

NINTENDO SWITCH INFORMATION POSTER

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client N/A

timespan Fall 2019

the context

The nintendo switch is Nintendo's latest video game console released in March 2017, and it is a first-of-its-kind hybrid console that can be used as both a stationary and portable device.



the task

I challenged myself to make an informational poster about the Nintendo Switch. This poster would detail what the Nintendo Switch is, facts about it, and would also include a timeline of the Switch's life up until Fall 2019.

obtaining information

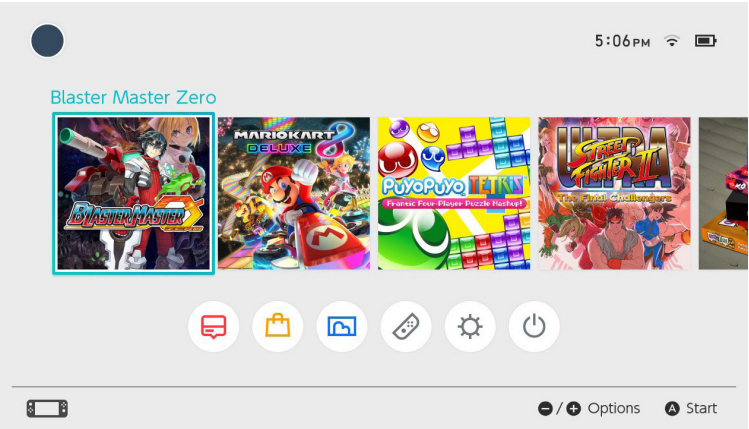
I researched online about the Nintendo Switch and compiled a list of general facts. I then organized the list and narrowed it down to what information I wanted to include in the poster I would create.

Main Sources:

- https://en.wikipedia.org/wiki/Nintendo_Switch
- <https://www.nintendo.com/whatsnew/detail/nintendo-switch-is-the-fastest-selling-video-game-system-of-this-generation/>
- https://www.nintendo.co.jp/ir/pdf/2017/171031_2e.pdf
- https://www.nintendo.co.jp/ir/en/finance/hard_soft/index.html

inspiration

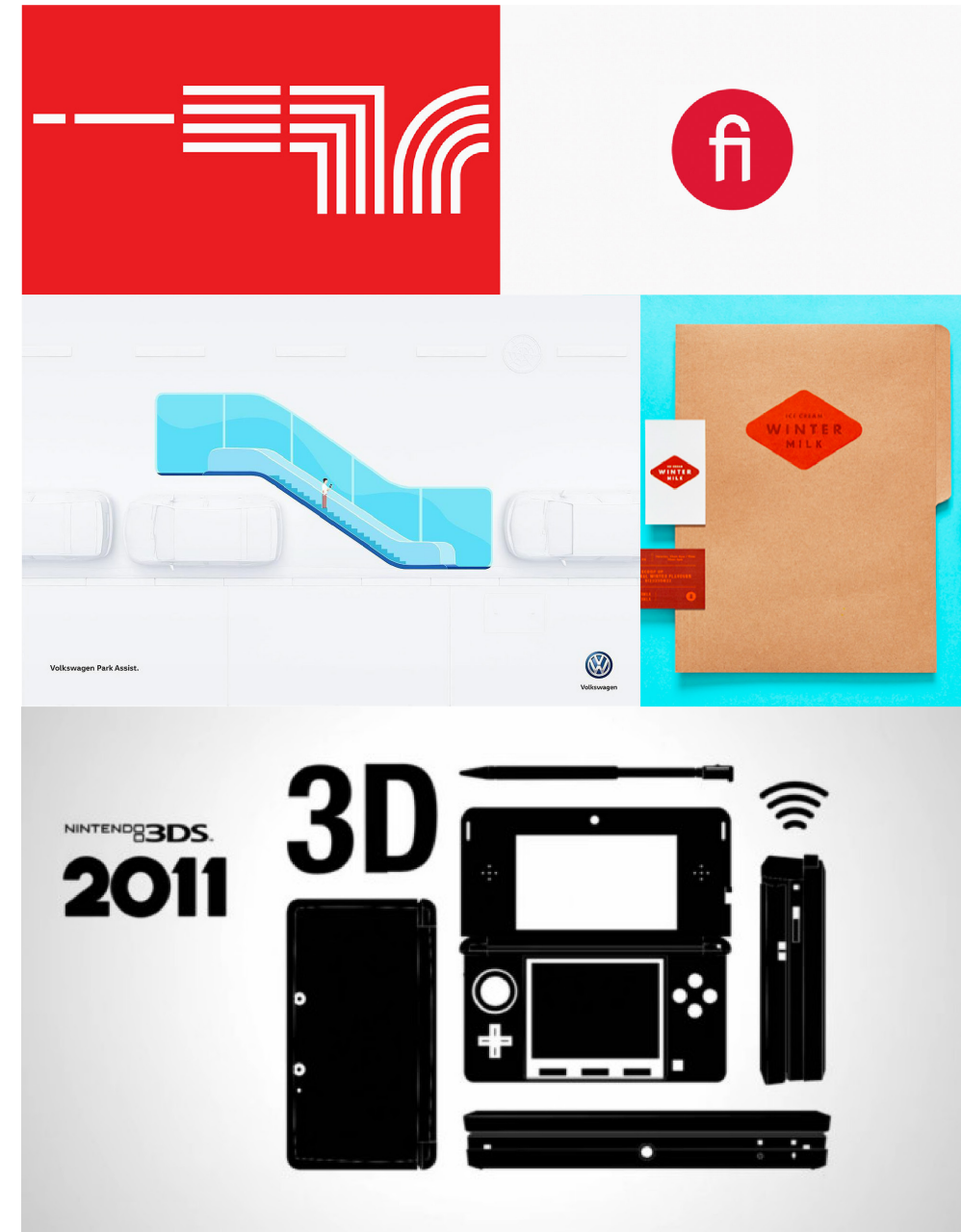
I wanted to base the poster's style off of the Nintendo Switch's pre-existing designs and colors.



mood board

This “Striking Switch” mood board mimics the style of the Nintendo Switch through use of color and the feelings of modernity, innovation, and preciseness.

Keywords: Bold, Solid, Flat



poster



MARCH 2015

Nintendo announces they are working on a new gaming system, code-named NX.

APRIL 2016

Nintendo announces that the NX will be released in March 2017

OCTOBER 2016

The NX is revealed as the Nintendo Switch

DECEMBER 2016

The Nintendo Switch debuts its first live demo on Late Night with Jimmy Fallon

JANUARY 2017

The first big Nintendo Switch presentation is aired

Pre-orders for the Nintendo Switch begin

MARCH 2017

The Nintendo Switch Console is released

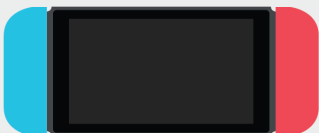
DECEMBER 2018

The Nintendo Switch becomes the fastest selling console in America

WHAT IS THE NINTENDO SWITCH?

A brief timeline of the Nintendo Switch Console

THE SWITCH



AT HOME

As a home console, the main unit is placed onto a docking station that connects to a television screen or monitor like a stationary device.

ON THE GO

As a portable console, the main unit is removed from the dock and used similarly to a tablet through its LCD touchscreen.

HISTORY

Known in development by its codename **NX**, the concept of the Switch came about as Nintendo' then-president Satoru Iwata pushed the company towards mobile gaming and novel hardware. It was first announced in March, 2015 as a new "dedicated game platform" before being officially unveiled as the **Nintendo Switch** in October 2016. It was finally released in most areas worldwide on March 3, 2017 for \$299.99.

RECEPTION

Exceeding Nintendo's initial projection of 2 million, over 2.5 million Nintendo Switch consoles were shipped within the first month of its launch. Within a year of release, the Switch had achieved over 14 million units sold worldwide, and by January 2019, it has sold over 30 million units.

As of December 2018, the Nintendo Switch has become the fastest-selling console of all time in both America and Japan, and 5 Nintendo switch games have sold over 10 million copies each.



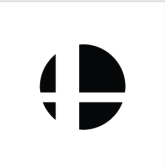
Mario Kart 8 Deluxe

17.9 million



Super Mario Odyssey

14.9 million



Super Smash Bros. Ultimate

14.7 million



The Legend of Zelda: Breath of the Wild

13.6 million



Pokémon Let's Go, Pikachu! / Eevee!

11.0 million