

Brand Guideline

Mason Murphy

Packaging

Process book

Logo Research

Professional

Retail

Manufacturing

Service

Non-Profit

Good



Heatland Bank

Local farmers, cultivating crops for a living, kept their banking local, thus building neighborhood financial system. This logo is very well done, it plays into the history of the farm town, while also being very professional in appearance.

Wolf Ridge Brewing

Wolf Ridge is one of Columbus' premier dining and drinking destinations, with their quality food and drink. This logo is very nicely done, the wolf is not taking too much away from the name and vice versa.

Worthington Industries

Worthington Industries is one of the world's leading diversified metal processing companies. I think that the logo they have fits their idea well and does not take away from what they are trying to do.

New Era Technology

New Era Technology is a community of like-minded, like-hearted people who share the same vision and values. This logo is very playful and I think it fits very well with their ideal and beliefs.

Oasis Senior Advisors

They find the best senior housing situation for yourself or your loved one. This logo works well with the goal of the company and the name. The logo helps to show that this place will have peace and tranquility for you or your family member.

Bad



CoIGACare

CoIGACare is an insurance-free, membership-based, Direct Primary Care (DPC) and Acute Care practice. Even though the logo does have some merit being the town's water tower, it could use something to explain their story more and be more impactful.

Preston's A Burger Joint

This is a restaurant that serves midwest burgers to the customers. This logo falls short of what you would expect for a restaurant that only serves burgers, this logo needs some work to really reflect what this place is all about.

Ecolab

Ecolab is a global sustainability leader offering water, hygiene, and infection prevention solutions and services that protect people. This logo at first glance did not give the safe and protective feel that it should. This could be better if it related more to the company itself.

Merry Maids

A home cleaning service designed around the concept that people should spend less time cleaning and more time doing the things they love. This logo could be pushed farther to help them stand out more and also help to attract more customers.

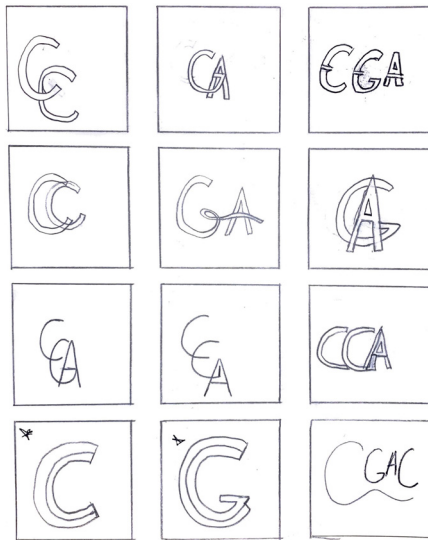
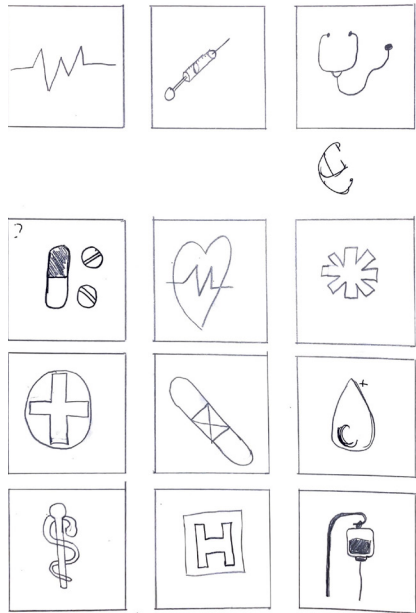
United Way

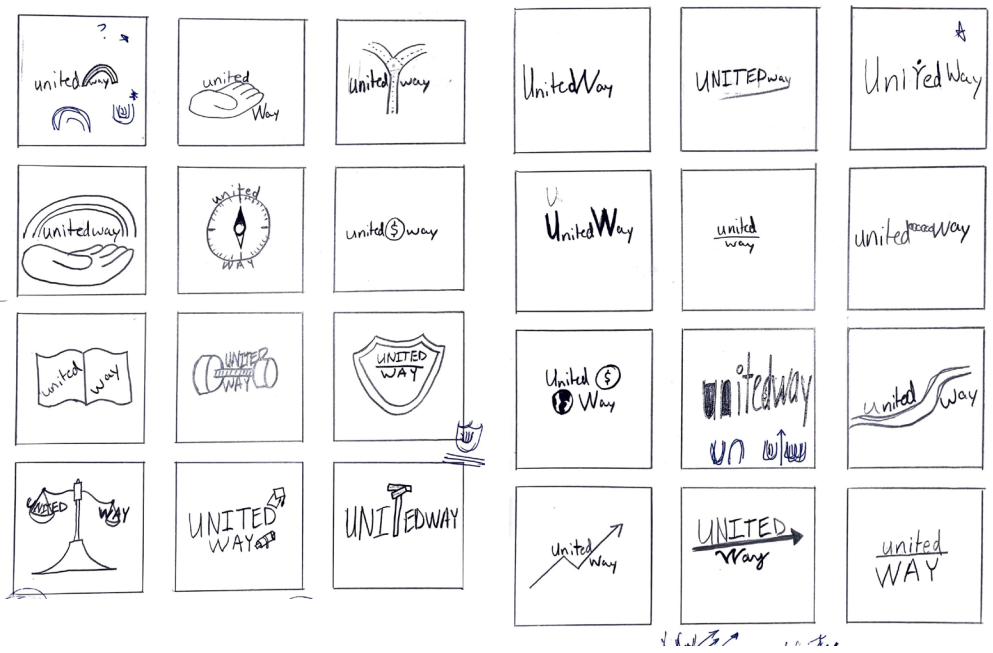
They are a collaboration of donors, volunteers, organizations, and experts united around the shared sense of purpose to reduce poverty in our community. While the logo they have work, I feel that it does not show unity very well, and if it did it would help to elevate it more.

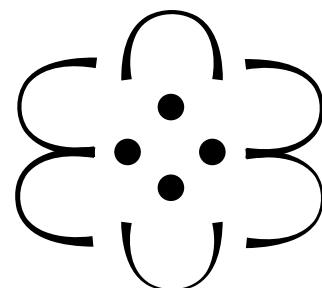
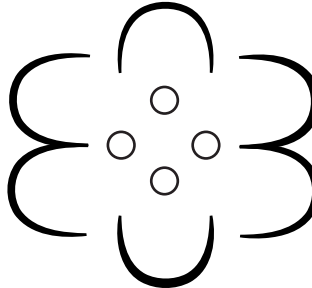
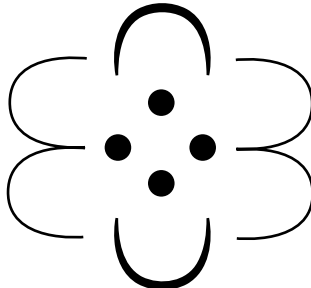
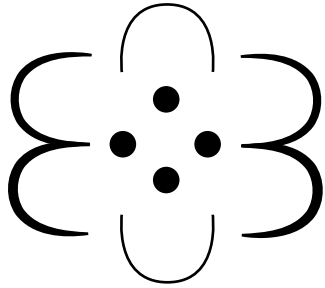
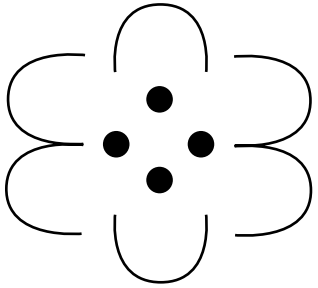
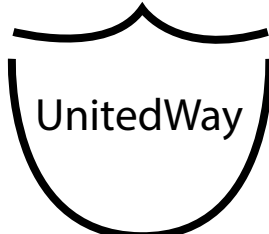
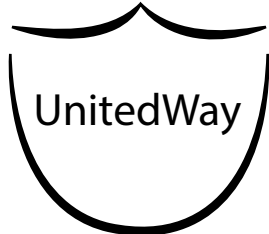
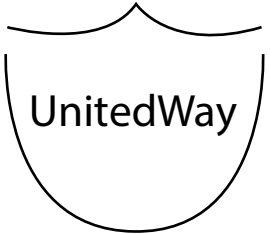
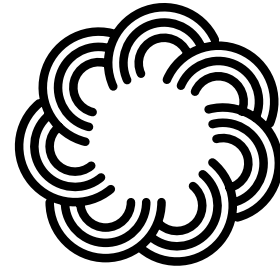
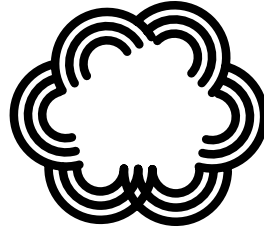
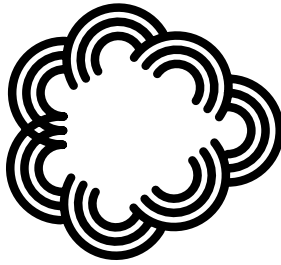
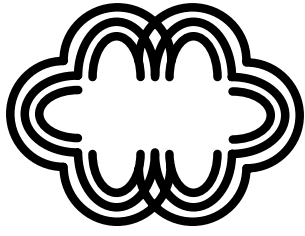
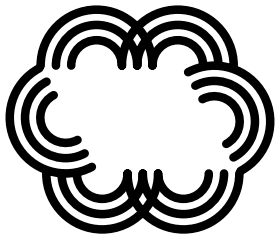
Merry Maids



ColGA Care







UnitedWay

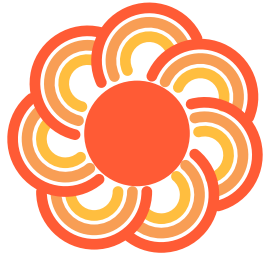
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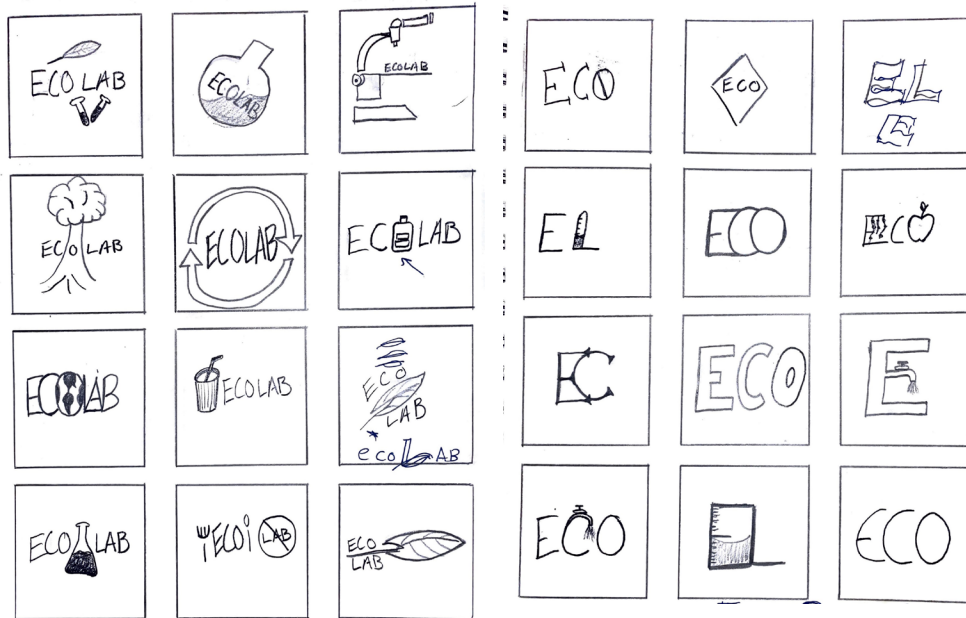
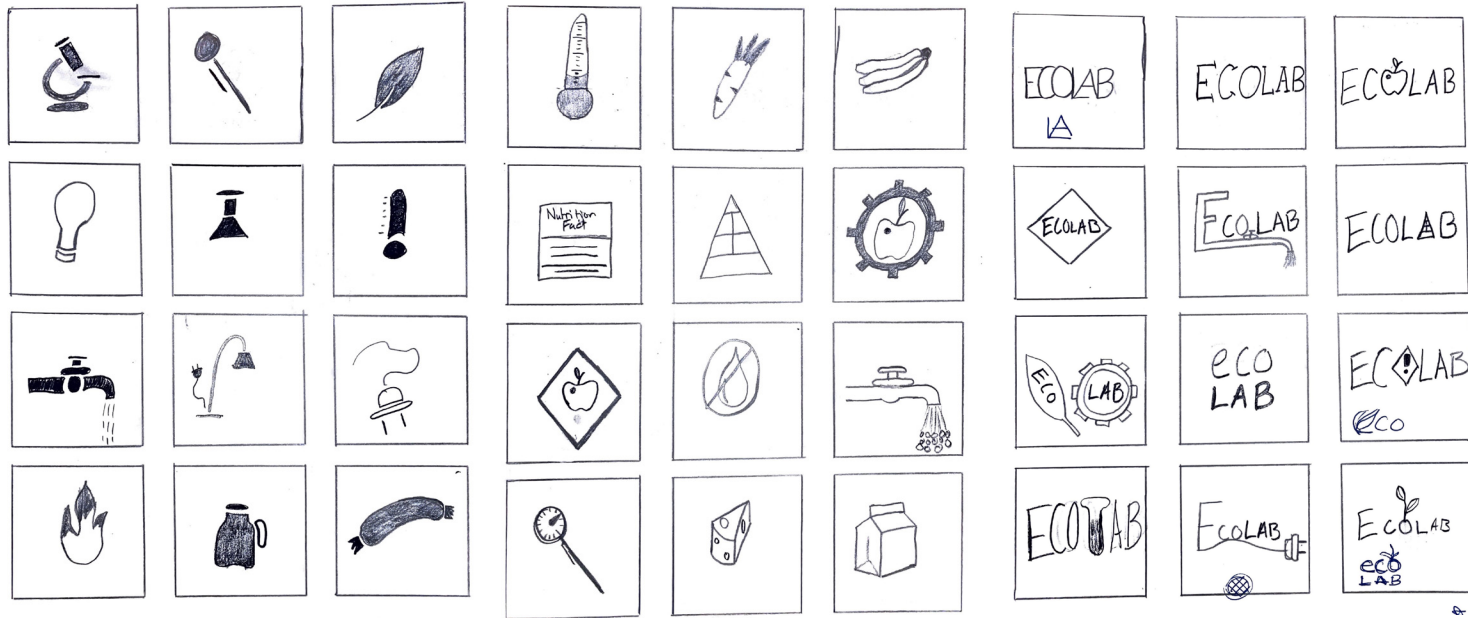
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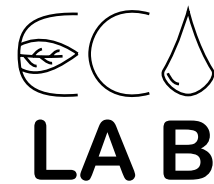
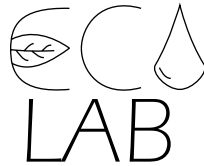
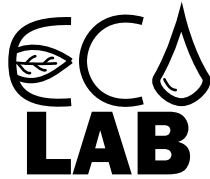
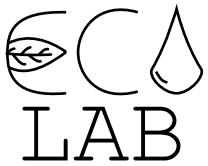
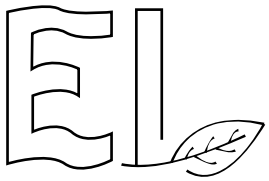
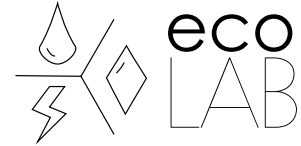
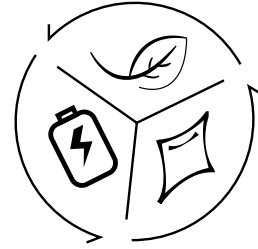
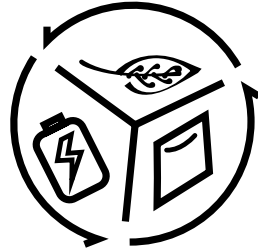
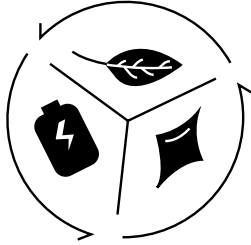
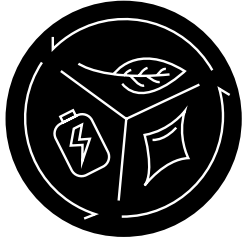
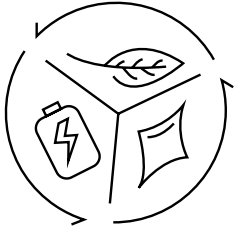
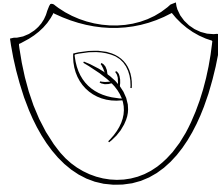
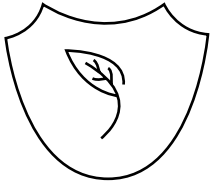
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UnitedWay

Color Options



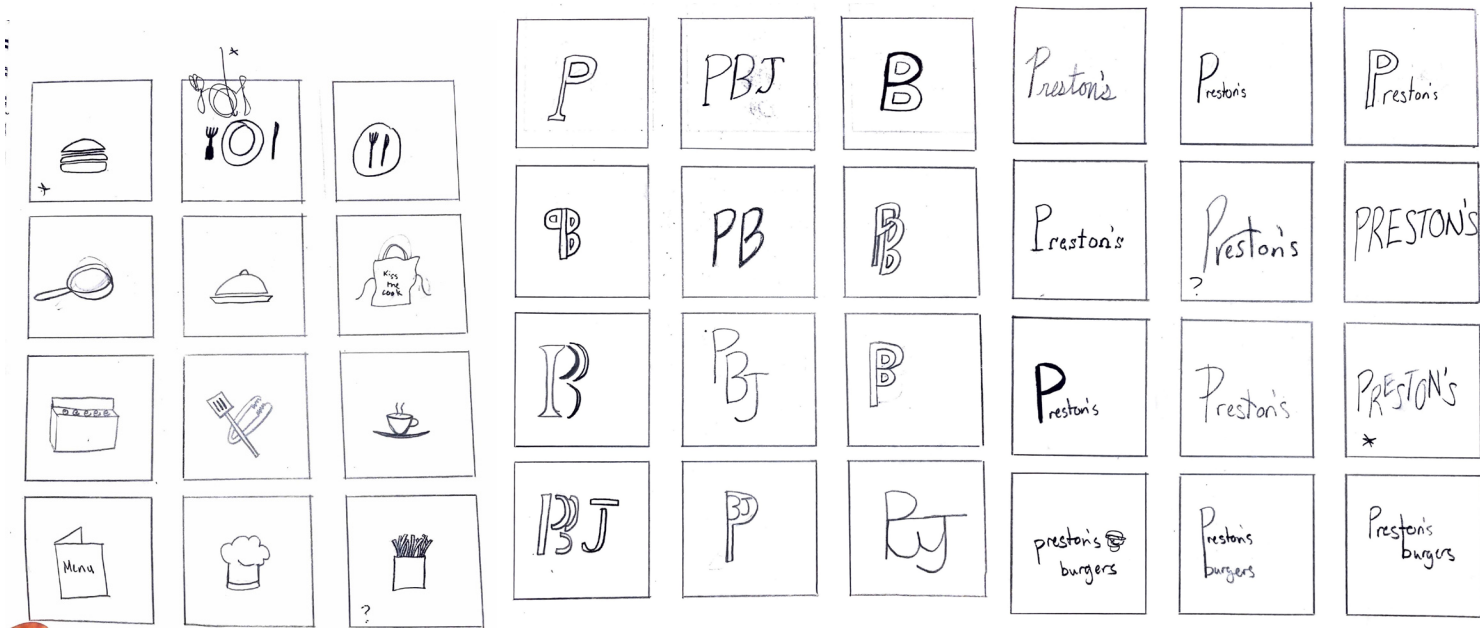


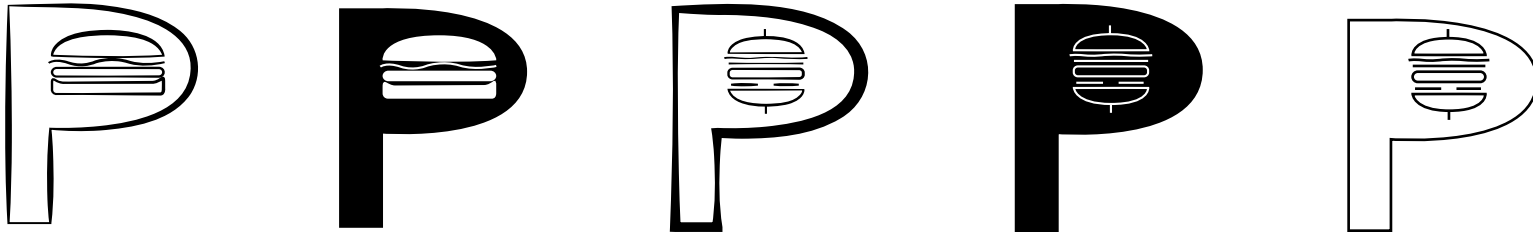
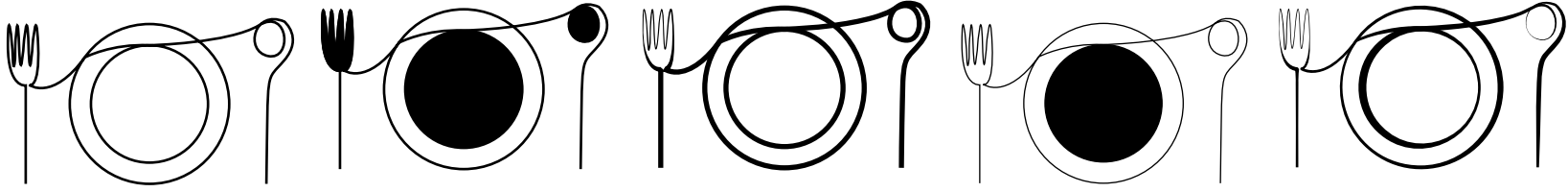


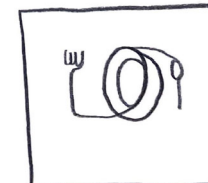
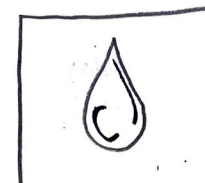
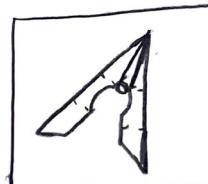
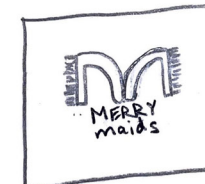
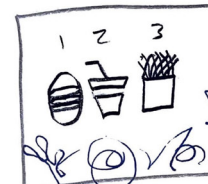
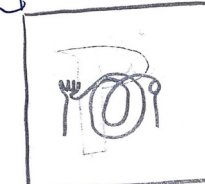
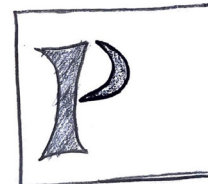
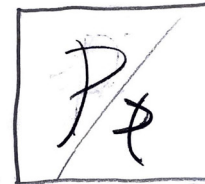
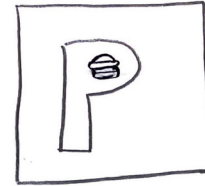
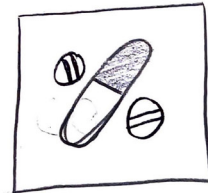
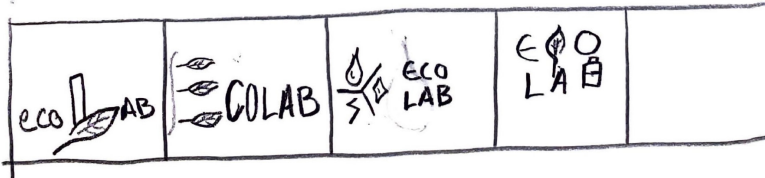
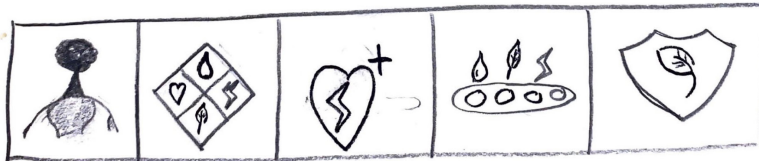
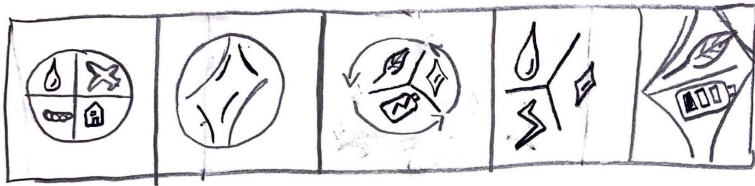
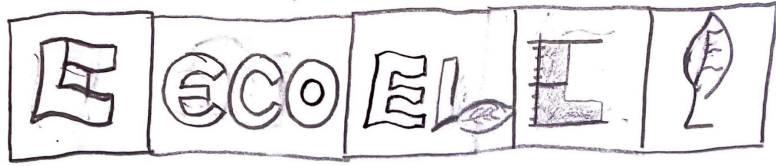


Color Options

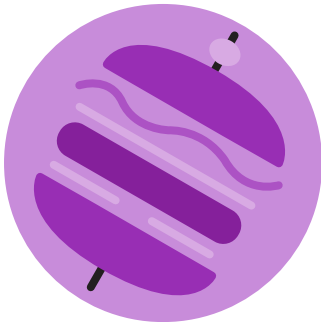
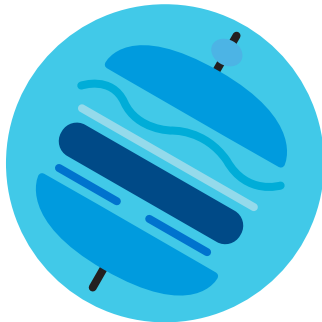
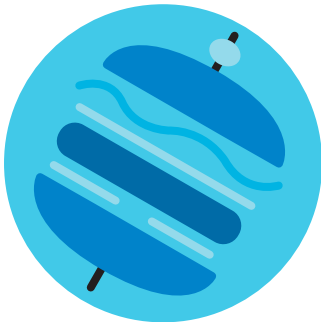
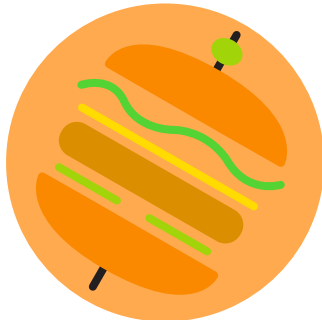
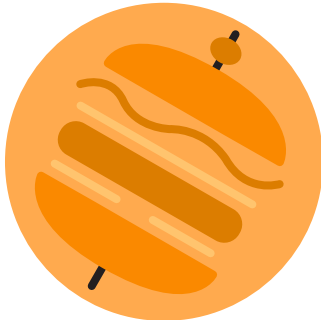
Preston's A Burger Joint

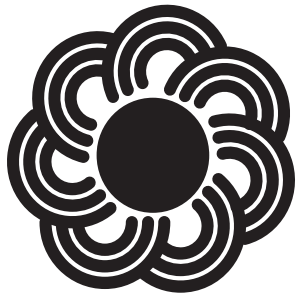






Color Options





- Black
- White



- Pantone 7729 C
- Pantone 3278 C
- Pantone 802 C



- C: 95 Y: 40 M: 75
K: 36 | R: 0 G: 87
B: 69 | 005745
- C: 100 Y: 11 M: 70
K: 1 | R: 0 G: 152
B: 119 | 009877
- C: 67 Y: 0 M: 100
K: 0 | R: 91 G: 186
B: 71 | 5bba47



Letterhead Systems



Letterhead Systems



Black
White



Pantone 7552 C
Pantone 144 C
Pantone 802 C
Pantone Yellow C
Pantone Red 032 C



C: 42 Y: 59 M: 100 K: 34 | R: 116 G: 83 B: 33 | 745321
C: 3 Y: 54 M: 100 K: 0 | R: 239 G: 139 B: 34 | ef8b22
C: 67 Y: 0 M: 100 K: 0 | R: 91 G: 186 B: 71 | 5bba47
C: 3 Y: 9 M: 100 K: 0 | R: 251 G: 220 B: 0 | fbd00
C: 0 Y: 93 M: 76 K: 0 | R: 239 G: 55 B: 66 | ef3742



Letterhead Systems

Typography

Besides the mark itself, typography is the second most important part of the brand's identity. The goal is to be consistent and similar all throughout without being too repetitive. Below is an example of correct usage of the typefaces and where to use them.

Postino Std Italic

Heading Text

Postino Std Regular

Subtext

Arial Regular

Body Text

MODESTO POSTER ITALIC

HEADING FOR ADS

Preston's Burger Joint

The Best Burgers Around

We sell an assortment of different burgers and drinks.

***THE BEST BURGERS
AT THE BEST PRICE!***

Color

The proper use of these colors enhance the identity of Preston's Burger Joint. The color family was chosen to attract customers and make them want a burger. These colors all correlate to food that you would likely see on a burger and should be the only colors used. All ads, including printed work and digital, must use these colors to ensure that feeling.



Pantone 144 C
C: 3 Y: 54 M: 100 K: 0 |
R: 239 G: 139 B: 34 | ef8b22



Pantone Red 032 C
C: 0 Y: 93 M: 76 K: 0 |
R: 239 G: 55 B: 66 | ef3742



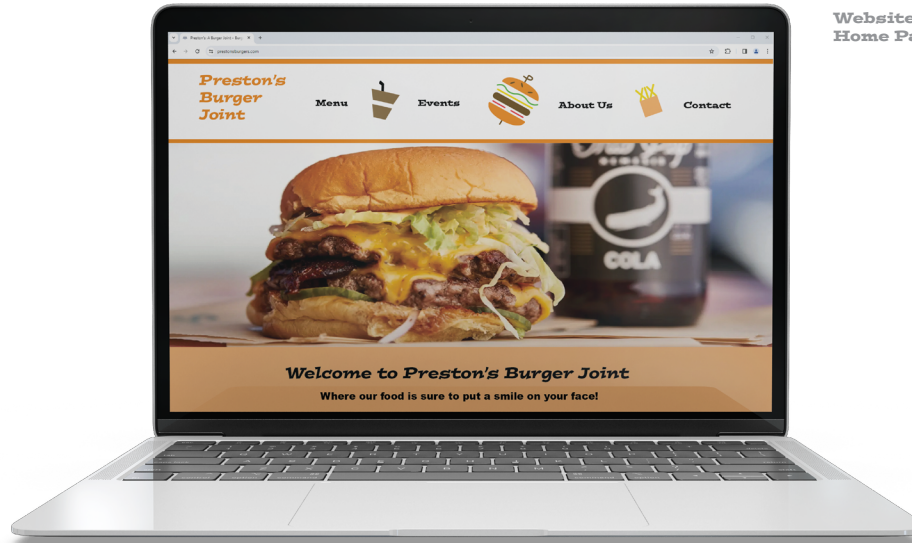
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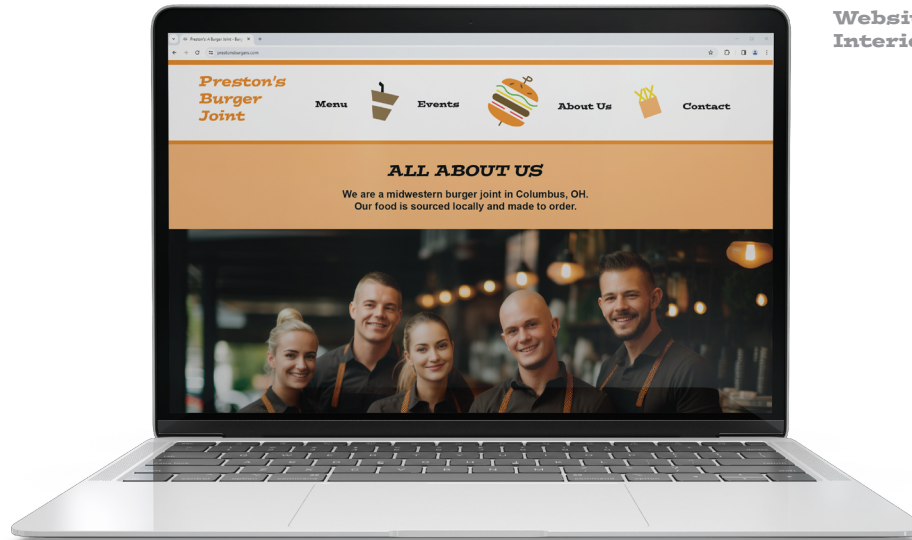
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Pantone 802 C
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R: 91 G: 186 B: 71 | 5bba47



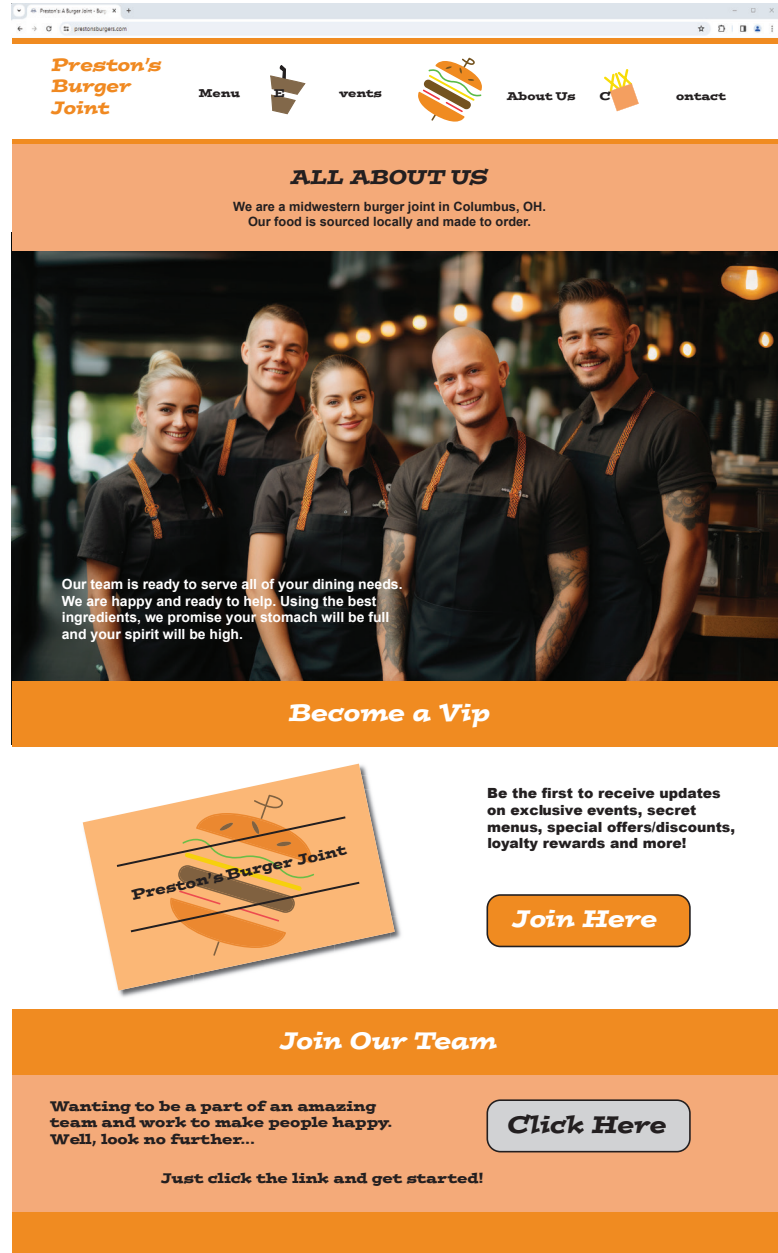
Website Home Page



Website Interior Page



Website Home Page



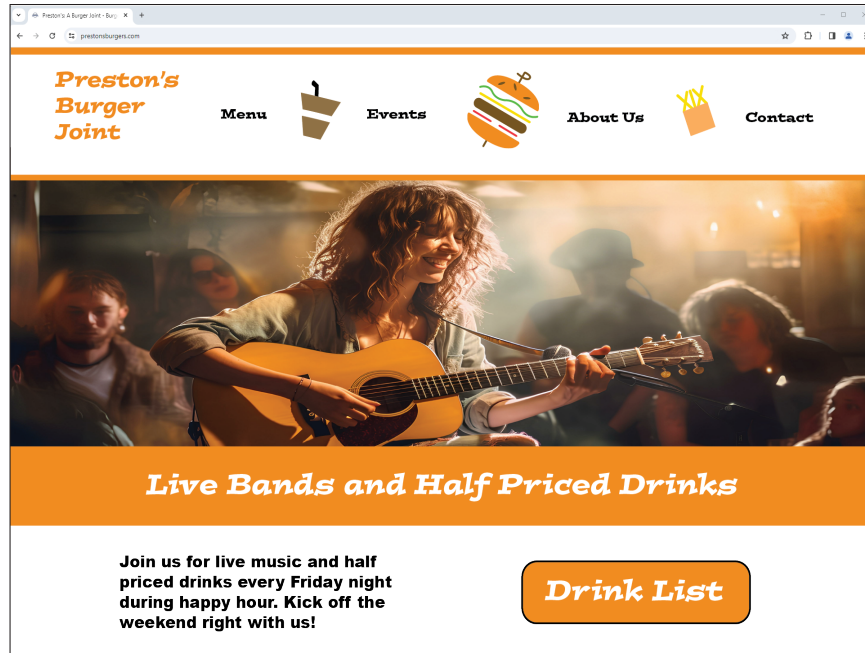
Website Interior Page

Final Company Buildout





HTML Email Template



Website Landing Page



Final Company Buildout

The Secret of The Sauce

20 Simple Sauces That Will Transform Any Meal



This Grilled Burger Recipe Puts Flavor Over Volume

With the seeming rise in popularity of lacy-edged, thinly smashed hamburgers, many home cooks have turned to converting their backyards into makeshift diners by placing steel griddles or large cast iron pans atop their grills at backyard cookouts.

This is a trend I can get behind. Occasionally, I may be in the mood for a behemoth half-pound burger (the kind that ends up obliterating its own bun with juices before you get halfway through), but, increasingly, I find myself craving — and satisfied by — a more reasonably sized burger, with thinner patties that maximize flavor over volume.



THE ONLY THING BETTER THAN OUR BURGERS IS OUR SERVICE!



Visit us at Prestonsburgers.com



Final Company Buildout







Final Company Buildout

Campaign for Good

Mason Murphy
Typography 3

Research/Ideas

1. Angelmanns syndrome
2. Alcoholisms affect on children
3. Gun rights/laws
4. Cost of Living

x Gun rights/Laws

1. second amendment
2. personal protection
3. is there more gun violence in strict gun law states or less
4. Gun laws have many work arounds
5. is it safer with or without

✓ Angelmans syndrome

1. happy baby syndrome
2. always smiling and excited
3. genetic disorder
4. delayed development
5. problem - speech/balance/intellectual/seizures

x Alcoholisms effect on children

1. Abuse by Alcoholic - physical/mental
2. higher risk of becoming alcoholic
3. higher rates of emotional problems
4. increased disruptive behaviors
5. lasting effects into adulthood

✓ Cost of Living

1. Increased in the past few decades
2. Food/Housing prices are still going up
3. pay hasn't followed the same trend
4. nothing left to spend not good for econ
5. works people to death/hospitality



1. Don't hit the bottle while they are hitting the books
2. Don't make them numb like you
3. Is it worth their childhood
4. don't silence them by drinking
5. They feel they aren't good enough, don't let the drinks be good enough
6. Does that drink affect you or them more
7. How much does it really do for them
8. Is this the best for you now about for them

8. Time line
9. Budget hours x 25
10. Deliverables - what will be delivered

1. client/overview-background
2. what the objectives are/what's the problem
3. target audience
4. competitors are doing and anti companies
5. supporting data - statistic
6. mandatorys - something that must appear on everything
7. what the tone will be

Angelman Syndrome

- If they can smile why can't you
- Just because someone's smiling doesn't mean you know how they feel
- Be happy you have control/can control have grown
- True happiness comes in many forms
- Just because you are different doesn't mean you aren't blessed
- have you been touched by an angle like they have
- How can you sleep when they can't
- They can't sleep so why should you

cost of living

- what if the number didn't add up
- It's time to pay up
- It's your time, but their money
- how much is good enough
- Is a home really that important
- is it really your home if you are living at work
- How much is too much
- saving? what's that

G,041
G,042
G,274



Research/Ideas

9. Don't drown them with you
10. Don't steal their choice to feel
11. They learn from us so what have you shown them
12. Why make them suffer for your choices
13. help them by helping yourself
14. Break the pattern not - Bottle shattering behind your children child
15. Pass them something good not the bottle
16. lose the drink not your family
17. lose the drink not their emotions
18. Break the bottle not your children
19. If its too much for them it should be too much for you too
20. like father like son, don't pass the bottle to mother like daughter
21. what am I doing to cause this
22. How can I fix this
23. we just want to help you
24. Just because your parent do/did it doesn't mean you have to

Alcoholic Parents are not capable of talking with their kids about making friends, how to solve homework problems, or how to make the right decisions.

Children can often struggle to distinguish between good role models and bad ones

- trust issues
- self-judgement
- Interpersonal Effects
- Behavioral Effects

Places: AA, American Addiction Center, Alanon, mental health institutions,

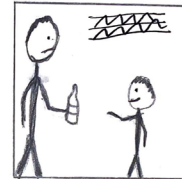
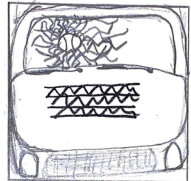
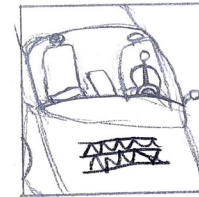
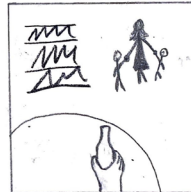
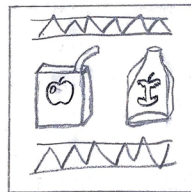
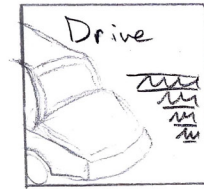
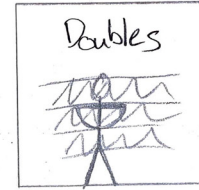
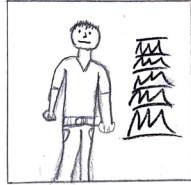
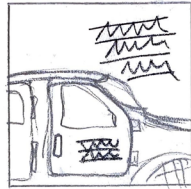
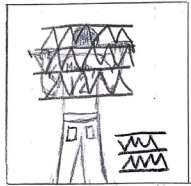
Goal: Show people more of the affect it has on the kids / awareness
To open the eyes of adults and Alcoholic of how their kids are being affected

Audience: Let kids know they aren't alone and its not on them
Shows parents that their actions have a lasting effect on the kids
Parents not affected can see and help / Parents affected can know and find help

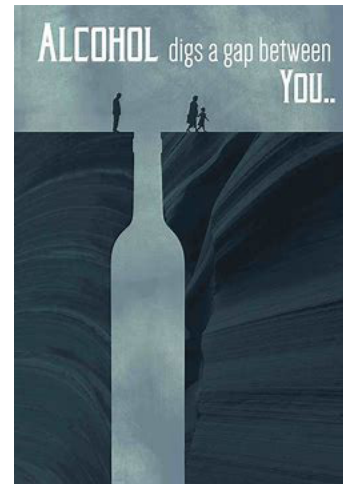
Solution: more awareness so a people can help before habits set in and effect the child in the future

- I betted 500 hundred and had more doubles than single and I called the ambulance 3 times at my games for my dad
 - My dad takes me home but I help him inside
 - My dad takes me where I need to go but I have to help him inside at the end of the day
 - I go to school 7 days a week and I go home to clean up his mess
 - I finish my apple juice but he finishes his bottle
 - I study 7 days a week and still find time to clean up after my dad
 - I go play my game only so he can drink in peace
 - I get straight A's in school and watch him drink instead of working have taken my dad to the hospital 4 times
 - I started my first day of school 12.1% of us have an alcoholic parent
 - I look in the mirror to see myself he looks in the mirror and sees the bottle
 - I make myself dinner and crack scan for him
 - I got my diploma but you were never there / nowhere to be found
 - I play hide and seek while he hides the liquor in his water bottle
 - I can draw a picture but you're never in it
 - I can't drive because I'm too young you can but your too drunk
 - I hit 5 home runs and you've hit 5 parked cars
- I protect myself from bullies and come home to protect myself from you

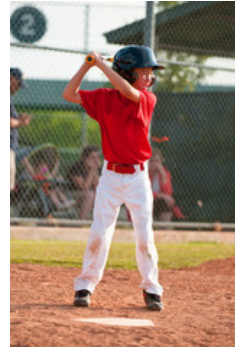
Sketches



Inspiration



Images



Typefaces/Hooks

Reenie Beenie:
Regular

I learned to drive when I was 12, I'm the best hitter on my team,
So my mom could pass out. But my dad slams more double
than me every game.

I'm quiet, I try to do
everything right,
But they're never happy.

Nobody picks on me at school,
That happens when I get home.

I'm the only one who can help me. Don't force your kids to be
your parent.

Microsoft New Tai Lue:
Regular

One in four children under age 18 in the United
States is affected by a parent's abuse of alcohol.
For more information and help visit our website at
(al-anon.org) or scan the QR code.

Digital Roughs



Nobody picks on me at school,
That happens when I get home.

One in four children under age 18 in the United States is affected by a parent's abuse of alcohol. For more information and help visit our website at (<https://al-anon.org/>) or scan the QR code.



*I'm the best
hitter on the
team,
But my dad strikes more doubles than me.*

One in four children under age 18 in the United States is affected by a parent's abuse of alcohol. For more information and help visit our website at (<https://al-anon.org/>) or scan the QR code.



**I learned to drive
when I was 12,**
**Because my mom was always
passed out in the back seat.**

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**I'm quiet, I try to do
everything right,**
But they're never happy.

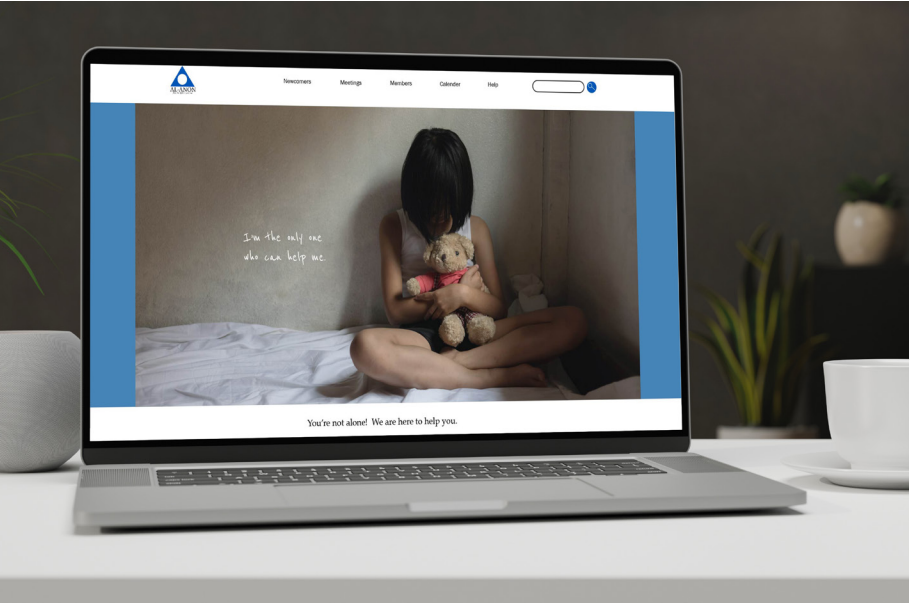
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Digital Roughs



Final Images



Final Images



Final Images



Magazine

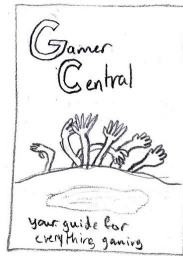
Mason Murphy
Typography 4

Sketches

NAMES

- Gamer handbook
- Gaming Collection
- your next game
- Game Universe
- Gamer time
- The real gamer
- It's game time
- gamer central
- gamer hub
- The new gamer
- The gamer life
- The gamer style
- Gamer knowledge

Your guide for everything gaming



Take typeface from game covers and use it for magazine name

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- gaming playground
- player's paradise
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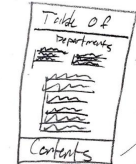
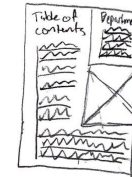
Gamer Central



Sketches

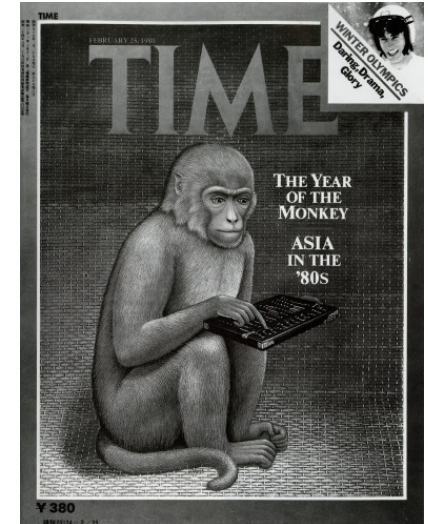
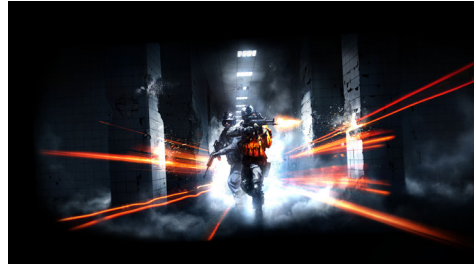


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HALO



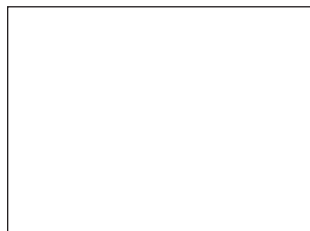
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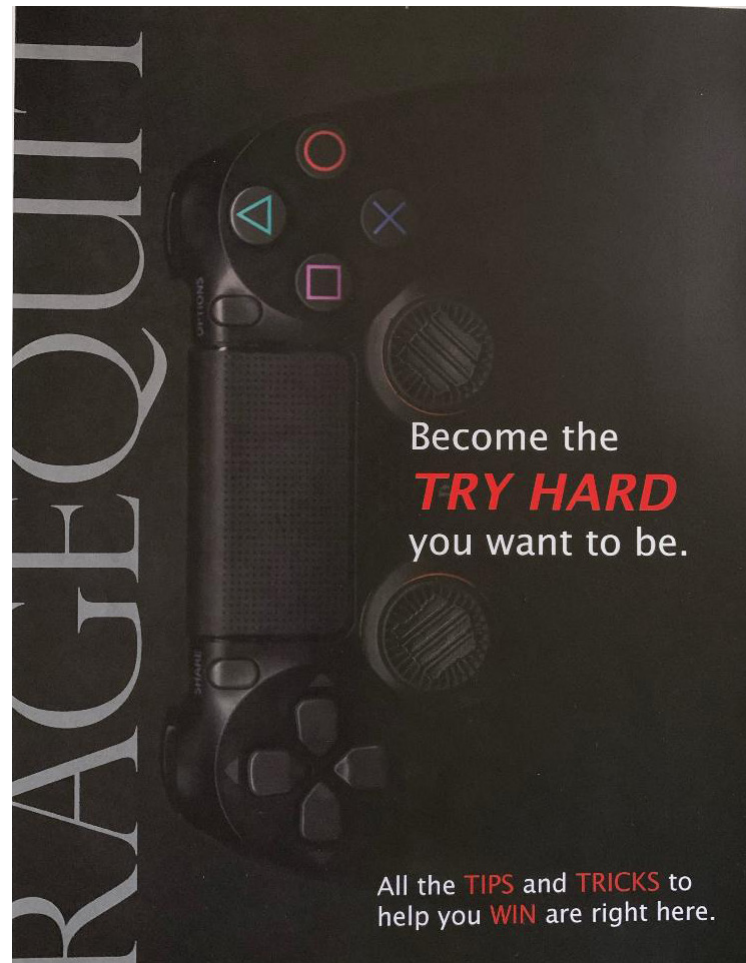
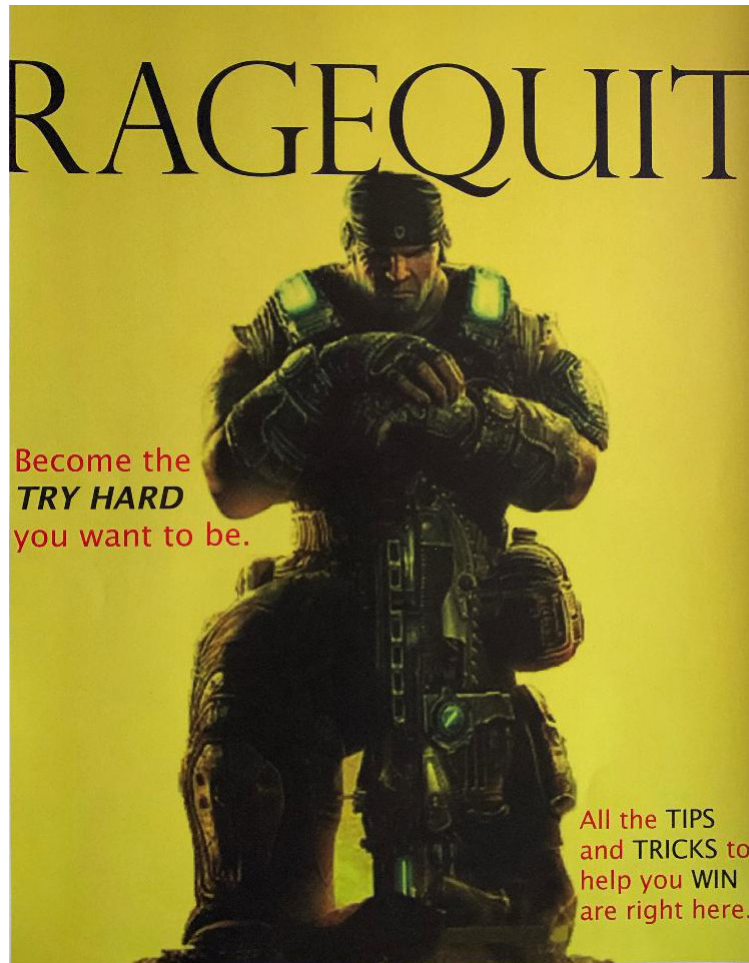
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Imapact:
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Mock-Ups



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The epic battle continues on.
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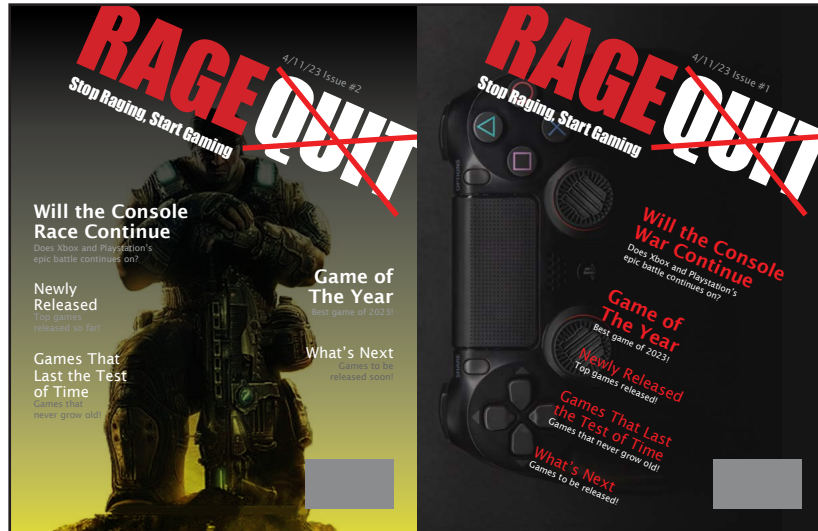
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This War is on You!

By: Marcus Carter



VS




For a long time, new consoles had been primarily marketed around "platform exclusive" titles available only for that console. Sony and Microsoft have in the past paid millions to developers for exclusivity deals. In 2010, Microsoft paid Bethesda Games \$357,000,000 to stop Grand Theft Auto IV from becoming a PlayStation 3 exclusive.

Sony's recent PS5 launch carries on this tradition. The console is marketed in terms of first-party exclusives, such as those developed by Naughty Dog (Uncharted, The Last of Us) and Sony Computer Entertainment's Santa Monica Studio (God of War).

Sony has also had great success selling hardware peripherals that make its consoles more attractive, evident in recent quarterly earnings. The PlayStation virtual reality headset sold more than five million units worldwide during the last generation.

That said, although Sony vastly outdid Microsoft with the PS4 last generation, it seems in 2020 Microsoft has shifted the goalposts of success. As Phil Spencer notes, Microsoft's aim is no longer to sell the most consoles, but to accumulate the most players, irrespective of where they're playing. The console deal is now almost secondary.

For instance, Microsoft's Game Pass subscription service, launched in 2017, provides access to Xbox titles across both Xbox consoles and PC. Game Pass follows a similar model to Netflix, wherein users pay a monthly fee to access a library of content. And although having a Game Pass membership isn't mandatory, Microsoft reports 99% of XGS console users do.

On the surface, subscription gaming seems to offer better value for money in terms of access to content, as gamers don't have to buy the game outright. But as has been the case with competing television and film streaming services, should subscription gaming become more common, paying for a range of subscriptions may become costly — especially if certain games are exclusive to certain services.

The Game Pass service uses "cloud gaming" technology. Whereas consoles provide the local computing hardware needed to play games, cloud gaming involves streaming games over the internet, from a host's remote server to the user's device.

In the past, this hasn't worked well due to "high latency." This refers to the delay between making an input (such as shooting a character) and seeing the result (the character being shot). However, with improved computing power, internet speeds and clever design tricks, cloud gaming is becoming a crowded market, with big tech companies including Google and Amazon joining in, too.

Sony began experimenting with cloud gaming in 2014 with PS Now. This service allows the streaming of older titles, such as PS3 games. And while Sony continues to offer PS Now for the PS5, and as of this year prior than Microsoft's Game Pass, the PS Now is still focused on old games.

On the other hand, Microsoft is aggressively pushing its new Project xCloud. This service, which comes bundled with the GamePass, allows users to stream certain newer Xbox games directly to their smartphone or tablet, without even needing to own an Xbox console.

Clearly, Microsoft's focus is on players, not consoles. Considering the massive impact smartphones are having on who plays games (and how often), Microsoft may be setting itself up to engage a much larger audience than ever before. In light of Microsoft's shifting approach, we're sure in a situation where two winners will likely take large chunks of different markets, by doing different things.



Mason Murphy / Typography 4 / Magazine

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This War is on You!

By: Marcus Carter

XBOX VS PlayStation

For a long time, new consoles had been primarily marketed around "platform exclusives" titles available only for that console. Sony and Microsoft have in the past paid millions to developers for exclusivity deals. In 2010, Microsoft paid Bethesda Games \$257,500,000 to stop Grand Theft Auto IV from becoming a PlayStation 3 exclusive. Sony's recent PS5 launch carries on this tradition. The console is marketed in terms of first-party exclusives, such as those developed by Naughty Dog (Uncharted), The Last of Us, and Sony Computer Entertainment's Santa Monica Studio (God of War).

Sony has also had great success selling hardware peripherals that make its console more attractive, evident in recent quarterly revenues. The PlayStation virtual reality headset sold more than five million units worldwide during the last generation. That said, although Sony vastly outdid Microsoft with the PS4 last generation, it seems in 2020 Microsoft has shifted the geopolitics of success. As Phil Spencer notes, Microsoft's aim is no longer to sell the most consoles, but to accumulate the most players, irrespective of where they're playing. The console itself is now almost secondary.

In instance, Microsoft's Game Pass subscription service, launched in 2017, provides access to Xbox titles across both Xbox consoles and PC. Game Pass follows a similar model to Netflix, wherein users pay a monthly fee to access a library of content. And although having a Game Pass membership isn't mandatory, Microsoft reports 70% of X/S console users do. On the surface, subscription gaming seems to offer better value for money in terms of access to content, as gamers don't have to buy the games outright. But as has been the case with competing television and film streaming services, should subscription gaming become more common, pricing for a range of subscriptions may become costly — especially if certain games are exclusive to certain services.

The Game Pass service uses "cloud gaming" technology. Whereas consoles provide the local computing hardware needed to play games, cloud gaming involves streaming games over the internet from a host's remote servers to the user's device. In the past, this hasn't worked well due to "high latency" (this refers to the delay between making an input (such as shooting a character) and seeing the result (the character being shot). However, with improved computing power, internet speeds, and device design tweaks, cloud gaming is becoming a crowded market, with big tech companies including Google and Amazon joining in, too.

Sony began experimenting with cloud gaming in 2014 with PS Now. This service allows the streaming of older titles, such as PS3 games. And while Sony continues to offer PS Now for the PS5, and at a cheaper price point than Microsoft's Game Pass, the PS Now is still focused on old games.

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4/11/23 Issue #2
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Does Xbox and PlayStation's epic battle continue on?

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The epic battle, who will win.

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Will the Console War Continue
Does Xbox and PlayStation's epic battle continue on?

00000 00001

The War

Sony continues to focus on providing exclusive content. Meanwhile, Microsoft yesterday announced its Project xCloud game streaming service in Australia — the most recent step in a wider trend towards embracing a subscription-based business model. For a long time, new consoles had been primarily marketed toward "retro gamers" — those who play only for that console. Sony and Microsoft have in the past paid millions to developers for exclusivity deals. In 2010, Microsoft paid Bethesda Games \$255,000,000 to stop Grand Theft Auto IV from becoming a PlayStation 3 exclusive. Sony's recent PS5 launch carries on this tradition. The console is marketed in terms of first-party exclusives, such as those developed by Naughty Dog (Uncharted), the Last of Us) and Sony Computer Entertainment's Santa Monica Studio (God of War).

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This War is on You!

By: Marcus Carter

It's the latest salvo of an almost two-decade console war between Microsoft and Sony, both Sony's PlayStation 5 and Microsoft's Xbox Series X were launched last week. With increased spending on videogames due to ongoing quarantine and travel restrictions, the battles have been described as historically significant. As is typical for a "next-generation" launch, both consoles sport significant boosts to computing power, support 4K graphics and offer faster performance and loading times. But unlike previous launches, they present nearly different visions for the future of video gaming.

Final



RAGE QUIET
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US \$15.99 CA \$17.99



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The epic battle, who will win.

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This War is Over

By: Marcus Carter

The War

In the latest salvo of an almost two-decade console war between Microsoft and Sony, both Sony's Playstation 5 and Microsoft's Xbox Series S/X were launched last week. With increased spending on videogames due to ongoing quarantine and travel restrictions, the launches have been described as historically significant. As is typical for a "next-generation" launch, both consoles sport significant boosts to computing power, support 4K graphics and offer faster performance and loading times. But unlike previous launches, they present starkly different visions for the future of video gaming.

Sony continues to focus on providing exclusive content. Meanwhile, Microsoft yesterday launched its Project xCloud game streaming service in Australia — the most recent step in a wider trend towards embracing a subscription-based business model. For a long time, new consoles had been primarily marketed around "platform exclusive" titles available only for that console. Sony and Microsoft have

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 Jettied - Roads [PC] - May 4
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 Population: Paradise Hotel [PC, VR, Quest] - May 4
 Space Gladiators [PS4, XBO, Switch] - May 4
 Daria - About Me: Hate and Depression [PC] - May 5
 Hogwarts Legacy [PS4, XBO] - May 5
 Hemivolta [PC] - May 5
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 Another Millennium: Tale [PC, VR, PSVR 2, Quest] - May 11
 T.I. Isle of Man - Ride on the Edge 3 [PC, PS5, XSX, PS4, XBO, Switch] - May 11
 The Legend of Zelda: Tears of the Kingdom [Switch] - May 12
 (pre-order) The Legend of Zelda: Tears of the Kingdom
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 Inbound [PC] - May 22
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HALO

IT'S YOUR TIME TO JOIN THE FIGHT.

The War

The Game Pass service uses "cloud gaming" technology. Whereas consoles provide the local computing hardware needed to play games, cloud gaming involves streaming games over the internet, from a host's remote servers to the user's device. In the past, this has introduced a well-due to "high latency." This refers to the delay between making an input (such as shooting a character) and seeing the result (the character being shot). However, with improved computing power, internet speeds and clever design tricks, cloud gaming is becoming a crowded market, with big tech companies including Google and Amazon joining the race.

Sony began experimenting with cloud gaming in 2014 with PS Now. This service allows the streaming of older titles, such as PS3 games. And while Sony continues to offer PS Now for the PS5, and at a cheaper price point than Microsoft's Game Pass, the PS Now is still focused on old games.

On the other hand, Microsoft is aggressively pushing its new Project xCloud. This service, which comes bundled with the GamePass, allows users to stream certain newer Xbox games directly to their smartphone or tablet, without even needing to own an Xbox console. Clearly, Microsoft's focus is on players, not consoles. Considering the massive impact smartphones are having on who plays games (and how often), Microsoft may be setting itself up to engage a much larger audience than ever before. In light of Microsoft's shifting approach, we're now in a situation where top winners will likely take large chunks of different markets, by doing different things.

Wii

The best way to game

Oculus

Power is in the palm of your hand.

Explore the wonders of a new world!

Alone! Dark Descent [PC, PS5, XSX, PS4, XBO] - June 20
 Crash Team Rumble [PS5, XSX, PS4, XBO] - June 20
 Decarnation [PC, Switch] - May TBC
 Solasta: Crown of the Magister: Ribcage of Ice DLC [PC] - May TBC
 WreckQuest [PC, PS5, XSX, PS4, XBO, Switch] - May TBC
 Gunfire Reborn [PS4, PS5] - June 1
 Miller Frequency [PC, PS5, XSX, PS4, XBO, Switch, Quest 2] - June 1
 Street Fighter 6 [PC, PS5, XSX, PS4] - June 2
 We Love Katamari Keroli + Royal Reverse [PC, PS5, XSX, PS4, XBO, Switch] - June 2
 Diablo 4 [PC, PS5, XSX, PS4, XBO] - June 6
 Loops: Summer of Gods [PC, PS4, XBO, Switch] - June 6
 Pro Cycling Manager 2023 [PC] - June 8
 Tour de France 2023 [PC, PS5, XSX, PS4, XBO] - June 8
 Crystal Insider [PC, PS5, PS4] - June 9
 Goodbye Volcano High [PC, PS5, PS4] - June 15
 Park Beyond [PC, PS5, XSX] - June 16

Alone! Dark Descent [PC, PS5, XSX, PS4, XBO] - June 20
 Crash Team Rumble [PS5, XSX, PS4, XBO] - June 20
 Decarnation [PC] - June 21
 Final Fantasy 16 [PS5] - June 22 (Final Fantasy 16 pre-order)
 C Smash VHS [PSVR 2] - June 23
 Destroy All Humans! 2 - Reprobed Single Player Edition [PS4, XBO] - June 27
 Story of Seasons: A Wonderful Life [PC, PS5, XSX, Switch] - June 27
 Reveal: Reconization [PC] - June 28
 Crime O'Clock [PC, Switch] - June 30
 Master Detective Archives: Rain Code [Switch] - June 30
 Samba de Amigo: Party Central [Switch] - June 30
 A Little to the Left: Clubboards & Dravers DLC [PC, Switch] - June TBC
 Cricket 24 [PS5, XSX, PS4, XBO] - June TBC
 Continues on page 20

SKYLINE GAMING CHAIRS

We're here to help!

Because gaming isn't easy on the bottom.

RAGE QUIET

4/11/23 Issue #2

Stop raging. Start gaming

Will the Console Race Continue
 Does Xbox and PlayStation's epic battle continue on?

Game of the Year
 Best game of 2023!

Games That Last the Test of Time
 Games that never grow old!

What's Next
 Games to be released soon!

Newly Released
 Top games released so far!

US \$15.99 CA \$17.99

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Iphone App

Mason Murphy
UI/UX

App Ideas

1. Instant calendar app
2. File management app
3. Oil change app/ car care
4. Dressing app – colors and styles
5. Addiction app
6. Sandwich making app
7. Cleaning app – time oriented
8. Find my car app – parking
9. Health care app – when to make doctor and dentist appointments
10. Gaming app – helps simplify games for better gameplay
11. Alcohol consumption app – drink timer when you can have another / not drink to much so you can drive home
12. App for creating ideas for new art
13. Tv show reminder for new episodes
14. Life helping app – helps with life issues

<p>1. Instant Calendar App</p> <ul style="list-style-type: none"> - takes pics of all calendars you have and combines them into one - Allows you to see multiple schedules at once - do not have to manually put them together 	<p>2. Car Care App</p> <ul style="list-style-type: none"> - notifies user to when something needs done for their car - oil change, tire rotation, car wash, new brakes - calculated of miles traveled 	<p>3. Sandwich App</p> <ul style="list-style-type: none"> - Gives user different Ideas on ways to make sandwiches - can add your own for people to try
<p>4. Health care app</p> <ul style="list-style-type: none"> - lets user know when they need a check up doctor, dentist, etc. - reminds user of health things to do daily 	<p>5. Gaming app</p> <ul style="list-style-type: none"> - helps user understand new game - Allows them the knowledge to get better faster - explains things in the game 	<p>6. Alcohol consumption APP</p> <ul style="list-style-type: none"> - tells the user how many of each drink they can have - based on weight - can set time from to space out when to have drinks - help eliminate drunk driving
<p>7. TV Show Reminder</p> <ul style="list-style-type: none"> - Input current shows - Then tells the user where and when new episodes will be on - can also have movies 	<p>8. Life Hack</p> <ul style="list-style-type: none"> - Helps people with stress - can help with issues/ Best route possible (High road) - Helps with positive and Inspiring Quotes 	<p>9. Cleaning app</p> <ul style="list-style-type: none"> - Lets user know when they should do certain cleaning activities - cleaning toilet, sinks, floors, yard, and dusting - Enter vels
<p>10. Scholarship APP</p> <ul style="list-style-type: none"> - Input information - lets user know and apply for eligible scholarship 		

Creative Brief

CLIENT

Gahanna Health Center is a health facility that has physicians to care for your entire family. They offer multiple services, including physical therapy, ultrasound, x rays, MRI, digital mammography, and lab services. They have a team of expert physicians including primary care, heart and vascular, orthopedic, and more.

OBJECTIVES AND PRIORITIES

The objective of this service is to help the user track when they should see their doctor, dentist, etc. The service would also leave daily reminders of things to help keep the user healthy. Through a clean and easy to use layout, the user would be able to track their health and hopefully improve their health at the same time.

TARGET AUDIENCE

The audience for this service would be people looking to get healthy and people who need help remembering when they need a checkup. This product would be available for everyone and marketed toward frequent health app and store customers. The age range that this will be marketing for is 20-50 years of age.

SITUATIONAL ANALYSIS

People do not see doctors as often as they should, including myself. Also, most young adults do not know what is health for them and what is not. This app was created to help these people learn to be healthier. That being by going to the doctors and learning what is good and what is not.

CALL TO ACTION

Clean and easy to use interface that allows the user to learn about their health and schedule doctors' appointments.

COMPETITORS

Sleepcycle
Fitplan
Fooducate
Healthtap

DELIVERABLES

Fully designed interface
Invision prototype
Presentation sample for screens

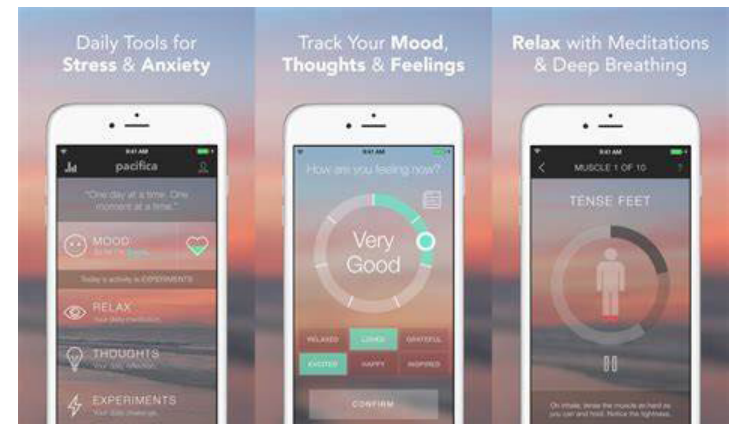
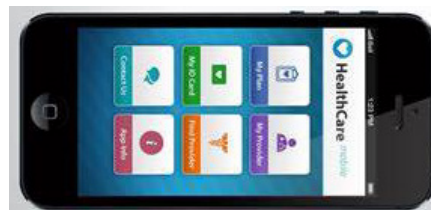
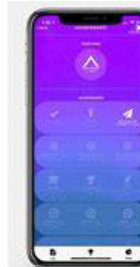
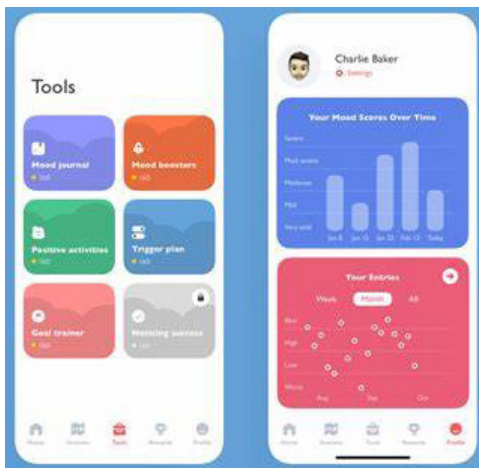
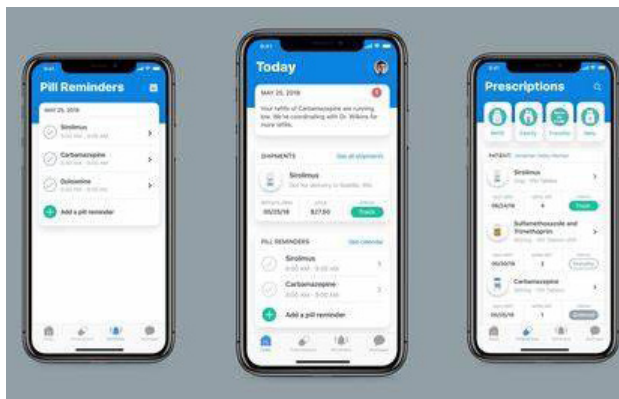
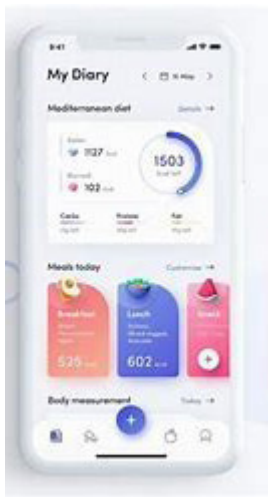
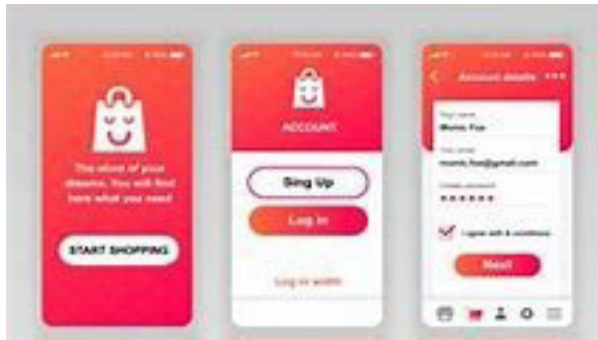
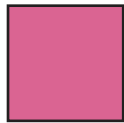
MANDATORIES

Company logo
Brand specific formatting

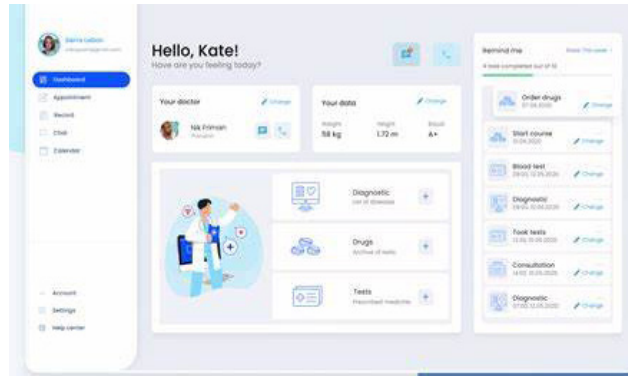
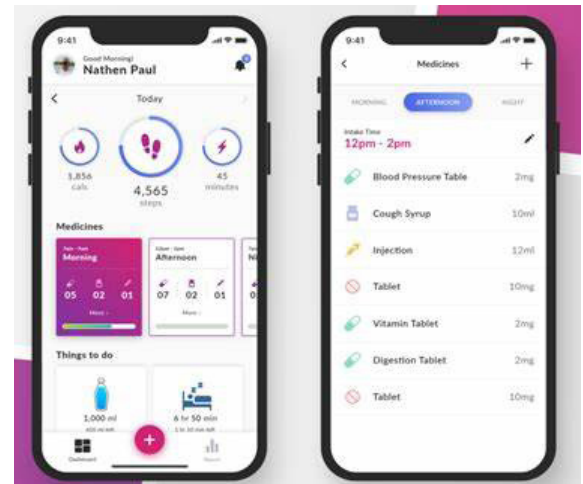
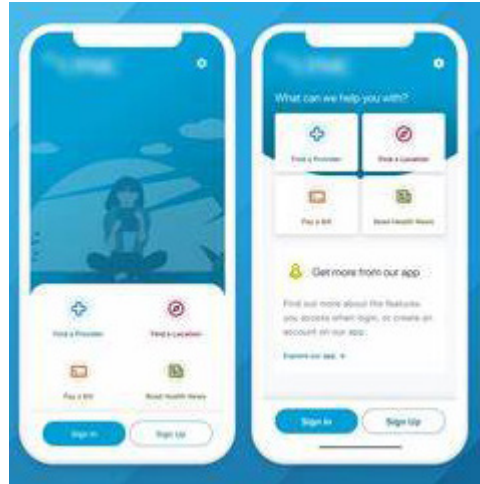
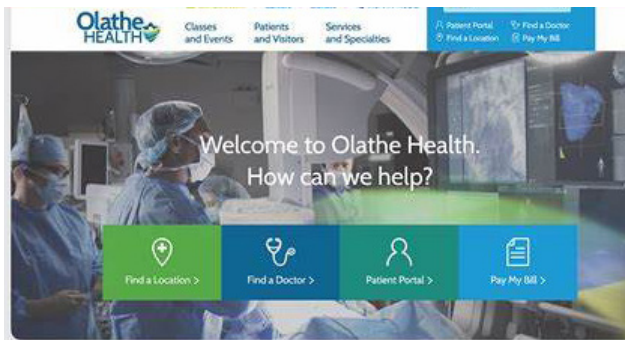
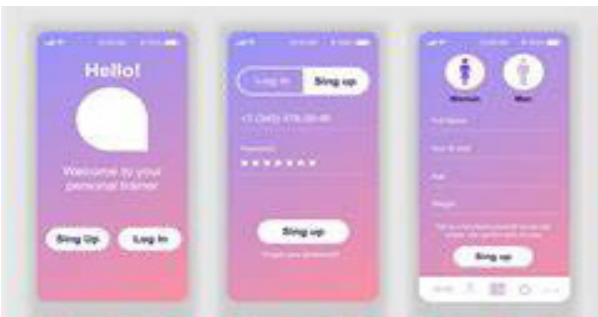
METRICS OF SUCCESS

The success of this product would be gauged on how it helps/effects the users. If the health of the user increases or they consistently make and have appointments with doctors, then the product can be considered a success.

Research/Inspiration



Research/Inspiration



Research Questions

User #1

1. How often do you see your doctor, dentist, ect? Never, sometimes, often, very often.

Answer: Never

2. How often do you use your phone? Never, sometimes, often, very often.

Answer: Sometimes

3. Do you know how often you should see them? Do you know when your next appointment is?

Answer: No, No

4. Would you see a doctor if you did not have to?

Answer: No

5. Would you be more inclined to see a doctor if you were reminded?

Answer: No

User #2

1. How often do you see your doctor, dentist, ect? Never, sometimes, often, very often.

Answer: Sometimes

2. How often do you use your phone? Never, sometimes, often, very often.

Answer: Very Often

3. Do you know how often you should see them? Do you know when your next appointment is?

Answer: Yes, No

4. Would you see a doctor if you did not have to?

Answer: No

5. Would you be more inclined to see a doctor if you were reminded?

Answer: No

User #3

1. How often do you see your doctor, dentist, ect? Never, sometimes, often, very often.

Answer: Often

2. How often do you use your phone? Never, sometimes, often, very often.

Answer: Very Often

3. Do you know how often you should see them? Do you know when your next appointment is?

Answer: Yes, No

4. Would you see a doctor if you did not have to?

Answer: Yes

5. Would you be more inclined to see a doctor if you were reminded?

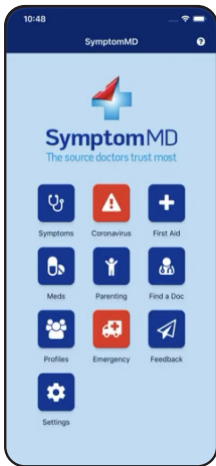
Answer: Yes

Competitive Research



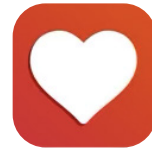
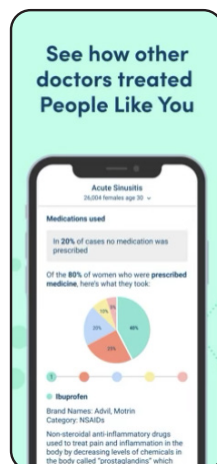
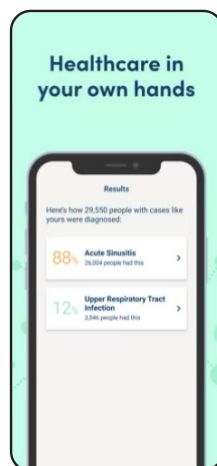
Fabulous: Daily Habit Tracker

Welcome to the world of Fabulous. Unlock the power of habits and routines. Prioritize your mental health, build healthy habits and improve your life one step at a time.



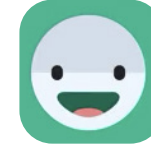
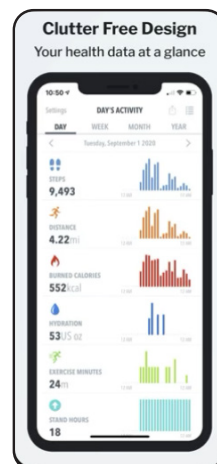
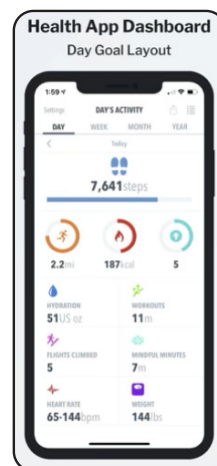
Daylio Journal-Daily Diary

Self-Care Bullet Journal with Goals - Mood Diary & Happiness Tracker. Enables you to keep a private journal without having to type a single line.



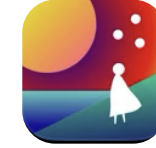
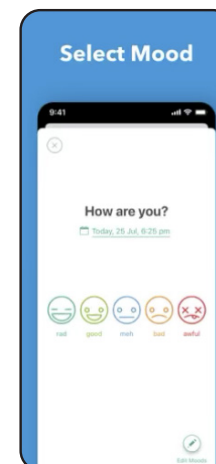
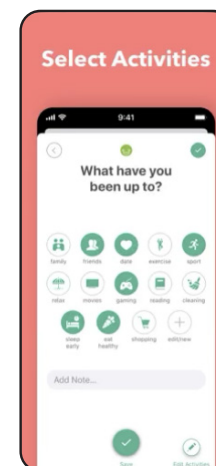
HealthView

HealthView app integrates with the Apple Health app and allows you to see your health data in a broad clean way, by allowing you to drill down to more details in an easy and quick way!



K Health | Primary Care

AI-powered primary care platform for 24/7 access to doctors, virtual wellness visits, chronic disease management & prevention, prescriptions, & more.



SymptomMD

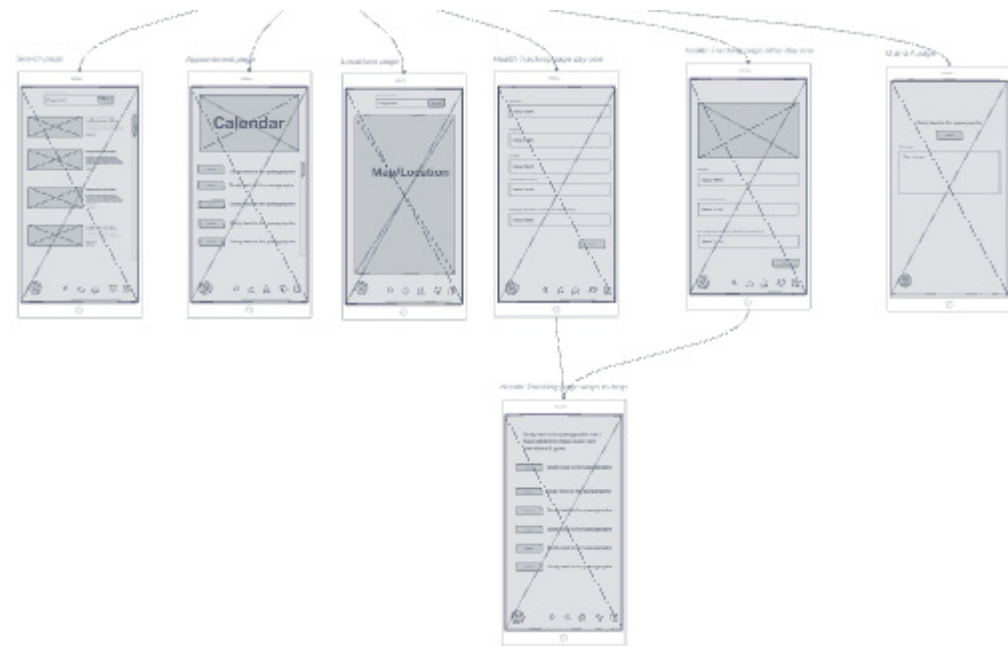
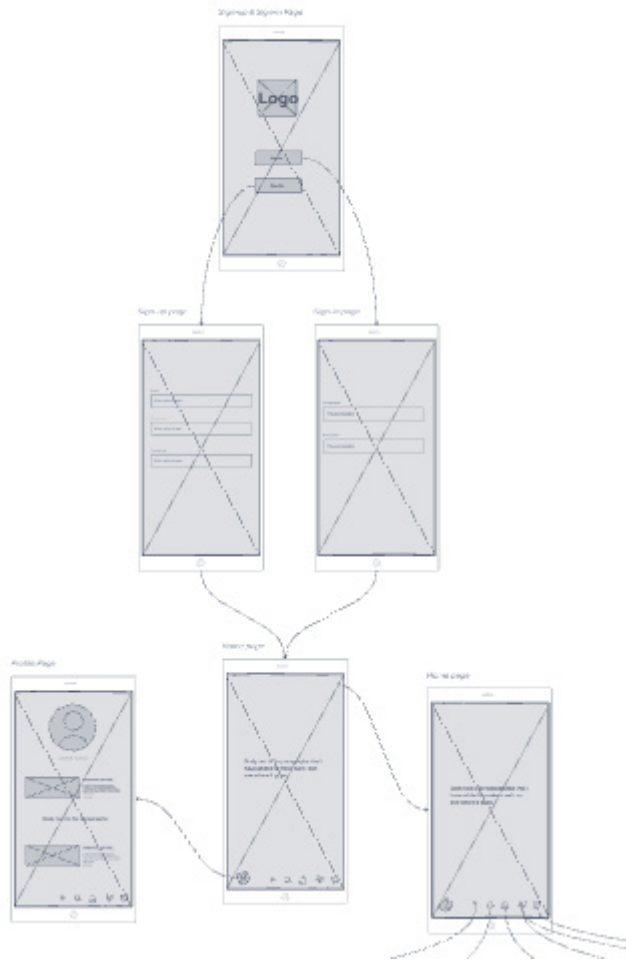
SymptomMD is designed to be your "go-to app" for managing your family's health. It provides tools for making every day health decisions.



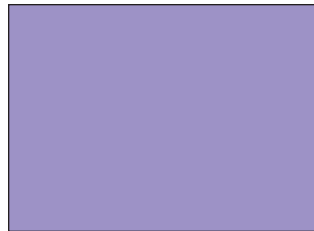
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Wireflow



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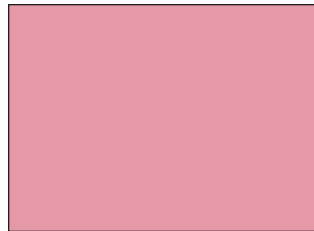
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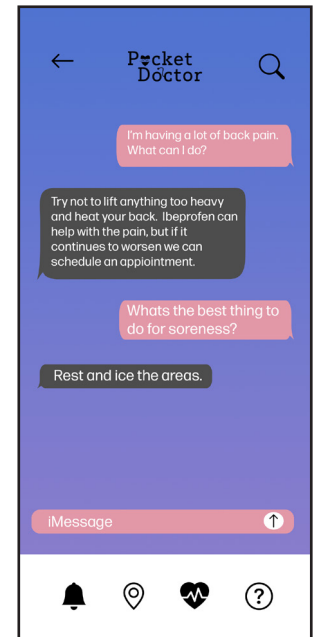
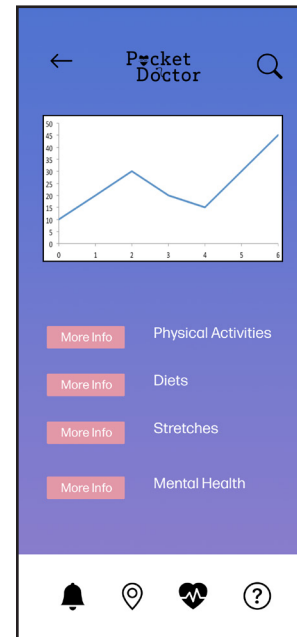
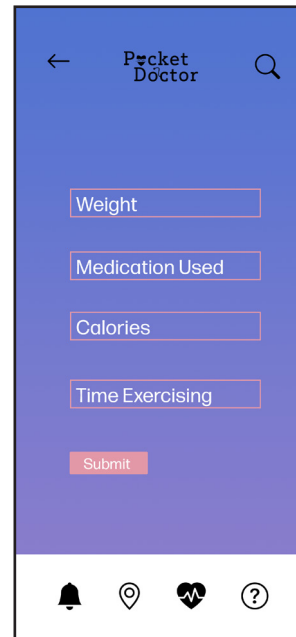
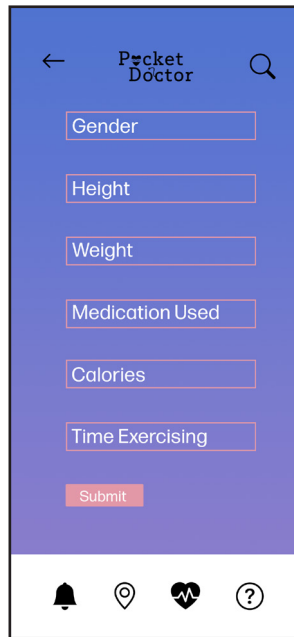
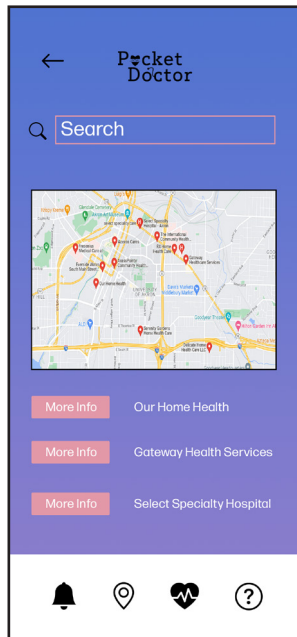
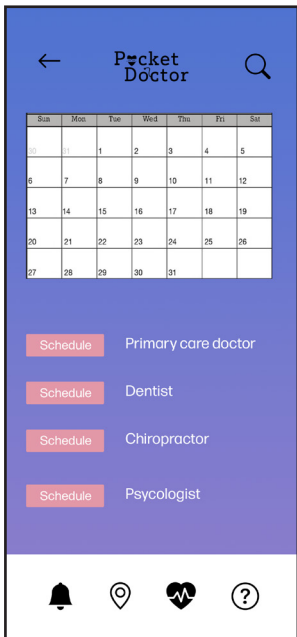
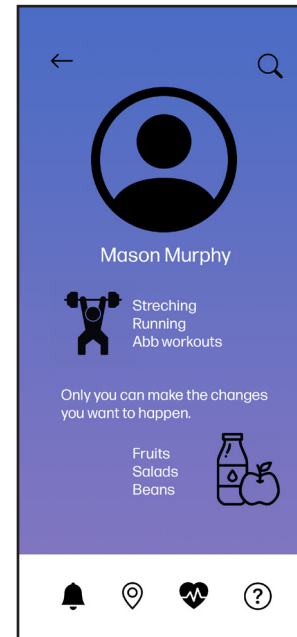
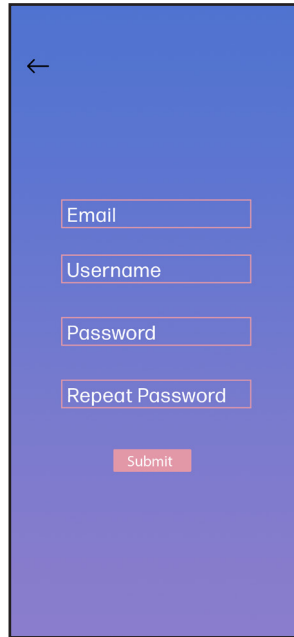
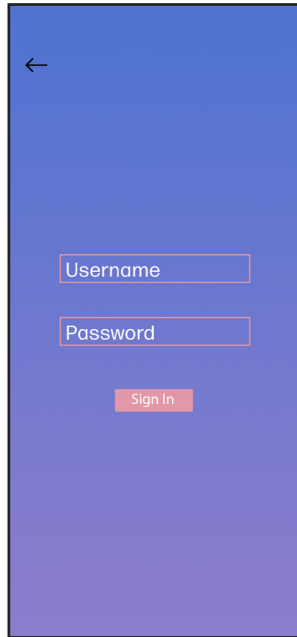
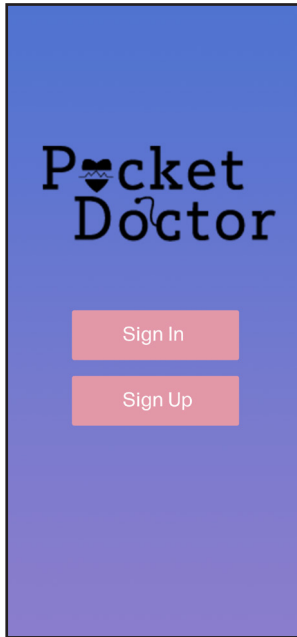
Forma DJR Diplay:
Light
Regular



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Justus Pro:
Medium

App Pages



Final Image

