

8-Bit Angry Birds Character

By: [Kristopher Kavanagh](#)



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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.

Company outline:

Rovio is an very successful game developing company, based in Finland. One of their most popular titles is angry birds. They have made numerous game titles and sequels of angry birds. Rovio entertainment was created by 3 founders Niklas Hed, Kim Dikert and Jarno Väkeväinen. When they first started they were just 3 university students, thinking of starting a game developing website

Background:

Rovio have tasked us with creating a new generation of angry birds that are designed in 8 bit, then we are to make an audio file to go with the angry birds. Some of the features of 8-bit characters include only a certain amount of colours and pixels. Angry birds graphics are very advanced compared to 8-bit, the sprites in angry birds have hundreds of different colours, and it's easy to differentiate the different birds, while in 8-bit it's difficult to achieve this. Rovio have hired me to create a new character for their game.

Target Audience:

The target audience is aimed from the adolescent age group all the way to adults aged from 20 to 40 years old. For intensive gamers, angry birds doesn't satisfy there need for intensive fast paced action games. Angry birds is just a casual game for people to pass time while waiting for a movie, or food at a restaurant.

Objective:

What is the main purpose. How will its success be measured or understood?
the objective of this is to make a successful game out of 8-bit angry birds, and hopefully get money.

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Message:

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

The message we are trying to send, is that this new version of the game will have a new story line and a fresh look to it while keeping the old game mechanics that we know and love. The way we will pronounce this message is by

Mandatory Elements:

The character must be made in 8-bit, and only use the default colours of the the colour palette. The angry bird must be delivered in a PNG format with a translucent background. The music that we have created must be presented in an MP3 format not an WAV. The music must only be an 8-Bit soundtrack. The character must be either from bird or pig origin, and must be relevant to angry birds story .

Deliverables:

What items are we producing?

We are producing a PNG image of the character, a PSD image of the character in full layers, MP3 audio file, design portfolio and a completed character profile.

Diary:

The picture below was the sole reason why I was inspired to create my "Ninja Penguin"



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Evaluation Of Design:

Piers Opinions:

- Milos: "Great concept and good design"
- Altin: "It looks amazing"
- Melih: "Awesome Idea"

Design Process:

This task was the first time i ever had to design something, so when sir first announced we would be doing this i was worried that i might not of been able to meet the standards. After we started learning how to use photoshop i started to get the hang of the program and implement all the necessary elements. We had to make sure that the character was of an 8-bit origin, we had to find a way to spread out the colours otherwise it would look over crowded with different colours.

After this task i feel like my skills in photoshop have grown and i am more confident in expressing my thoughts and ideas. I gave a better understanding on what each tool does in photoshop and how to use it at a simple level.

I feel like with my design i could have put a little bit more effort on how his skin shows through his costume.