ANM 324 Project 4
The DVD/Game Packaging Design and 3D Mock-up

Here's my general grading criteria for this project:
95-100-The DVD/**Game design is original and creative** and has captured the essence of the movie or game. The technical rendering skills are excellent and typography is very effective and readable.
90-95-Package design is very well done there are some minor flaws in concept or execution.
85-89- Package design is good but may not completely communicate the essence of the game or movie in either type resonance or design elements. The 3D mock-up was not complete. Lacks originality.
80-85- Package design has technical and design issues that will prevent it from being effectively used as a game or movie marketing tool. For example, text is to complex to be clearly "read".
70-80- Package design is not effective is communicating the essence of the product: significant technical flaws
70-below very late work

Late -10
No Group Critique -5

Frazier Group
Mark Green-Your Pitch Perfect immediately reminded me of the recent movie of the same title. Of course, your game doesn't have a thing to do with singing. The baseball and glove are very striking. The cover makes for a appealing point of purchase that would attract gamers. I would expect to see more on the back like a couple screen shots or diagrams to make it look more like a typically game package. Drop shadows add depth and are an effective way to add contrast when type and backgrounds lack it. In this case I don't think the use of shadows on every piece of type is as effective…the block of information on the back would be better without it. Just leave the highlights to the titles. I did not receive a 3D mock-up of the package.

Johanna Leap-You've created a great theme for your game in Plant Wars. The variety of galaxies, spaceships, planets and explosions help us understand the context of the game. It certainly has an "out of this world" look. From a layout perspective, I think the title would be better placed up about 1/3rd of the way up the cover. I would also consider letting object overlay each other…for example maybe the comet could streak partially across the edge of the name. This technique adds continuity in a composition. Your type block on the back ahs a typo (Eplore) and there's a planet covering up part of the text.

The 3D mock up looks very authentic…I would consider putting a tagline "Explore Galaxies, Interact with Aliens and Colonize New Worlds". This would help viewers understand and enhance shelf appeal.

Stephanie McVey-Your game box cover looks very much like the actual poster for this movie. I would like to see more originality, as the project required. For example, you could have used the image but created your own original name and style and style for the game. The backside is more original with screenshots and semi-transparent background image. You've done a good job incorporating the Playstation type and logos as well as the packaging details. Although not as original as I would have hoped, the 3d package mock-up looks great.

Jenah Naylor-You have a creative title for your spin-off of the Monsters Inc. The placement of the title is a little awkward cutting across the bottom of the Monsters container. I think it would be more effective larger and perhaps stacked on left. You don't want to obscure the characters, but you do want it to be easily read at a glance. The back looks very complete with engaging descriptions and screenshots that would be typical of the game box. The layout on the back is fluid and flows nicely. Looks like you also have all the necessary publishing elements. The 3d package came out looking great. Nice work!

Saber Polouei-This is a popular game and I must say it appears that you used some restraint in not using a lot of the existing artwork. OK the actual game logo is the key element on cover but you've used it in combination with textures and what appears to be original type. The cover is clear and striking but the block of type on the back is not as readable as it could be. Making the background more transparent would help. I also question the difference in red colors…the cover and spine are consistent but the back has a couple different tones of red. Just doesn't look as authentic. You have included the publishing marks and upc. Missing the 3D mock-up, which was a required component of the project. No group critique.

Nicholas Yorks-I appreciate the fact that you created your original game title using your own vector art. It wasn't necessarily required but does show a commitment to to originality. Your vector art is effective in illustrating a dark cave or path leading somewhere. I must admit the stick figure makes the game less sophisticated but does communicate the theme of finding your way. This game will be an adventure through a maze of caves and tunnels. I think your title is a little understated. I would take advantage of the darker area in bottom third for my title and use a more expressive typeface to resonate the adventure that lies ahead. The content on the backside looks a little random with the block of type overtop of the title which is pixilated. I do like the idea of having quotes from media. It would be a plus to have a couple simple vector "screenshots" of the game. This wouldn't necessarily mean a lot of extra work. You could copy, crop and scale down the existing cover into a couple small scenes.

The 3D mock-up looks good but is missing the spine image, as is the flat layout.

Rosenwald Group
Bao Her-I think Princess Kyoko has some movie or anime heritage so making a game based on this character is very appropriate. I appreciate your originality and

vector artwork, which is creative and very well done. Your package is playful and engaging…I guess this would be for kid and for that audience it's very attractive. The title on the front is a little understated. If you prefer leaving it at the bottom, I would suggest you move the of to the top line and enlarge the two lines to make them bolder or perhaps just enlarge Princess Kyoko. Since shelf appeal and identity are important, this would enhance the visual hierarchy of the cover. You've completed all sides of the package and included the required publishing details. The 3D mock-up, although late, is perfect! Very nice work!

Matthew Leddy-Your "Bomb Squad" cover would be very appealing to a large audience of gamers who especially like things that blow-up. It appears that you took and existing image of a bomb-suited guy and vectorized it…this is a great technique that, in itself, adds energy to an image. The background adds to the mayhem with exploding cars that carried over into the spine and backside. The type you chose for the cover is interesting but a little hard to read at a glance with the broken letter style. You've used a graffiti style on the back, which to me, may be more appropriate for the theme. Be careful when you combine two very stylized fonts…it can lessen the visual impact. Good job with all the publishing icons and text. The 3D mock-up is perfect! No group critique.

Calvin Moore-I think you may be on to something here with your Rap Champ game..not sure how it would work but it sounds like fun. The cover with hands grasping for the mic crown helps communicate the theme. I think it would be more effective visually if the mic was inside the crown. The spine is very consistent with similar color and icons, but the backside doesn't "fit" as well. Maybe FACE 2 FACE needs to be in the same color green. The block of type helps introduce the game but there is a typo in ULTIMATE. I think you could establish a little stronger type hierarchy on the back to make it easy to read the main points at a glance. No 3D mock-up or group critique.

John Nguyen- Your street legends game would certainly be a popular addition to a game library. The cover is very striking with a Michael Jordan like figure going for the hoop. The title is strategically place between the ball and hoop where it is very powerful. The whole cover is quite minimal but strong. The backside has the traditional screenshots of the game and all the typical publishing marks..its very complete and the 3D mock-up looks great too! Late.

Christina Stayton- "Come play the most adorable spy game since "Gerbil Assassin 4"! Your Agent Fluffy game is definitely going to be fun. I'll bet you're definitely a cat person with a laser pen that drives your cat crazy. The image of Agent Fluffy is vectorized art that compliments the theme. The backside further describes the game and its features. I would suggest adding the outline of rooms from a birds-eye view with the laser dot in one of the rooms…this would be like a screenshot we would normally see on game packages. Your publishing icons are complete down to the cat style upc (yes, I noticed!). The CD cover looks very complete! Nice work.

Kroencke Group
Richard Conley-I guess most war games have some element of weapon selection and modification, but yours is dedicated to the building guns first…I think that's creative. The cover with the rocket launcher certainly gets the shooting started. It a good image but the type doesn't resonate guns, war or violence…it's way too playful. The background continues across the spine and onto the backside. Your screenshots of guns and what would appear to be an action scene help communicate the content of the game. Readability of the top block of type is a bit compromised where it overlaps the gun image. While you have the rating for the game, the box is missing the upc code and you did not submit a 3D mock-up. No group critique.

Ernest Karchmit-I appreciate the fact that you illustrated the artwork in your game package. The runner's clothing and shoes are very detailed…I especially like the circuit board and background that adds continuity to the entire package. The typestyle for the Circuitescape game has a very technical look that also resonates the theme. After reading the backside I understood the significance of the briefcase with secrets. Both the front and back have all the icons typically found on a game package. The game package design looks very complete. I did not receive a 3D mock-up of the package, which was part of the assignment.

Crystal Moore-It definitely looks like you had fun creating your Alley Cat game. I am assuming that the vector artwork is original..it's very complex and engaging. The cat is wonderful! My only concern is the readability of the title Alley Cat. There's just not quite enough contrast with the background to make it easily standout. I see a drop shadow, which helps but maybe a heavier stroke would add a bit more contrast. The backside of the package also has a lot going on. Perhaps you were looking for the energy that the clash that image and text can provide…it's a bit chaotic. But, on one level, it does work. The block of type at middle right is not as readable as it should be. It's thin type with a busy background..about the only "fix" is to put a semi-transparent box behind it. Your 3d mock-up looks great and the publishing icons are complete!

Sarah Trattner-What in interesting title to this DVD. Thanks to the description on the back I get a better understanding of what it's going to be about. I would expect to see a tagline or list of actors on the back to make it more complete. The filters have made the background more mysterious..my only question is why is her head cropped out? The highlight to me is the type style you've used. It's very stylized and adds to the mysterious events leading up to our government selling us out. No 3D mock-up or group critique.

Anita Kunz Group
Sheryl Conley-I thought your "Hair We Go" game ideas was one of the most creative ideas in class! It would certainly be fun for "kids" of all ages. Maybe you put your own picture in it and try different "dos". The cover clearly communicates the theme of the game. I have a concern with the distorted images which had to be make skinny to fit the cover. It would be better if they were smaller but normally

proportioned. The content on the back further describes the game...watch out for readability issues such as the curling irons under the type, which make the words difficult to read. It might be better to simplify and remove one of the sample heads (the distorted ones on top right) and arrange your hairdressing tools there. I do like the note "Nothing but hair raising ideals "...that's fun!. You didn't include a upc code or the 3D mock-up. No group critique.

Thomas Manues-I must admit the "Earthworm" is kind of creepy. Having said that, I'm sure there are gamers who would spend hours being "dirt digestors". I do appreciate the fact that you used the vector tools to create your lead character..it's definitely creative. The title is strong and has good contrast and readability. The type on the back is not the easiest to read..in fact, it's a bit of a struggle. Maybe use it for sub titles and then a more readable san-serif font for the body copy. I also see some white boxes on the back..what are they used for? It looks like you have the required publishing elements and you have a 3D box...but, the artwork for the spine and cover have not been mapped to it.

Heather Bell-You submitted a partially completed DVD package (no back). I do like the concept where you have layered the textured boards behind vector art and a pair of pliers. Your title Love Wrenched is very creative. As I mentioned in the preliminary feedback,..it would be more complete if there was a wrench (like a pipe wrench) rather that pliers. Typography font works but I would suggest Love be in red and wrenched stays black...this would contrast the warmth of love with the negativity of wrenching it. By the way, all uppercase letters in script style fonts are kind of hard to read. You did not complete the back of the package or the 3D mock-up.