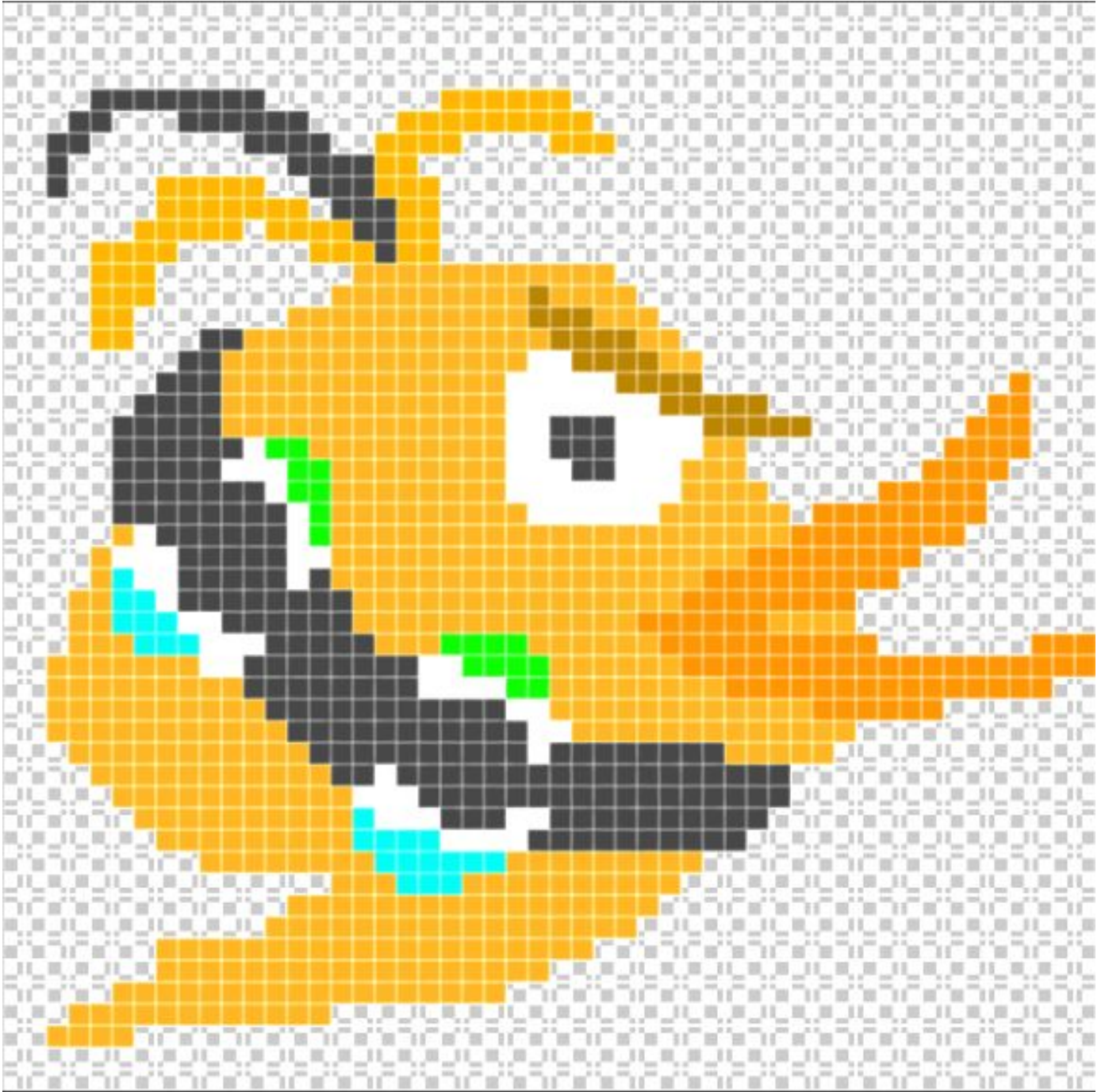


## 8 Bit Avatar- PAX-12



## Company Outline

Rovio is an Entertainment is a company created in Finland, Rovio, created the game Angry Birds the mobile game we all know and love. It's actually one of the most downloaded games today, it's so popular that they're in the process of making a Angry Birds Movie which should be coming out Summer 2016, They have studios across the Globe while their main Headquarters are in Finland.

## Background

Some of the features of 8 bit gaming is that you can only put 4 colours in a single cell. You can't do to much when designing a 8 bit angry bird compared to the angry birds today, The background of the Angry Birds game is a huge hit as you can see it's a huge hit so Rovio Entertainment is making similar games like Angry Birds because the games are very different to the others and are very straight forward.

## Target Audience

The Rovio Entertainment's Angry Birds mobile game is mostly targeted for tennagers and adults who want simplicity in games like Angry Birds, some children do play it because it's very colourful, kid friendly and straightforward. So the ages are probably 10 - 22 for males and 13 - 19 for females.

## Objective

Their objective as a company is to obviously make money when making the Angry Birds game, making multiple games make more money.

## Message

I want my bird design to scare the users, my bird was made to be scary and dangerous.

## Mandatory Elements

Number:

Tel: +358 207 888 300

FAX: +358 207 888 333

Address:

Keilaranta 7

FI-02150 ESPOO

FINLAND

Logo:



## 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.

## Evaluation

My bird PAX-12 is an 8 bit character. I really think my bird belongs to the Rovio Entertainment game, Angry Birds because it's a very unique bird

### DIRECT CHARACTERIZATION

(adjectives the game developer uses to describe the character)

PAX-12 is an angry but quiet bird. His very happy go lucky and mysterious.

### THIS CHARACTER'S DIALOGUE

(indirect characterization)

### THIS CHARACTER'S PHYSICAL APPEARANCE

(indirect characterization)

He is a yellow angry bird with a orange beak and some orange hair, he holds a belt with bottles holding a bio weapon.

### CHARACTER'S NAME

PAX-12

### ACTIONS & POWERS/SKILLS

(indirect characterization)

When PAX-12's launches from the slingshot you have the option to drop a Bio Weapon onto the pigs which can spread the disease and kill the pigs.

### OTHER CHARACTERS' REACTIONS

(indirect characterization)

The birds think that PAX-12 is creepy, mysterious and someone you wouldn't mess with, to them they think his some mad scientist with the chemicals on his belt.



### Character's Music

(indirect characterization)