

Creative Assignment - Games Design Cert

Client	Monkey Hammer Games
Brief	Design of new company logo
Target Audience	Gamers, male & female
Work required	3 original and different designs for the game company
Deadline	Your first working session with Monkey Hammer Creative Directors

The Brief

Monkey Hammer's ethos is that having fun is a serious business. They need a new logo to promote this ideology.

The Rational

Monkey Hammer are a company that produces a wide variety of games across different genres and platforms. Their target audience is equally diverse in that people of all ages, genders, nationalities play their games. They have been producing games for over 30 years and are proud of their heritage and past work. However they are also keen to be seen as a very modern and contemporary company that is forward looking and innovative. As part of an overall re-branding exercise they wish to have a new logo as this is a key way of promoting their ethos and ideology.

Work Required

Three original and different designs for a new Monkey Hammer logo. This must be hand drawn and where appropriate in the colours you have chosen. The designs need to be annotated with brief notes explaining your design choices.

Research

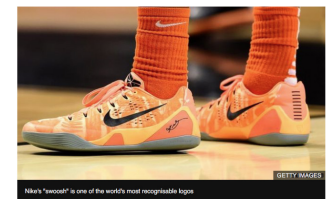
It will be useful for you to do a little research in to logos and more specifically game company logos. To help with this please read the BBC business news article on the following link:
<http://www.bbc.co.uk/news/business-32495854>

How important is it for a company to have a great logo?

By Peter Shadbolt
Business reporter

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You then need to briefly analyse the following four game company logos examining them in terms of:

Graphics - shapes, lines

Colour

Typography - typeface, style, Upper/Lower case, positioning

Overall Layout

You will need to assess what the logo says about the company and their target audience.

