

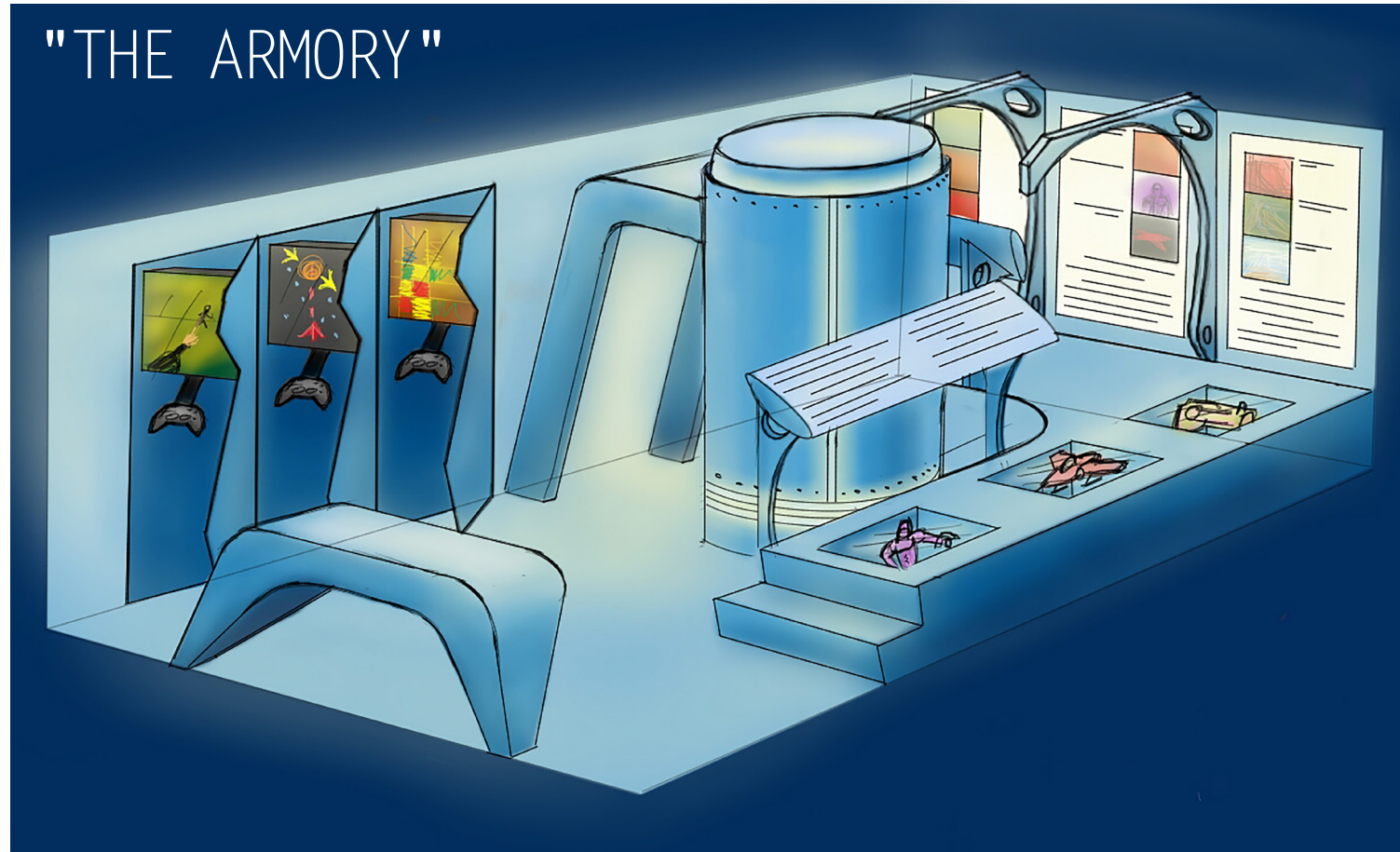


PRESENTATION & IDEATION • RAINIER POWERS 2015

PAX PRIME

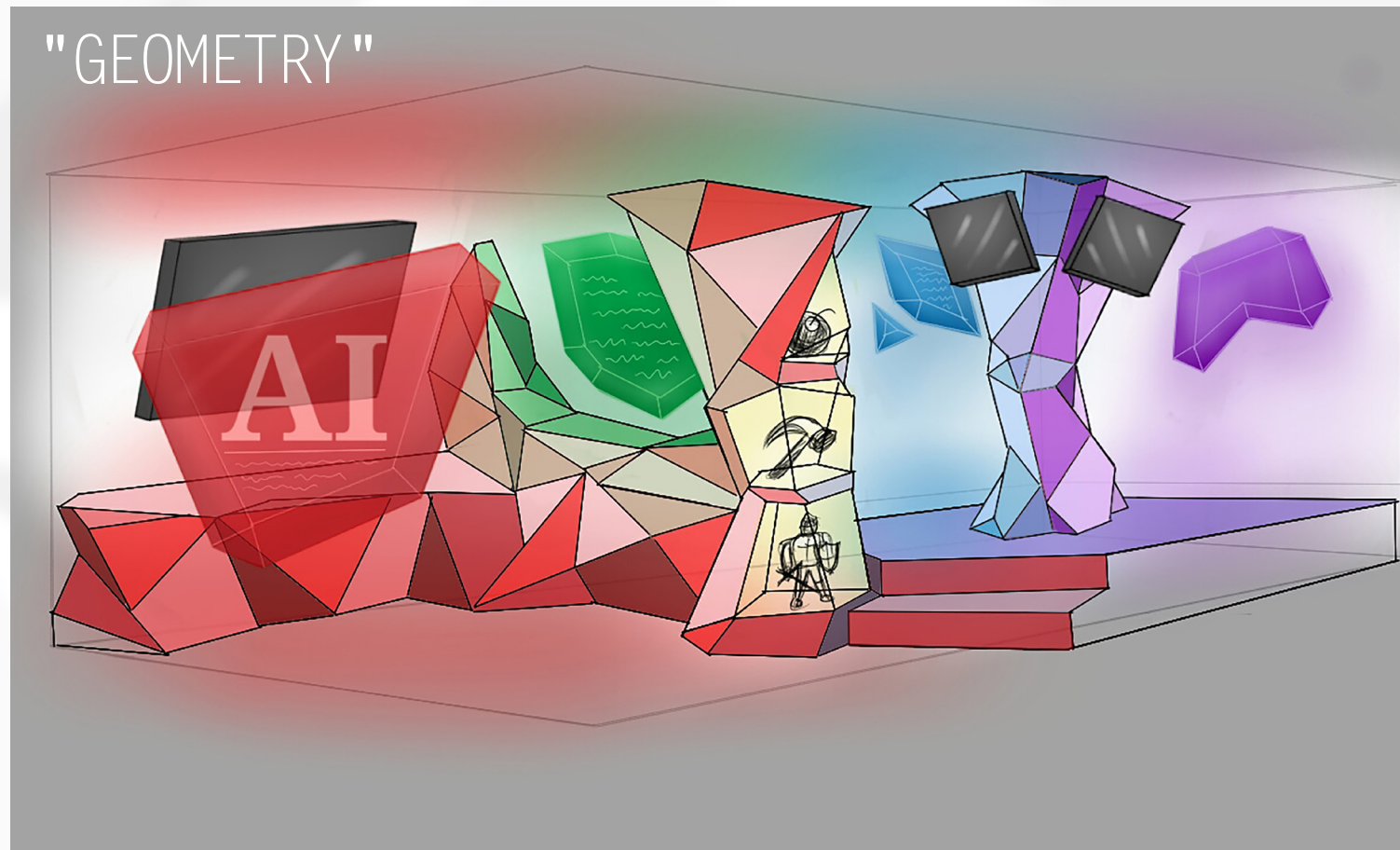
IND 357 • EXHIBIT & TRADE SHOW DESIGN

"THE ARMORY"



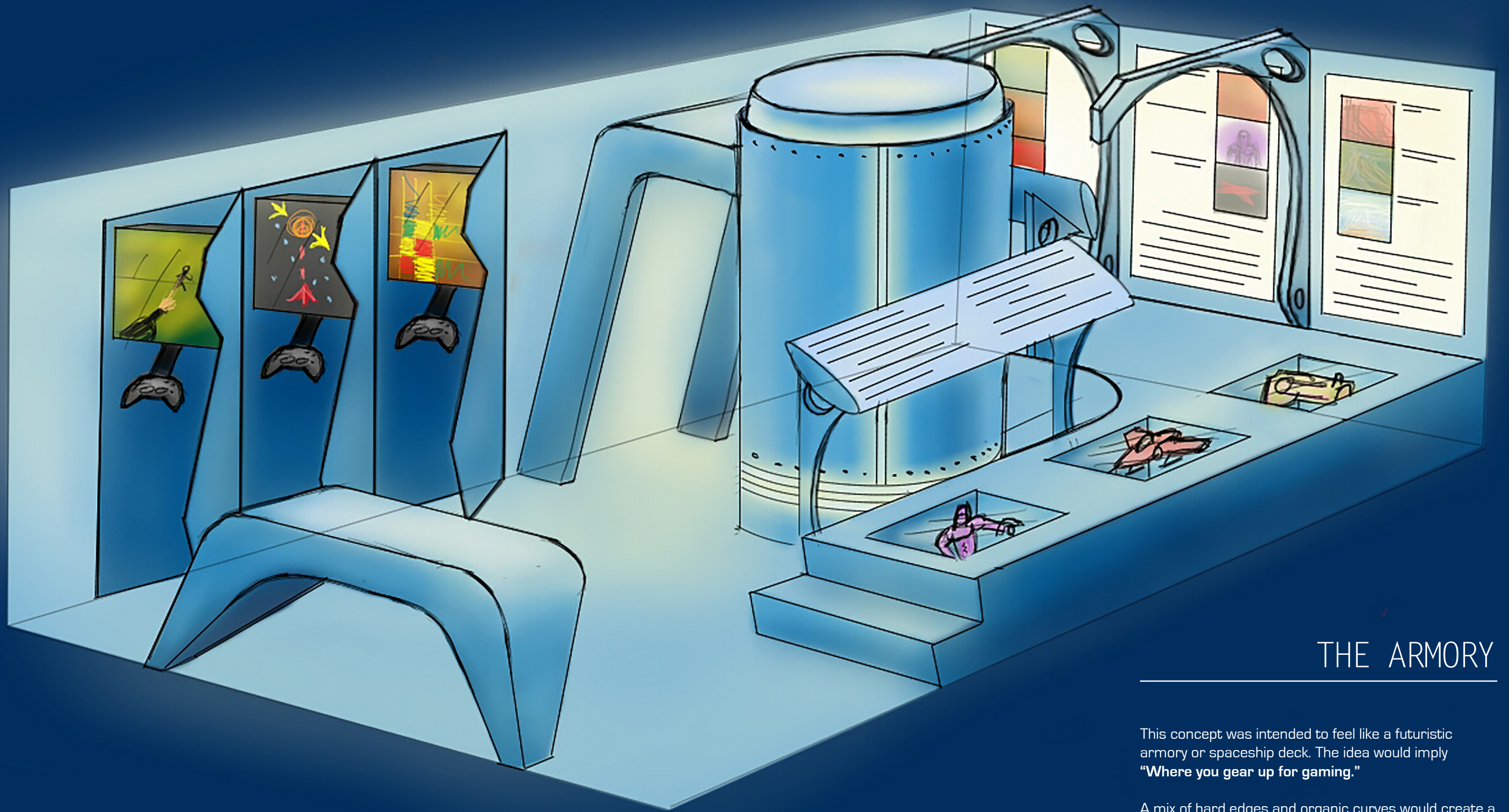
BRIEF

"GEOMETRY"



I came up with 2 different ideas for the PAX Expo. My core concept was to relate video games to the Art Institute with a recognizable and cohesive feel. Additionally I planned my ideation sketches to feel busy and overwhelming, with the intention that as the project progressed it would be scaled back.

I came up with the two ideas simultaneously, playing off the juxtaposition of the two ideas: One very literal and the other very interpretive. I progressed further with the interpretive options as it seemed like the more original option.



THE ARMORY

This concept was intended to feel like a futuristic armory or spaceship deck. The idea would imply **“Where you gear up for gaming.”**

A mix of hard edges and organic curves would create a futuristic/spaceship feel. I envisioned surfaces finished to look like cool steel; covered in bolts and rivets; contrasted with warm, possibly pulsing lights. I wanted something in between *Star Trek* and *Halo*.

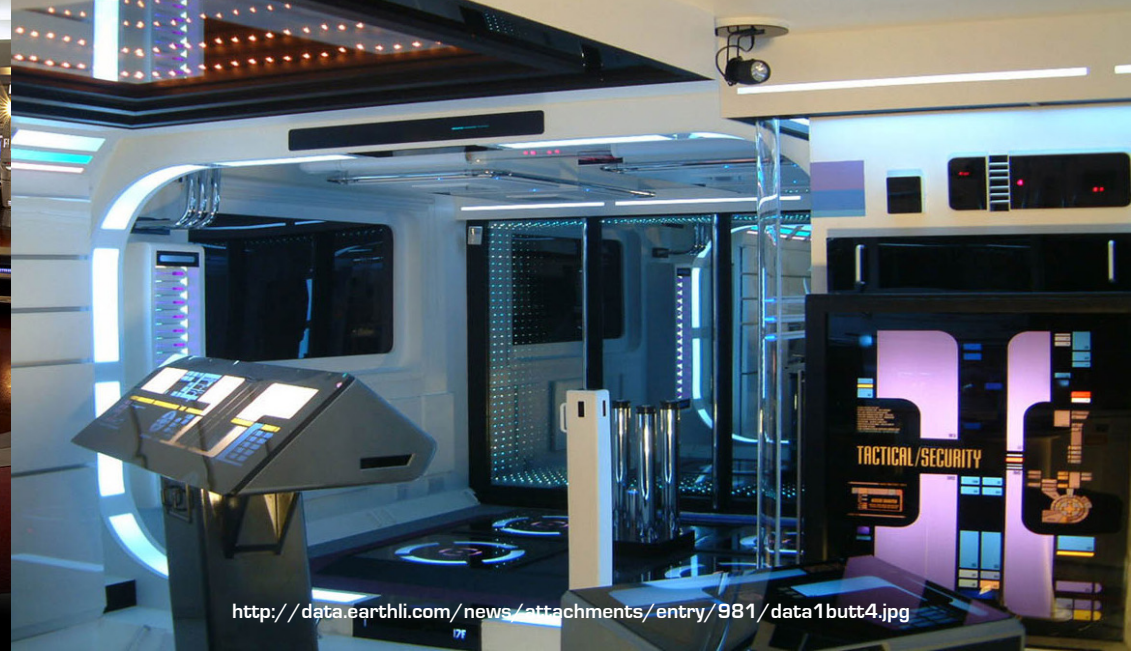
ARMORY MOOD BOARD



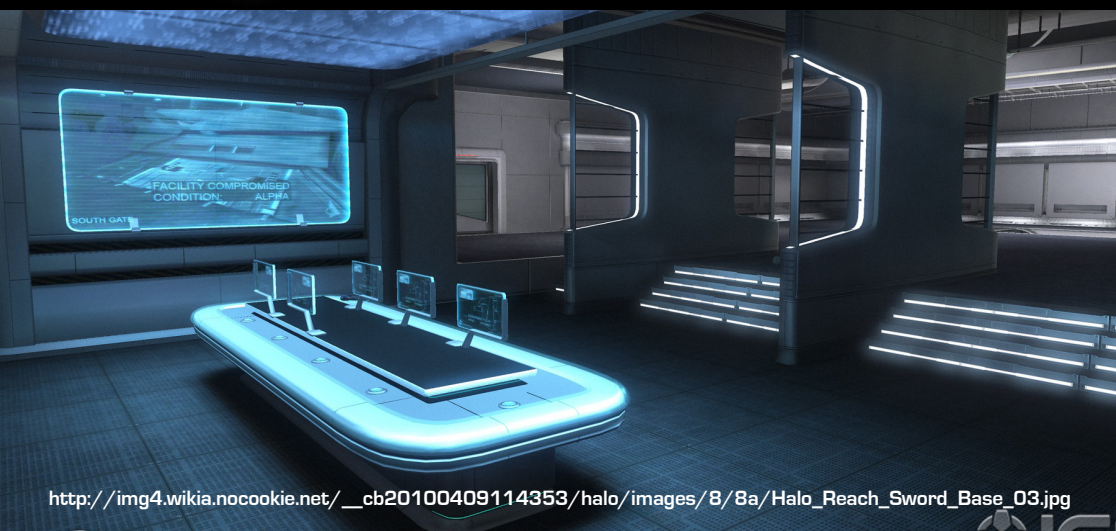
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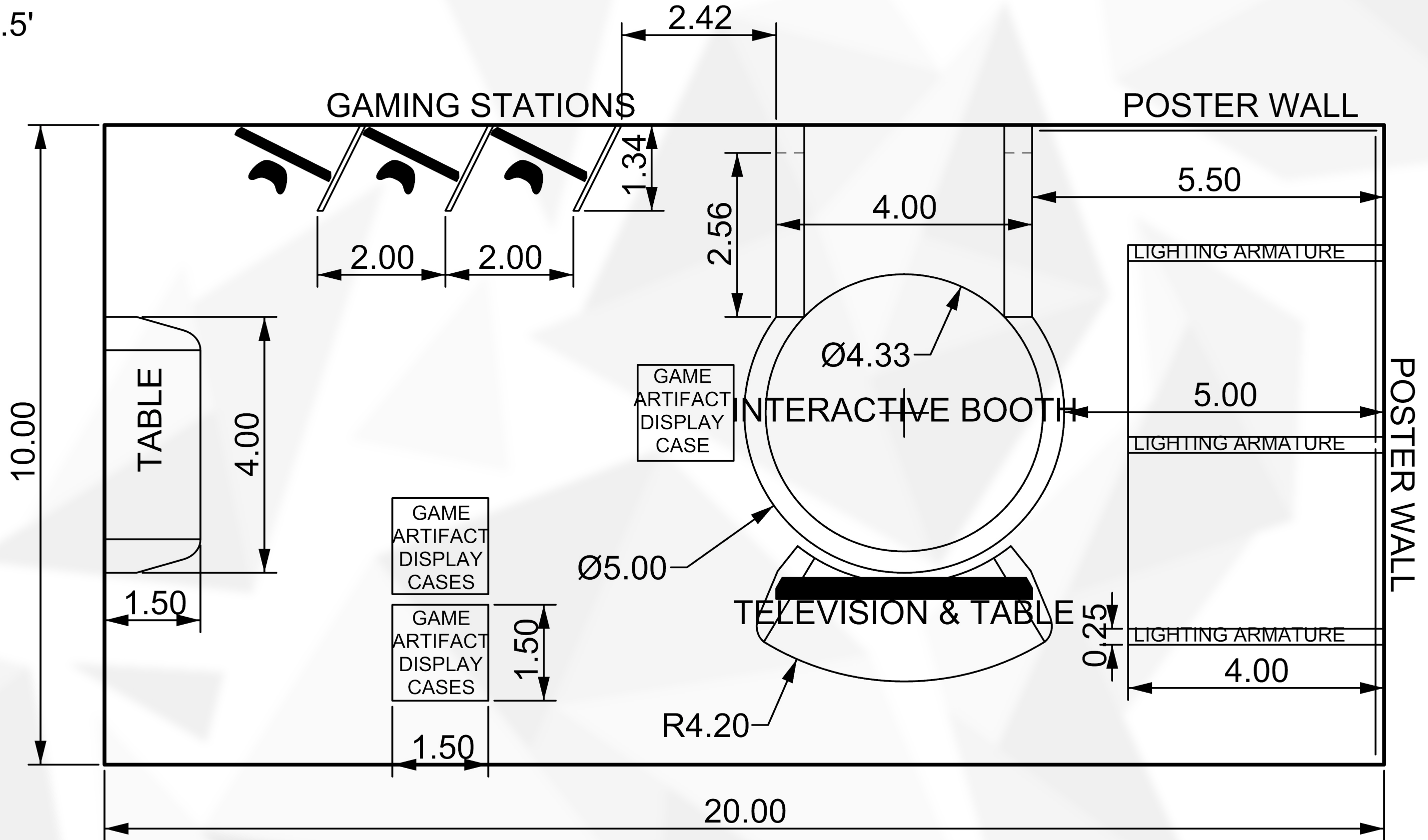
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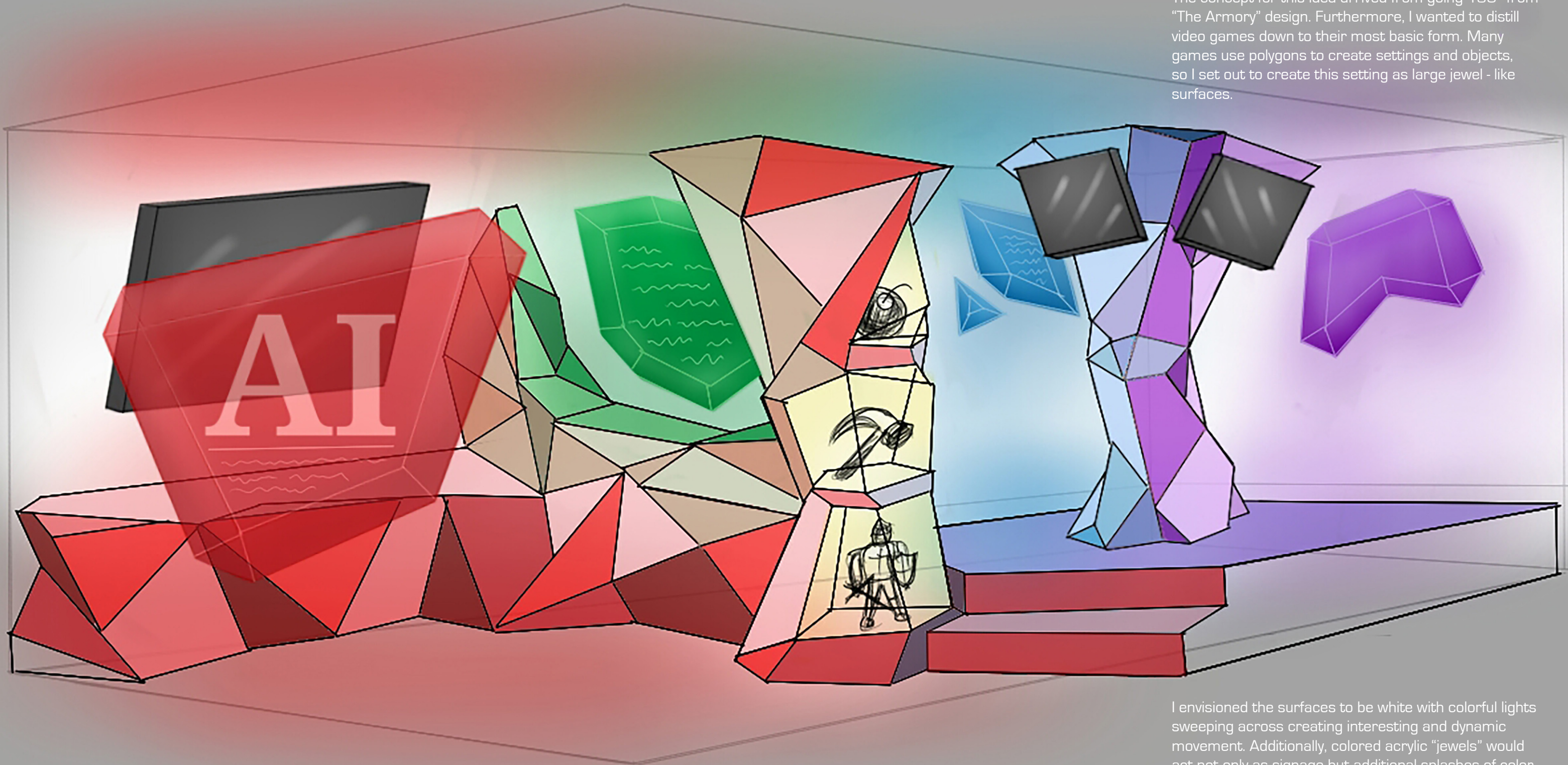
Rainier Powers
"THE ARMORY"
1":1.5'

ARMORY FLOOR PLAN



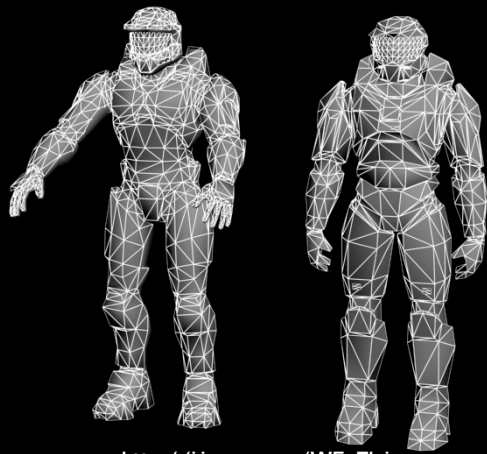
GEOMETRY

The concept for this idea arrived from going 180° from "The Armory" design. Furthermore, I wanted to distill video games down to their most basic form. Many games use polygons to create settings and objects, so I set out to create this setting as large jewel - like surfaces.



I envisioned the surfaces to be white with colorful lights sweeping across creating interesting and dynamic movement. Additionally, colored acrylic "jewels" would act not only as signage but additional splashes of color.

The take away message from this idea is that the Art Institute will **show you that the massive and unique worlds within video games are created with simple and basic concepts.**



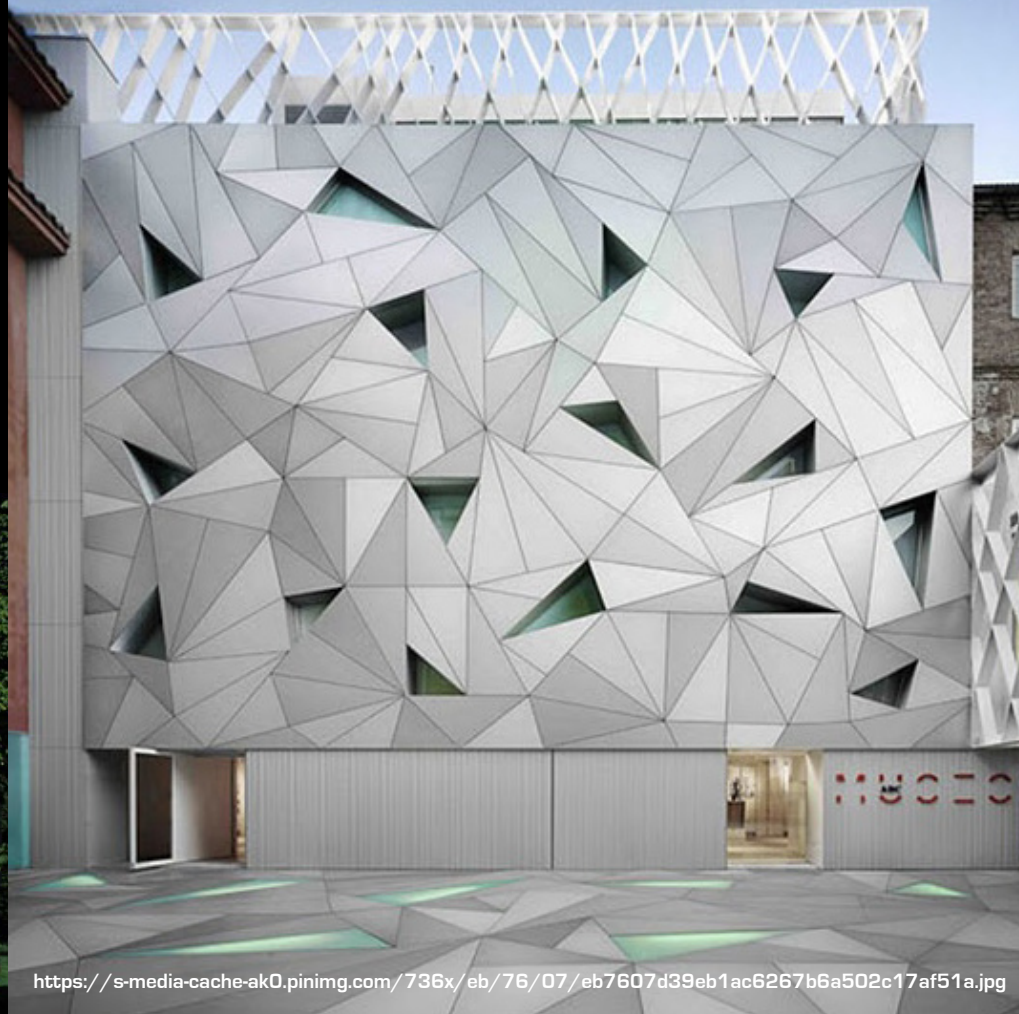
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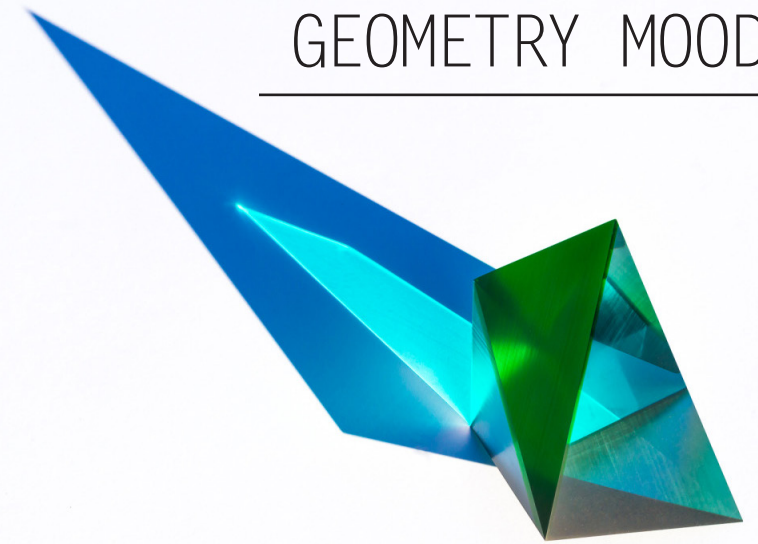


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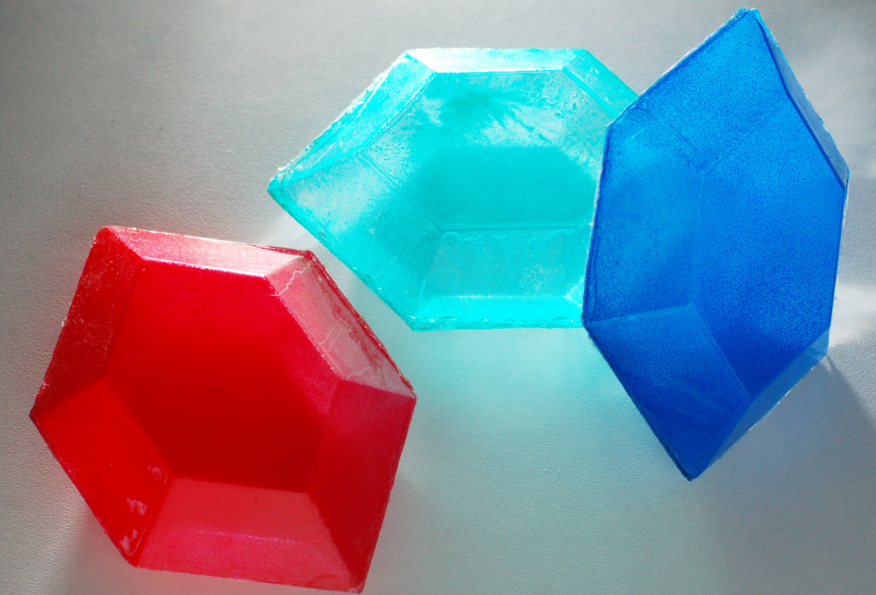


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GEOMETRY MOOD BOARD



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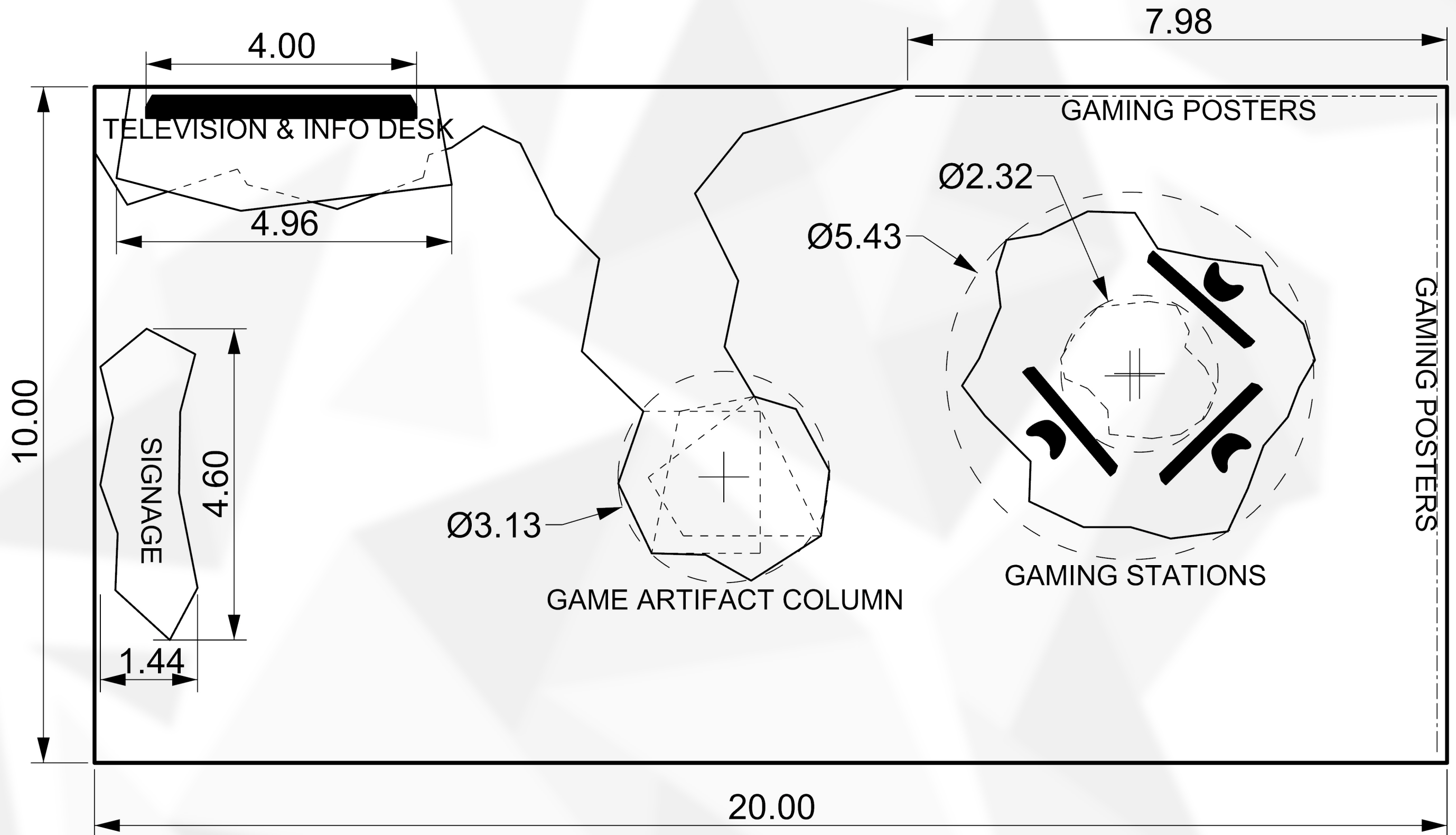
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Rainier Powers
"Geometry"
1":1.5'

GEOMETRY FLOOR PLAN

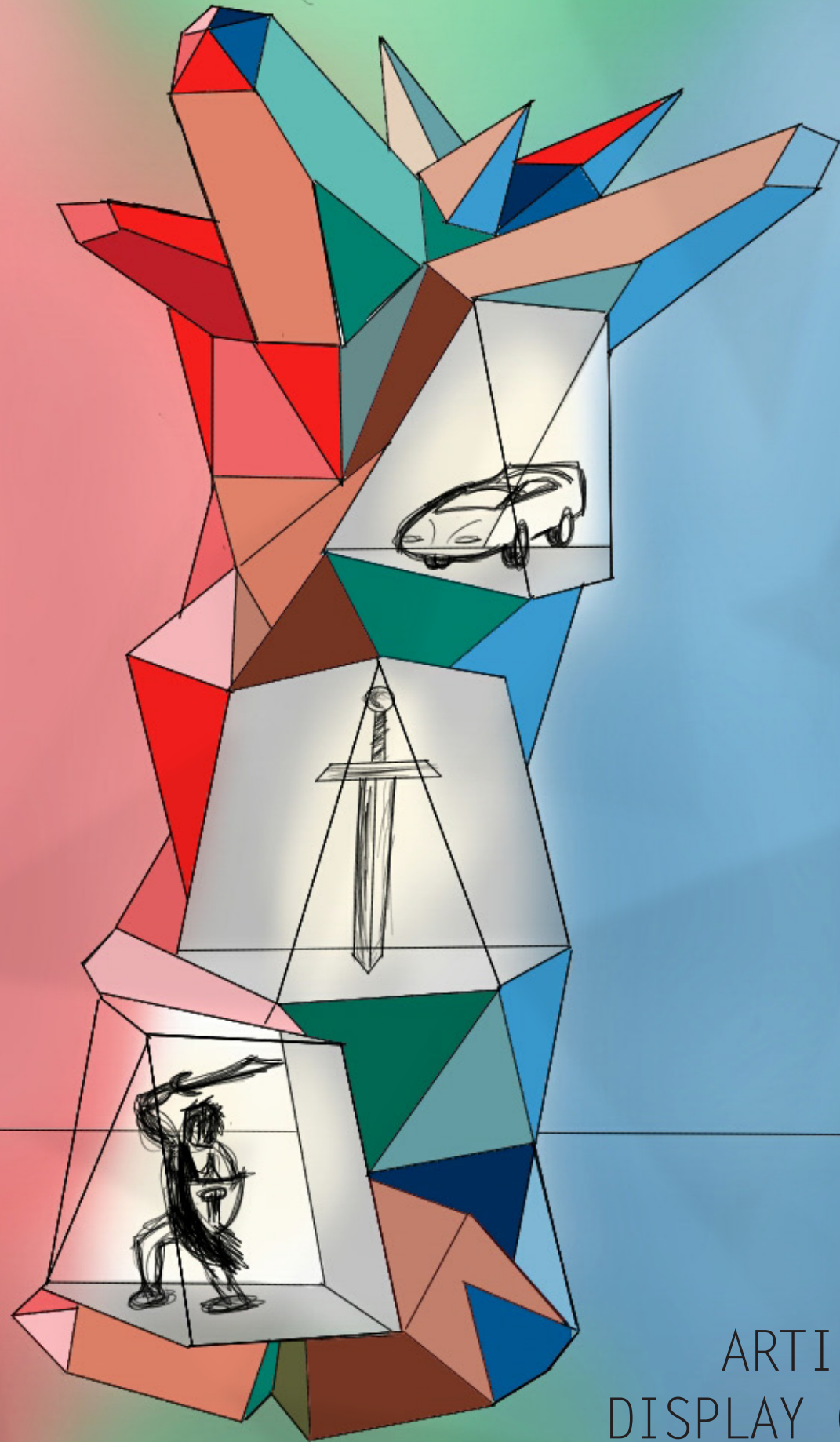




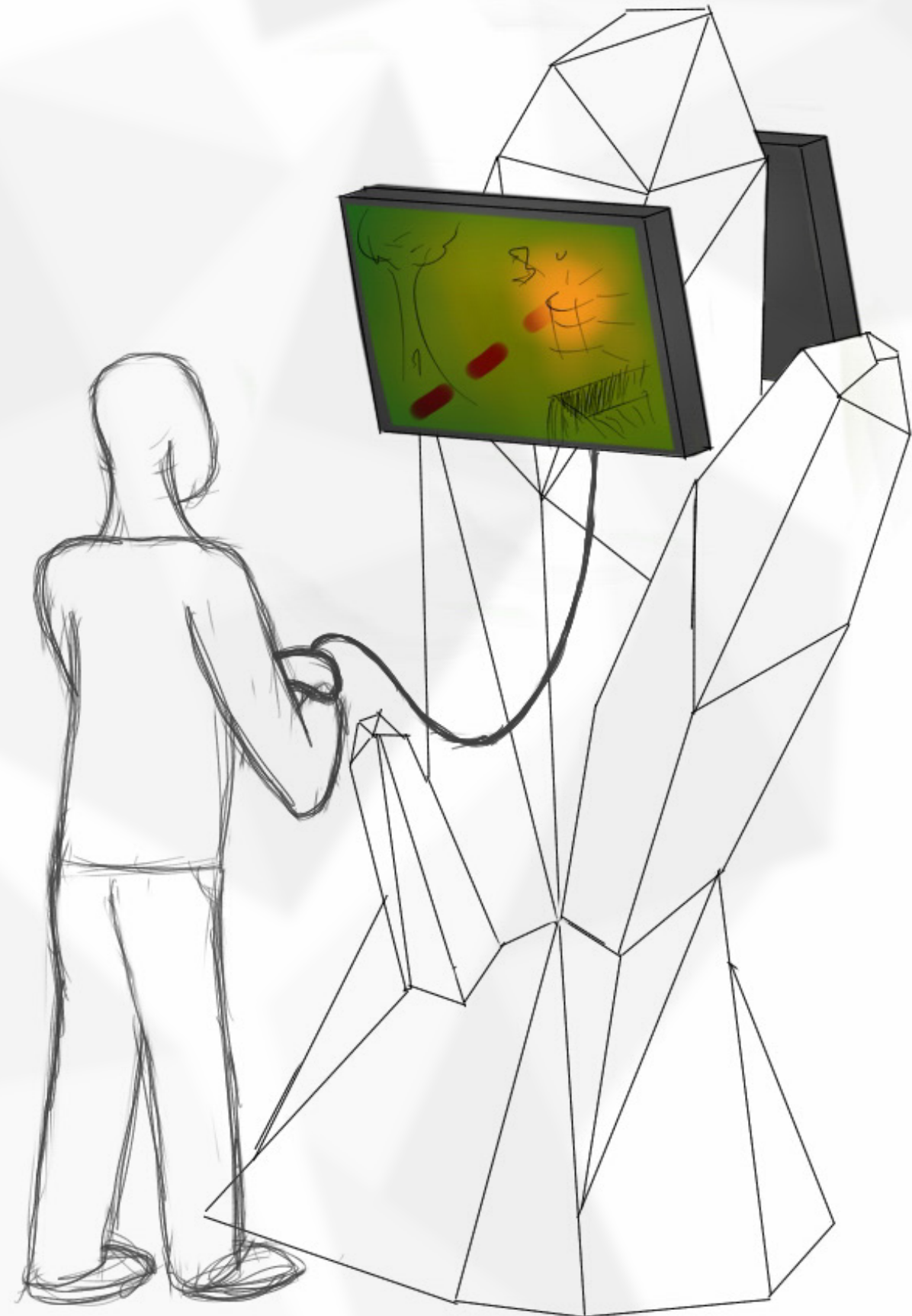
STANDING SIGNAGE



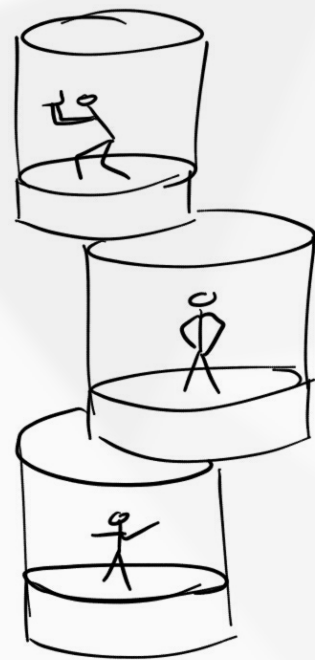
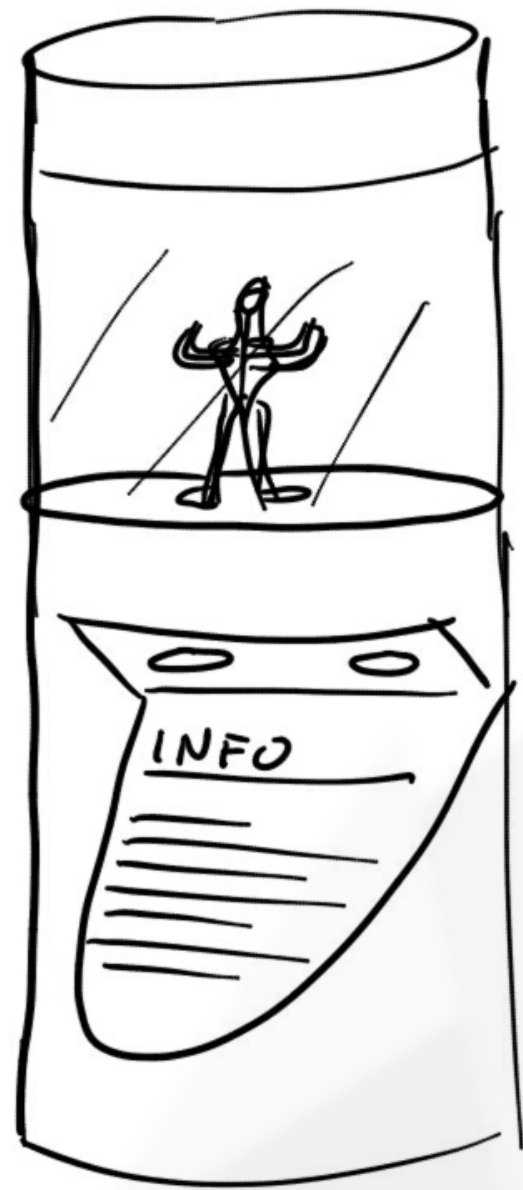
FLOATING SIGNAGE

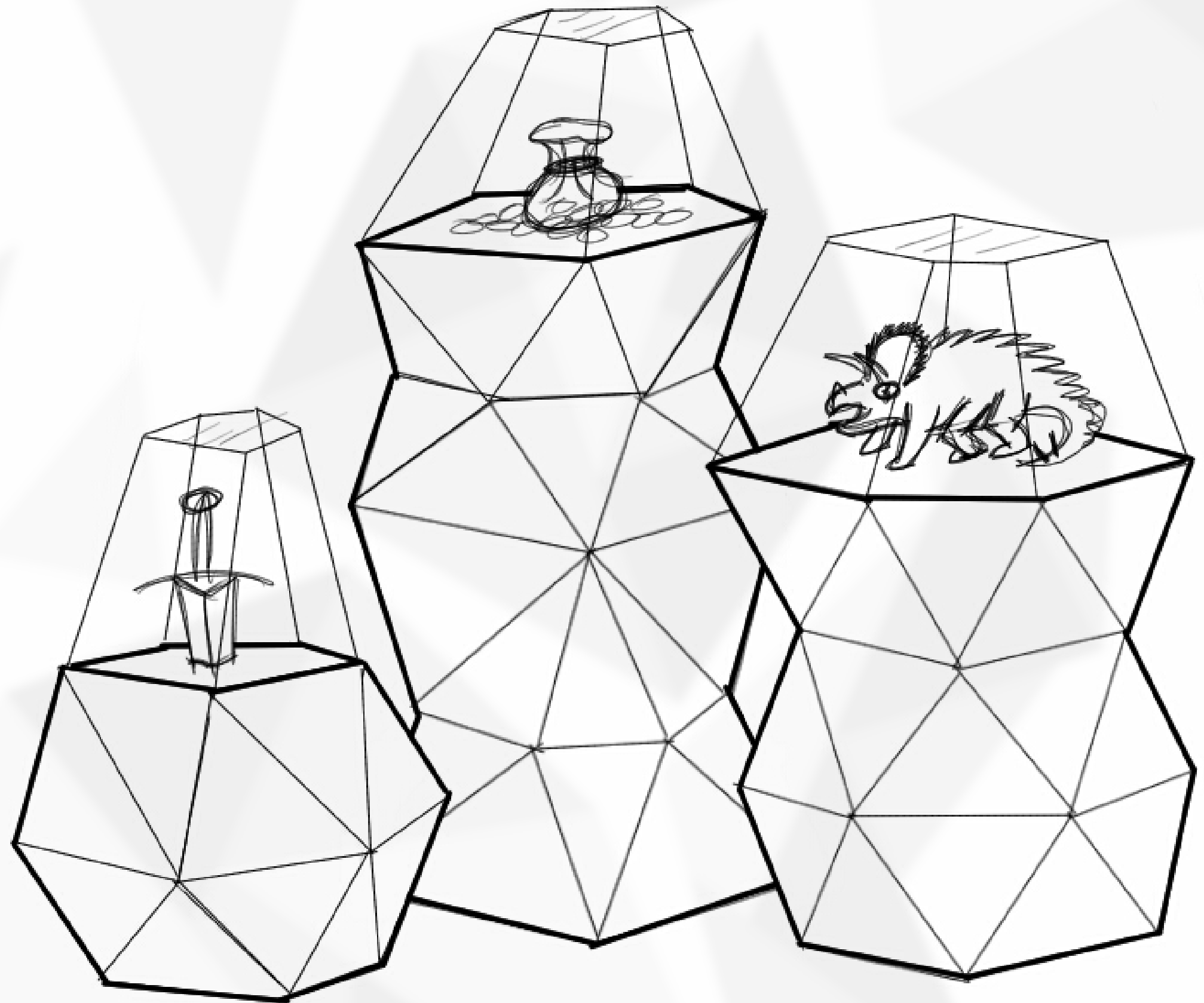
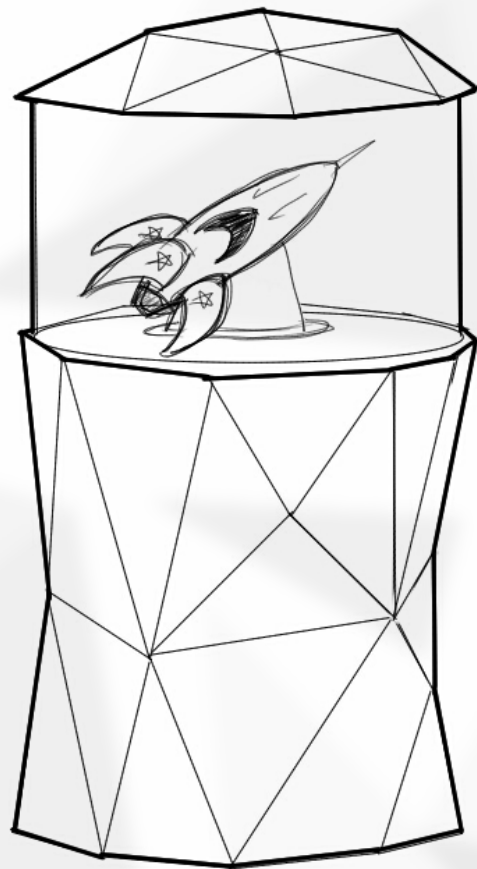
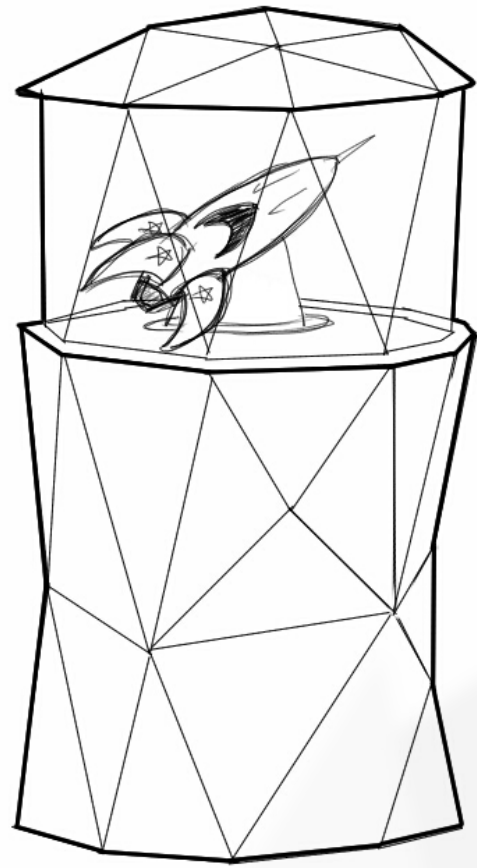


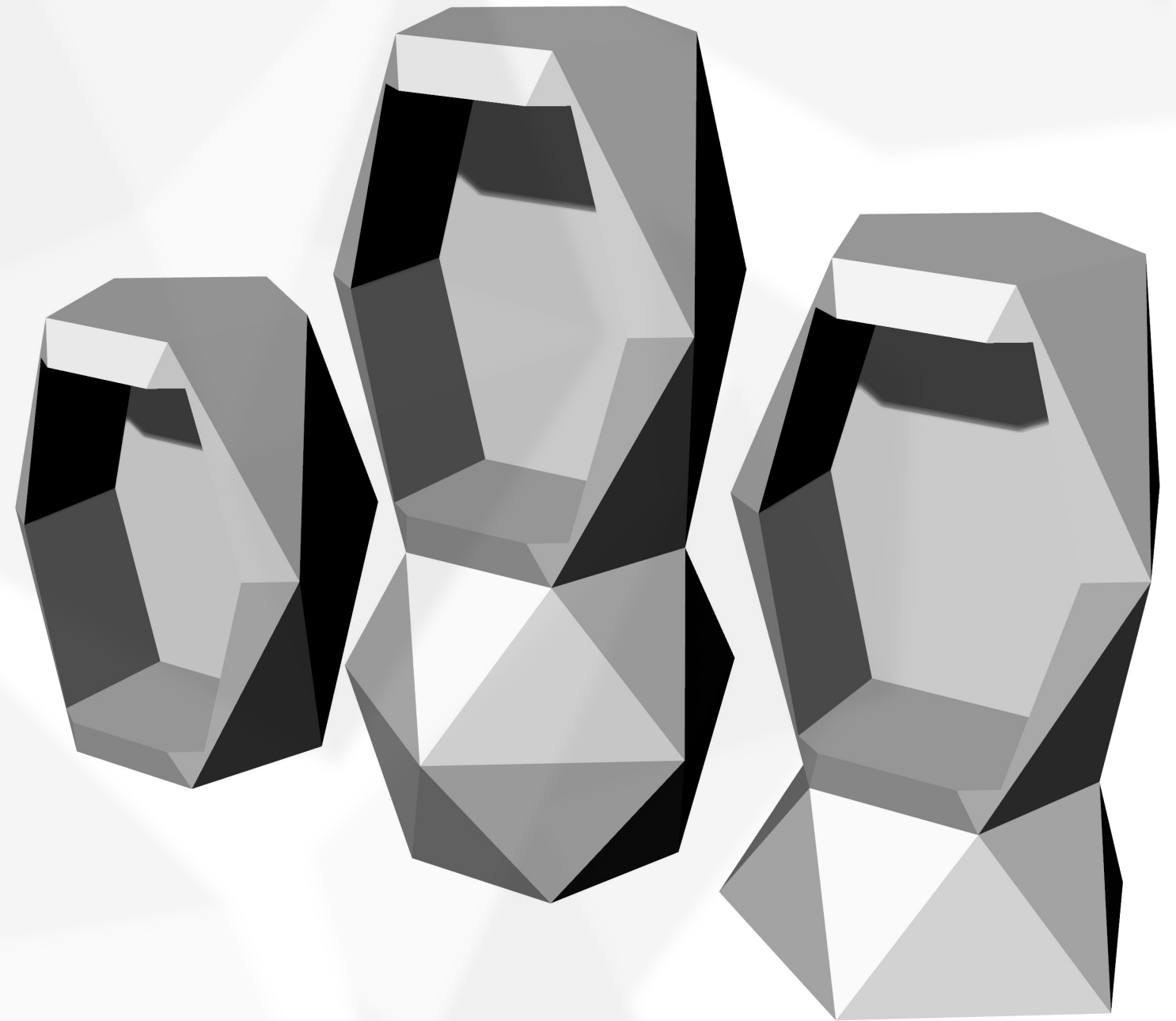
ARTIFACT
DISPLAY CASE

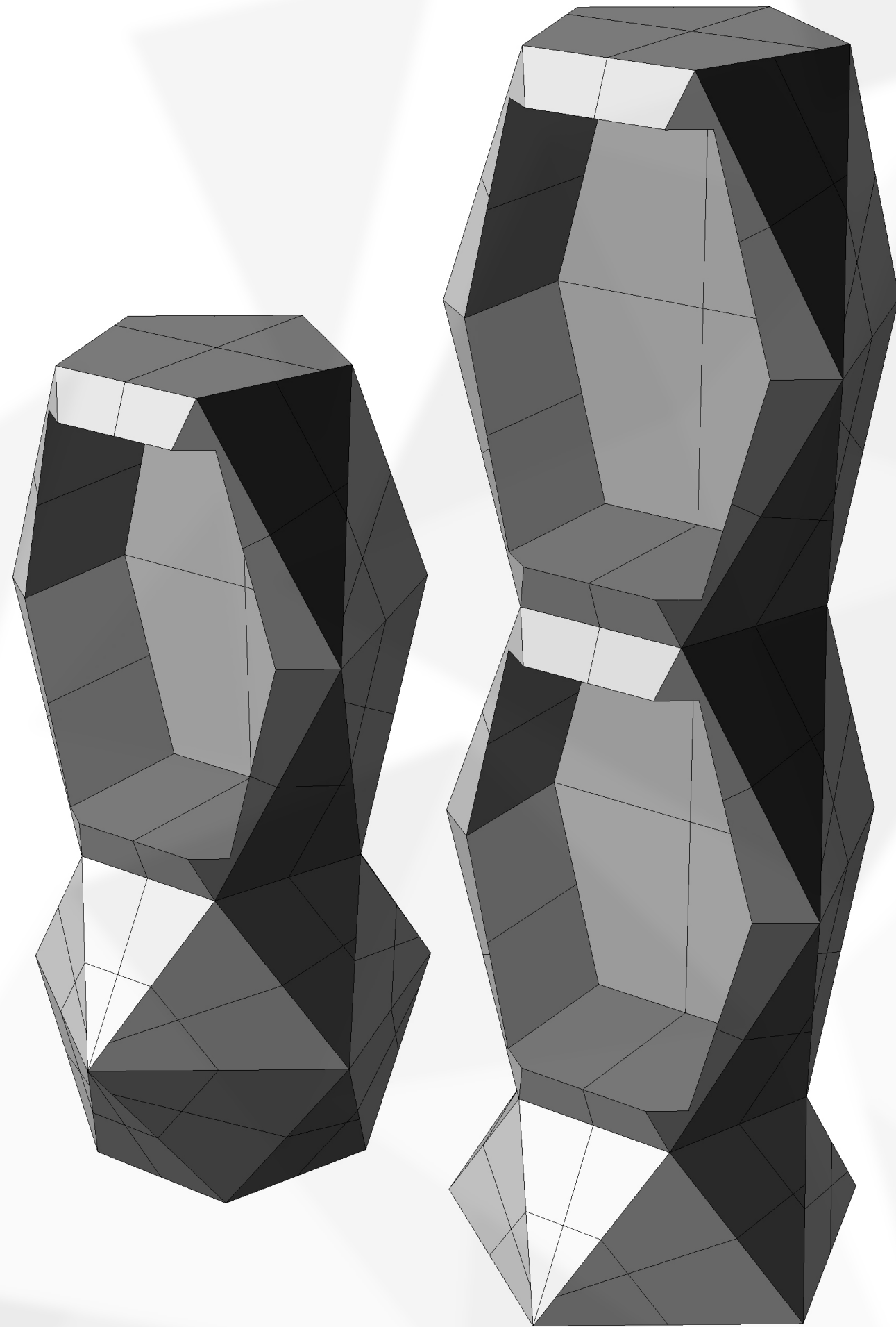


GAME STATION











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PAX_PRIME

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