

## Definition:

My starting point is a 2D game application about street animals. But I will make it a brand to benefits of shelters and streets animals. It will design corporate identity for my brand. So, game is going to be an only one part of my project.

## Goals and Objectives:

*My first goal* is helping shelters and streets animals, not directly with money, but with supplying food and shelter by using my brand.

*Secondly*, this issue about animals is tragic, so I want to use my brand in a pleasant way. Instead of emotional abuse I would like to do it in a different way that people also can be in interaction maybe not directly but with game or other my brand things.

*Thirdly*, I want to be involved a social project during all my life especially about animals.

Those things will effect my illustration and searching skills. I am using Internet more than before about this animal issues and I am learning lots of different information not just in Turkey, in all around the world. Now I am more aware of this social project.

## Target Audience:

People who are related professionally about social projects or who are voluntarily interested in this kind of projects.

## Background Information:

I am always interested in animals especially; dogs. Since my childhood I have a dog. I lost her two years ago and I felt like I lost someone in my family. At this point I decided to do something about dogs. I have another one today but it was not enough for me. At first time I did not know what am I do. I have just feed street animals around our neighborhood and made some basic shelters for them by myself. I started to search about street and shelter animals. I met couple of people who are working on this topic. I found a woman at Facebook and I started follow her and her projects. I have very deep feelings and human sentiments towards them. This course is a very profitable for me because it opens up my horizon and I convert it to a chance. In addition to this it will be difficult for me to this process, this is my first gaming project. I will totally create a new World; all things will come of my imagination. This thought of create a new game which I am willing to learn the process of creating a game (coding) and which I am already interested in makes me excited about coming up with the new ideas.

