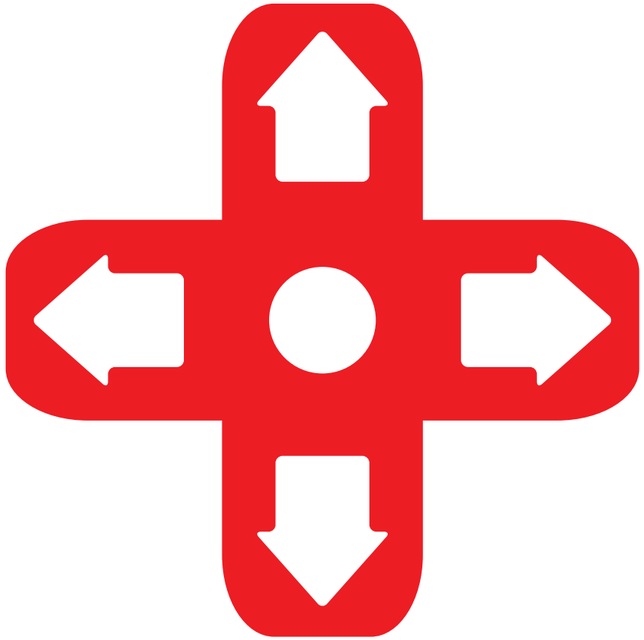


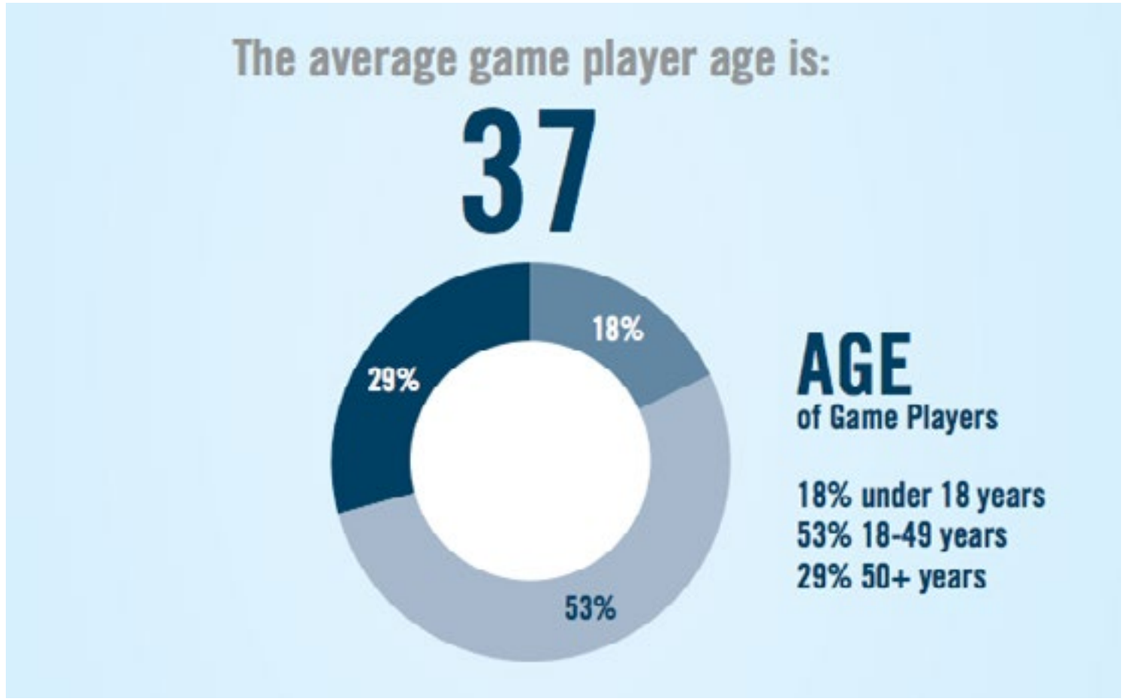
DR. GAMER

David Kim (02482792)
MFA Web Design & New Media
WNM 699: Special Topics : Visual Design Strategy

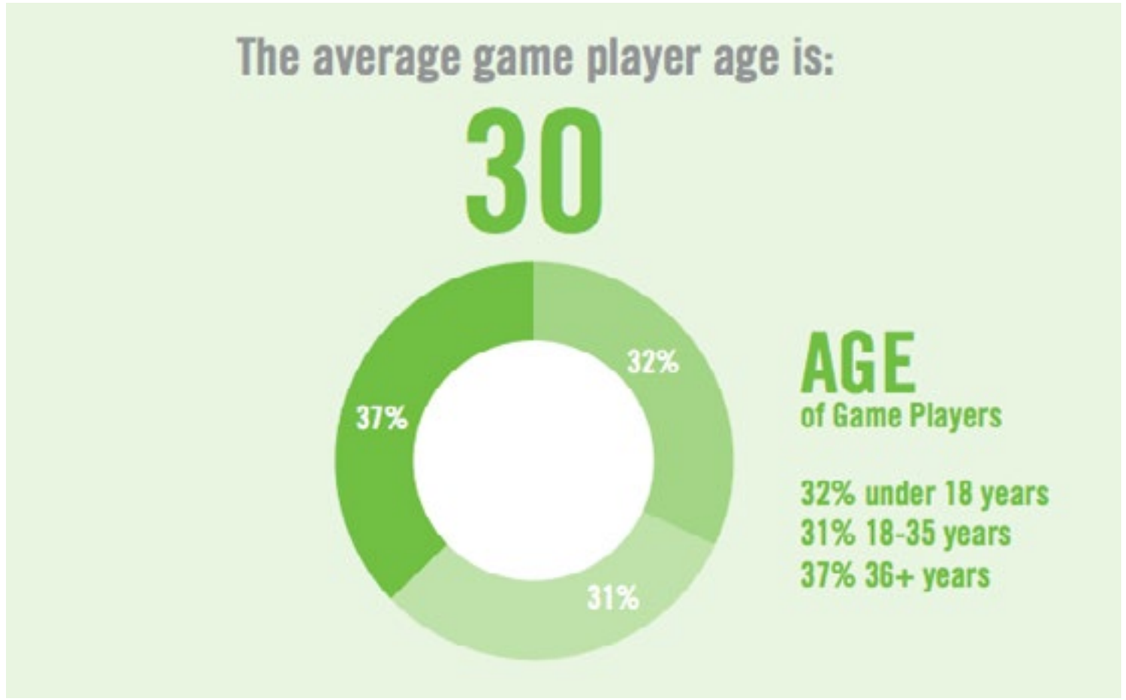
Case Study

Average Game Player Age

2011



2012

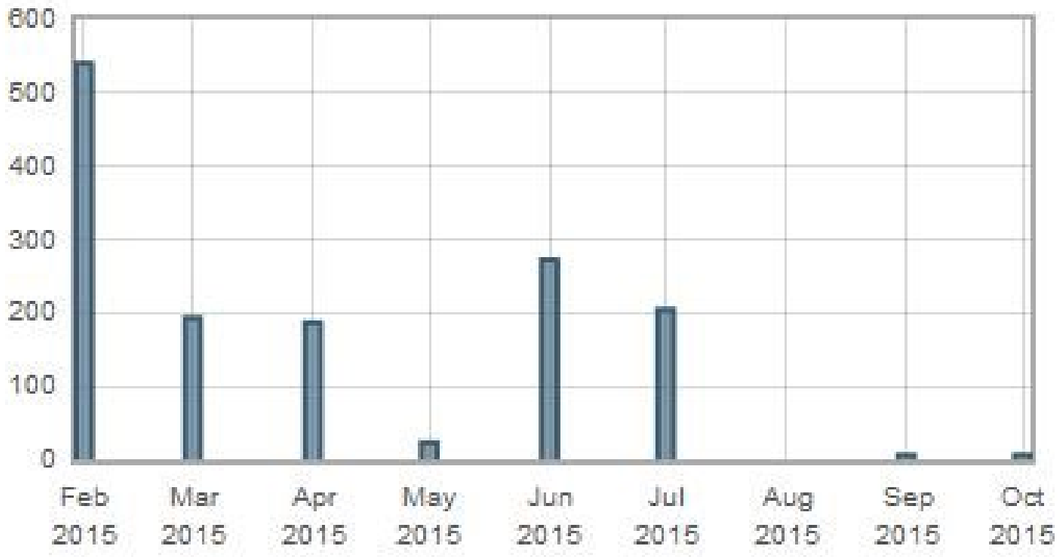


Source: http://arstechnica.com/gaming/2012/07/how-gamings-demographics-reverted-back-to-2005/

Internet Archive (Classic PC Games)

Games Posted

7,745



Games Viewed

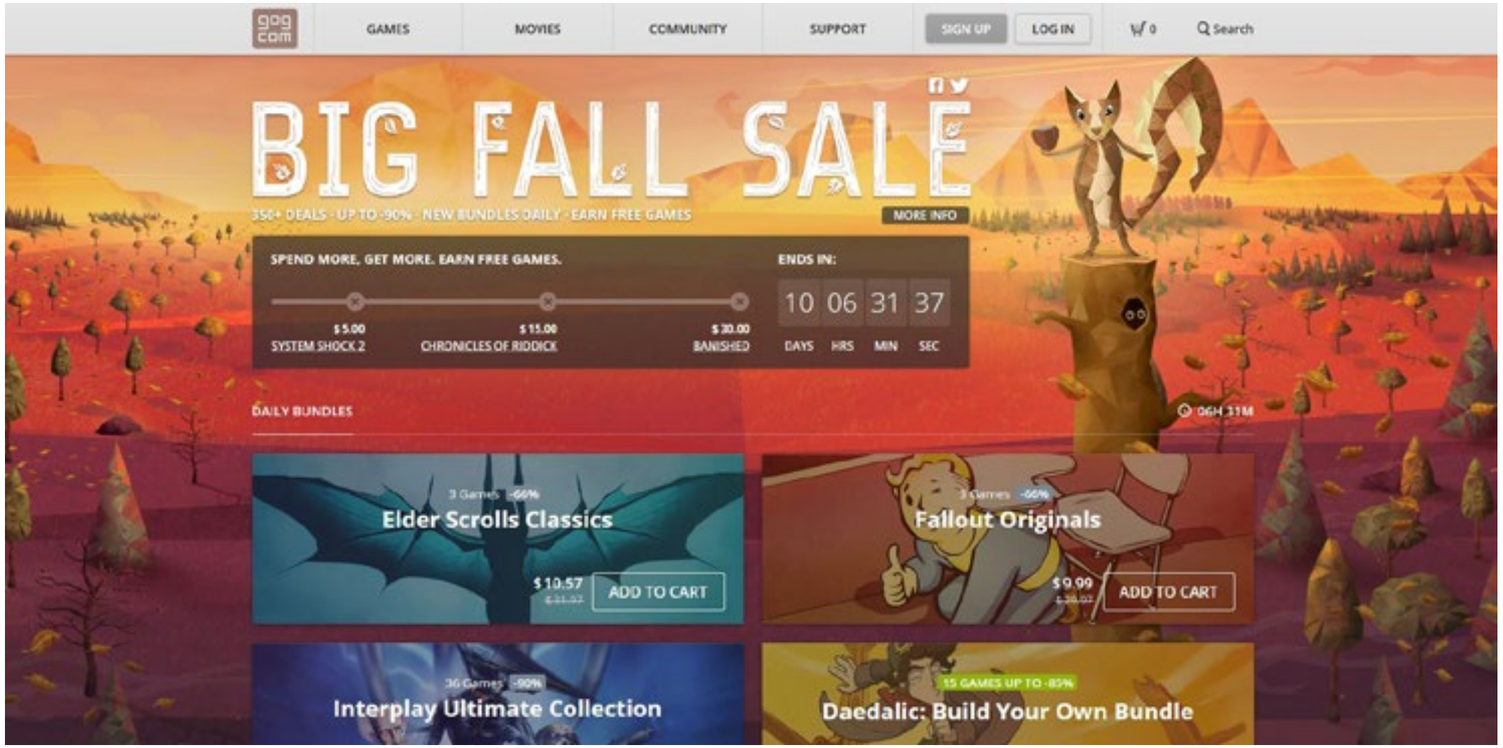
2,304,711

Source: https://archive.org/details/classicpcgames&tab=about

Competitors

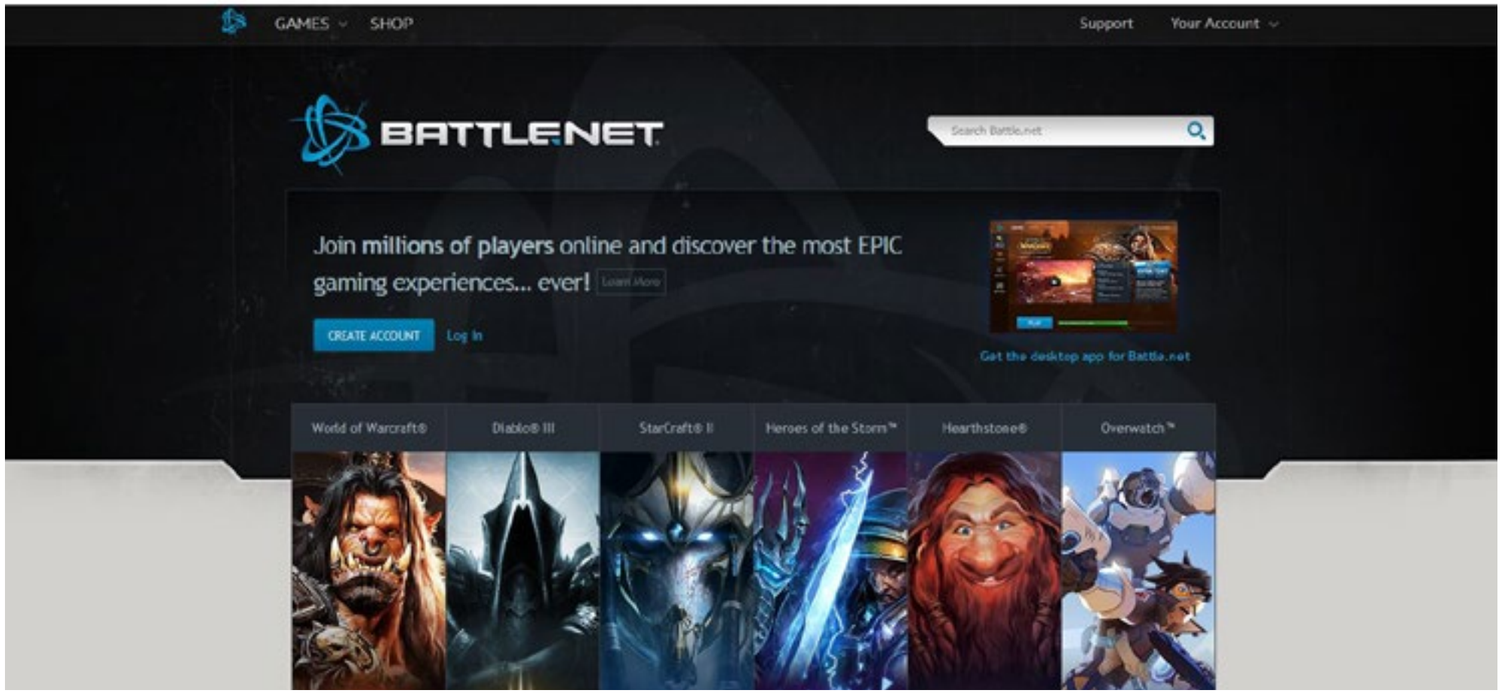
GOG

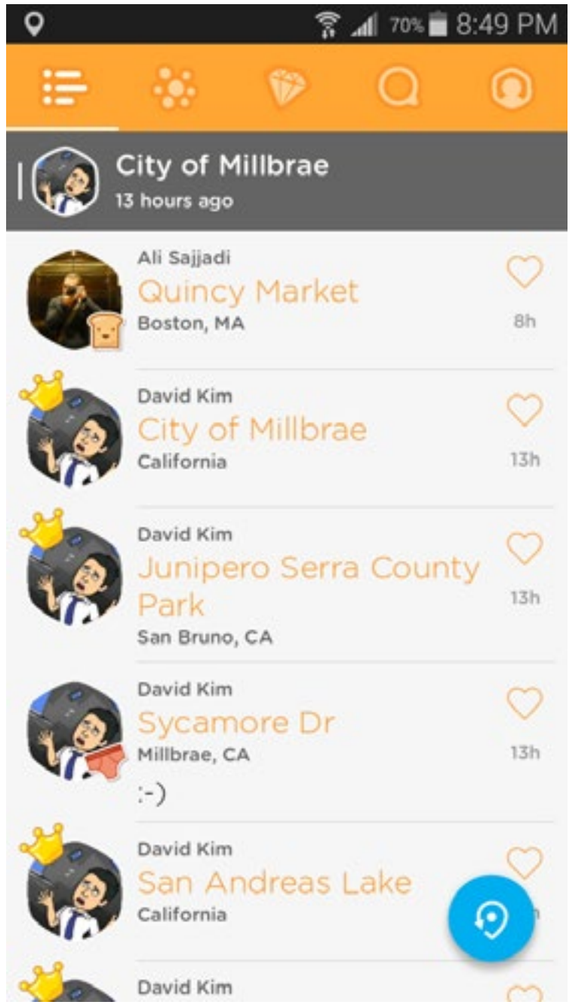
http://www.gog.com



Battle.Net

http://us.battle.net/en/





Swarm

Swarm is an app where you can check in places for Foursquare

Pros
-clean interface
-organized

Cons
-too much navigation buttons
-don't understand what those icons represent

Improvements
-navigation buttons needs to be listed as drop down menu with one button
-easy to understand iconography

My Entity

It is a website where we offer technical support to all classic pc games. In other words, we won't turn away from answering any of your questions concerning your classic pc games. Most technical support in game companies will not help with games that are too old to play on new computer systems/operating systems. That's where my project steps in.

We also offer an app version of Dr. Gamer so that people who have mobile phones of tablets can play while they are on the go. That way retro gamers won't have to be seated at a computer to play their favorite games all the time.

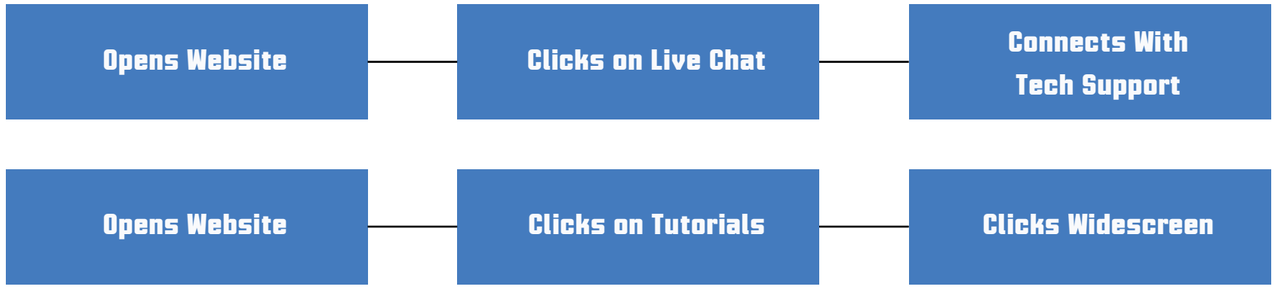
Personas

Name: Bob Gender: Male Age: 30

Devices Used

Laptop

He played games since 1987. He loves the classic first-person shooter games. He has a Windows 7 computer and has issues playing with Starcraft and Warcraft. He also wants widescreen support for some of his classic games.



Name: Susan Gender: Female Age: 24

Devices Used

Desktop/Laptop
iPhone

Susan has a lot of old games. She loves DOS games. She even has full collection of them. She plays DOS games on her computer, but most of the time she is always on the go. She spends more time on her iPhone

Name

Word List

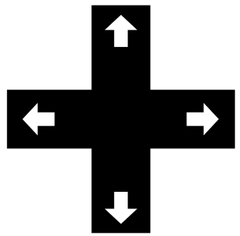
game	retro	dos	gamer
tech support	classic	windows	revive
doctor	pc	replay	

Possible Names

Dr. Gamer

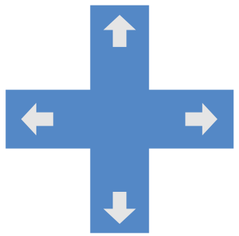
CryoGame

Logos

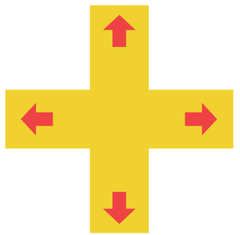


DR. GAMER

Dr. Gamer



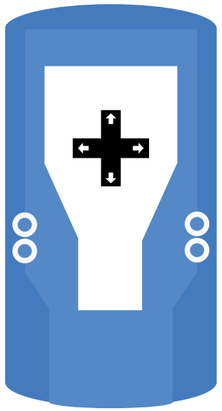
Dr. Gamer



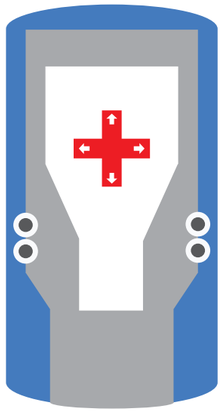
Dr. Gamer

Dr. Gamer

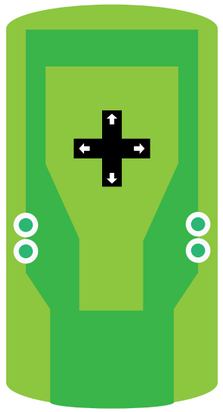
Dr. Gamer



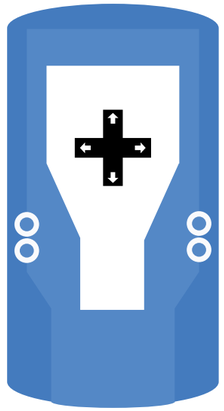
cryogame



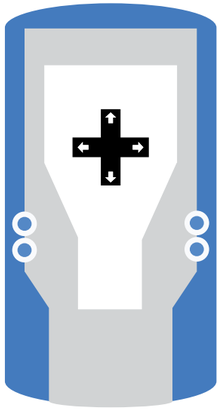
CRYOGAME



CRYOGAME



cryogame



cryogame

Fonts

Arcade Classic

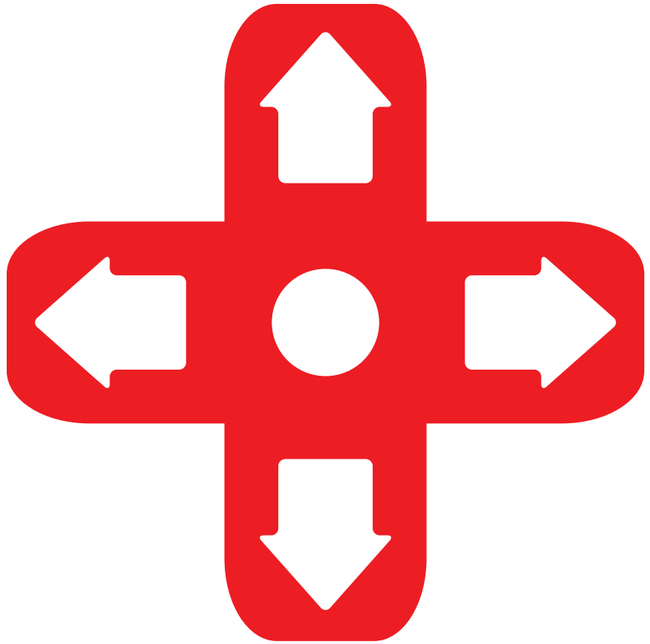
Neuropol X

Halo 3

SF Atarian System

Motion Control

Final Logo



DR. GAMER

Logo
It is in the shape of the NES move button in the color of the American Red Cross.

Colors

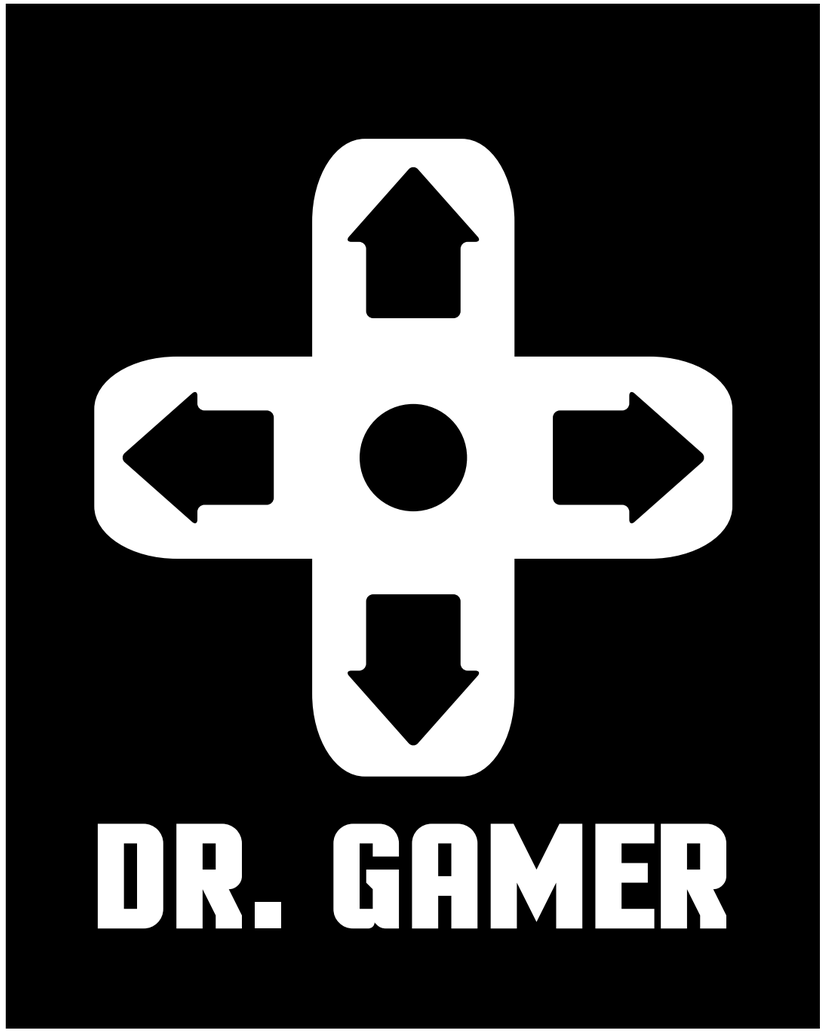
#ED1C24 #FFFFFF #5487C6

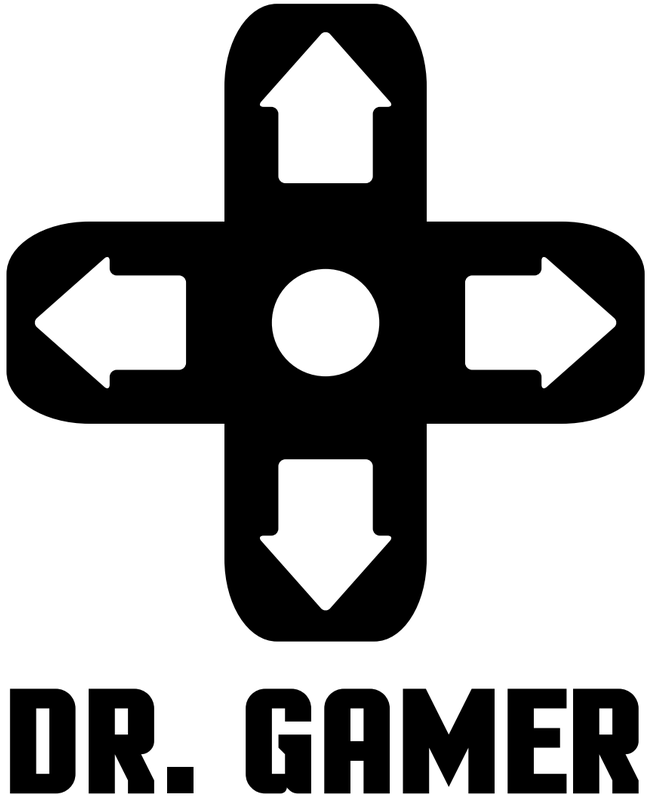
Logo

Motion Control (Bold)

Branding Guidelines

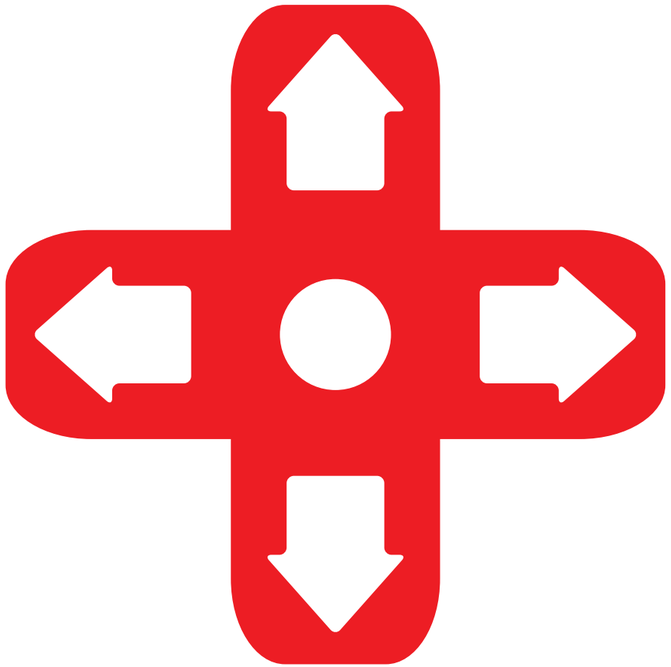
Monochrome





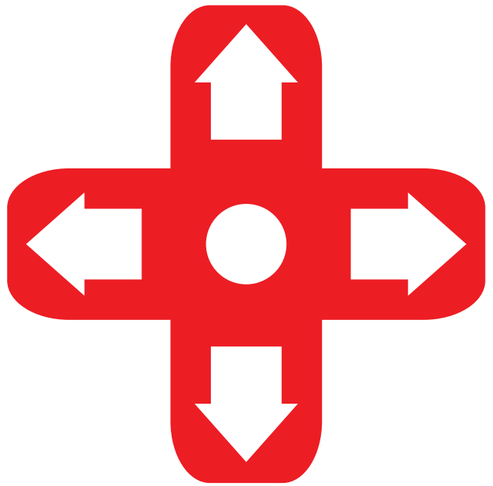
Do's

Regular Logo



DR. GAMER

Web Logo



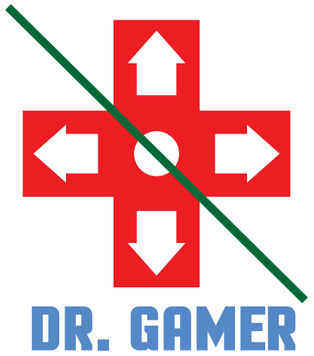
DR. GAMER

Don'ts

Never separate the word from the logo.

Do not turn the logo for any reason.

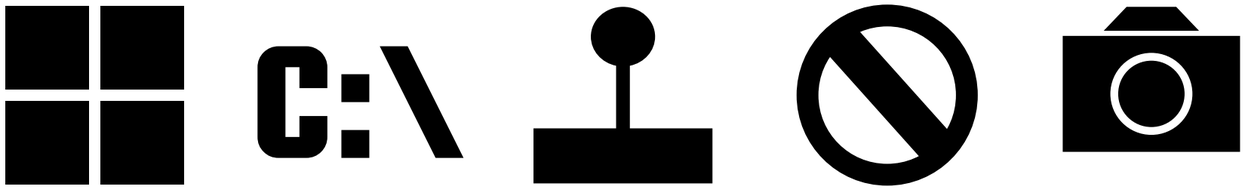
Arrows should never be turned for any purpose.



Do not straighten the corners.

Use specified colors only.

Iconography



Advertising Strategy

Variety
Read the first review of the new James Bond 007 film, SPECTRE.
Film Review: 'Spectre'
Shirpi Tomar
I'm so glad The Bold Italic has come back to life.
And from this groove came
Household 4 Life (for Those Who Understand)
Join
See All
Create Ad
Danielle Siembieda
Kelsey Higham
Tiffany Yan
Bobby Leiva
LU Hing
ELiza Ranjeet
Pat Griffin
Nataraj Das
Franny YuFei Chang
Crystal Naomi Crosby
Angel Enchirada
Hasan Elahi

Variety
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Film Review: 'Spectre'
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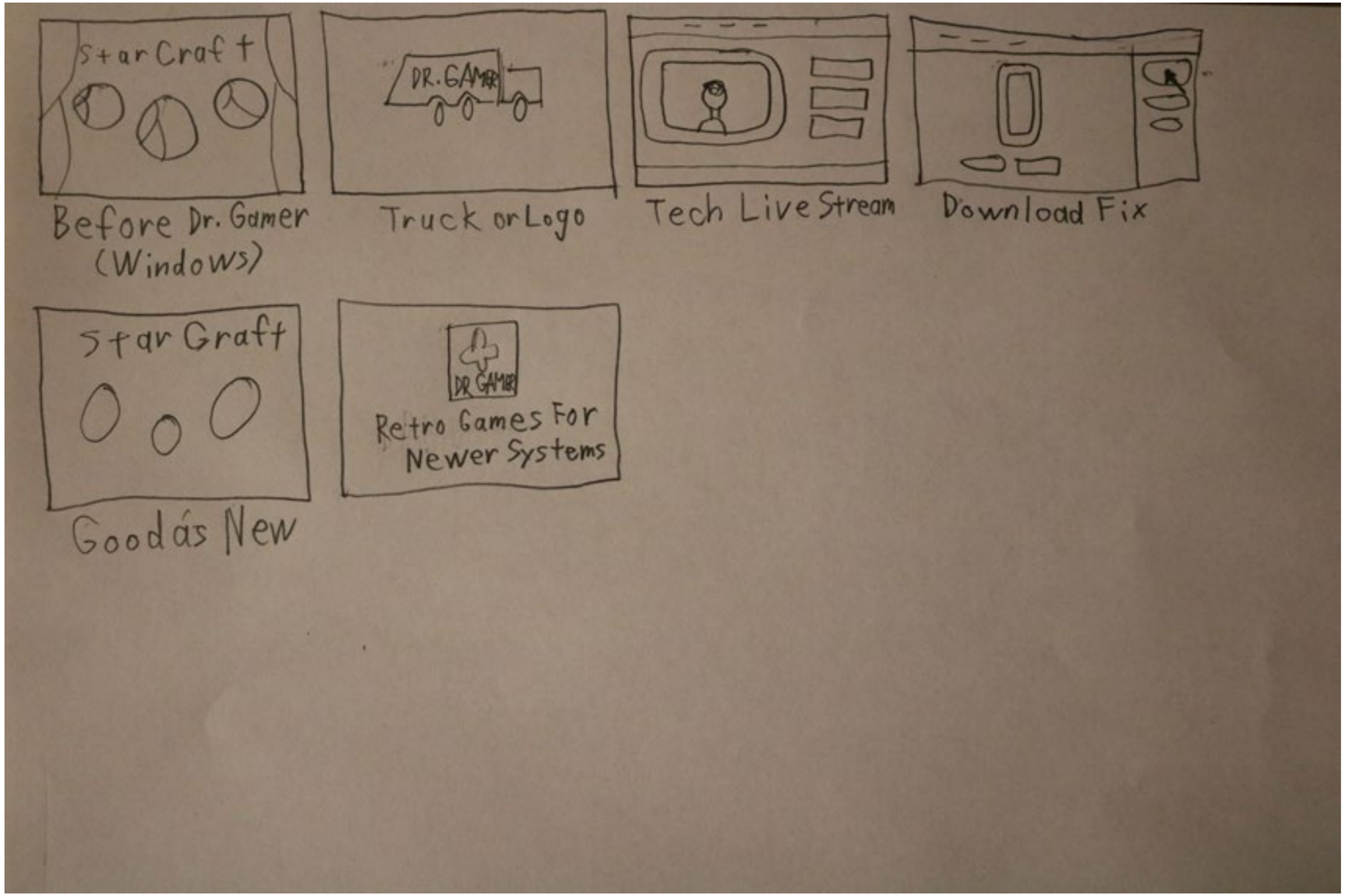
Like
Comment
Share
Jim
Create Ad
Kelsey Higham
Tiffany Yan
Bobby Leiva
LU1-ting
ELiza Ranjeet
Pat Griffin
Nataraj Das
Crystal Naomi Crosby
Angel Enchilada
Hasan Elahi

Motion Piece Storyboard



The Video

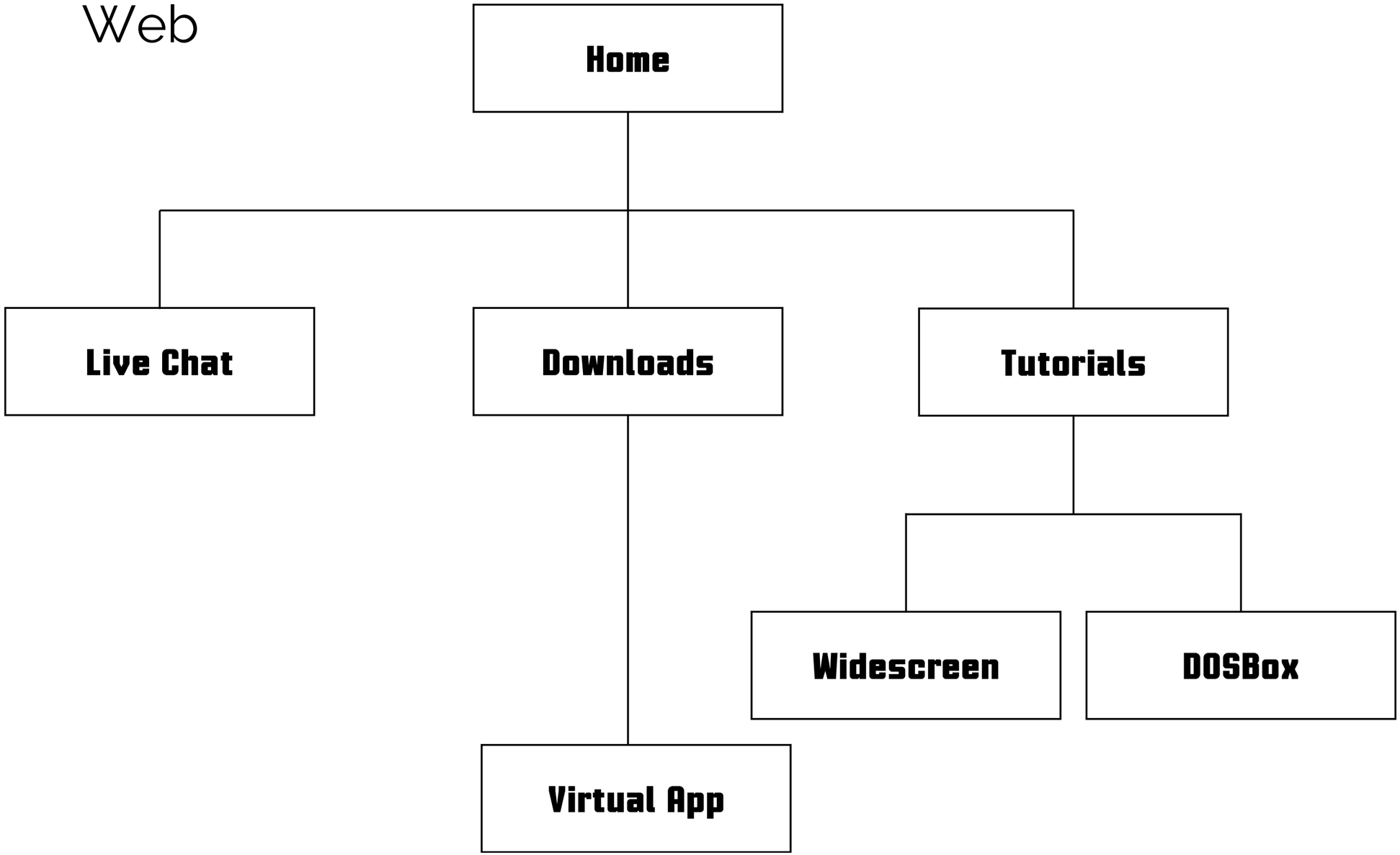
Terran
Episode V
Protoss
Episode IV
Zerg
Episode VI
A
Load Saved
Play Custom
Cancel
Load Replay

Hero Shot

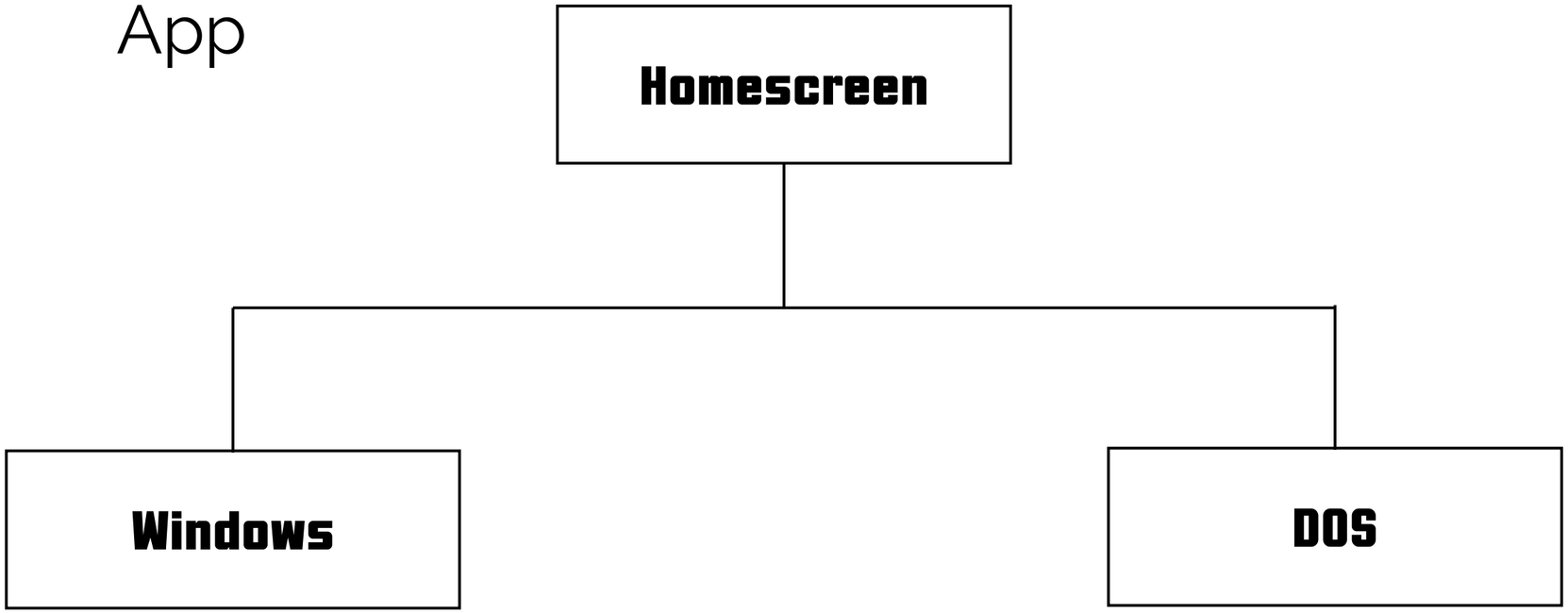
DR. GAMER

IA Map

Web


Home
Live Chat
Downloads
Tutorials
Widescreen
DOSBox
Virtual App

App



Interactive

The devices used will be both computer and mobile.

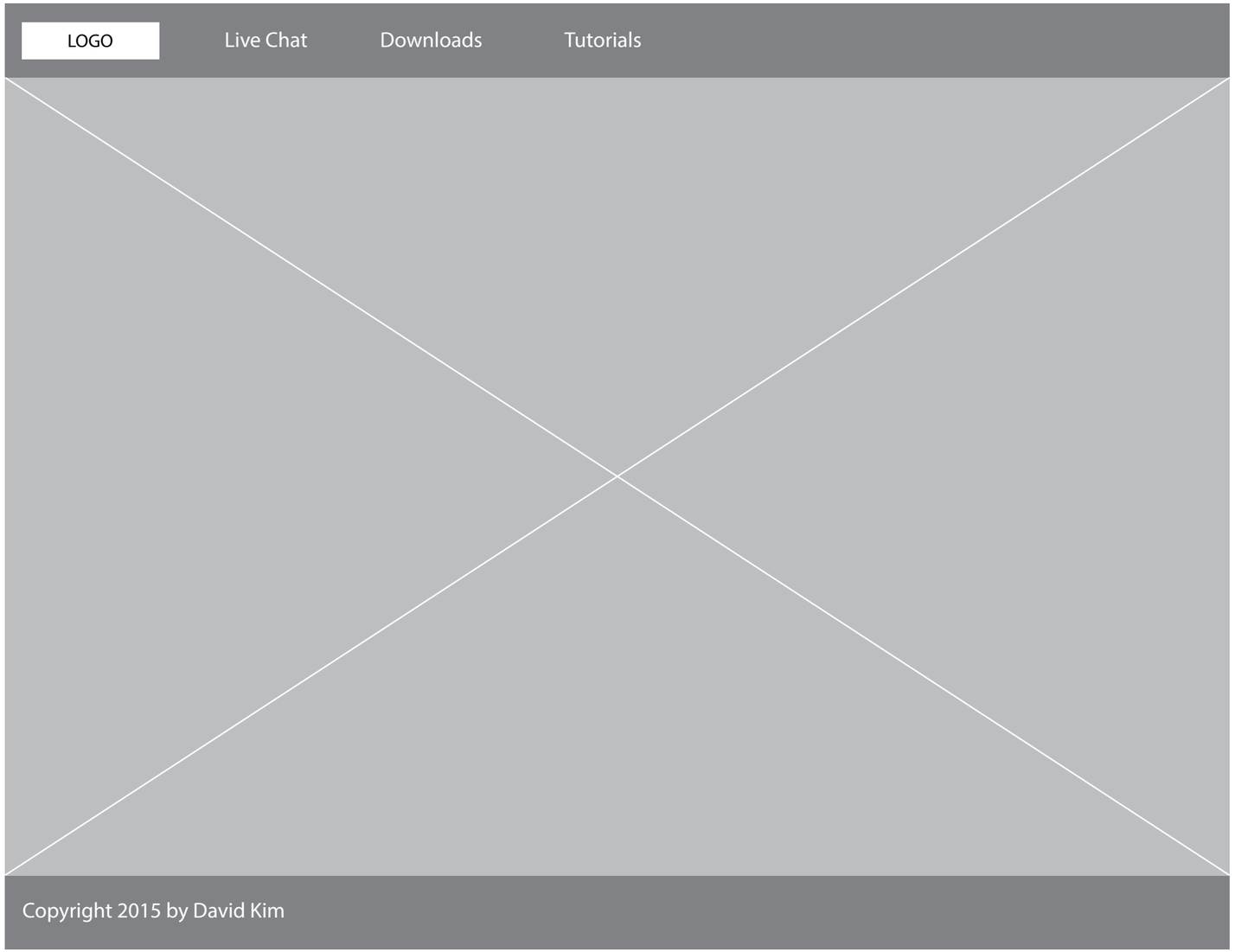
Website

It will have links to tutorials for the programs used to play your games. There will be will be Downloads page that will provide links to files suggested in using to fix your retro games. The Downloads page will also have a link to the virtual app. There will also be a live chat room so that you can chat with a live tech support agent.

Physical Kit

Dr. Gamer scrubs, Dr. Gamer Pad with Dr. Gamer brand OS, Dr. Gamer wireless control pad.

Wireframes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Live Chat
Downloads
Tutorials
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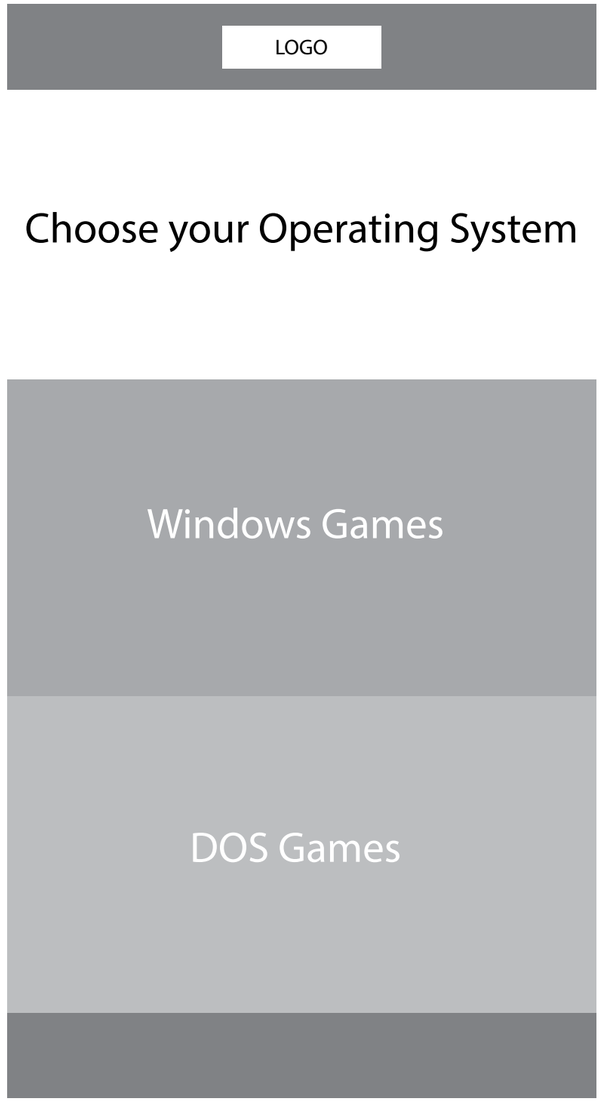
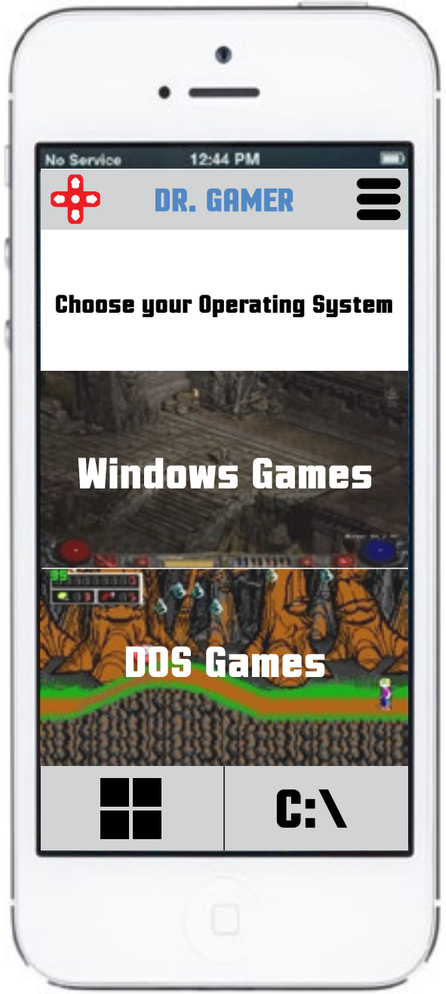
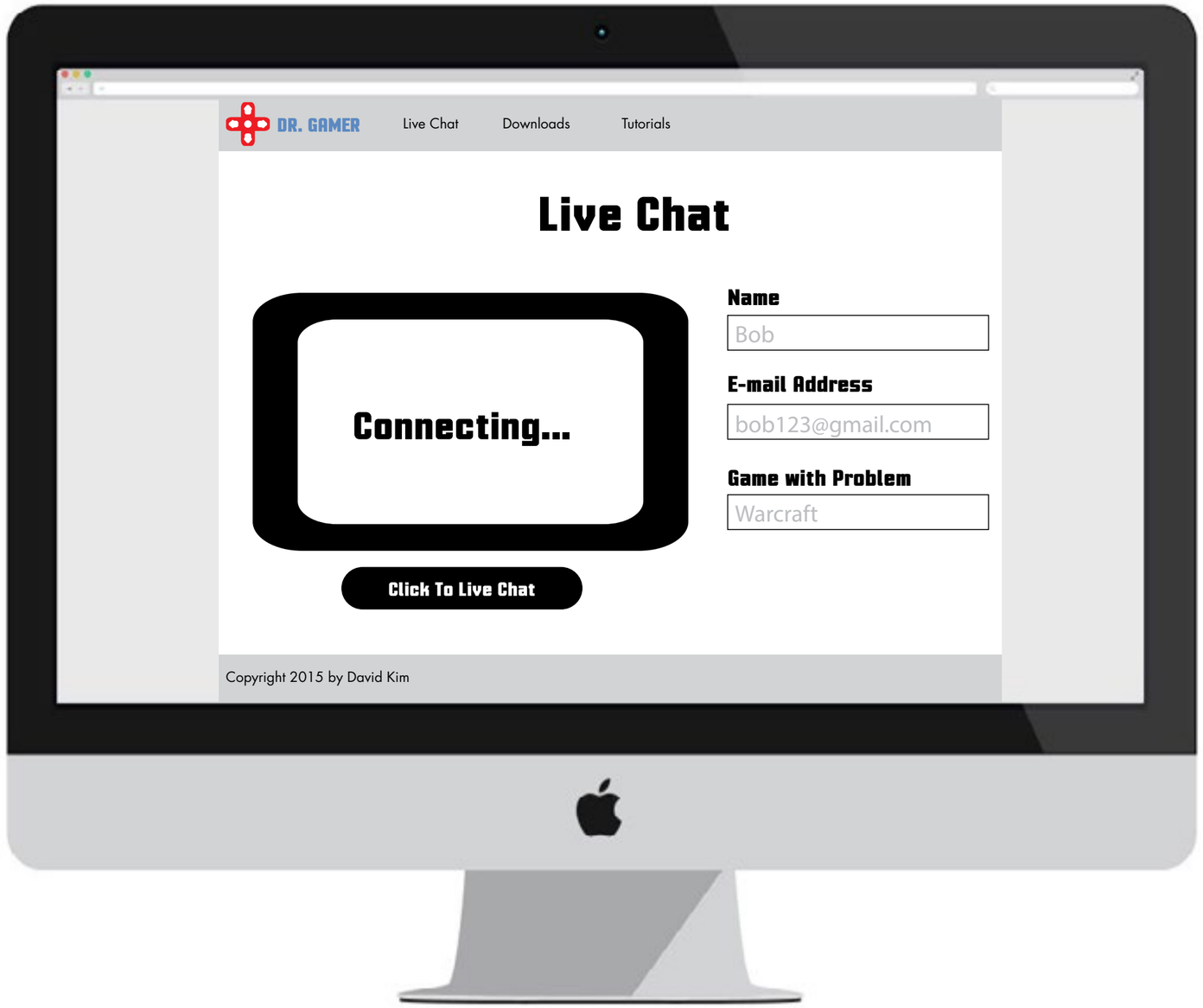

LOGO
Choose your Operating System
Windows Games
DOS Games

Fleshed Out Interfaces

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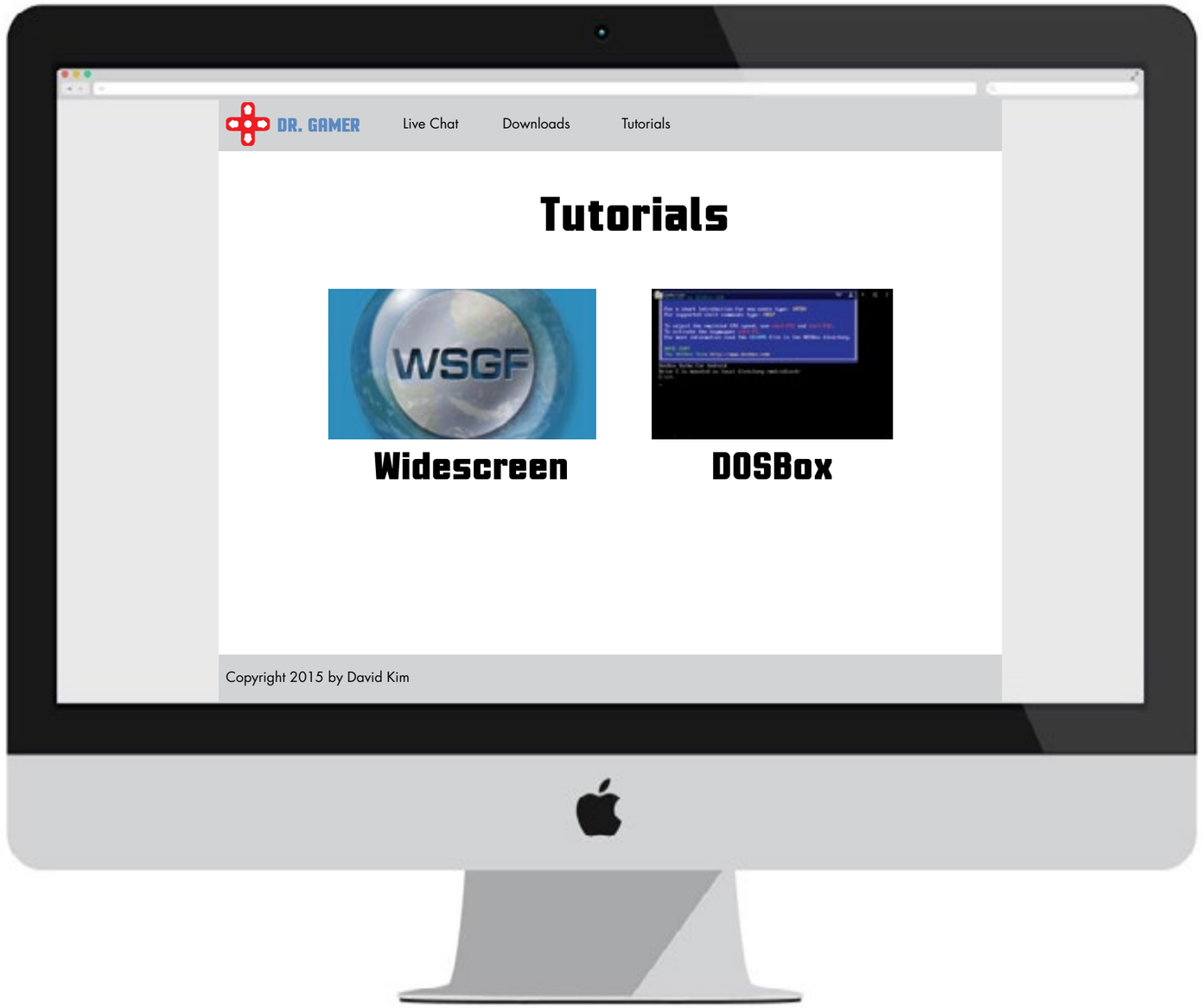
Diablo Color Fix Tool
Septerra Core Patch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12:44 PM
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Choose your Game
Diablo 2
Starcraft
C:\

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Thank You

Any Questions?