Title: GSN: Let the Games Begin
Dimension: posters (12” x 18’’), animation (resolution: 1920 x 1280)
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Keywords:
fresh, new, fun, quirky, animated, appealing,
modern, polished, captivating, competitive

Overview

The purpose of this project was to create an identity for GSN (The Game Show Network) that reintroduces the brand as a network that appeals to both young and old. Through a website redesign, mobile application, advertisement campaign and logo animation, GSN’s identity is consolidated into one unified front – a fresh, modern company who delivers gaming entertainment through both television and online gaming.

Website

The GSN website redesign includes a new portal page that consolidates the three facets of GSN.com – gaming, television, social networking. A gaming site redesign introduces additional features such as an achievement system, allowing players to earn badges and rank for completing gameplay objectives and leaderboards that emphasize competition and player immersion into a social gaming community.

Mobile Application

A mobile application presented as a fully functional mobile version of GSN.com. It includes many of the aspects of the website redesign—both in presenting all three fronts of GSN.com (playing, watching, connecting), as well as the new gaming features.

Advertisement Campaign

A web advertisement campaign to convey the unveiling of GSN’s fresh new identity and website, and to promote a fun, competitive gaming experience.

Logo Animation

A logo animation was created to exist as a bumper on GSN’s television network. It features a square that zips across the screen to spell the letters G-S-N and reveal the logo and tagline “Let the Games Begin.”