

Bonds

Interview, Peer Review, and Showcase: Concept Pitch and Poster Showcase

Charlotte Weiss - Data Mage Studios

Reflection

While the poster creation was an interesting process, I really don't feel like I personally gained much from the poster presentation as a whole. By the time I went to look at every group's posters in the afternoon when I was done taking notes, all groups had basically left. I do wish I had more opportunity to compare our work to what others were doing and receive more feedback about our work. This shows us we need to get more of our content and ideas out to a 'general audience' for feedback rather than waiting for these events. Next time, I hope more people are willing to stay to look at work and I will definitely reach out to more people from here on out.

Summary

.Our group created an informative poster to describe our concept and presented it to three people. The main concerns / critiques were concerns of safety meeting offline, how many people would play, how to encourage communication, and representation for our demo.

We will be taking the overall notes given to us and discussing amongst the group how to especially tackle safety as well as active communication.

Current Situation

We have finalized our concept for our game and will be presenting a poster design that explains our game in an informative manner. The poster needs to stand on its own to explain our concept, however we will be nearby to also explain our concept. We would also be unsure as to how our product will be perceived and want to receive feedback as to what others think.

Process

Our main problems are that we are unsure how our concept will be perceived by a wider audience, we are unsure how to design our poster, and lastly need to find the best way to effectively communicate our message.

Poster Creation + Communicate our Concept

[Poster + Poster iterations included in this link](#)

Our group worked together to iterate and create a poster to present that explained our current concept. The poster needed to be a few things-

- Informative and quickly read
- In the style of our brand
- Eye catching



Being informative was the most important part of the presentation, as we wanted our concept conveyed without being overwhelming with information on the page. We needed to boil down what we wanted to express as quickly as possible and make it clear to anyone who read it - No matter if they had prior knowledge on our project or not.

For the finalization of the poster design, I assisted with the drawing to help catch attention, the phone graphic,

and minor grammatical help. Both the drawing and phone graphic were created to help quickly convey our idea visually - That you would need to wander around to solve a mystery on your phone. The drawing was done myself and the phone graphic was also edited myself with an image placed onto the phone screen.

Our group created quick and clear taglines to also help convey the idea of our game. Since we want to help tackle loneliness within young people, we included a quick flashy statistic that helps draw attention asking if YOU, the viewer, feel lonely. It then shows a specific number rather than a percentage as a larger number tends to draw more attention. Then we explain how we want to help, by using video games! The graphic comes after to break up the text, with then a quick explanation of our solution. We break up our solution into parts of how it would work rather than a big explanatory paragraph, so it becomes easier to read at a poster size. Lastly we put everything in our brand's colours and framed all the information in our brand's 'waves'.

Poster Presentation

For the presentation itself we each took turns standing at the table in order to each get different explanations and find out more information during each round. Unfortunately we were unable to get a large amount of feedback, mostly due to the fact not many people ended up going around for the poster presentations. From the little bit we were able to receive though we did get some interesting notes overall and got a better guided idea of where to go from here.

Results

Three explanations / presentations were given to three different people

I conducted 1 presentation

Overall note summaries are as follows

- Open Environments were a concern due to meeting with strangers or the fear of being the only person playing. Booking games or putting games under time locks could make more incentive for people to play at certain times
- Video prototype to show at night of the nerds rather than a full implementation for timing concerns
- How do we keep people engaged during the game and encourage communication?
- Physical connection is seen as important, as online connections may be too surface level to form 'real' friendships.