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Telling Stories with Data Project (Part 2):

Creative brief

Overview:

The aim of the project is to create an infographic based on video game sales in different regional markets as well as the global market, with a special focus on Nintendo.

Drivers:

The goal for this project is to provide insights into:

1. Nintendo’s success (and the different factors impacting that)
2. The unique nature of the Japanese videogame market

Audience:

This infographic is targeted at gamers, game designers, game company professionals (the business people) and others who are fascinated by video games and the industry surrounding them. This will give them some new insights into the world they already know and love.

They don’t know us yet, but they should believe that we’re a credible source and that we’re also passionate about video games. This credibility can be proven and maintained by good and ethical design practices, as well as setting the right tone.

Tone:

We should set a very casual, friendly tone while also maintaining credibility and a voice that says “what we’re telling you matters”. This can come through via creative design choices, logical structuring/compositional flow, and the type of language used in any sort of text communication.

Message:

With this project, we’re trying to convey the fact that Nintendo is miles ahead of their competitors, especially due to their success in the North American and Japanese markets. This is evident in the sales distribution.

We are also trying to show the uniqueness of trends in the Japanese market – this can be built using multiple graphs comparing the Japanese market to the other ones.

Details:

The source of the data is something that has to be mandatorily included. Due to the sampling methodology used by the data source, we cannot show specific data points about sales, which may not be exactly accurate (they’re more of a nearly accurate approximation) as we wish to convey the information ethically. This could limit the process of building credibility.

List of visualisation formats:

* Bar chart
* Stacked bar chart
* Pie chart
* Area Chart

Some insights about the data can be further backed up by a little research into the topic.

In this case, there may be some preconceived notion that PlayStation and XBOX are the leaders in gaming and all other consoles are secondary. This is not entirely true, according to the data. This must be presented without offending any hardcore gamers who are viewing our infographic.