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. But it is not just about gaming, I am planning to design my own brand; I thought it can be a pet shop, selling thing about animals or another shop about secondhand things and money come from there are going to directly street and shelter animals. So i have to design all things about this shop. This means i have to learn coding and at the same time I need to think about my brand design. This thought of create a new game and

design part 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. And this project is not about my personal benefits; earning money by using it, my all point is about a social project, which helps stray animals. I am afraid of can not finish it on deadline because it is a very long process and I am not sure that coding and designing brand at the same time. But, for just now it s my project but if I could not catch the time i would like to continue after my graduation. That s why ı have be organized and decided my priorities. For this semester i want to finish all my researches and finished my sketches but I am not sure about coding for this semester, I can not be able to be ready to code things by myself.

I found some similar topics and useful information about my project.

http://www.petrescue.com.au

http://www.crazydogapps.com.au

Animal Aid Company

Phases of the project:

- Finding subject.
- Searching information and finding similar projects.
- Gathering all researches.
- Try to combine them connectedly.
- Make some sketches about my corporate identity.
- Learning coding.
- Finalize it.

References:

- haykodorg.wix.com
- European Commission
- bgd.org.tr
- shkd.org

About my presentation:

In my presentation, firstly I am planning to talk basically about my project. Giving detailed information. While I am doing that I will show my resources, other projects that I have influenced. I will also mention that how my process will continue. I want to show some sketches or images but I do not have any idea that how my brand visually looks like.