



LAVET AF MARC ABEL

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SVENDEPRØVE PORTFOLIO



DET TRYKTE PRODUKT

Kernefagligheder: Grafisk Design & Typografi

Formål og produkt

Pokémon er en anime franchise, som både laver tv serier/film samt mobil/computer/konsol/kort spil. Pokémon er baseret på fiktive/alien dyr med specielle kræfter, der lever i blandt menneskeheden. Pokémons hoved historie omfatter hovedrollen Ash Ketchum, som skal på sin livs rejse for at blive en Pokémon træner. Historien er ens i både Pokémon-film og spil. Da Pokémon nu er en kæmpe franchise med over flere millioner seere og spillere, ønsker de nu at videreudvikle virksomheden gennem udgivelsen af et trykt magasin, i forbindelse med deres nye mobil spil kaldt Pokémon Evolution.

Med et fysisk magasin kan spillere og seere inkorporere Pokémon i deres analoge dagligdag og gøre dagligdagslæsningen lidt sjovere. Magasinet er også med til at brande franchisen, hvor reklamer spiller en stor rolle. **Opgaven er fiktiv.**

Afsender

Pokémon franchise - Laver TV film/serier samt spil baseret på et fiktivt univers.

Modtager

Den primære modtager er drenge i 12-25 års alderen med interesse for Pokémon spillene og serierne, da franchisen målrettet går efter et yngre publikum.

Grundet Pokémon har været populær lige siden 90'erne, er der stadig en gruppe fans fra dengang som nu idag stadig elsker, spiller og ser Pokémon. Denne sekundær modtager er alderen fra 25-35 år.

Alt i alt en bred målgruppe på 12-35 år.

Kvalitetsvurdering

At skabe et magasin fra bunden er meget avanceret, grundet at designet skal være gennemtænkt og skal kunne fungere, som skabelon for kommende udgaver i sammenhæng med lancering af nye spil. Det er vigtigt at opbygningen kombinerer automatiserede processer og mindre manuelle justeringer. Hvad angår automatiserede processer, er der gjort brug af styles, next style og table of content. Derfor er magasinet gennemført og samtidig klargjort som skabelon for de kommende magasiner, hvilket skaber stor kvalitet. Derudover er der et grafisk streamline, som overholder Pokémons grafiske identitet ift. udformning, farver, komposition og detaljer.

Styrker

- Brug af automatiserede processer
- Detaljeorienteret tilgang
- Gennemført visuel identitet der passer til Pokémon

Svagheder

- Magasinet er kun på 40 sider
- Ryg kan ikke laves da magasinet er for tyndt
- Manglende prøvetryk





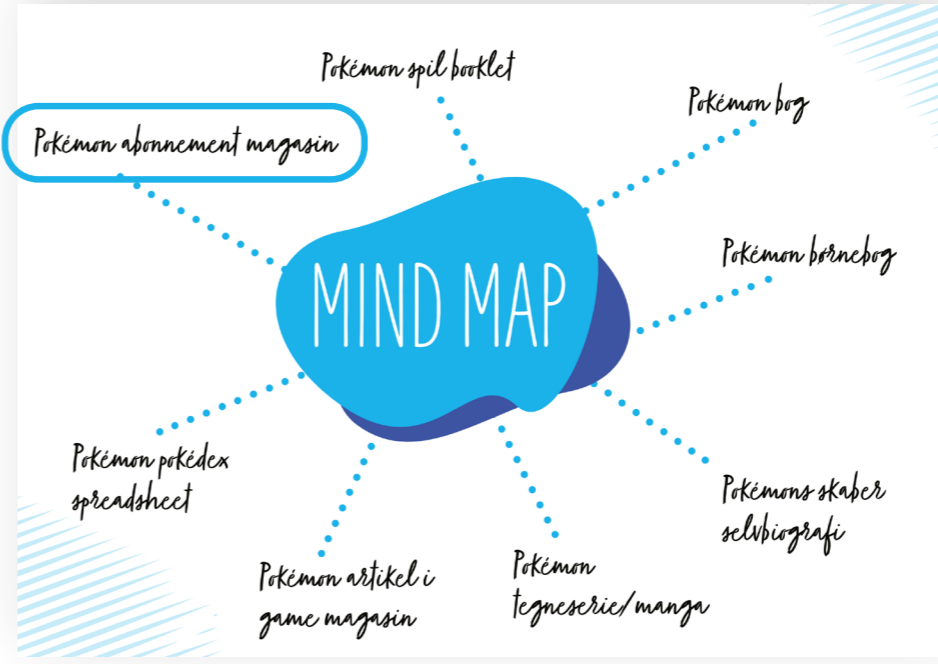
1



2



3



POKÉMON ABONNEMENT MAGASIN

VÆRDIER

AFSPEJLNING AF POKÉMONS PROFIL, FÆRVERIG, ANIME STIL, GAME TEMA, INSPIRERENDE, OPLEVELSE

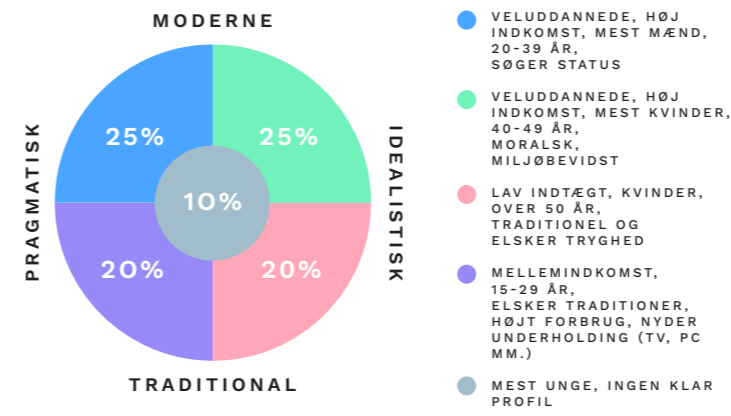
INSPIRATION

POKÉMON FRANCHISE, ANDRE SPIL, UNDERHOLDNING, SPIL MAGASINER, ANDRE ABONNEMENT MAGASINER

ØNSKER

DETALJERET MEN STILRENT. OVERHOLDE OVERORDNET TEMA OG RØD TRÅD, POKÉMON SKAL STADIG VÆRE GENKENDELIGT

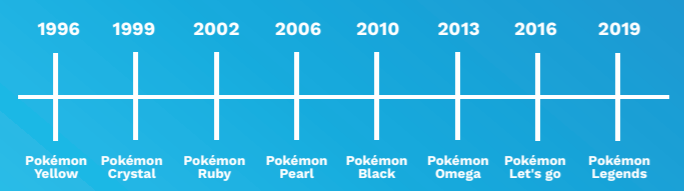
4



1 Moodboard der afspejler Pokémons nuværende identitet, samt hvilken miljø, stil og farver de gør brug af.

2 Analyse af Pokémon, samt hvilke spil de har udgivet og hvordan deres stil har ændret sig, igennem årene.

Timeline:



3 Brainstorm til nytænkende idéer der vil gøre Pokémons brugere glattere samt hjælpe virksomhedens omsætning.

Pokémon abonnements magasin

Pokémon abonnements magasin gav mest mening, da det passer godt til deres franchise, men også fordi det er noget for alle aldre i målgruppen, selv for de lidt yngre, da magasinet vil indeholde masser af billeder og indhold, som er relevant for deres spil.

4 Visualisering af persona - Pokémons målgruppe

Minerva modellen

Produktets brugere/læsere er personer i det lille segment. Dog er der automatisk også få fra det blå segment, da det er fans fra da spillene udkom, som er en del ældre idag og som højest sandsynligt er færdiguddannet.

Derudover er der også en del i den grå zone, da rigtig mange unge også spiller dette spil.

Persona

Gamer Casper er en hel almindelig ung fyr på 19 år. Han bor stadig hjemme hos sine forældre, sammen deres kat Findus. Casper har lige afsluttet sin gymnasiale uddannelse på HTX. Casper elsker alt inde for teknologiens verden og drømmer selv om at blive ingeniør. Casper er hvad man kalder en typisk gamer. Han elsker at spille spil hvor han kan få en på opleveren. Spil hvor man kan udforske nye verdener og gå på eventyr er hans favorit.





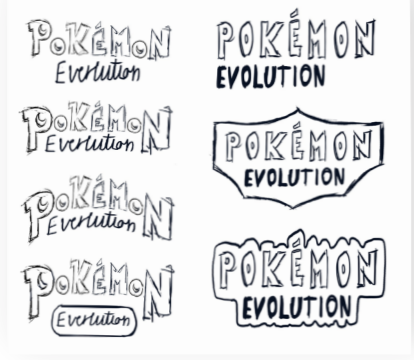
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6

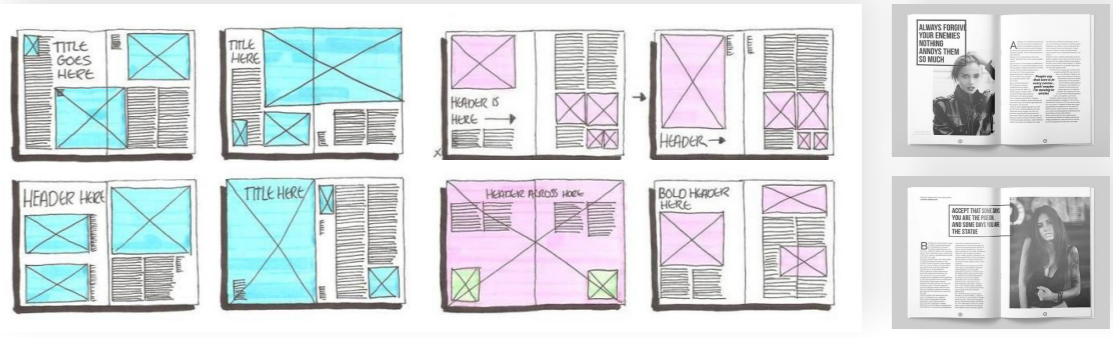
Pokémon Pokémon Pokémon Pokémon
Pokémon POKÉMON POKÉMON Pokémon
POKÉMON Pokémon Pokémon POKÉMON

7



- 5 Logo inspiration - Primær Pokémons egne, da jeg gerne skulle ramme samme stil.
6 Test af logo-typografi. Et navnetræk alene kan ikke rumme kundens værdier.
7 Skitsering af bogmærke og endeligt resultat Da jeg ikke ville genbruge deres logo, valgte jeg at redesigne det, men med bagtanken om at det stadig skulle passe til deres nuværende identitet.

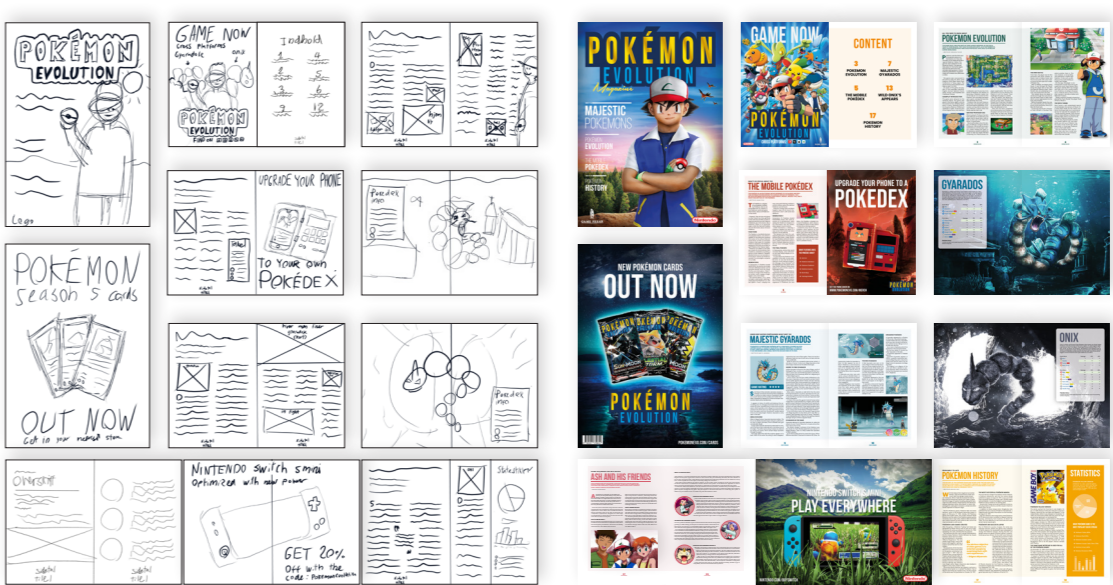
8



9



10



- 8 Magasin layout inspiration Primært layouts hvor der er taget højde for mange og store billeder, men stadig med en æstetisk opbygning. Inspiration til citat boks også fået herfra.
9 Farve tema Farverne der blev brugt i de forskellige temaer er taget fra billederne, der blevet brugt i mit moodboard. Netop for at være sikker på at farve stemmer overens med deres visuelle identitet.
Farve er blevet fintunet en smule løbende.

- 10 Skitsering og endelige resultat Skitserne er en blanding af layout inspirationen og så stilen ud fra moodboard og analyse.
Sammenligning - Der var ikke taget højde for layout forhold. - Størrelse af tekst var større på skitser. - Nogle sider er ændret på det endelige. - Ingen farver.
Reflektering Det er tydeligt at se, at det endelige resultat er baseret på skitserne. Rubrik, underrubrik, stor start uncial, brødtekst samt sidetal var endda taget højde for på skitserne. Dog var nogle af sidernes layout ændret en smule.



- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

FROM EARLY TO LATE
POKEMON HISTORY
 THE HISTORY OF THE POKEMON FRANCHISE SPANS OVER TWO DECADES AND HAS ROOTS EVEN OLDER. IT STARTED SIMPLY ENOUGH AS A HOBBY OF SATOSHI TAJIRI, WHO AS A CHILD HAD A FONDNESS FOR CATCHING INSECTS AND TADPOLES NEAR HIS HOME IN SUBURBAN TOKYO.
 -WRITTEN BY MICHAEL XIANG

THE MOST SUCCESSFUL POKEMON MANGA
 The more famous manga in the western world, however, is Pokémon Adventures, with the first volume being published in Japan on August 8, 1997. It was one of the most successful Pokémon manga, with 150,000 copies sold worldwide. It is also the longest running manga in Pokémon history based on its starting date.
 Several other manga series were published in that era, including Pokémon Zensho and Miho Asada's Pokémon Gotta Catch 'em All.

POKEMON YELLOW VERSION
 The anime, pushed the franchise to new heights. On July 18, 1998, Mewtwo Strikes Back debuted in Japanese theaters, featuring the rare Mew and Mewtwo. In the United States, where it was released on November 10, 1999, the movie even briefly held the record for highest-grossing opening for an animated film.
 Plans soon started for a game based on the popular anime and Yellow Version was released September 12, 1998 in Japan, October 25, 1999 in North America and Europe. Pokémon Yellow allowed Trainers to take on the role of Ash and travel through Kanto with anime-style graphics for each Pokémon and a Pikachu by their side following the anime's course of events.
 The anime, as well as Pokémon Yellow, marked Pikachu as the most popular and recognized creatures in Pokémon history, turning it into the franchise's mascot. This led to a small spin-off game called Hey You, Pikachu! which was released in Japan on December 12, 1998, and in North America on November 6, 2000. This was a virtual-pet game, utilizing the Nintendo 64's Voice Recognition Unit to let the players interact verbally with Pikachu.

WHAT POKEMON GAME IS THE MOST POPULAR? USERS SPREAD

Pokémon Yellow (15%)
Pokémon Red (10%)
Pokémon Stadium (5%)
Pokémon Crystal, Gold, Silver (30%)
Pokémon Green (5%)
Pokémon Evolution (35%)

THE SAME GAME INTERFASE IS USED FOR ALL OF THE POKEMON GAMES!
 On December 18, 1998 a Game Boy game based on the TCG was released, later arriving in North America on April 10, 2000. It was followed, only in Japan, a year later by a sequel titled Pokémon Card GB2: Here Comes Team GRN!
 A sequel to Pokémon Stadium was also eventually released in Japan on April 30, 1999, and became a success. This game reached North America on February 29, 2000, and became known there as the original Pokémon Stadium. The twist in the Stadium series from the core series was that it featured the Pokémon in 3D.
 All released Pokémon games had one thing in common and that was the interface. Even tho the game looked totally different from game to game, the controls was the same.

STATISTICS
 POKEMON YELLOW VERSION
 Pokémon is a very popular game franchise, and it's users are spread all over the world. The games are most played in Japan, USA second, and Europe at last.

STATISTICS
 ASIA 42%
 EUROPE 20%
 USA 38%

POKEMON CARD GAMES CREATED!
 After the games, a Pokémon Trading Card Game was developed by Media Factory with its own set of rules. The first set of cards was released on October 20, 1996, containing 102 cards, and became very popular.
 The franchise also won many manga interpretations, the first being Pokémon Pocket Monsters by Kosaku Anakubo, which was first collected and published in November 1996 by Shogakukan. This was chiefly a gag manga, using crude humor and slapstick, starring a Trainer named Red and his rude Clefairy.
 The popularity of the franchise also led to an anime series based on the games, premiering in Japan on April 1, 1997. The main character was a young Pokémon Trainer named Satoshi (later Satoshi Tajiri, later dubbed in English to Ash Ketchum), based on Red. Another character introduced in the first episode was Satoshi's rival, Shigeru (later Shigeru Miyamoto, later dubbed in English to Gary Oak), based on Blue.
 The anime quickly became very popular, and soon a manga series based on it named The Electric Tale of Pikachu was written by Toshihiro Ono. The first volume of the series was first published on October 28, 1997.

POKEMON'S BIG SUCCES IN JAPAN!
 Due to Pokémon's success in Japan, the series was released overseas. Before the games were released in North America, the localization team attempted to change the Pokémon designs, fearing that the cute designs would not appeal to western gamers; however, the proposal was refused. On the other hand, Nintendo originally did not intend to allow for localized Pokémon names (due to having to register more trademarks), but were eventually convinced by the French translation team to do so. North America received Red and Blue Versions, as well as the anime, in September 1998 (the anime on the 7th and the games on the 28th), and soon everywhere else began to play the games on the Game Boy under the slogan Gotta Catch 'em All!
 The Trading Card Game was also introduced to North America on January 9, 1999 by Wizards of the Coast. The Electric Tale of Pikachu became the first Pokémon manga to be translated to English when VIZ Media started publishing it on September 28, 1999.
 Meanwhile, in Japan, in 1998, a new spin-off game, Pokémon Stadium, was released for Nintendo 64. This game featured only 42 Pokémon of the full 151.

POKEMON'S BIG SUCCES IN JAPAN!
 The obvious objective of video games is to entertain people by surprising them with new experiences.
 -Shigeru Miyamoto

MASTER PAGES

[None]

A-Master

B-Master

C-Master

D-Master

E-Master

G-Pokemon historie

F-For -Bagside

Forside-1

[1-2]

3-4

5-6

7-8

9-10

11-12

TEMA FARVER

- blue water gyarados
- Green Landscape Introside
- pokedex Lava Flaming Orange
- Onix Hard Rock Stone Grey
- Written By Color
- Yellow As Pikachu Poke his...
- Orange Relaxed Indhold

PARAGRAPH STYLES

- TOC
- TOC Overskrift
- TOC Entry
- Artikler/Indhold
- Trompet med next style
- Rubrik
- Underrubrik
- Mellemrubrik
- Mellemrubrik 2 linjer
- Mellemrubrik - Top spalte
- Indledning Med Uncial
- Brødtekst
- Brødtekst M/ Udryk
- Billedetekst
- Fremhævet Citat
- Faktaboks emne
- Faktaboks Bulletpoint
- Situationstegn
- Table
- Table Header
- Table Brødtekst
- Table Footer Overskrift
- Table Footer Brød
- Table Header Underrubrik
- Table Mellemrubrik
- Table Overrubrik
- Andet
- Written By
- Pagina
- Pagina Beskrivelse
- Trompet u/ next style
- Statistikker
- Statistikker Info
- Statistikker Cirkel Diagram
- Statistikker Salje %

CHARACTOR STYLES

- Tema Farver
- Grå Tema Farve
- Gul Tema Farve
- Orange Tema Farve
- Blå Tema Farve
- Rød Tema Farve
- Grøn Tema Farve
- Andet
- Bold
- Bold + Caps
- TOC Sidetal
- Byline
- Brød efter uncial

TABLE STYLES

Table > Table Styles

[Basic Table]

Pokémon attack styles

CHARACTOR STYLES

Table > Table > Cell Styles

[None]

Header Info

Body Cell

TABLE

GYARADOS

Gyarados is a Water and Flying Type Pokémon also known as a Aerobious Pokémon. First discovered in the Kanto region, it's weak against Rock. Electric type moves and has a Max CP of 540, 95 HP, 125 Attack, 80 SP Attack, 78 Defense, 100 SP Defense and 81 Speed. Considering it's stats, the best nature to have is Adamant, this will increase it's Attack and decrease it's Sp. Atk stats. Gyarados is considered one of the most powerful water Pokémon out there.

Quick Move	Damage	EPS	DPS
Waterfall	14	4.7	14
Dragon Breath	15	5	15
Dragon Tail	15	4.5	13.5

Main Move	Damage	EPS	DPS
Hydro Pump	130	36.3	47.1
Outrage	110	12.9	26.2
Crunch	90	16.3	21.8
Tackle	40	11.8	16.1
Aqua Tail	50	11.4	21.6
Dragon Pulse	90	13.9	25
Flattation	10	16.5	5
Return	35	40.5	16

Pokédex Entry:
 It roars and rumbles through the ground. The thunderous roar of its stomping echoes a long way.

- 1 Trompet i starten med tilføjet Next Style → Rubrik.
- 2 6,5mm Space after er tilføjet for for at tilpasse efterfølgende tekst i underrubrik.
- 3 Underrubrik med Nested Style ved "Written by" Byline.
- 4 Start Uncial i indledning, der manuelt er tilpasset med Hairspace, som justeres med Kerning.
- 5 Fast bagkant på brødtekst samt tabulator-justeret med 5 indryk ved afsnit for bedre læsevenlighed. Brødteksten fastgjort til Baselinegrid.
- 6 Fremhævet citat med Anchored citationstegn ud fra 66 99 reglen og med Text Wrap.
- 7 Baselinegrid med 10,8pt skydning tilpasset margin.
- 8 Automatisk paginering fra Masterpage.
- 9 Overset tekst → Næste textframe
- 10 Margins er lavet ud fra 24-delsmetoden: Top: 25 mm · Bund: 30 mm Ryg: 22,5 mm · Udvendig: 22,5 mm En blanding imellem 2-3 kolonner med 5,5mm gutter, som giver en smule frihed.

FONTVALG

Rubrik:
 Bebas Neue - Bold 67pt / 64pt
 Pæne blok bogstaver

Pangram:
QUIZDEL

Under Rubrik:
 Poppins - Bold 9pt / 10pt
 Blok bogstaver for streamline

Brødtekst:
 Open Sans - Regular 9pt / 10,8pt
 Moderne og meget læsevenlig
 Aligner til Baselinegrid

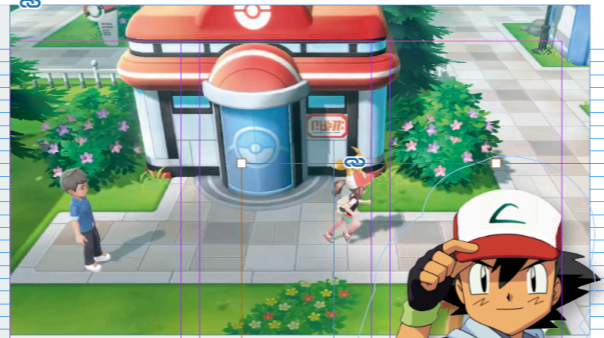
Pangram:
 Quizdeltagerne spiste jordbær med fløde, mens cirkusklovnern walthers spillede på xylofon

14

CONTENT

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| <p>3
POKEMON
EVOLUTION</p> <p>9
MAJESTIC
GYARADOS</p> <p>17
THE CUTE
CATERPIE</p> <p>27
ASH AND
FRIENDS</p> | <p>5
THE MOBILE
POKÉDEX</p> <p>13
WILD ONIX'S
APPEARS</p> <p>21
DIGGING
DIGLETT</p> <p>29
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THE FIRST BATTLE
From here, the player has his first encounter with other Trainers, on Route 2 and in Verdian Forest, and his first encounter with a Gym Leader: Brock, the Rock-type Gym Leader of Pewter City.

After his defeat, journeying along Route 3 and through Mt. Moon brings the player face to face with the regional villainous team, Team Rocket, who are attempting to extract rare fossils from the cave. Their defeat allows the player to continue through the cave and obtain the Dome Fossil or Helix Fossil, which can be regenerated into Kabuto and Omanyte.

Before the player leaves the cave, he is ambushed by two Team Rocket grunts, Jessie and James, who try to take the fossil back.

Continuing onto Route 4, the player finds himself in Cerulean City, where another Gym is. This one, however, is run by Misty, and specializes in Water-type Pokémon. To the north, as well, there are two routes leading up to Bill's Sea Cottage.

On the way, the player is confronted with a trainer who tries to persuade him to join Team Rocket. When the player reaches Bill's Sea Cottage and frees him of his transformation into a Pokémon, he will give the player an S.S. Ticket for the S.S. Anne, a luxury ship moored in Vermilion Harbor and filled with Trainers.

Taking a shortcut through a house burglarized by Team Rocket, the player finally arrives at Route 5.

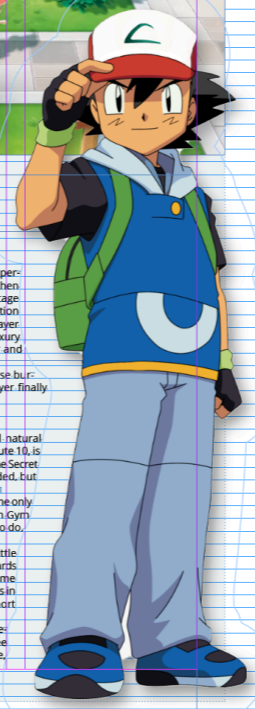
THE ROCK TUNNEL
Rock Tunnel, a still undeveloped natural tunnel between the sections of Route 10, is pitch black inside; for this reason, the Secret Technique Light Up is recommended, but not required, for navigation of it.

Finally reaching Lavender Town, the only town in Kanto without a Pokémon Gym besides Pallet, there is not much to do, except for Pokémon hunting.

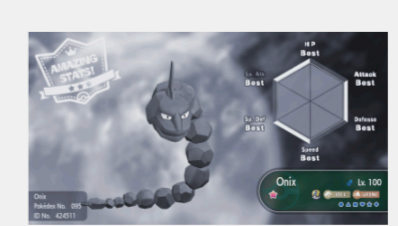
From here, Route 8 leads to a little city named Saffron City, and afterwards you end up at Celadon City, the home of the fourth Gym which specializes in Grass-type Pokémon. It is just a short walk further.

Like the Vermilion Gym, the Celadon Gym also has a small tree blocking the way to its entrance, and an old man outside.

16



17



BROCK USES ONIX
In Pokémon Chronicles, Brock uses Onix for the last time to battle against his ditsy mother, Lola who is responsible for remodeling the Gym and her Mantine to put the Gym back to its former glory.

Mateo told a story of how his grandfather discovered the Crystal Onix and then was able to make extraordinary sculptures afterwards. One of those sculptures included the Crystal Onix itself.

In the Best Wishes series during the episode of Expedition to Onix Island, a shiny Onix is the leader of several normal Onix in the Onix Island. When Ash and his group are chased by most of the normal Onix, Meloetta did her best to sing her song to calm them down but its no effect until a shiny Onix loudly roars to stop them which causes all of the normal Onix leave and allowing Ash and the group to see its shiny Onix before leaving back to Cynthia's reshouse.

The most powerful Onix after both Brock and Roark was Grant's Onix which it was seen in his battle against Vilas at the Chateau and its Gym battle against Ash's Froakie by trapping its opponents using Tomb.

BEST PARTNER FOR ONIX
Onix is perfect for teams that can't fit an entry hazard setter normally due to its Sturdy and Speed stat. Onix can help check Flying- and Electric-types for Pokemon such as Carvanha and Snivy. Pumpkaboo makes for a great partner for Onix,

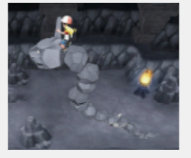
as it blocks Rapid Spin and checks the Water- and Grass-types that Onix struggles with.

Any Pokemon that checks Water- and Grass-types, specifically Staryu and Ferroseed, makes for a good teammate for Onix.

WHEN ONIX ROARS IT MAKE HIS ATTACKS STRONGER
Roar allows Onix to check setup sweepers quite well, as well as spread Stealth Rock damage.

Dragon Tail and Roar are similar in the sense that they phaze out problematic Pokémon, but Dragon Tail fails to phaze out Calm Mind Spritzee. A Curse set takes advantage of Onix's Defense, but its Special Defense makes this essentially pointless.

Staryu itself can also make a great partner, as it can clear away entry hazards and check Water-, and to some extent, Fighting-types.



18

Professor Oak's goal of a complete Pokémon database, the Pokédex is designed to find and record data on each Pokémon the Trainer meets. Pokémon are added to the Pokédex simply by encountering them in battle or, sometimes, by seeing a picture of the Pokémon. However, detailed entries are not recorded until the player catches the Pokémon, receives it as a prize/gift or acquires it in a trade.

GENERATION I
In Generation I's Pokédex (model HANDY505), the entries are simple and accessed directly from the listing. The first, and main option—"Data"—includes an image of the Pokémon, its number, name, category, height, weight, and a short blurb.

The second option—"Cry"—does not open a new screen; selecting it simply plays the Pokémon's cry. The last option—"Area"—displays the

WHAT FEATURES DOES THE POKÉDEX HAVE?

- Internet
- Pokémon Database
- Pokémon Stadiums
- Pokémon Auction
- World Map
- Training Facilities

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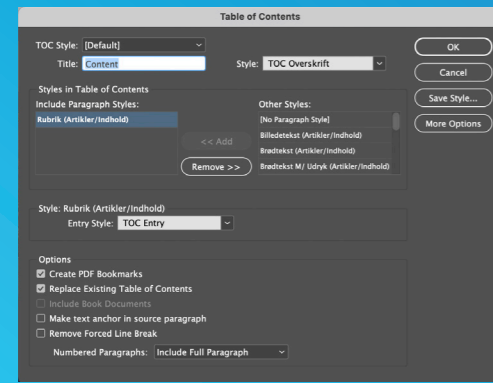
dition instead, Japanese versions did not have multi-page Pokédex entries.

THE FINAL POKÉDEX
In these games, entries that would normally display "Area Unknown" on the map simply display an unmarked map.

In cases where the Pokémon is not available in the wild, is only available once, or can only be found by fishing or in the Unknown Dungeon, the message "Area Unknown" will be displayed over the center of the map instead. Pokémon Yellow allows players to print entries using the Game Boy Printer.

This time, all forms of a Pokémon registered will be taken in account when sorting and searching, even if they aren't the currently set form. There is also an option to search for Pokémon whose Mega Evolution form or Shiny appearance have been registered. In Pokémon Sun and

- 14 **Automatisk indholdsfortegnelse (TOC)**
- Kun Rubrik Paragraph
 - Style inkluderes
 - Sidetal aligner til Baseline Grid
 - Ingen Hyphenation



Manuelt linjeskift er blevet tilføjet for alignment samt balance.

- 15 **Horeunger og floder**
- Ved fast bagkant opstår floder ved smalle tekstfelter. For at undgå dette højrejusteres brødteksten. For at undgå floder bruges disse Justification settings:

	Minimum	Desired	Maximum
Word Spacing:	80%	100%	150%
Letter Spacing:	-5%	0%	3%
Glyph Scaling:	97%	100%	103%
Auto Leading:	120%		
Single Word Justification:	Full Justify		
Composer:	Adobe Paragraph Composer		

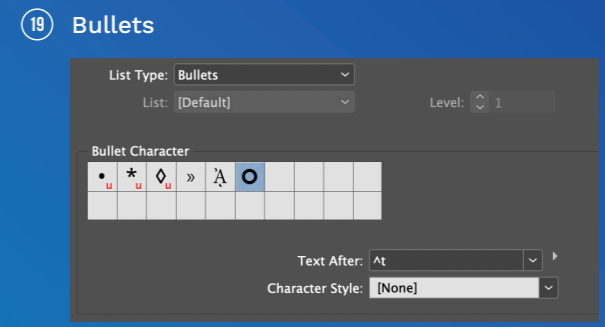
- 16 **Text Wrap med tilføjet alphachannel, med path fra photoshop.**

- 17 **Mellemrubrikker - Beregning Mellemrubrik 1 linje**
- 2 x 9 = 18pt
1 x 10 = 10pt
Luft tilovers = 8pt
= 5,34pt over 2,66pt under
Align to grid: None

- Mellemrubrik 2 linjer**
- 3 x 9 = 27pt
2 x 10 = 20pt
Luft tilovers = 7pt
= 4,34pt over 2,66pt under
Align to grid: None

- Mellemrubrik top spalte**
- Alignes på Baseline Grid
Baseline Shift på 2p

- 18 **Faktaboks**
- Tekst i boks er blevet tilpasset via Text Frame Options.



Modificeret bullet med streg og prik, så det ligner en pokéball.





DET DIGITALE PRODUKT

Kernefagligheder: Grafik & Billedebehandling / Grafisk Produktionsforståelse

Formål og produkt

Pokémon franchisen er baseret på fiktive majestætiske alien lignende dyr som bliver skabt af ren fantasi og virkelighedsgjort, så både brugeren kan se dem i film/serier samt i deres spil. Pokémon udgiver mindst et spil årligt og overrasker altid deres brugere med nye flotte Pokémon dyr de selv kan fange og kan træne op. Som regel viser de altid de nye Pokémon på frontcoveret af deres spil.

Nu vil Pokémon til at lancere et nyt spil kaldt Pokémon Evolution som er et online mobil, tablet og pc baseret spil, hvor man kan udforske en hel verden, samt møde nye venner online. Som spiller har man sin helt egen brugerprofil og skal derfor logge ind via en login menu. Imens brugeren logger ind kører der en animeret video i baggrunden for stemningsskabelse. **Opgaven er fiktiv.**

Afsender

Pokémon franchise - Laver TV film/serier samt spil baseret på et fiktivt univers.

Modtager

Den primære modtager er drenge i 12-25 års alderen med interesse for Pokémon spillene og serierne.

Grundet Pokémon har været populær lige siden 90'erne, er der stadig en gruppe fans fra dengang som nu idag stadig elsker, spiller og ser Pokémon. Denne sekundære modtager er alderen fra 25-35 år.

Kvalitetsvurdering

At skabe en animeret video samt en login menu fra bunden er meget avanceret, da designet skal være gennemtænkt og skal kunne fungere som Pokémons frontbillede. Produktet er noget som alle Pokémons brugere kommer til at have på deres start skærm inden de logger ind, derfor skal det også afspejle så meget Pokémon som overhovedet muligt, men på samme tid også skabe en stemning, som vil give brugeren lyst til at spille. Animationen kombineret med musikken er en enorm stemningsskaber hvilket allerede her skaber stor kvalitet. Opbygningen af login menuen er enkel og brugervenlig, så en hver i målgruppen kan finde rundt.

Styrker

- Grundig research-fase med kendskab til Pokémon
- Gennemarbejdet og stilsikker identitet
- kan bruges på flere forskellige platforme

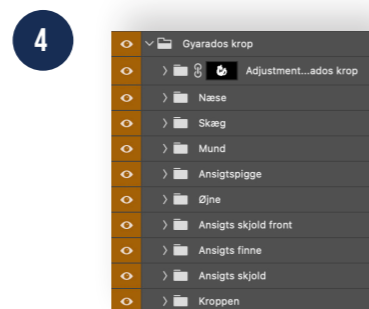
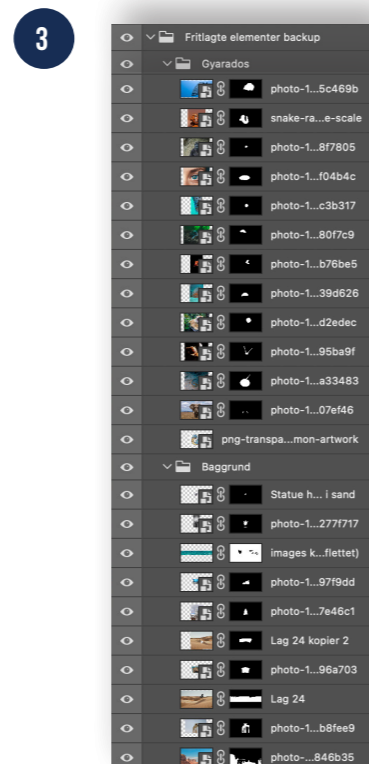
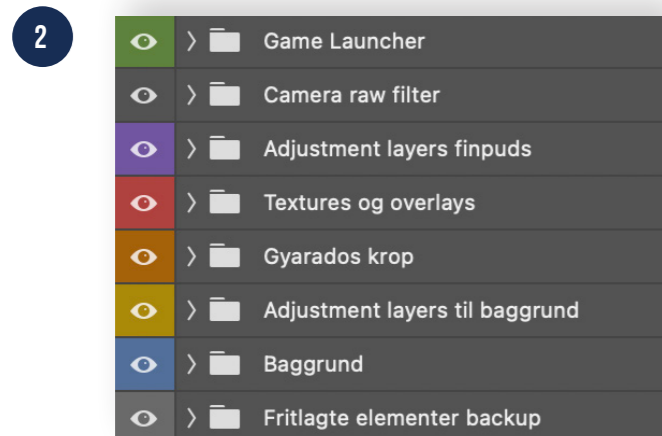
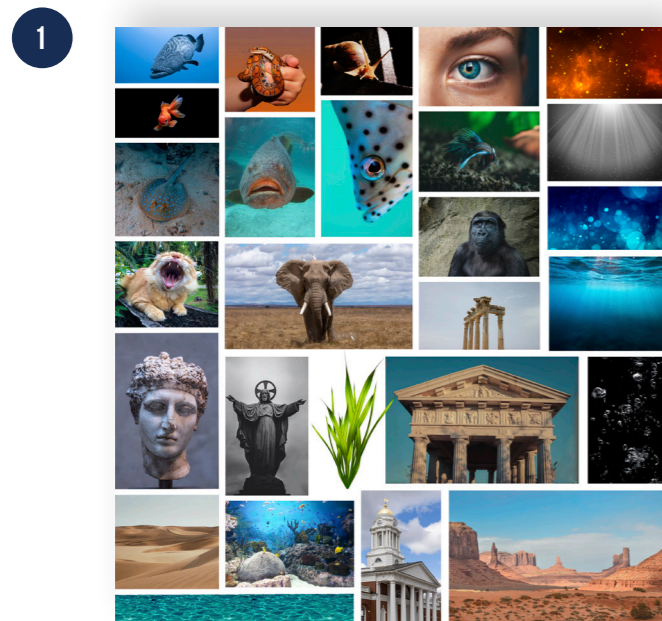
Svagheder

Selve videoen mangler at blive præsenteret i en rigtig game launcher for at opnå dens fulde gøremål, hvilket kræver de rette kompetencer, for at gøre det til virkelighed.

Ps

Ae

Me

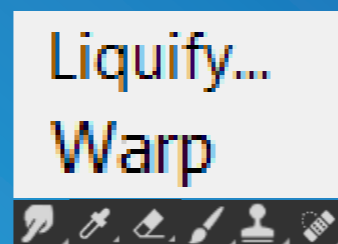
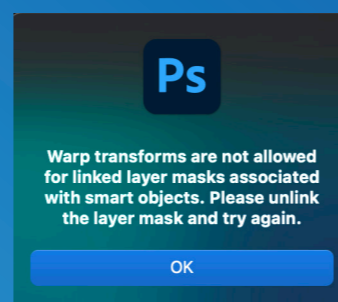
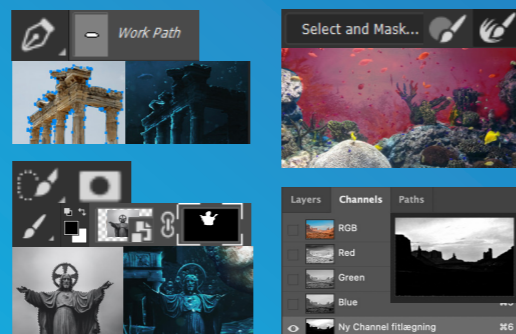


1 **Fundet stock billeder**
 Der blev udvalgt billeder ud fra hvilke dele af pokémonen der ville stemme overens. En kort skitse af baggrunden blev tegnet, hvorefter billeder af ruiner og statuer blev fundet som ville passe til stemningen.

2 Layer stukturen er opbygget med farver for overskuelighed.

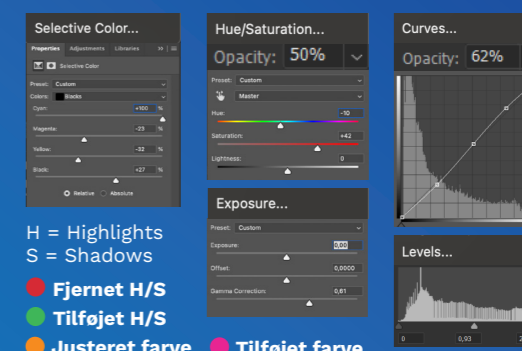


3 De fritlagte elementer havde ofte ikke den ønskede form, derfor var en stor del af arbejdet at bruge warp tool. Andre værktøjer blev også brugt for tidsoptimering. Warp virker ikke på layers med masks, derfor blev en backup mappe skabt og layers blev Rasterized.



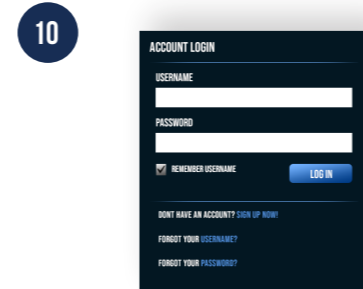
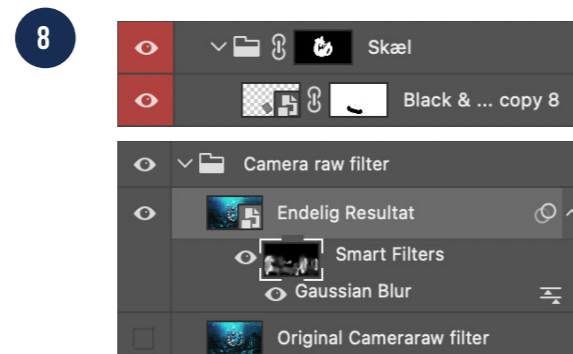
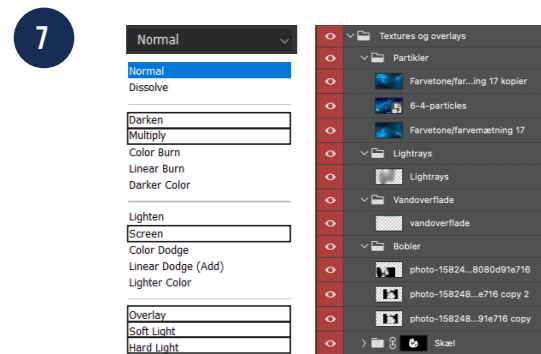
4 Tog kun udgangspunkt for figurens layers, da projektet var stort.

5 **Adjustment layers**
 Tidligere shadows og highlights blev fjernet med levels og exposure, hvor nye blev tilføjet med samme værktøjer. De nye er tilpasset ift. egen valgt lyskilde. Farverne blev korrigeret ift. stemning.

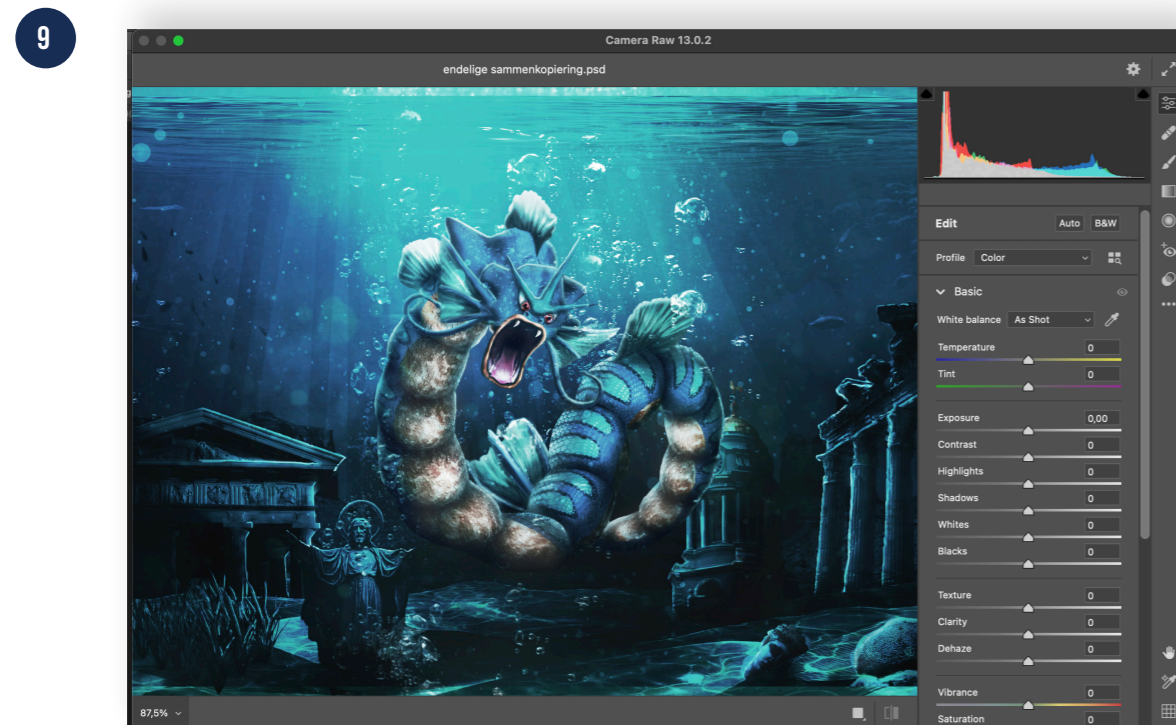


H = Highlights
 S = Shadows
 ● Fjernet H/S
 ● Tilføjet H/S
 ● Justeret farve ● Tilføjet farve

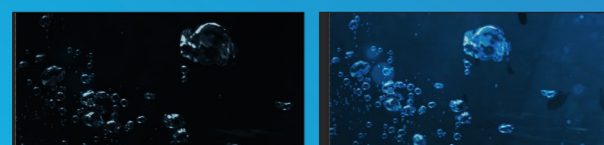
6 Neutraliseret shadows og highlights → Shadows → Highlights → Farver



POKÉMON
EVOLUTION



7 Blending options



8 Smart filer & Smart object

De fritlagte dele af kroppen fik et ekstra lag af tekstur ovenpå ved hjælp af smart object.



Gaussian blur blev tilføjet ved hjælp af smartfilters for at skabe dybde i billedet.

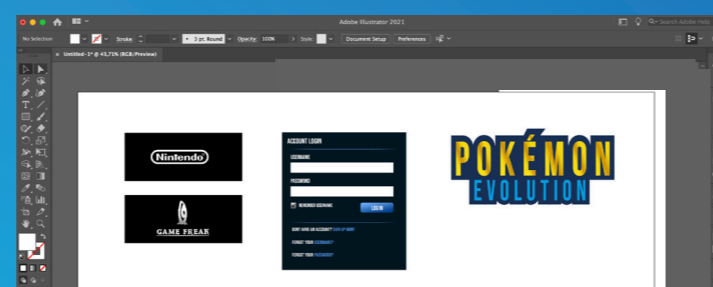


9 Camera raw filter

Alle lag er blevet duplikeret og merged hvor efterfølgende et camera raw filter blev tilføjet, for at finpudse kontraster, lys og farver en sidste gang.

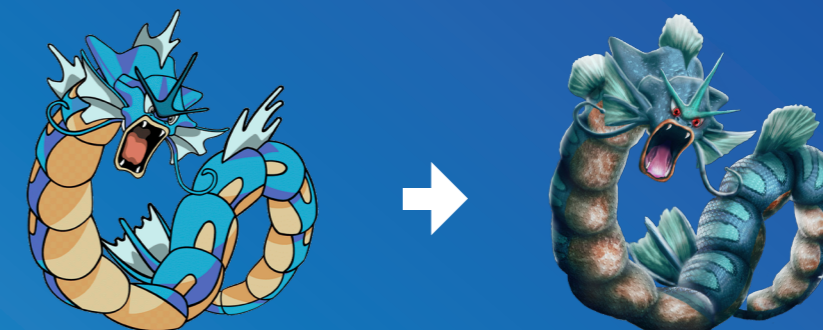
10 Game launcher elementer

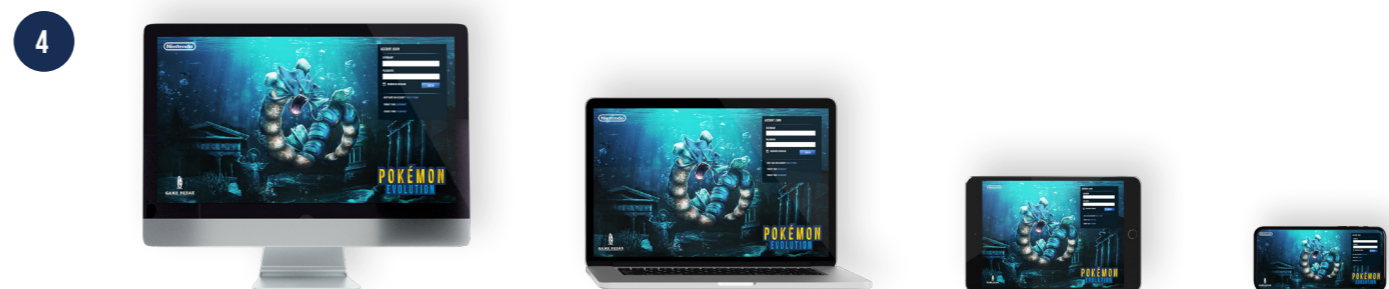
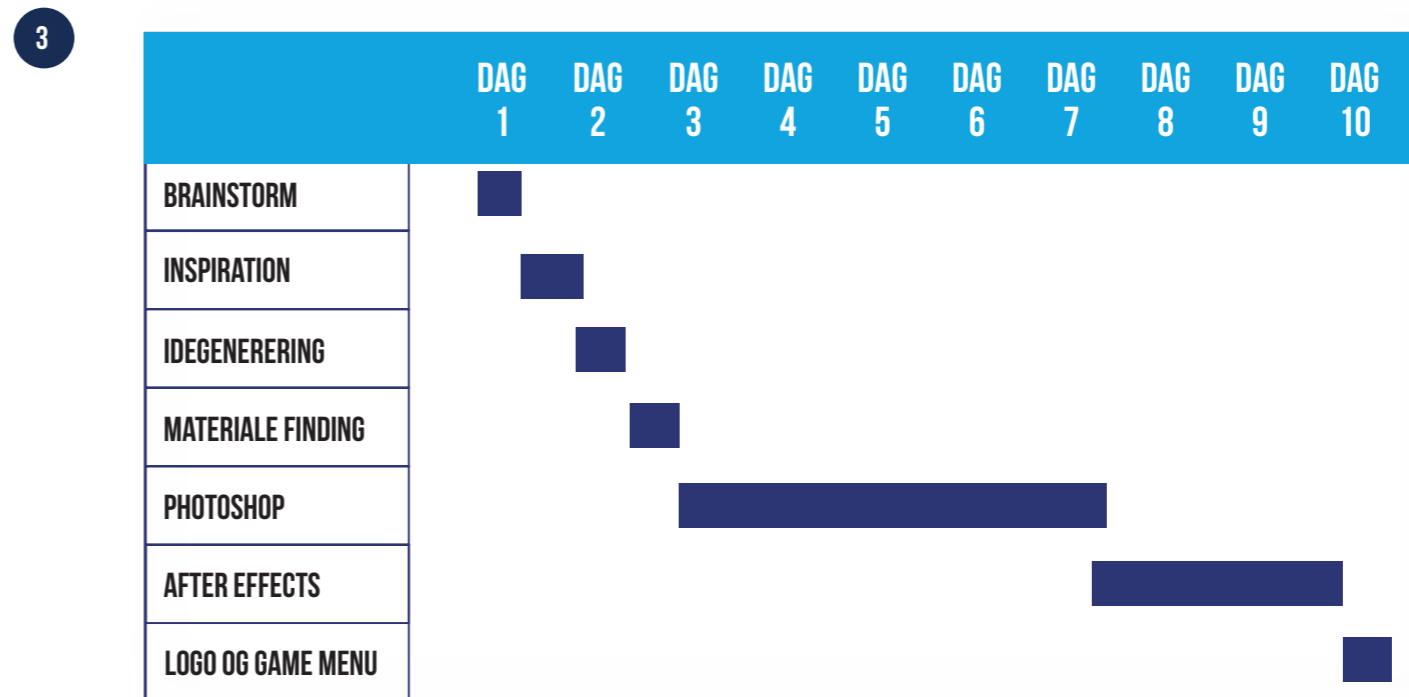
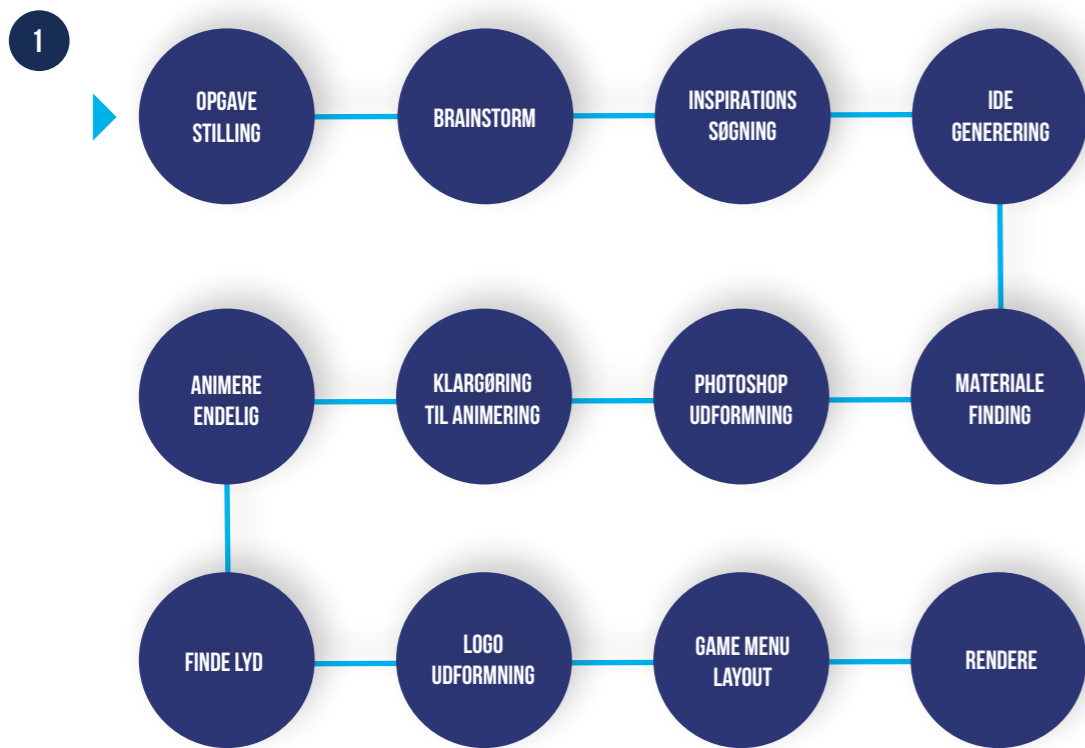
Vektor grafik fra programmet Illustrator blev importeret og tilføjet, blot for overblik.



11 Resultat

Udseendsmæssigt er resultatet blevet som forventet. Selve mapestrukturen var kompleks med mapper inde i mapper, hvilket gjorde selve projektet nemt at udfolde. Der blev gjort brug af genanvendelige masker til både highlights og shadows der skulle neutraliseres, samt når der skulle tilføjes.





① En uddybende produktionsplan af arbejdsprocesser, for at få overblik over projektet, så man kan skabe sig et billede af, hvordan projektet skal håndteres i fremtiden.

② For at vide om projektet var realiserbart og om det overhovedet var muligt at fremstille det ønskede produkt, skulle der tænkes på hvilke programmer der skulle bruges, samt hvordan det hele skulle eksekveres i hvert program.

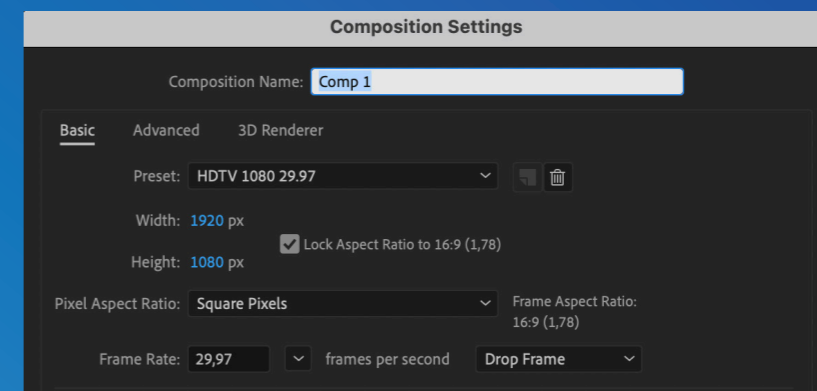
③ Tidsplanen er essentiel for at skabe et godt produkt, derfor var den ekstremt uddybende og struktureret.

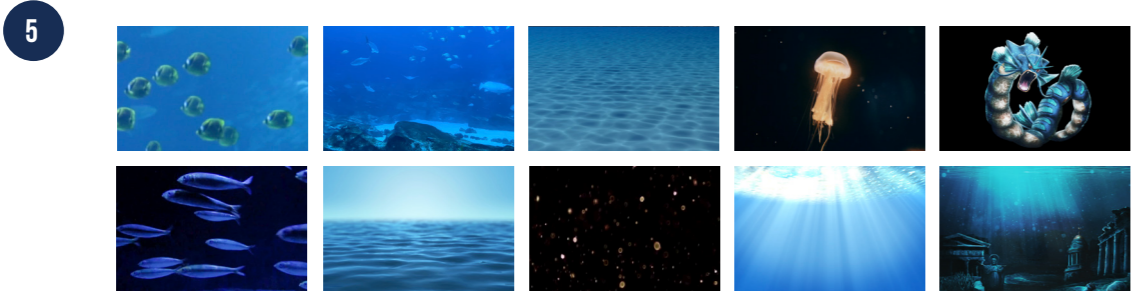
Photoshop After Effects

Photoshop er hele byggestenen for dette projekt grundet både baggrund samt den realistiske Pokémon bliver skabt i dette program.

Inde i After Effects bliver hver del af pokémonen animeret, hvor effekter og overlays bliver tilføjet efter.

④ Da spillet er online og til flere forskellige platforme med masser af forskellige resolutions, er det vigtigt at designet skulle være responsivt. Bredformatet 1920x1080 blev valgt som udgangspunkt.





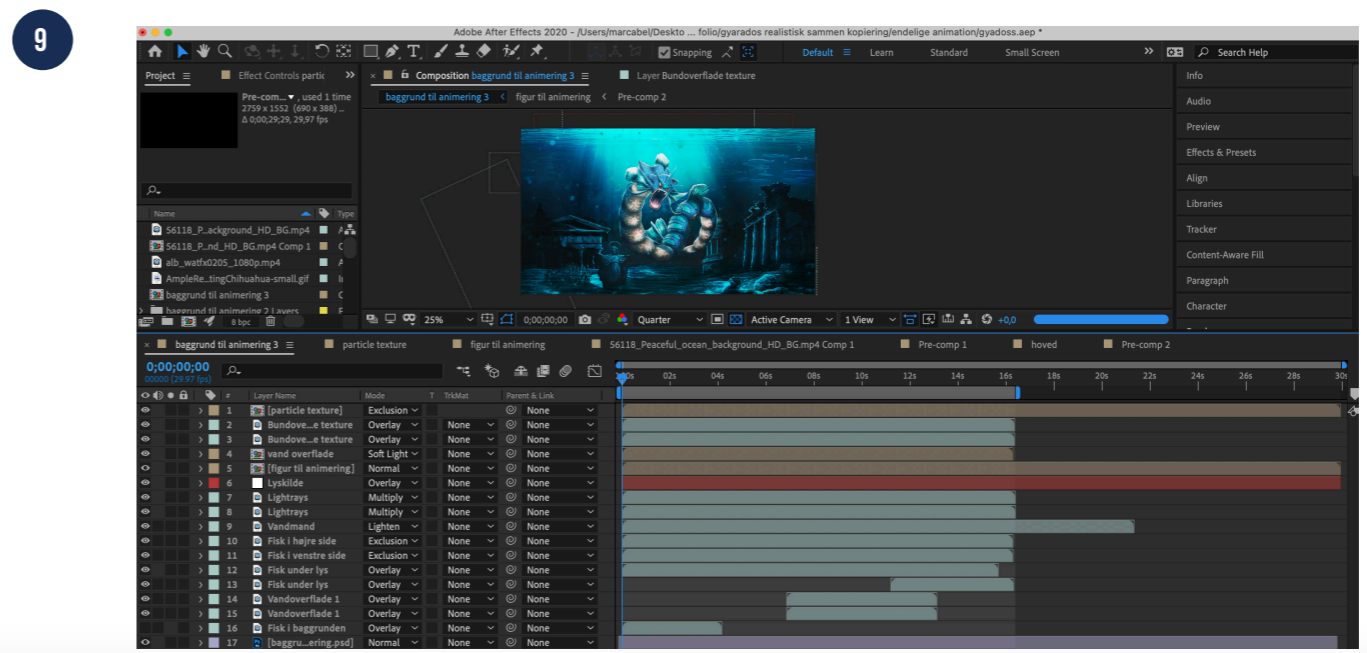
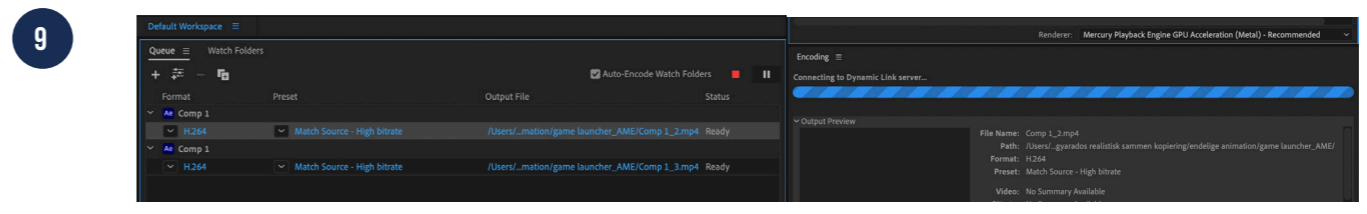
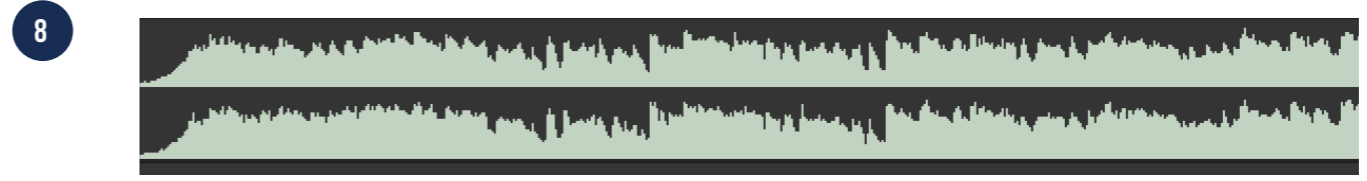
6

0	[start screen]	Normal	9	Vandmand	Lighten
1	[particle texture]	Exclusion	10	Fisk i højre side	Exclusion
2	Bundove...e texture	Overlay	11	Fisk i venstre side	Exclusion
3	Bundove...e texture	Overlay	12	Fisk under lys	Overlay
4	vand overflade	Soft Light	13	Fisk under lys	Overlay
5	[figur til animering]	Normal	14	Vandoverflade 1	Overlay
6	Lyskilde	Overlay	15	Vandoverflade 1	Overlay
7	Lightrays	Multiply	16	Fisk i baggrunden	Overlay
8	Lightrays	Multiply	17	[baggru...ering.psd]	Normal

7

[VAND OVERFLADE]	[FIGUR TIL ANIMERING]	[LED MED FINNE]
1 56118_P...4 Comp 1	1 [hoved]	1 finne nederst
2 56118_P...4 Comp 1	2 led1	2 led8
3 56118_P...4 Comp 1	3 led2	
4 56118_P...4 Comp 1	4 led3	
5 56118_P...4 Comp 1	5 led4	
5 56118_P...4 Comp 1	6 led5	
	7 led5	
	8 led6	
	9 led7	
	10 led 8 med finne	
	11 led9	
	12 led10	
	13 led11	
	14 led12	
	15 led13	
	16 hale	
	17 led14	
	18 Rectangle 1	

[PARTICLE TEXTURE]	[HOVED]	[START SCREEN]
1 tumblr...r1_540.gif	1 venstre skæg	3 Pokémon...ong.mp3
2 AmpleRe...small.gif	2 højre skæg	1 [start screen]
3 tumblr...r1_540.gif	3 topfinde	
4 AmpleRe...small.gif	4 finne øverst	
5 tumblr...r1_540.gif	5 ansigt	
6 AmpleRe...small.gif	6 øre	
7 tumblr...r1_540.gif	7 top hoved	
8 AmpleRe...small.gif		
9 tumblr...r1_540.gif		
10 AmpleRe...small.gif		



5 **Stock videoklip samt Photoshop filer**
 Alle blendingoption overlays, som var blevet tilføjet i Photoshop blev fjernet, og stock video-materiale lignende blev fundet. Selve pokemonen og baggrunden blev der lavet separate filer til.

6 **Layer struktur, opbygning og navngivning**
 Grundopbygningen af layers er navngivet for overskuelighed, hvor overlays og større/separate elementer er lavet i precompositions.

7 **Precompositions**
 Overlays er blevet duplikeret og lagt i forlængelse samt lagt i sin egen precomposition mappe, da stock videoerne var for korte.



For endnu bedre struktur er der blevet lavet precompositions inde i precompositions.

8 **Lyd**
 Lyden blev blot tilføjet for overblik, netop for at se hvordan animationen ville være med lyd, da jeg vidste den skulle renderes uden, grundet lyden bliver tilføjet når spil login menu prototypen, bliver lavet i en anden afdeling.

9 **Rendering**
 Længden af videoen bestemmes, hvor projektet efterfølgende bliver exporteret over i programmet Media Encoder.

9 **Resultat**
 Selve animationens slutresultat blev præcist som forventet. Selve opbygningen af diverse bevægelige dele og animeringen af hvert element var ekstremt kompleks at arbejde med, dog hjalp en ordenlig mappestruktur på workflow og overblik.