

ABSTRACT

The study objective of this art thesis is to be able to learn and carry out real life design problems, research and analysis and potential execution which may be used as real advertising campaign or project for Electronic Arts World LLC.

The Sims 2 is a strategic life simulation computer game developed by Maxis and published by Electronic Arts. It is the sequel to the best-selling computer game to date, The Sims. Along with the core game, EA has released six expansion packs and seven stuff packs. The latest was the Sims 2 Bon Voyage which focus on travelling around... of the players' characters, Sims, and explore different vacation location. The PC gaming dominated the simulation genre in the game markets and is the best selling PC game of all designed and popular. However, indirect competitors such as online games are very

The advertising campaign objective is to promote the Sims 2 Bon Voyage Expansion

To come up with the concept, I firstly concentrated on highlighting the uniqueness. Second, I looked into the game features offered in its Bon Voyage expansion pack and

The solution was drawn out in rough sketches in first presentation and finalized in second presentation where the Committee chosen concept of "relive new vacation experience" answered the design problem very well. Existing players will be bound to core game-play of live-simulation while facing more exciting encounters and extend the limitation in the Sims world. Both new hardcore and casual players are drawn into the Sims world by the idea of reliving their life to their desire with the touch of vacation attraction. The chosen execution from the second presentation was illustration which fits well with the target audience and the product category itself. The illustration execution was a very tough task as photos retouching was a lot easier and less time-consuming. I ran into a huge bump on the third presentation which I misunderstood the one of the Committees' suggestion for the mood & tone and had to redo huge amount of work. After managing to get back on track, the final presentation in front of every board member of the Committee went well due to confirming suggestion and guidance from two respecting advisors specialized in advertising.

In conclusion, I am pleased with my commitment to Art Thesis as it really fulfilled my study objective in learning and carrying out real-life advertising campaign. Even though, the project was individual and very limited timing and in real-life it involves teams of art directors and copywriters. I realized that learning it the tough way is a lot better than learning it the easy way. As they say, great victories come from certain defeat.