these screenshots from Youtube's website as inspiration for my esports based website.

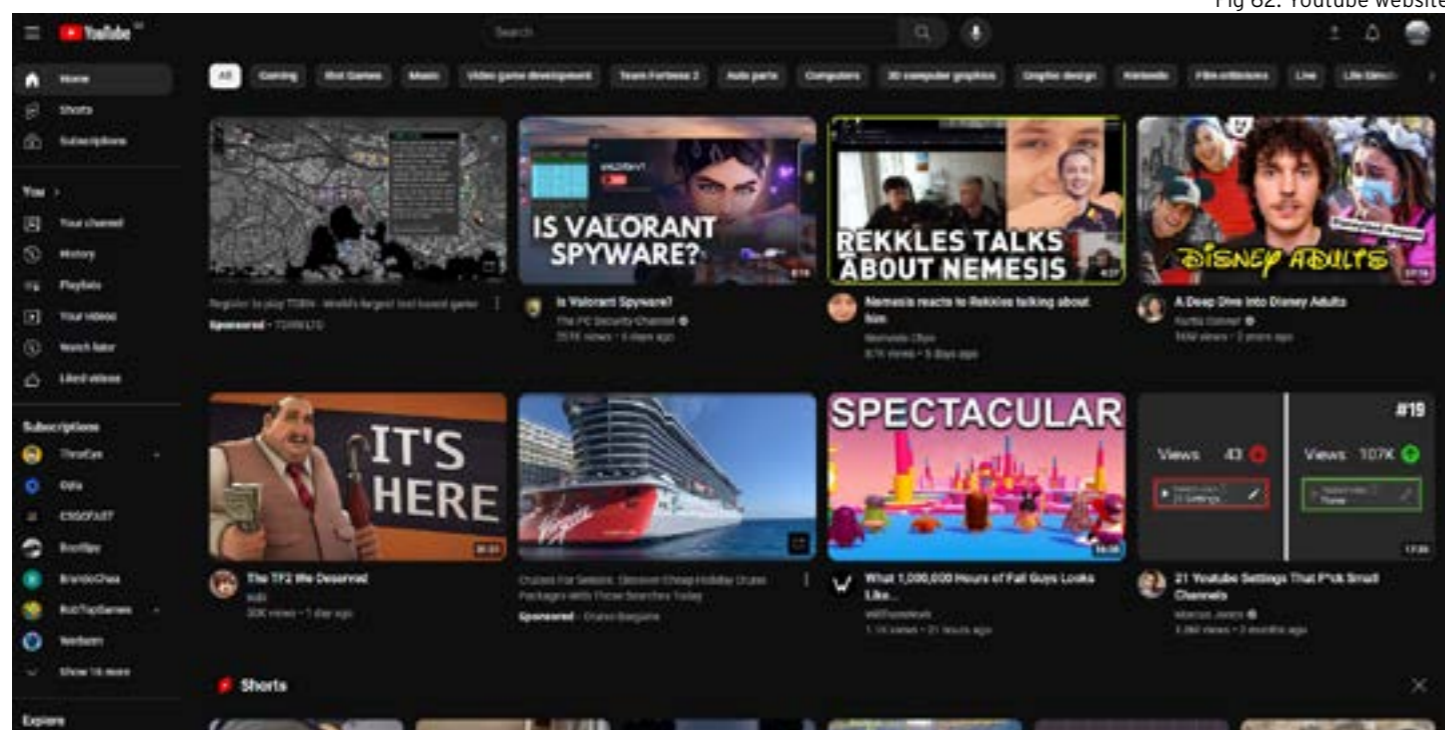


Fig 62. Youtube website

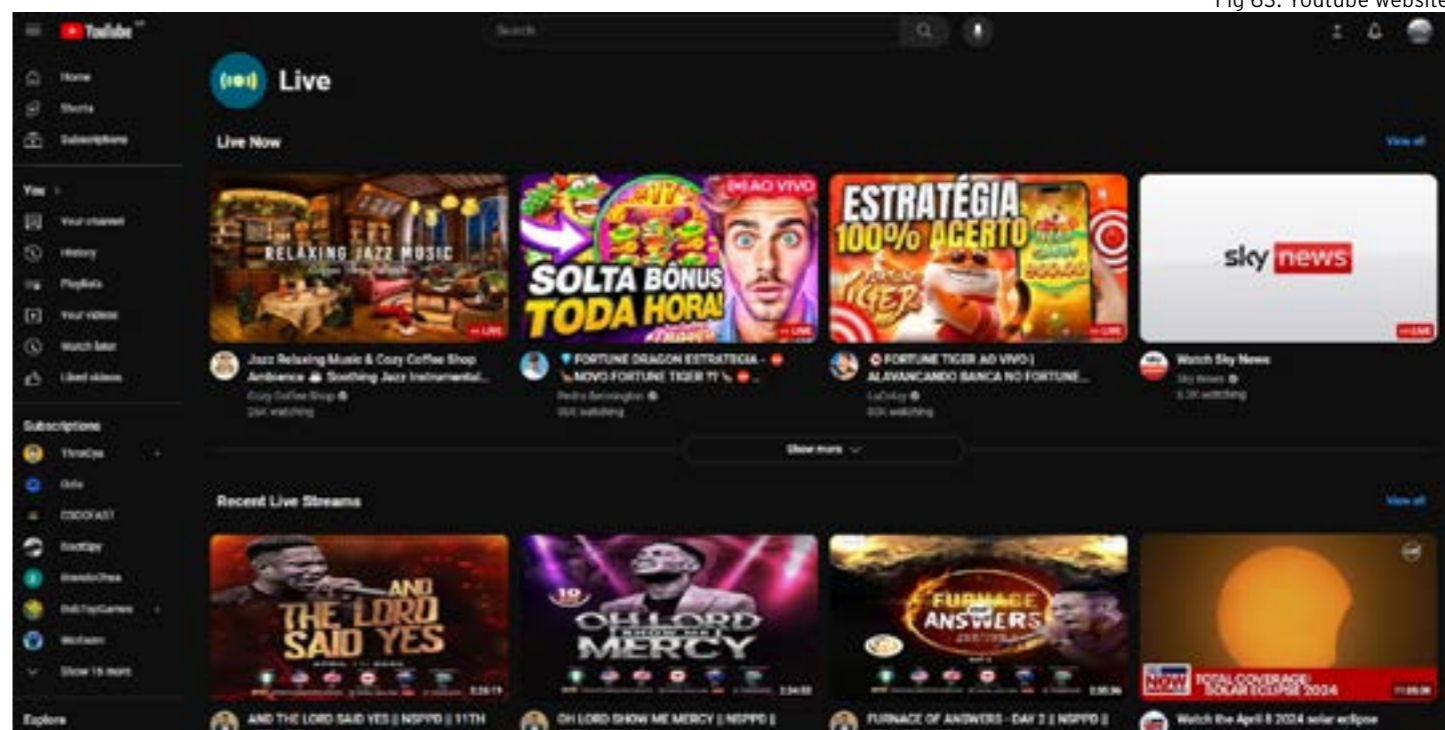


Fig 63. Youtube website

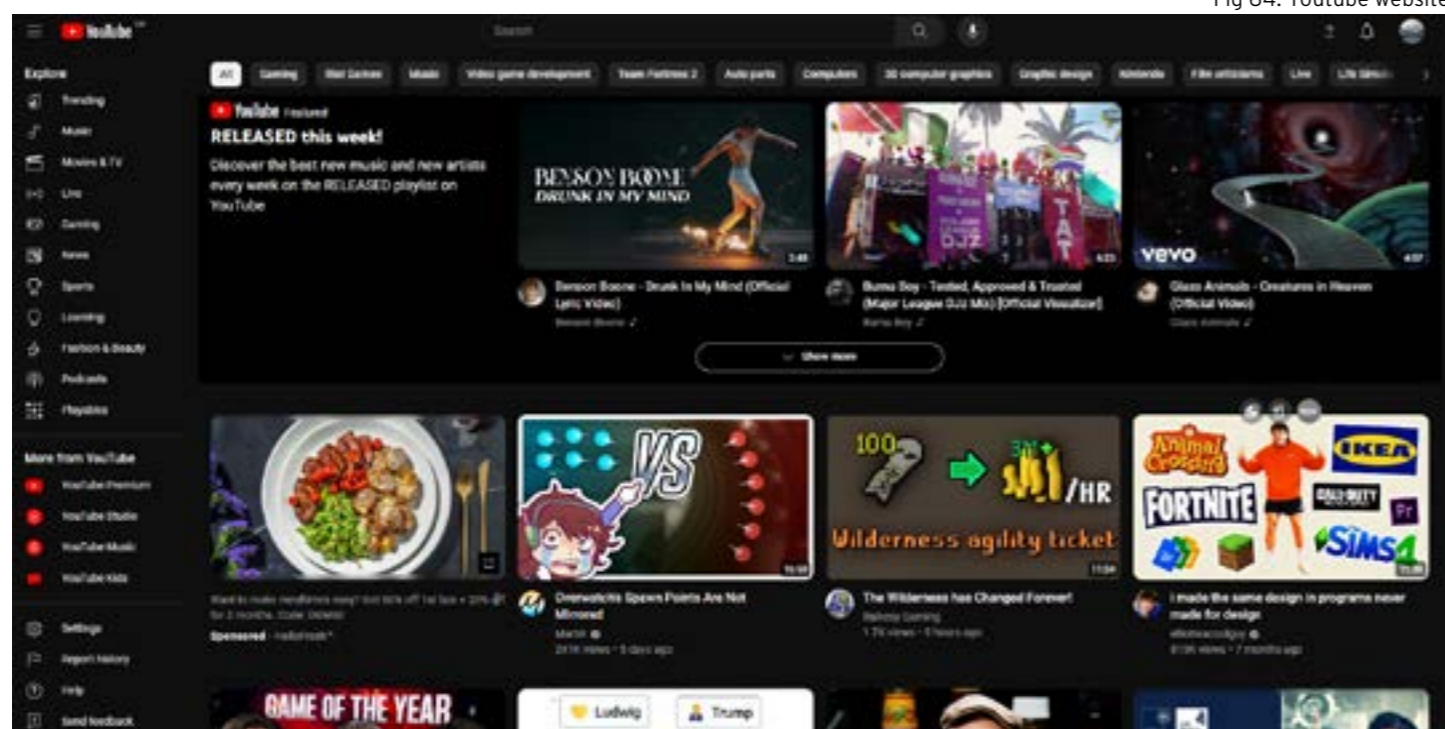


Fig 64. Youtube website

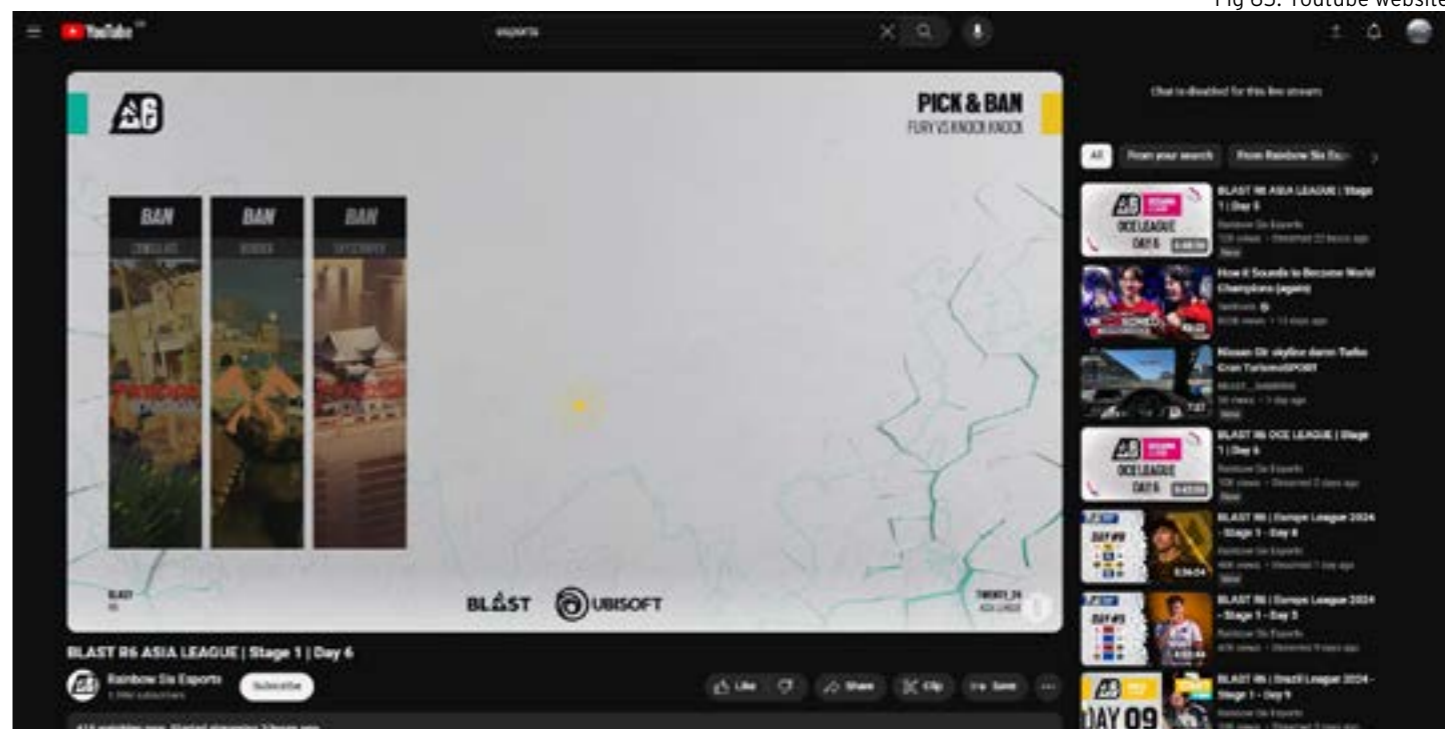
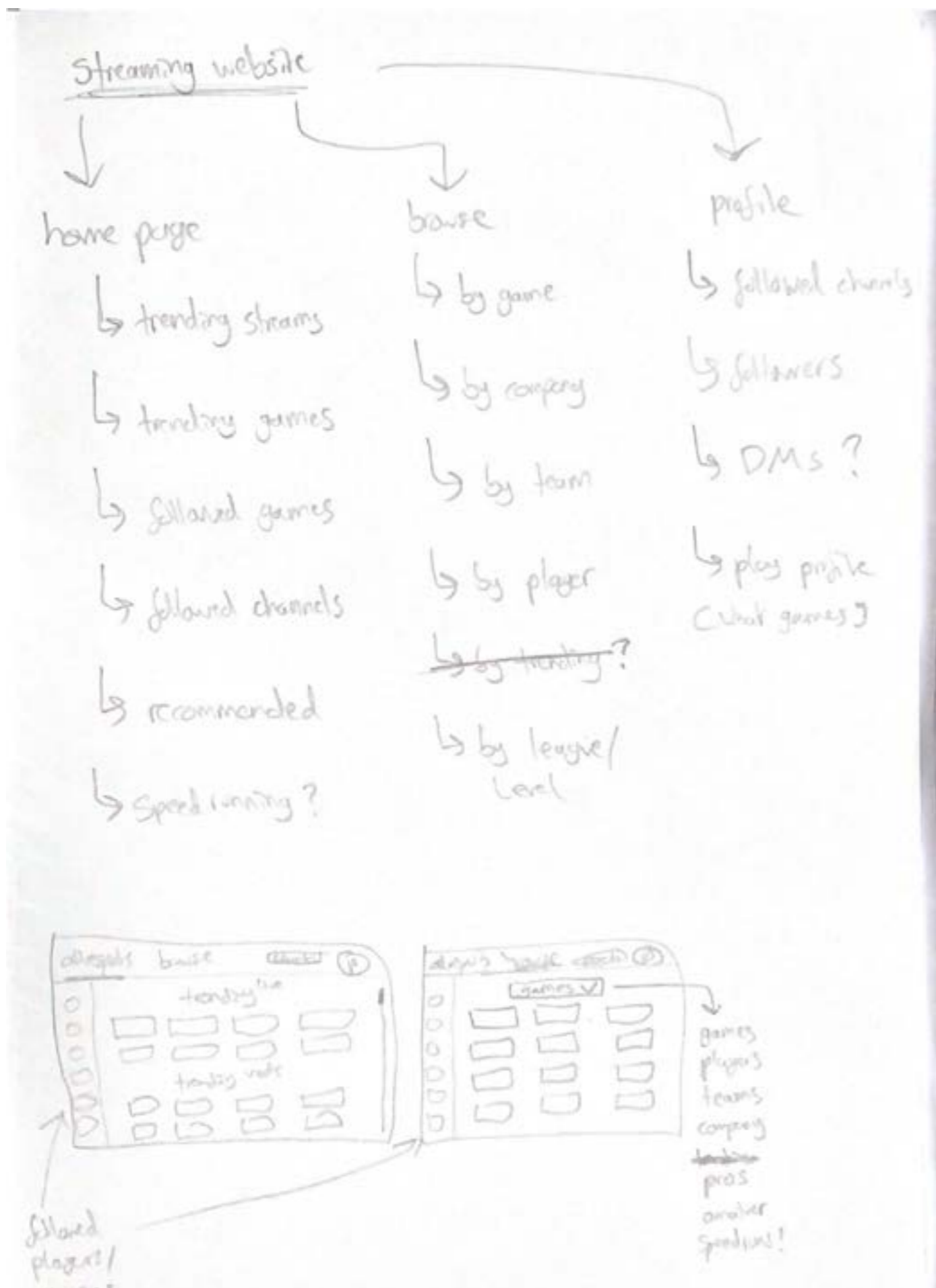


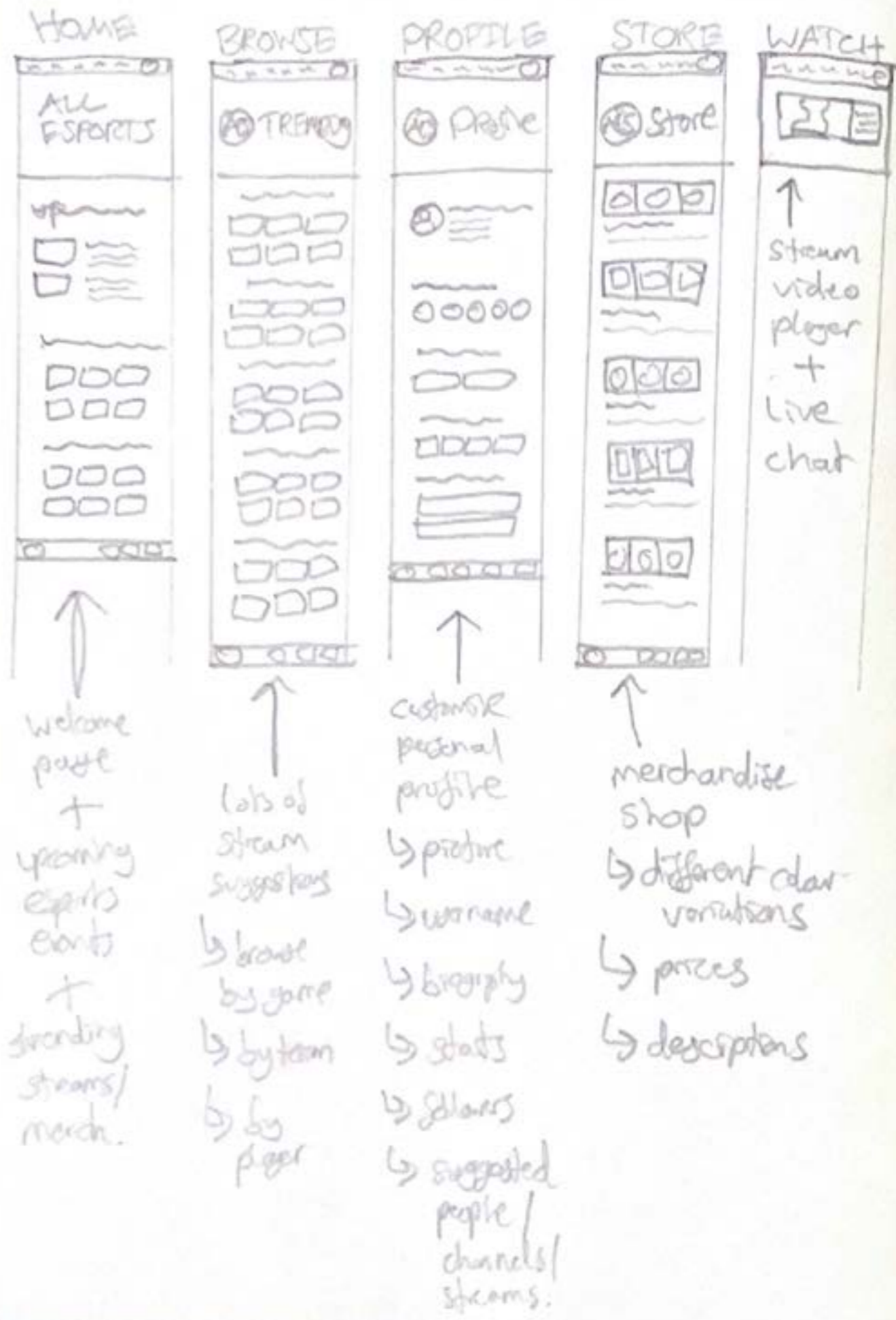
Fig 65. Youtube website

# Visual Development

## Website planning

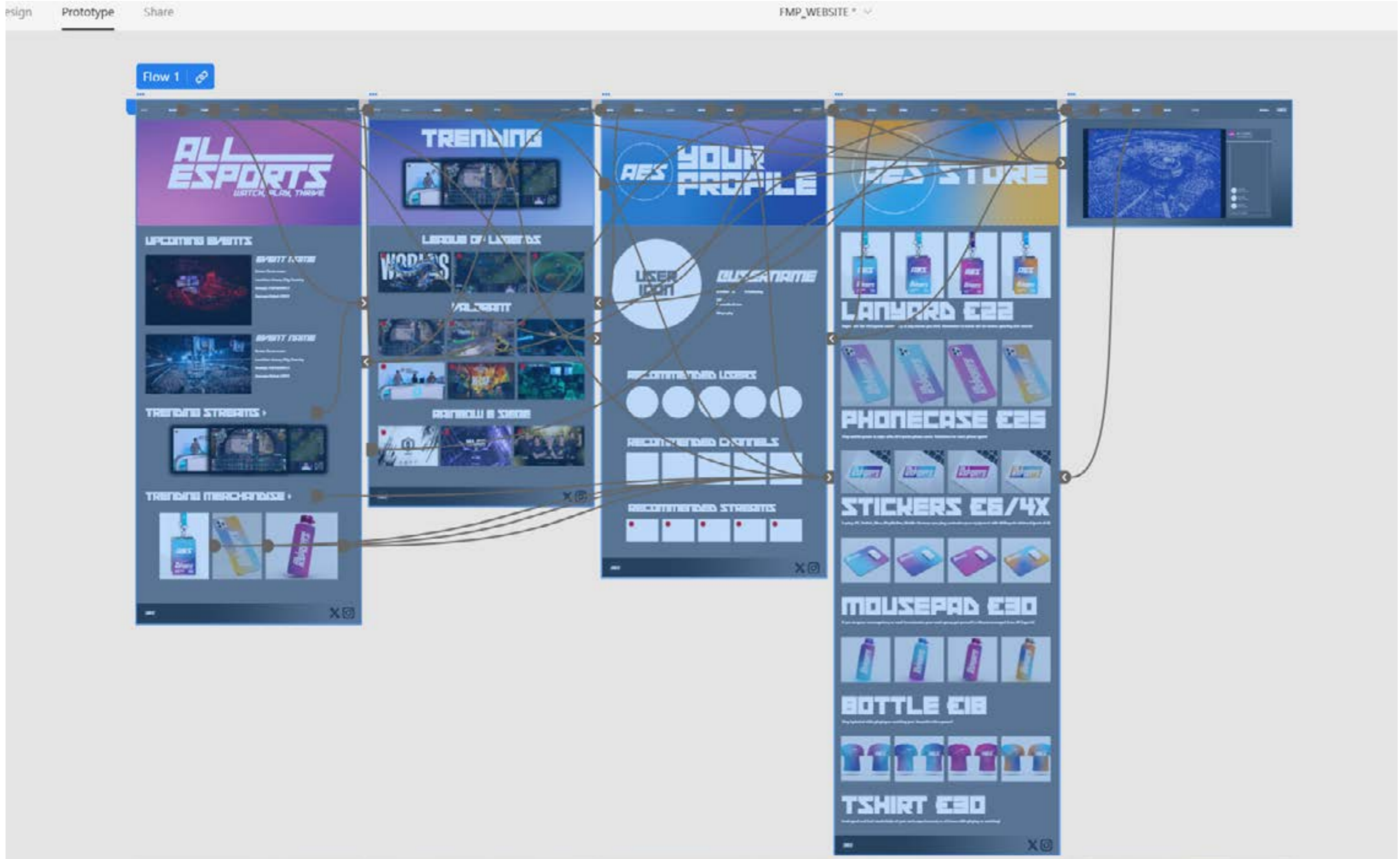


# website layout



# Outcome Development High-fid Website

This screenshot from Adobe XD shows the prototyping flowchart for all of the interactive features and links within the website. Each page is interlinked to make navigation simple and engaging.



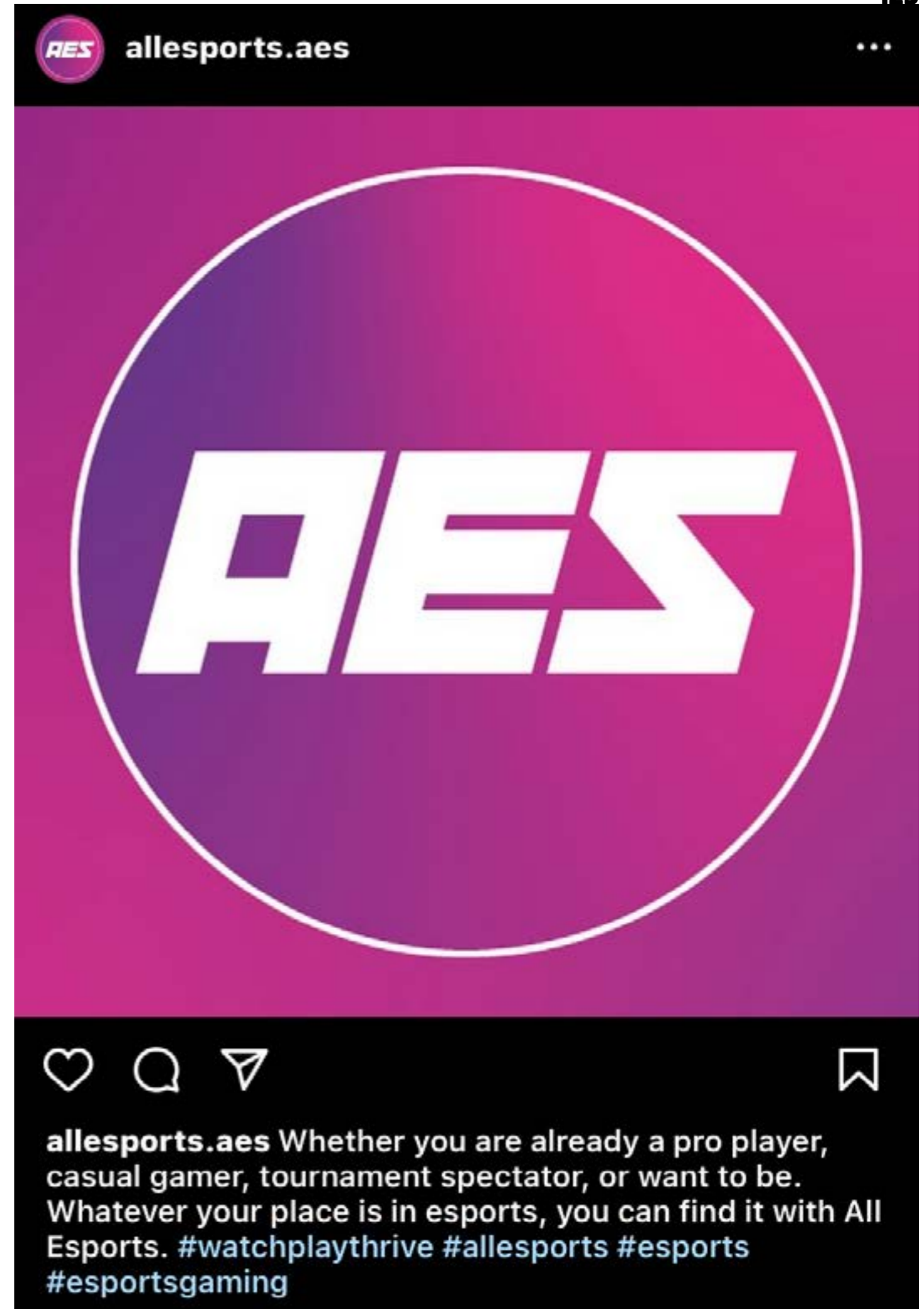
### Project Outcomes

#### Social Media Profile - Instagram

Creating interactive social media profiles will be important to the brand for reaching out to more people and engaging audience members.

I did some brief research on social media post formats in order to discover the appropriate and optimal image resolutions for different social media platforms.

Being primarily photo and video based, Instagram felt like a strong platform for the brand to share photo and video content about esports events, tournaments, games, players, etc.



### Project Outcomes

#### Social Media Profile - X / Twitter

Along with the Instagram profile, I also created an X (formerly Twitter) profile for the brand.

X is a mostly text based platform with image and video support as well.

This platform would be great for sharing information about esports events, tournaments, news, etc.



## Project Outcomes

### Merchandise Mockups - Mouse pads

After discussing outcome ideas with peers, I decided it would be a good idea to create some brand application examples through merchandise mockups.

These could be featured on both the website and social media profiles. In order to relate these pieces to the context of the brand, I will focus on items that gamers would be interested in. This includes things such as mouse pads, lanyards, stickers, water bottles, phone cases, etc.



## Outcome Development

### Merchandise Mockups - Lanyards

Lanyards could be used to tie into esports events, hosted by the brand or meetups at external esports tournaments.

This would allow fans to identify each other at events, and creates talking points with their username, favourite game and favourite team displayed on their card.





## Project Outcomes

### Merchandise Mockups - Water Bottles

Water bottles would be brought by fans of live esports events. These sorts of events often include water refill stations that fans can refill their water bottles at.



## Outcome Development

### Merchandise Mockups - Phone Cases

Phone cases are a popular piece of merchandise for younger and/or gamer audiences, fitting the audience of the brand.



## Project Outcomes

### Merchandise Mockups - Stickers

Stickers would be another appropriate piece of merchandise for the target audience of the brand. Stickers are commonly used to decorate gaming equipment such as laptops, pcs, controllers, headphones, etc.



## Outcome Development

### Merchandise Mockups - T-shirts

Tshirts are the last piece of merchandise I decided to create for the brand. It would be interesting to develop these designs further by animating them to showcase the different colour options in one animated piece.



Project Outcomes

Final Website

Online View Link

<https://xd.adobe.com/view/ef70b714-6d4c-48ab-a07a-e1e4b114b533-ba23/?fullscreen>



## Project Evaluation

This final major project has been an inspiring journey of self discovery and development of myself as a designer. I have worked with a variety of different design practices such as branding, animation, screen, mobile and web design. I explored these practices through research, experimentation, analysis, reflection, development and evaluation.

Research has been a consistent aspect of the project, and I have tried to involve a variety of sources such as books, interviews, videos, articles and studies as well as my own experience as a passionate gamer and fan of esports. I have focused on keeping my research meaningful to the project and applying what I have learnt to my design work in terms of design and contextual theory. I feel that this has resulted in my project holding a strong contextual foundation, where everything I have worked on and created links back to the overall aim of the project: exploring what the future of esports might look like through design.

Experimentation was the most exciting aspect of the project to me. Whilst I have worked on animation in previous projects, I tried to meaningfully tie experimentation with Adobe After Effects into the project to enhance the other aspects such as the branding. This allowed me to develop my skills with the program whilst also developing the project as a whole alongside the other design practices that I felt more confident in from previous projects. Throughout the project, I tried to ensure that all of the experimentation I was carrying out tied back to the research and project aims I proposed from the beginning, creating a flowing journey of context and design as the project grew.

Analysis and reflection is always a key aspect of a design project, so I have made lots of effort throughout the project to share my work with tutors, peers, friends and family to discuss and analyse my progress. Lots of decisions I made during development were due to feedback from tutors and peers, whilst other times I felt that I disagreed with some opinions I was given and stuck with what I felt was effective. I have learnt how much this sort of discussion is vital to graphic design, and have likewise enjoyed seeing and analysing other peer's work throughout.

I also feel that although I have not managed to create as many development and outcome pieces that I would have liked too, I have improved in my time management skills during this project. The length of the final major project meant that planning and keeping track of my progress was vital to seeing the project through to a high standard. I have acknowledged time management as one of my biggest weaknesses in previous projects, but I feel that through planning, scheduling and balancing out my work, I have made noticeable improvements to this during the project.

Development has been quite a challenging aspect of the project. With such an extended length of time to work on it, I found it quite difficult to figure out how my work would evolve and come to a meaningful conclusion. I feel that I rose to this as an opportunity for creative problem solving and I am happy with the variety of outcomes I have created. The outcomes support the meaning, context and aims of the project, whilst showcasing the research, decisions, experimentation and development I carried out throughout it.

Overall, I have enjoyed the process of putting together a large project like this. I am happy with the end result of the project, and feel that I have made great progress on myself as a designer, developing my theoretical, contextual and design skills through a mixture of design practices.



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