* **Client Brief for ‘Nu ComputerGames’ Magazine Advert**
* **Product for:** Nu ComputerGames’ Magazine Advert
* The purpose of creating a magazine advert is to advertise the new game called ‘TIMECHASER’. It is made by the publishers NuComputerGames and will cost £29.99. I am going to be advertising the game in a magazine advert to persuade my target audience to buy it.

I am going to be advertising the game in a magazine advert to persuade my target audience to buy it. I was asked by the client brief to make two formats of the advertisement, one in an online format and one in the magazine. In the website format, it has to be a lower resolution and in the magazine, it must be a higher resolution. This is because the magazine format of it is the main attraction for the audience. The website format just gives information that is more detailed and so must be in low resolution, as it will take less time to load.

* The age group is 14-16 year olds of any gender. This game is about time travelling so the target audience needs to have an interest in Sci-Fi things.
* Firstly, the price of the game must be £29.99 and be called ‘TIMECHASER’.
* The website format of the advert must be 600px wide and be in low resolution. The actual magazine advert must be a half page advertisement and it must be 215 mm wide x 140 mm high and in high resolution.
* It must be about a character that can travel through time using doorways or by using a special Time watch that they have.
* It needs to have appropriate colours and text so that the people who view the advert can see it properly and be able to read it.
* The age rating will be PEGI 12 because the target audience is 14-16 year olds. I cannot make it PEGI 16 because then only 16+ will be allowed to play it. In addition, there is no such thing as PEGI 14.
* The game needs to have a suitable character in it so you can navigate it around the game.
* The magazine advert should contain everything that the client brief asks for.
* I need to make the advert eye-catching by putting vibrant colours on it so people will look at it and maybe want to buy it.

When I am making my advert, I cannot use anything that has copyright on it, as it is illegal to take peoples images and claim it as your own. If I really want to use the images, I have to contact the owner of the pictures and ask them if I can use it. The Copyright and Patent Act 1988 is the act that you cannot use pictures that have been created or designed by another creator. However, copyright usually lasts about 70 years after the creator’s death. The trademark symbol (™) is used to provide notice of a claim of common-law rights in a trademark. It represents a company and is legally registered. To avoid copyright, I will email the person to ask him/her if I can use it or if they have left a contact number, I will call them and ask them if I can use their image.

My initial thoughts on the product is that it needs to look bright and good so 14-16 year olds will want to buy it. The cover should not be too childish; it will put the teenagers off, as they will not want to buy a child’s game. It needs to have all the required things that the client brief states so the 14-16 years will want to buy it. The cover I believe needs to be unique so people will actually be interested in the game. It needs to be so that teenagers that are not interested in space and time travel be interested in it and want to try the game out because it looks good.

I am going to be using Adobe Fireworks because I am most comfortable in using it. The only software that is available to make our advert is Adobe Fireworks and Photoshop. However, I am not familiar with using Photoshop as I have not used it.

Background Colour: I have decided that the background colour will be white. This is because the audience will be able to see the text in any colour and font so it will allow them to see it clearly.

Font Style: The font style will be Verdana because it is a nice, clear font so the people that look at the advert will be able to see clearly. The title of the advert, however, will be Apple Chancery because you need an eye-catching font for the title so people can see it.

Font Colour: The font colour will be red because it looks vibrant and it will definitely draw people in.

Font Size/s: The title of the font will be 56 because it needs to be big and visible. The main text will be 20 because it can’t be too small as the audience needs to read it.