Arielle Smith
March 11th, 2017
Design Studio
Project 3: Check 1

3 Companies/Logos that I would want to work for:

- Bioware
- Square Enix
- Bethesda

Bioware
(A subdivision of EA games.)

- **Mission Statement**:
  "'To create, deliver, and evolve the most emotionally engaging games in the world."'

- **Design Standards**
- A cool grey gradient that is used to color their typography in their name and page link buttons.
- Black, but they also use graphics of artwork from their games as the background image.
- Sans Serif font that is stylized.

- **Competitors**
- **SEGA Games, LTD.**
  This is an older competitor. They have kept their classic logo from when they first formed, the classic "SEGA" logo, as well as the navy blue coloring for it. Their website consists of a simple, easy to use interface that consists of a simple white and blue color palette. Their games include Yakuza, and Motorsport, along with more classic games.

- **Take-Two Interactive Software**
  A newer company, like Bioware, they have made success with their game, *Red Dead Redemption*, but struggle to keep their place in the gaming industry more so than other companies. They use a simplified logo, instead of using the whole name, (T2). Their design standard uses art graphics from their Red Dead game, which is a palette of just reds, and white in their background scheme. The typeface is sans serif, and uses the same gradient Bioware uses in their logo.

- **Square Enix**
  A company a little older than Bioware, this company uses black and red sans serif font. Their website design consists of white and cool grey color palette. And they are also known for

already pre-set and the player cannot influence the direction of the story. They created the Final Fantasy series, Drakengard series, and Tomb Raider.

Bethesda

- **Mission Statement:**
  "ITS, We Are Alive, We are accustomed to making the gaming industry bigger, better, and Stronger.

- **Design Standard**
  Simplistic white website design with a deep grey "metallic" influenced gradient for their logo and their typography. The logo has a gear that is incorporated into it.

- **Known for making RPG style games:**
  Fallout 4
  Elder Scrolls
- However, their character development is seriously lacking as the game story goes on. Beautiful graphics and "survival" realism though.

- **Competitors**
  -Bioware (information mentioned above).
  -SEGA gaming, Ltd. (information mentioned above).
  -Square Enix (information mentioned above).

Square Enix

SQUARE ENIX™

- **Mission Statement:**
  I was not able to find it anywhere.

- **Design Standards:**
  Typeface consists of black and red in a sans serif styled font. The color palette used on the rest of the website is cool grey and white.

- **This company creates games that follow a preset storyline that the player cannot influence with in-game actions or decisions. However, the stories and rich and extremely detailed with beautiful graphics in the game.**
- **Games include:**
  Tomb Raider series
  Drakengard series
  Final Fantasy series

- **Competition**
- Bioware
- SEGA gaming, LTD.
- Bethesda

I would like to focus my company just to Bioware. I would love to work for this company, and their games are my all-time favorite, in the sense that as their games get more developed and software gets better, the graphics and details in the game environment just gets more beautiful, it's to the point now where Bioware's graphics are on par with the remastered Bethesda game *Skyrim*. This is huge. They use the Frostbite system now to work and render their games. Also, their characters are extremely detailed and developed to the point that the player gets so attached that when the character "dies" in-game; that the player may physically cry from losing them. I want to focus on this aspect in their games: the extreme creativity and detail that goes into the story and the characters.

Possible mission statements for Bioware.

"Reality to the next level."
"Gaming evolved."
"Reality evolved."
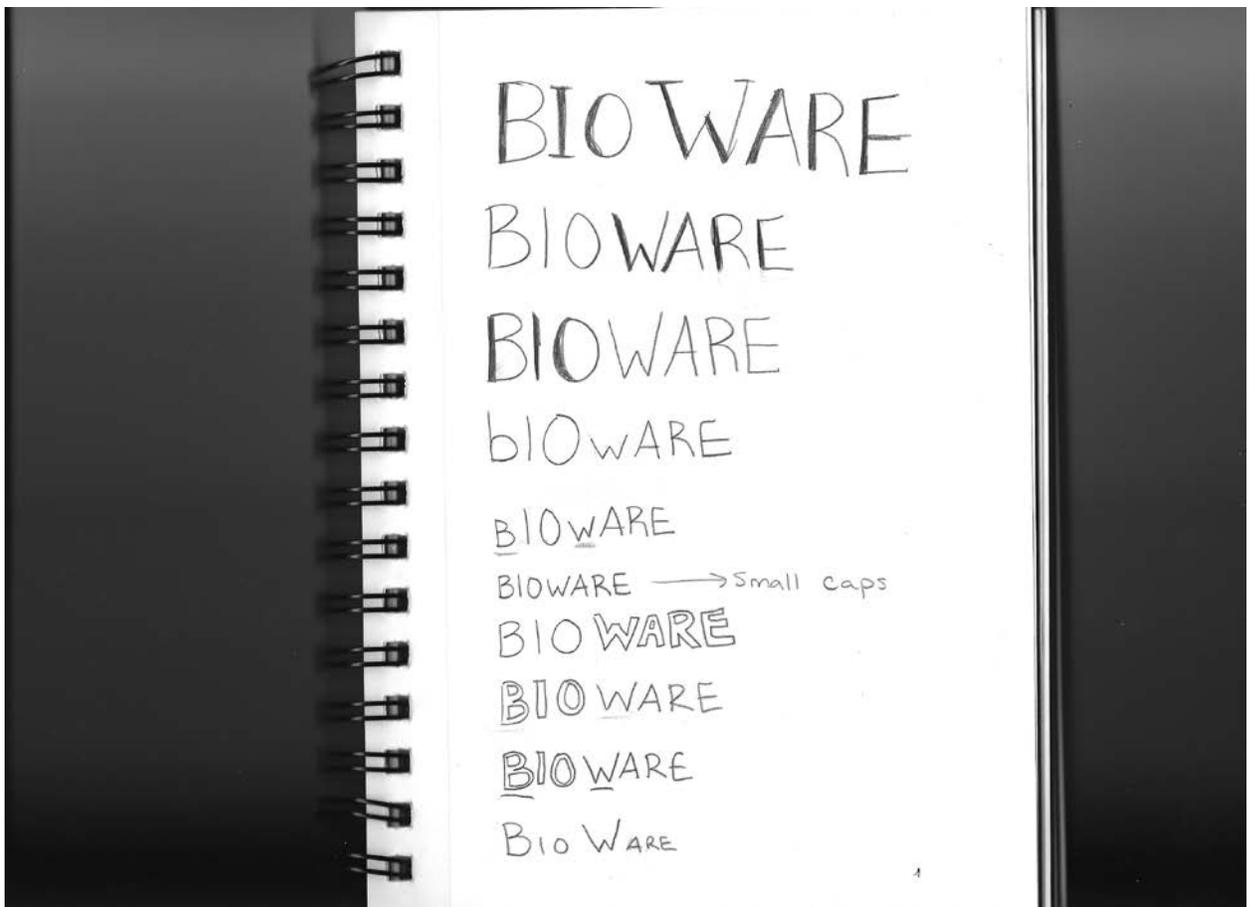"Human."
"Human. Gaming. Evolved."

Audience:
People of all ages that love to play RPG games, and just gamers in general who love good stories and player involvement in the developing game story. Where the player feels personally involved in their game.

Market:
Bioware's games compete with other software gaming companies to sell their games. Similarly to the book industry, games' stories often can stand alone, and regardless of the company who made it, players will often pick up a game and try it for the story and the actions they can do in a game, after thought comes later when the player reviews the experience in their head, and if it was positive, they will go back to that company for more of their games to try. The same goes for every company that makes any kind of video game. Fans will often stay loyal to the company after, if the experience was positive, waiting for new games to come out. If it was bad, many players won't try the company again until ratings for games become more positive. Luckily, Bioware makes amazing games that have really good storylines, the ability to influence that storyline and "romance" characters and build your "settlements" is a huge selling point for this company.

- **30 Sketches Pg. 1**

- **30 Sketches Pg. 2**