

Datamage concept poster design



Do you ever feel **lonely**?

About 250,000 people between the ages of 15-25 feel the same in the Netherlands. We want to help you.

Video games can help!

Our interviews show it's easier to make friends through video games than through social media!



Our solution will be:



A location based mystery solver through the magical city of Eindhoven.



Playable online for easier socializing!



Set in an old, medieval version of Eindhoven.



Search for clues in the dangerous, yet cozy and magical streets of eindhoven!

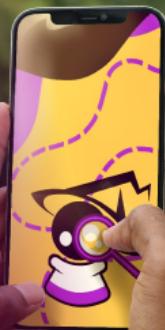


Make socializing easier by playing the game in person with your new online friends!



**Data Mage
Studios**

Charlotte, Nieck, Yoshua,
Ashley, Leon



Contents

Context.....	3
Poster	3
Iteration 1	3
Iteration 2	4
Iteration 3	6
What are my parts in the final poster.....	7
Reflection	7

Context

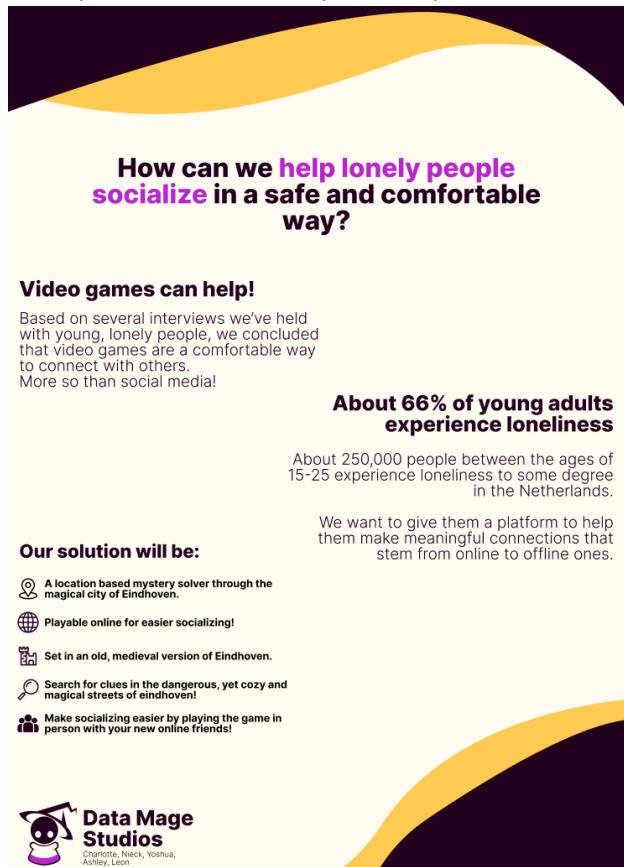
For our group project this semester me and my group had to make a concept for our project and present it to our peers and teachers. This had to be done through means of a poster. My group and I decided to each make our own posters and then come together to design the final one. In this document I'll show you the designs I made as well as which elements of the final poster got made by me.

Poster

The poster needed to include a few things. The things that needed to be on the poster were entirely up to us, but the concept needed to be clear for everyone who read the poster. They needed to get the general idea.

Iteration 1

For my own poster I decided I didn't want to put in too much research and focus more on the concept. I did decide to explain the problem a bit. Here is the first iteration I made:



I asked others for **feedback**, and they said it felt a bit messy. My girlfriend, who designs posters for a living, told me I should have a bigger margin as well as make it more visual and have less text.

Iteration 2

I agreed with the feedback, so I tried to split up the text as well as make it a bit shorter. I also added a bit of a storyline to it by guiding the viewers visually through the document. I also upped the margin which made it look a lot better and cleaner.

I took inspiration from Yoshua who was adding pictures to the image, and I decided to try that myself too. This is my second iteration:

How can we help lonely people socialize in a safe and comfortable way?

Video games can help!
Our interviews show it's easier to make friends through video games than social media!

About 66% of young adults experience loneliness
About 250,000 people between the ages of 15-25 experience loneliness to some degree in the Netherlands.

Our solution will be:

- A location based mystery solver through the magical city of Eindhoven.
- Playable online for easier socializing!
- Set in an old, medieval version of Eindhoven.
- Search for clues in the dangerous, yet cozy and magical streets of eindhoven!
- Make socializing easier by playing the game in person with your new online friends!

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The image in there, I photoshopped. Basically, I grabbed a maps UI off the internet, and I warped the image to fit on the phone screen. I also cut out the thumb and put it back on top of the screen. I didn't adjust the lighting accordingly but at this size, it looks good enough. This was the original image:



Iteration 3

I wasn't entirely happy with this iteration as it felt kind of empty at the bottom. I decided to change the bottom 'blob' to extend all the way across the bottom of the page. I also changed the logo; I changed the colours to light mode and put it on top of the shape. This is what I made:



The poster features a dark purple header with a yellow wavy footer. In the top right corner, there are three purple square icons arranged in a triangle. The main text is a large, bold, purple font: "How can we help lonely people socialize in a safe and comfortable way?". Below this is a circular image of a hand holding a smartphone displaying a map with a red location pin. To the right, the text "Video games can help!" is in bold, followed by a smaller text: "Our interviews show it's easier to make friends through video games than social media!". Below this is a section titled "About 66% of young adults experience loneliness" with a subtext: "About 250,000 people between the ages of 15-25 experience loneliness to some degree in the Netherlands.". At the bottom, the text "Our solution will be:" is followed by a list of five features with icons: a location pin for a location-based mystery solver, a globe for online socializing, a castle for a medieval setting, a magnifying glass for searching clues, and a group of people for socializing in person. The Data Mage Studios logo is at the bottom right.

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What are my parts in the final poster

In the final poster, the things that I designed/got implemented from my poster were the use of icons and the text explaining the ideas. They did get changed a bit here and there, but the general idea stayed the same. Overall, the text that I wrote got used for the poster.

I also designed the bottom part of the poster except for the image, that was created by Charlotte.

Reflection

I think the way I went about making the posters went well. I did my best to collaborate with others and I wanted to make sure everyone present had a piece to add to the poster. For next time I learned that with posters you shouldn't have a small margin because it makes it look weird. A poster should be mainly visual, so I'll try to make it that way from now on.

I'm kind of disappointed in myself that I didn't use any professional design tools. I should really start getting into it because I will only benefit from it. I need to start stepping outside of my comfort zone more because Figma is too simple of a program and I tend to gravitate towards it too often.

From now on, I will do more designing in InDesign and Illustrator. I will see how I can collaborate using these programs as well, if not directly, through some other way.