**Design aesthetic**

Our transmedia production takes place in the superhero world Earth-XZ. The goal of our design aesthetic can be clarified through the following two words: positivity and empowerment. These words best portray the design aesthetic we hope to achieve due to the fact that Earth-XZ can be characterized as a peaceful world where superpowers are mainly used for good. These words also tie in with the typical description of a superhero. Thus, the use of colors and fonts which embody the physical aesthetic of superheroes such as The Flash, Iron Man and Superman will be utilized in order to achieve our goal. These specifications will be discussed further on.

MOODBOARD

**Branding and design guidelines**

As our target audience consists out of children around the age of thirteen, it is important to make sure that our branding is kid friendly. The design for our logo can be found in Appendix A, and it can be seen as the official logo of Earth-XZ. This logo consists out of the following primary colors: red, yellow and blue. The reasoning for the use of these colors is the fact that bright colors appeal most to children (Pancare, 2018). Another reason for choosing these colors is because these three colors are seen as the most iconic superhero colors (McLachlan & Hanson, 2016). This logo will be used at the start and finish of our podcast, in order to emphasize that this podcast takes place in Earth-XZ. It will also appear numerous times on the newspaper Website, as it will be a government official newspaper. Daniel Davids will utilize the logo as the profile picture of his Instagram account, as he identifies as being a part of the superhero world, even though he eventually realizes that he does not have a superpower. Through the constant use of this logo, our audience will be familiarized with it and this could benefit the business and marketing aspect of our project. This logo will be used on our merchandise and as the logo of the developed campaign. The abovementioned three colors will be used in every sub product of this project, in order to provide consistency and recognizability. As aforementioned, our target audience consists out of children. So, it is important to make sure that every sub product is easy to understand and navigate through, and that no mature language is used.

**Storyboard**

*Instagram*

Daniel Davids uses the social media platform Instagram in order to post videos of him trying to figure out what his superpower is. He initially only posts these videos for his friends, but his consistent failure to find out what his superpower is leads to his Instagram page going viral. This is a key element which ties in the use of a podcast and newspaper website to our project. Daniel Davids also eventually uses his Instagram page in order to post about his campaign and how he deals with being different. His picture can be seen on the right. Daniel Davids fits our design aesthetic as he is persistent and courageous, which fits the description of a superhero.

*Podcast*

Lilly Little is the presenter of the podcast Awakened Auras, which is a podcast that features a new superhero every week and discusses their personal lives and powers. Lilly Little is a bubbly and fun presenter whose quirky personality draws children towards her. These aspects are key to the “design” of our podcast. Her picture can be seen on the right. Daniel Davids makes an appearance on this popular podcast after his Instagram page goes viral. He discusses his experience through trying to find out his power, how he deals with his failure, and shortly discusses his campaign.

*Newspaper website*

The newspaper website Superheroes-XZ mainly posts about important happenings and developments in the superhero world through blogposts written by several journalists. The design of the website also features games, quizzes and comics in order to appeal to our target audience. Blue, yellow, and red will be the main colors of the website due to their aforementioned appeal to children. We do not want the website to be too flashy, as this might annoy our users. So, we will complement the three primary colors with neutral tones. Daniel Davids appears for the first time in a feature article on Superheroes-XZ once he goes viral on Instagram. The second time he appears on the website is when his campaign is launched. This article describes his campaign and features a short interview. See Appendix B for the wireframe of the website.

**Style guide, color and font specs**

As previously mentioned, our three main colors will be red, blue and yellow due to their appeal to children and because they are seen as the most iconic superhero colors (Pancare, 2018; McLachlan & Hanson, 2016). It is obvious that color psychology plays an important role in this, as these colors will enable children to be drawn towards our project and recognize it as well. The newspaper website will be accompanied with neutral tones such as white, light gray, and black. Our color scheme along with RGB values can be found below.

Red, RGB: (200, 0, 0)

Yellow, RGB: (255, 235, 0)

Blue, RGB: (72, 164, 214)

Black, RGB: (0, 0, 0)

Gray, RGB: (128, 128, 128)

Silver, RGB: (192, 192, 192)

White, RGB: (255, 255, 255).

Our choice of font will help us express the aesthetic we are trying to portray. The font … is going to be used for headers, while we chose … for our main text. The header font represents a superhero like font, while the main text is easier to read for our followers.

The only type of artwork that we are going to be posting is small comics. The style of this artwork can be seen below. Most of our photography is going to be photoshopped, due to the fact that superpowers such as shooting fire through your hands cannot be obtained in real life. Examples of this have been posted below.

**Media design styles**

We want to incorporate the use of music on Daniel Davids’ Instagram page. Suspenseful music could be used in some of the Instagram videos where he is testing various powers. The use of the Avengers theme song, which was composed by Alan Silvestri, will also be incorporated into some of these videos. The reasoning for this is based off of irony, which is a characteristic of Daniel Davids. A final example of music could be the use of a jingle for our podcast, so users have something to associate our podcast with.

**Full assets list**

This list can be found in Appendix C

<https://sciencing.com/do-bright-colors-appeal-kids-5476948.html>

<https://comicsalliance.com/superhero-color-theory-primary-heroes/>