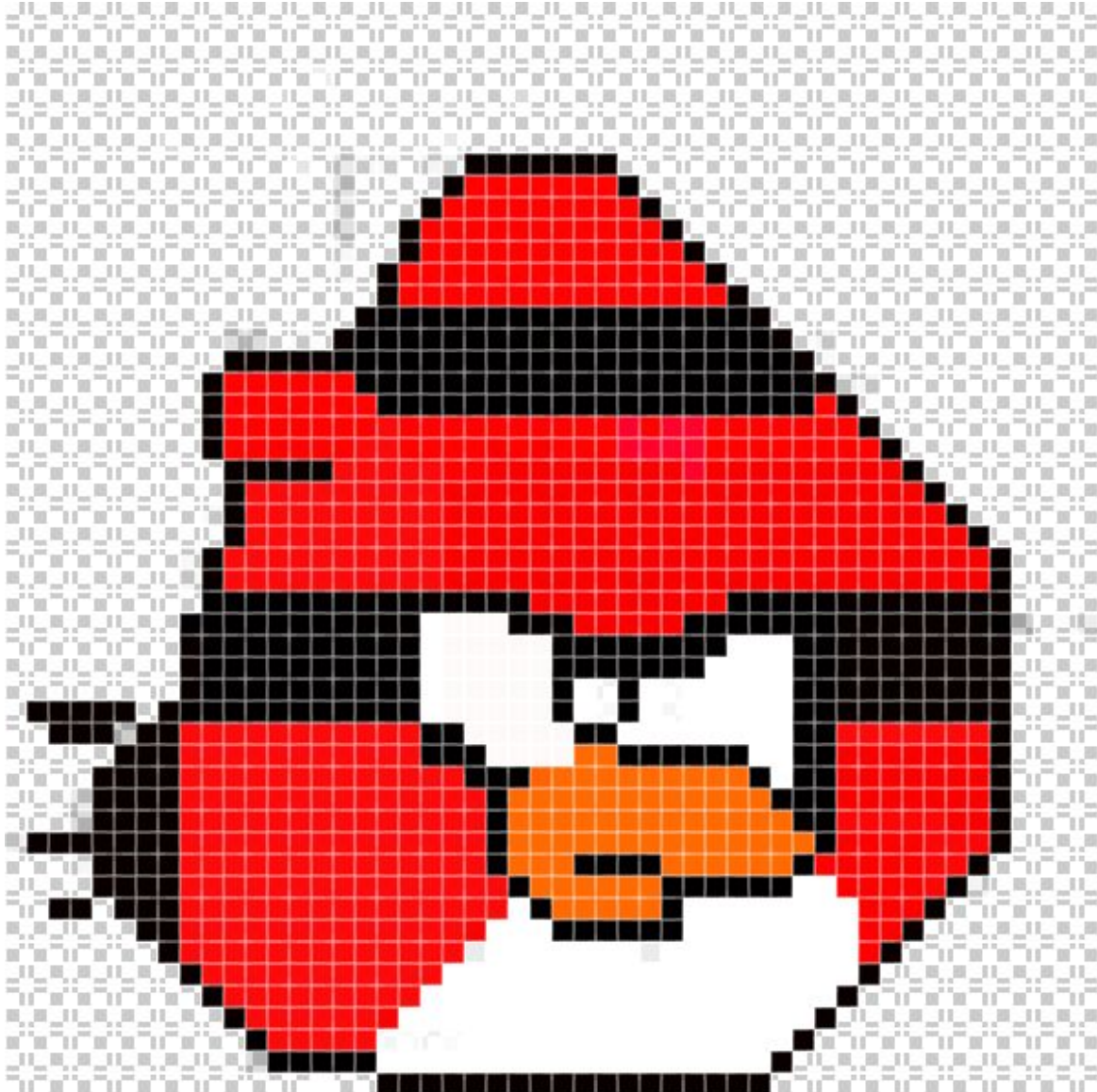# 8Bit Angry Birds Character:

By Altin Jahiri

Paste the design brief for you project here and break the brief down into the elements below:

Rovio entertainment want to ride the increased interest in 8 Bit gaming by releasing Angry Birds 8Bit. They have asked you as a game designer to create a new character for the game.

Description of the company the job is being done for

Rovio are a global entertainment company that has stations around the globe but their headquarters or where they started off in is Finland. The men who founded the company and owns about 70% of it are known as Mikael Hed and Niklas Hed.

As Rovio entertainment's previous successor they have yet again reached the top of the chart with angry birds 2, being one of the best and most reviewed mobile games of 2015. Rovio have also created some other famous games such as, Nibblers and puzzles.

Background:
Provide details of why the job is being done.

Rovio have a dream of succeeding in mobile gaming (as if they haven't already.) Though Rovio also have succeeding in rapidly expanding in media and licensing to become a loved international brand. They've succeeded heavily in their dreams, though they've also succeeded in writing simple story lines such as; Angry birds toon, piggy tales, stella and really other third party family entertainment. These games or stories if you like, are based off 8-Bit Gaming which is what brought Rovio gaming to the peak that they're at now.

Target Audience:
Who are they? (age group, describe them ie Professional Single Female, 25-35) What is their perception about you and their attitudes in general.

It seems to be that Angry birds doesn't really have a specific age group, kids play it as it relaxes them and isn't too complicated to play. Though adults somewhat sort of have the same perspective, they usually would play a game like Angry birds so they can do the same thing, relax or when they don't have anything to do to compensate for their boredom.They spend some time playing this game because of its simplicity.

The target audience is possibly targeted to older people, maybe your parents as they most likely would've played 8-bit games and are specifically attracted to playing 8 Bit-like games. It seems to be that most adults play this game, as I mentioned before parents roughly at the age of 30-40 might've played some of the 8 Bit games during their childhood as it was famous at that time. Parents or adults see this as a way to bring back memories of the gaming Revolution.

Objective:
What is the main purpose. How will its success be measured or understood?

To impress Rovio Entertainment into getting accepted as an Employee for brief designing of an 8 - Bit avatar. I will be asking my comrades and maybe some strangers from the public how they feel about my design and whether it would need improving or not.

I'll be asking a range of people questions about what they think of my Communist bird whether it's a good idea or not, or whether I'm just flat out promoting communism.

Message:
What is the single most important fact or promise we must communicate about this product. Why will your audience believe what we say?

My Design will deliver certain aspects of the 8-Bit gaming system. I'll be delivering the good feel of 8-bit, you know when you hear or play something and you just get that feeling of joy because of it bringing back the memories of that specific game or song.

In my design I'll be relevant to the main point of 8-bit gaming the way it looks, it's portrayed, the feel and the way the music feels. These are my main messages for my design the smaller messages might just be hidden in the design itself, maybe as an Easter egg for people to find and understand these small messages and possibly include Morus code. This would be a difficult task to complete though it would be a rewarding in the long run.

Mandatory Elements:

eg: logo, address, phone number Competition license number, disclaimers etc.
- Must be a Bird or a pig.
- 8Bit colours & Music
- Cell group technique (4 colours per 10 pixel block)
- Be relevant to the Angry birds story.

Deliverables:

What items are we producing? Brochure, Direct Mailer, Press ad, Packaging?
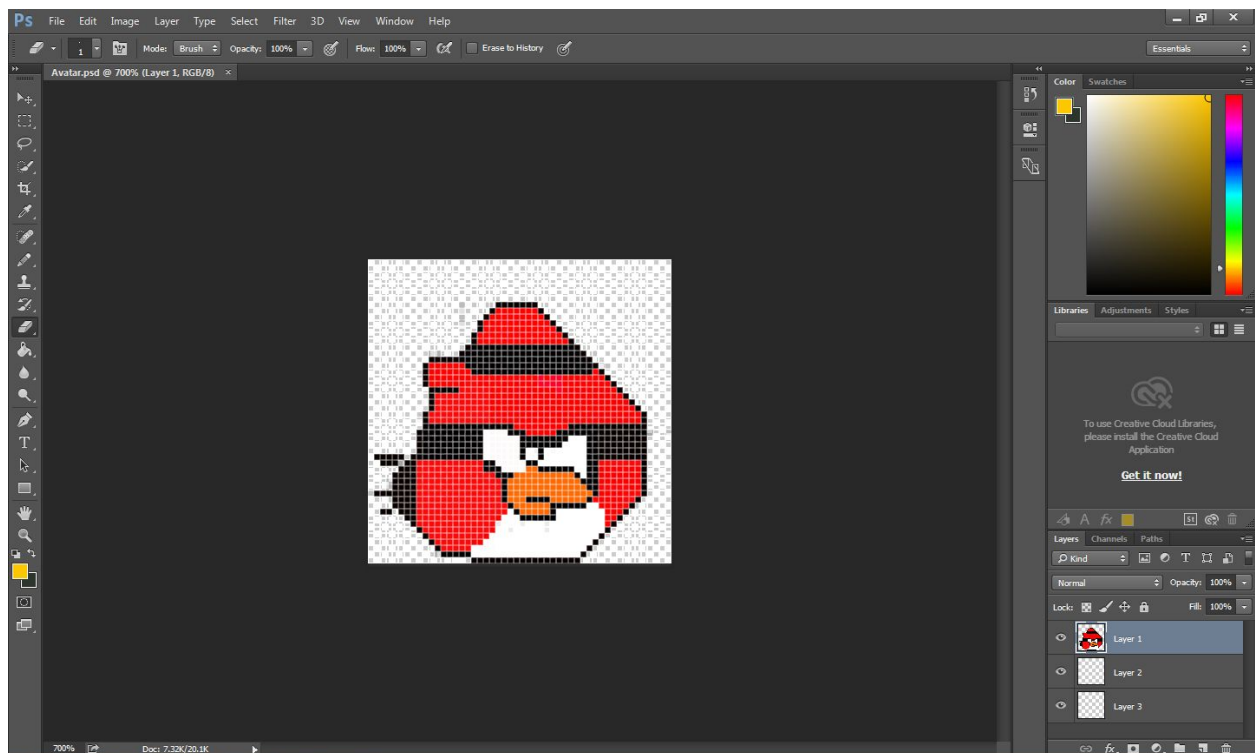- PNG image of character.
- PSD image of character in full layers.
- MP3/WAV audio file.
- Design portfolio.
- Completed character profile.

Criteria for Success:
- Needs to be suitable character.

- 8 Bit colour mapping.
- 8 Bit Audio.
- Transparent background.
- Complete character profile -500 x 500px template.

Producing the Product

This is a screencap of the final product, as you can see I only chose to make one layer which included everything, every texture of the bird. The reason for this action was I found it too difficult to create different layers which held accountable for different features of the bird.

I included two extra layers to possibly hide an easter egg on the image, a prize will be held for anyone who can find out what the extra two layers

represent, or say. Another clue is it has something heavily dependent to do with the bird.
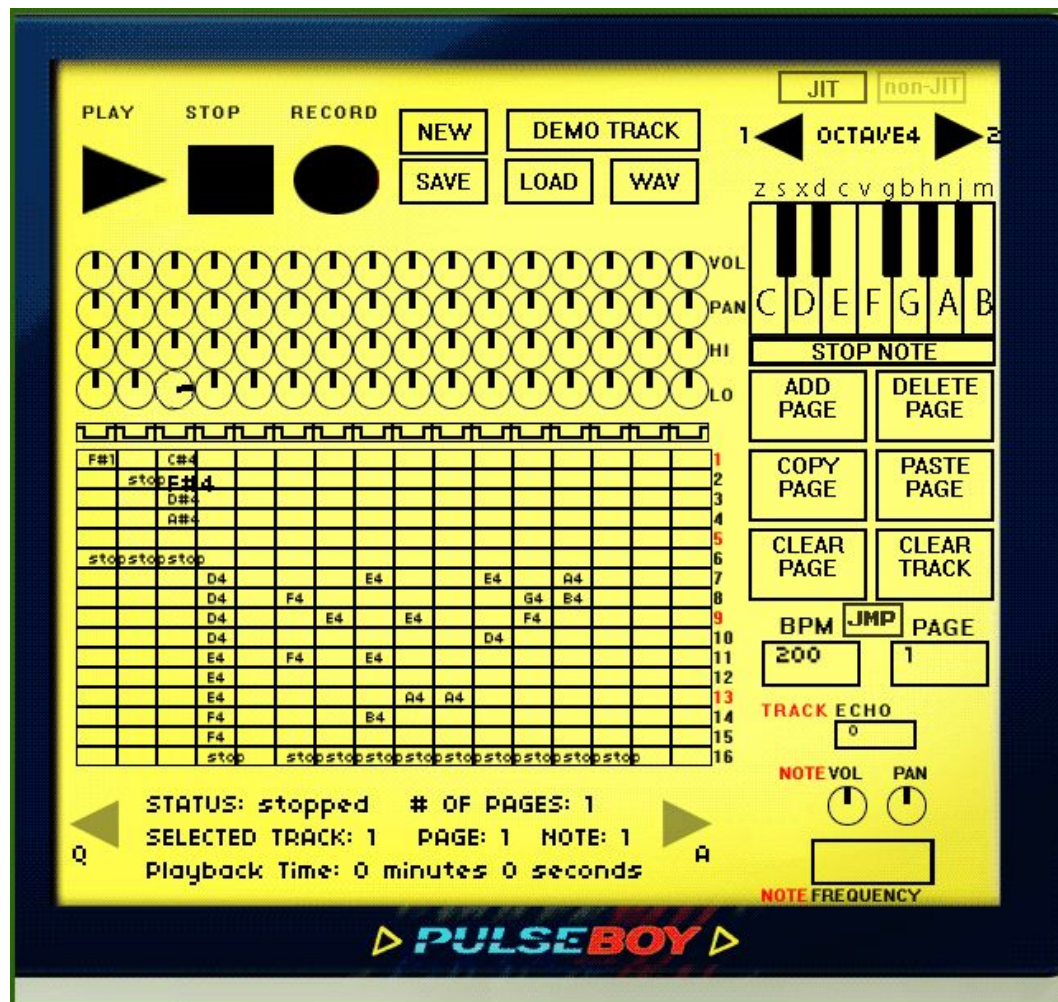
This is what I've started with. I watched a tutorial that was available on Mr. Jones's website and had a little play around with the sounds as a start for my character's music.

I decided to show around my peers what I had been working on, basing off people's opinions I was informed that the start of my 8 bit song was great and I shouldn't change it, though the rest I would need to improve on.

This is what inspired me to make a 'communist bird' the USSR logo. I don't take communism seriously it's more of a bit of good laugh with my peers or what not. Really I like to make fun of Dictators and their stupidity in some cases, but don't be fooled, I don't support Capitalism either.

I guess I classify as someone who believes communism, though I am young and don't really understand a lot about the real world.

This is where I was almost finished, I made some final touches and drew the tail of 'Yuri'. I found this difficult as I was unable to make the tail look up to perfection. I made an attempt before thought I didn't like the design for the bird.

You can see at the top right of the photo that there's a more goldish colour. I was testing for the perfect colour for the beak of the bird.

As you can see I fixed the tail of the bird though the head of bird didn't look Russian, so I decided to fix it up abit. You can see in the previous photo what the final product was, obviously besides the tail.

I took inspiration from Eastern European pupils as they usually have egg like heads which I find hilarious in a way.

Evaluation:

Overall opinion:

It was a rather interesting journey, I really did enjoy the work I produced and I really did enjoy the music as well, possibly the very first time I've ever produced a set of music that I've really enjoyed. I took in Mr. Jones's advice in a way which, portfolios take a lot of time and dedication in order for completion.

Though what I didn't like was just the way I was for myself. My design however wasn't really unique or different which is what I feel like I should've worked on it a lot more to make it a lot more different that what it already is.

Process of the Design and portfolio:

Improvement on my design should've been necessary, though due to Jones's sicknesses I lacked off a bit as I didn't have advice to look out for on what I should do. You can sort of make out on my bird that it was somewhat unfinished, if you look closely some of the coloring is all over the place. Although it hasn't been finished I'm proud of myself that I could've somewhat produce such work, I never thought I could do it.

People's Opinions:

These opinions were about both of my pieces of work Photoshop and the port folio as a whole.
- "There's a lot of detailed work." - Mardin Karimpor, 14
- "The design of the communist fits really well with the Capitalist pig" - Milos Mijatovic, 14
- "It looks alright, but you should really work on the head." - Ali Al Ali, 14

Overall however my skills have greatly increased, I went from not knowing almost anything to actually learning something about both sides. Both sides including using photoshop and actually writing up a professional portfolio. I've also learnt to dedicate a lot more time on working on these certain subjects at home as I don't have all the resources I need at school to help me write.