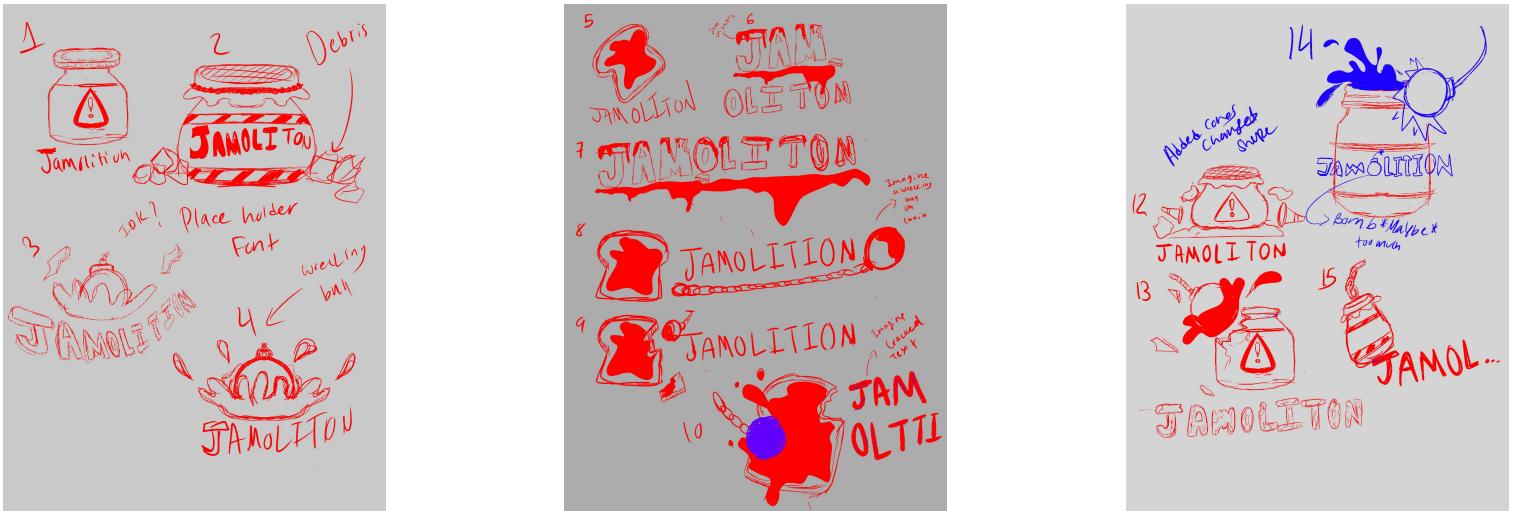


Jamolition: Feedback

Stage One: Logo Brainstorming

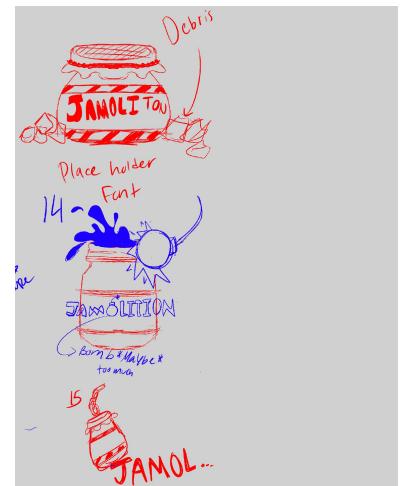


When it came to designing the team logo, we were torn between two names, Jamolition and Jobless Jams, as lead artist I thought that Jamolition would give off a better first impression for our game.

One thing that my team really loved was incorporating jam in the logo. I made a few different designs exploring different concepts and layouts and we agreed that having the jar be the focus point was the right way to go.

We made a poll and decided on the top 3 designs and went over what we liked from Each of them

- Short and wide jar looked the most interesting and allowed for more details
- Have the name “Jamolition” on the outside was better to have more room For text to stand out against the other elements
- We liked the idea of having debris or some other construction element in the Logo to continue with the theme and have it relate to the team name, Something else that we liked the idea of matching



Stage Two: Logo Iterations

After getting the feedback and having a stronger sense of direction as to what the Team wanted, I took a little bit everything that we liked and came up with the first Iteration of the logo.

- One thing that we decided on was making the name wrap around the jar in A semi circle would look the best
- Adding cracks would also add some more visual interest and make it look Like active construction



Jamolition: Feedback

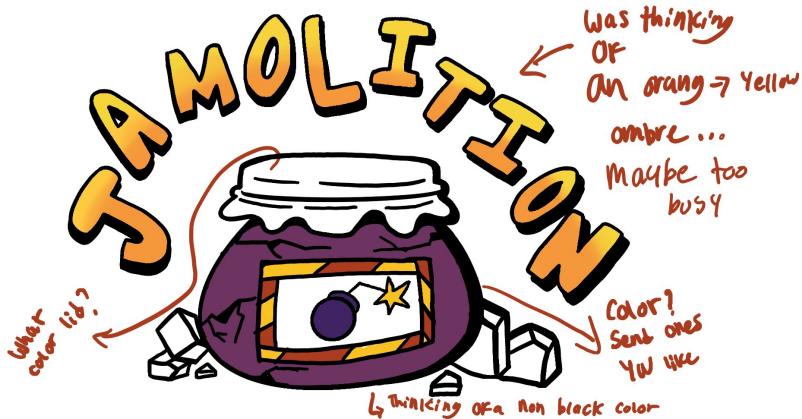
Stage Two: Logo Iterations continued



Taking the suggestion of making the text wrap around the jar, I came up with three different styles. The first being a simple border, the second being more of a pop out design and the third being the same pop out design but with cracks in the text for the “under construction” look we discussed earlier.

- One of my teammates really liked the simple text on 3 but wanted me to keep the cracks on 2 but instead on the name, to have it instead on the jar
- Another of my teammates really liked the design but mentioned How weird it looked because of the cracks being on the label, Which is typically made of plastic and suggested I make the label Smaller and made the cracks on where the glass itself is

Of the three different label designs, we decided on the last one That had a square label. It felt the cleanest and made it so I had Some more room to work on the cracks without it feeling overly Cluttered which lead to the finalized design seen below. What was Left for me was finalize the logo and pick a pleasing color palette



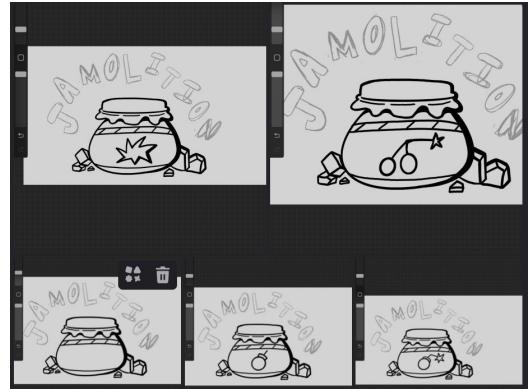
Jamolition: Feedback

Stage Three: Logo Finalizing

One thing that we never really discussed until the last minute was What to put inside of the label since we decided against adding our Team name inside.

I came up with a few variations and after discussing it a little bit, Decided that the simplicity of the lit bomb was the most visually Pleasing while making it seem more demolition heavy since that Is the main theme of the game.

I did really like the cherry bomb but it did seem to busy



During check in with Zach and Elda, they also gave me Some really good feedback that I took into account That the team seemed to really enjoy.

- Elda: Make the ben-day dots more noticeable And to make them match the color of the jam in the Jar.
- Zach: The text feels very uneven and falls off too Hard
- Team after final iterations: :0 looks great, but the A Is flying away
- Change label color from blue to purple to make it match more
- Add subtle shading to the label and make bomb shiny
- Don't forget to color the rocks (I almost did)



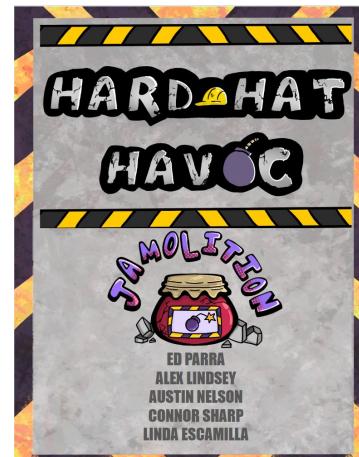
Jamolition: Feedback

Stage Four: Game Concept Document

When it came to designing the GCD I didn't know where to Start, this was before we had a very solid idea on what we Wanted to work on. At this point in time, all I had to work With was construction and demolition

- The border is very cool, but the background feels too Serious
- Maybe instead of buildings try using the character Silhouettes, like in the bioshock gcd

Instead of rushing straight in to the design process, I decided To make some other assets to be used to help make the doc Feel more cohesive and unique. I ended up making a placeholder Game title, and some decorative elements to break up the gcd



- The game title looks too busy and clashes with the border
- I like the texture, but its too much and is very distracting
- Reduce texture
- The colors are too bright and saturated

I had a hard time making the gcd look nice since I never made one in the past, Whole the assets looked *alright* by themselves, when put together just made it feel way too cluttered and distracting, especially since the colors didn't even match across the yellows and purples since I just eyeballed them. I redid the assets and then made the final version of the gcd and got the approval from the team lead which was great

Jamolition: Feedback

Stage Five: Game Concept Document Finalizing

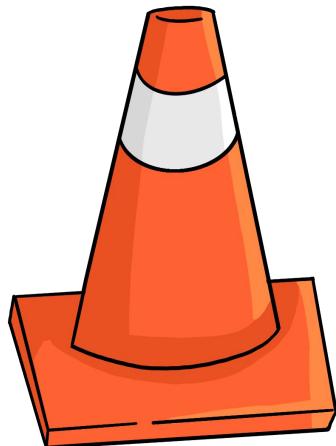
In the end, I removed the caution tape
Surrounding the placeholder title and recolored
The boarder to make it simpler

I also redid the traffic cone to make it better
Match the overall style of the gcd

I also reduced the saturation of the details to
Make it less blinding

Looking back on this now, I genuinely have no
Idea why I thought the assets looked great, they
Hurt to look at and I have no idea why I wanted
Everything neon. It was very late in the night
When I began working on them but still.

- Looks great, the improved assets make it less distracting
- Center the page numbers in the table of contents (not pictured here)



Updated assets used in final GCD

