

Company outline:

Description of the company the job is being done for

Rovio Entertainment is a media company headquartered in Finland and has other headquarters across the world. Rovio Entertainment created a really unique game called Angry Birds and many other angry bird games. Angry Birds became so famous that it went worldwide and is the most downloaded game today, Rovio Entertainment and other media companies has even created movies, cartoons and books.

Background: **They are creating more games like Angry Birds because the game is very engaging from the uniqueness of the game and people love that. Rovio has created several games. e.g Retry is created by Rovio Entertainment but has the same plot as flappy bird. Rovio Entertainment doesn't always have the same exact objectives of Angry Birds but they do have similar characteristics. Most of the features of 8 bit gaming are very low quality, very low quality sound and basic controls.**

Provide details of why the job is being done.

Target Audience: **The Target Audience for Rovio Entertainments games are actually supposed to engage younger children but most adults 18 - 25 and teenagers 14- 16 play these games.**

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

Objective: **The objective is to obviously make money from developing more and unique games to make money and entertain people.**

What is the main purpose. How will it's success be measured or understood?

Message: **My message to society is to actually play the game and experience it to understand what i'm trying to state and understand what i'm trying to say.**

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

Mandatory Elements:

eg: logo, address, phone number Competition license number, disclaimers etc.



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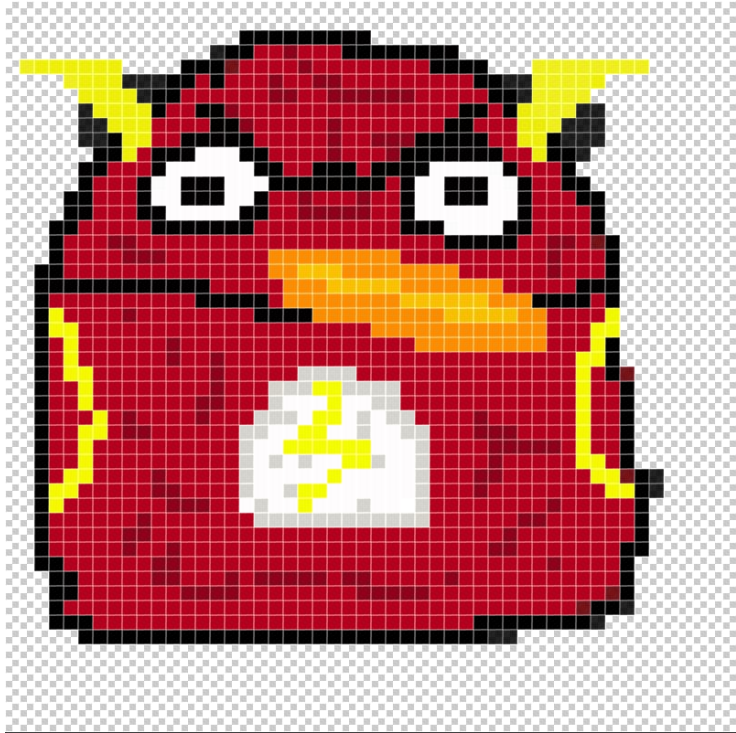
**Tel: +358 207 888 300
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Deliverables: **PNG - A file containing an image, so your character will be in a PNG file**

WAV/MP3 - A file containing audio, the file can be for your birds music

PSD - A software to create your angry birds character and other designs

What items are we producing? Brochure, Direct Mailer, Press ad, Packaging?



8 Bit Character

As you can see in this screenshot i tried to copy The Flash's appearance and transformed it for the bird.

Evaluation

My bird is an 8 bit character. I think that my bird wouldn't belong in the Angry Birds game because Angry Birds wouldn't have such a character that is actually a copy of an actual superhero, instead they make their own characters for the game.

I could probably make my design better for the Angry Birds game if i made the bird more creative because my bird is a copy of an actual superhero which made it uncreative because i pretty much just copied a superhero. I should've made my design more creative and should've used my imagination.

Classmates Opinions:

“It looks very..... Scary”- Faisal Habib

“It looks very smexy hehe”- Bilal Mohamad

“It looks retarded”- Kristopher

“Sexy..”- Melih Oزالp

“Its good-Alican dik”

“Its mad”-Ali Awick