

ROUD
ROUD



STVÍ 3E AKADEMICKÉ
STVÍ 3E AKADEMICKÉ
STVÍ 3E

MAKE A

WELCOME TO THE

3E ACADEMIC CHAMPIONSHIP

[illegible]

ROUD
ROUD



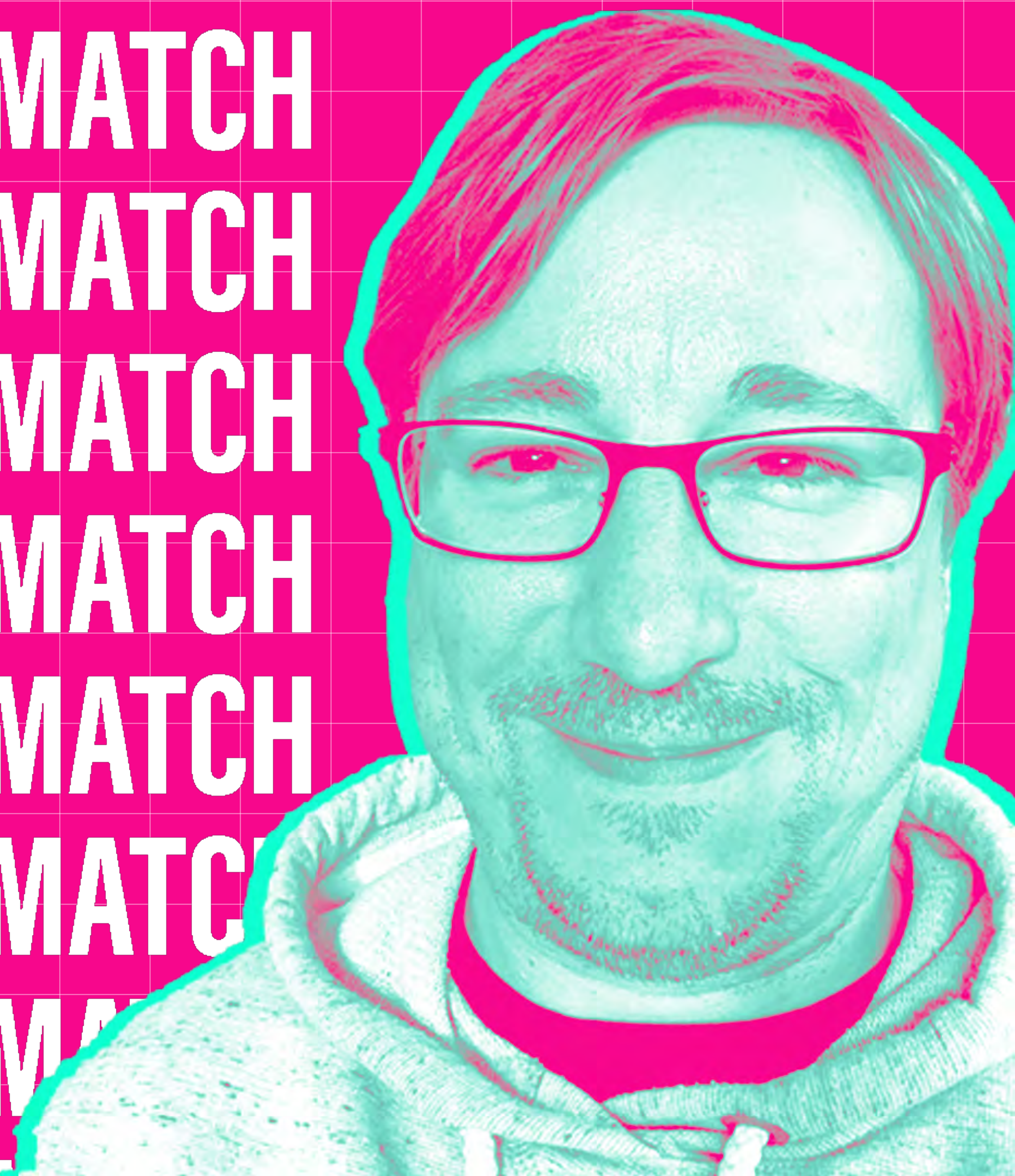
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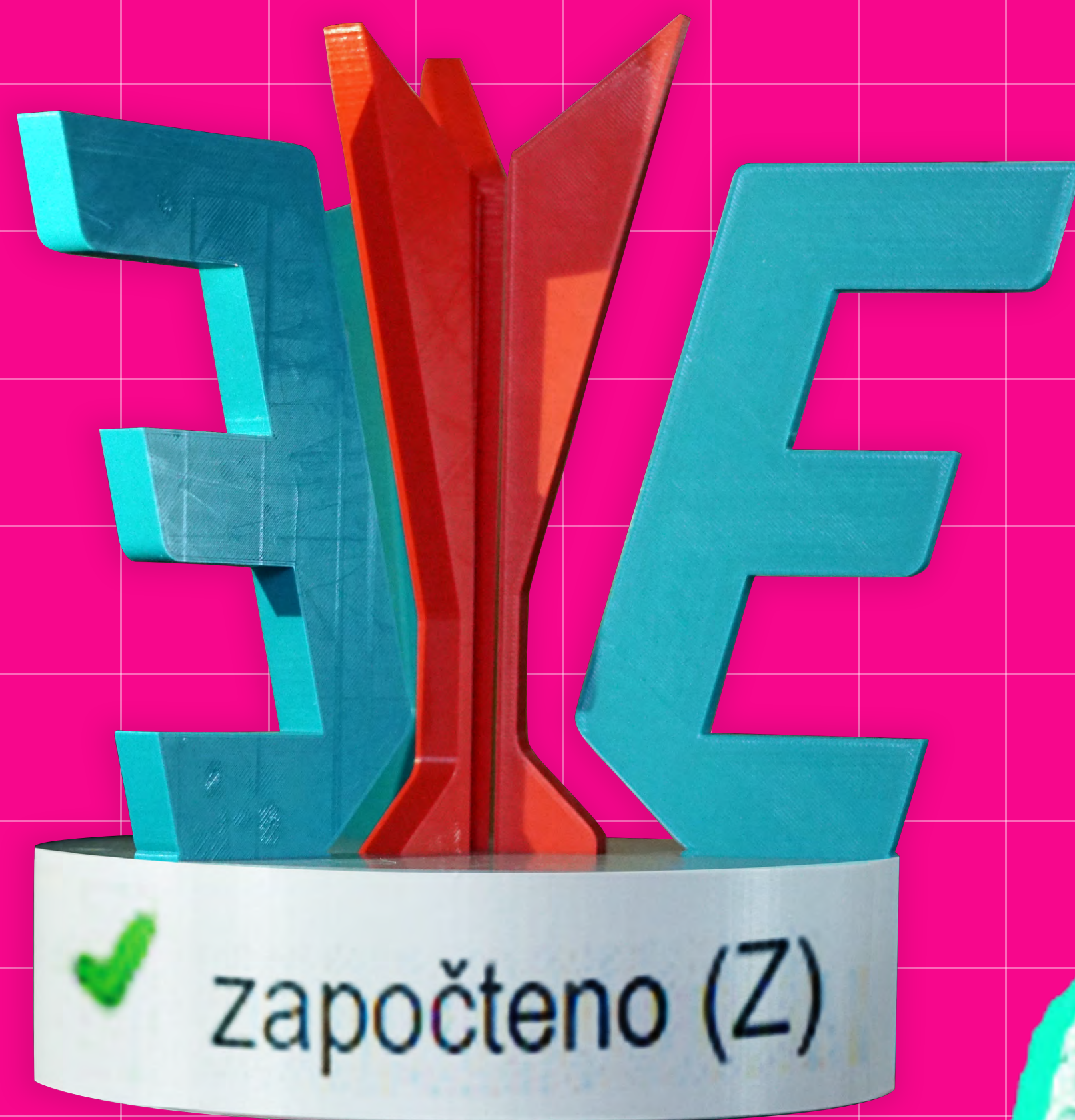
MAKE A



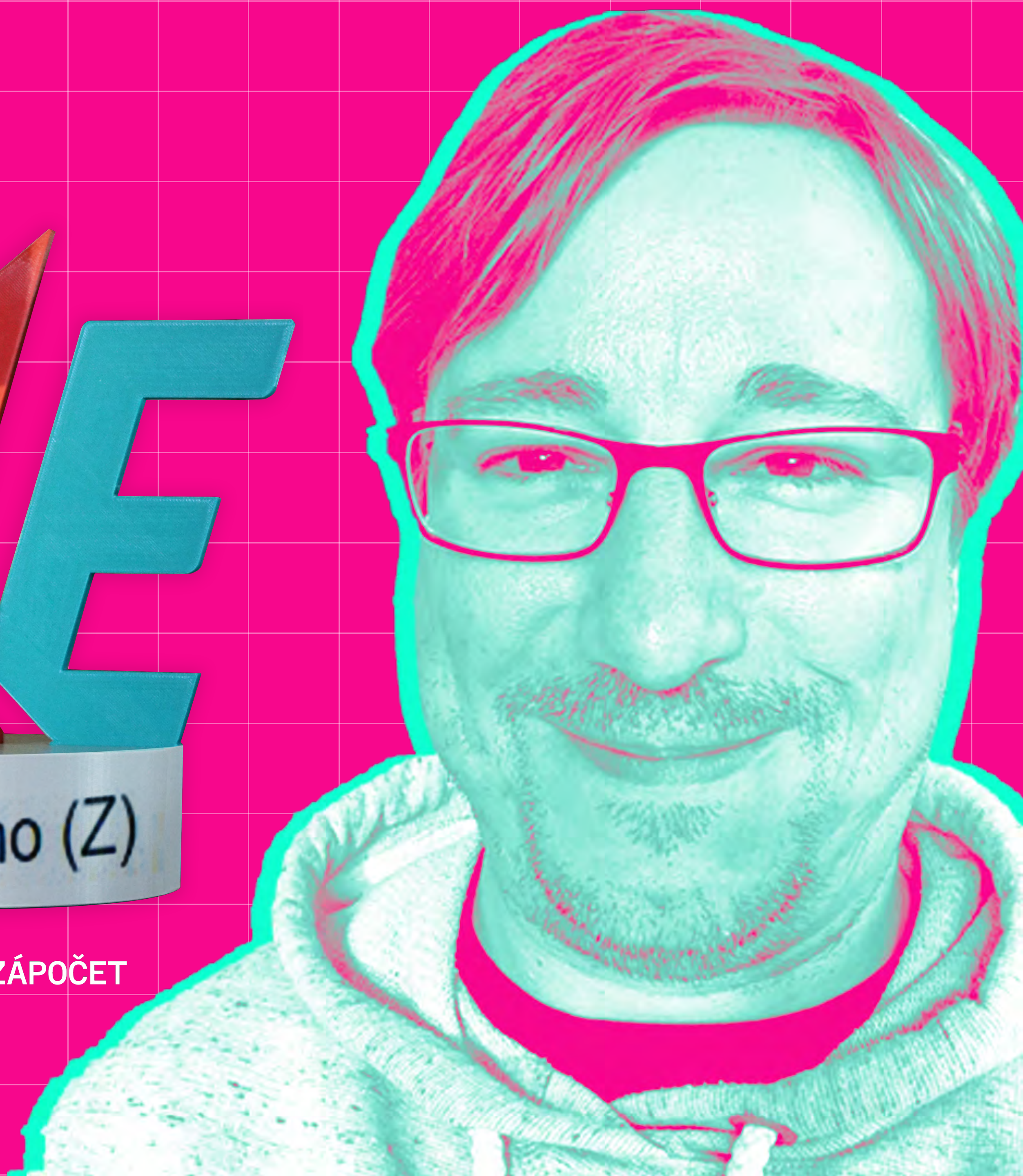


TODAY'S MATCH
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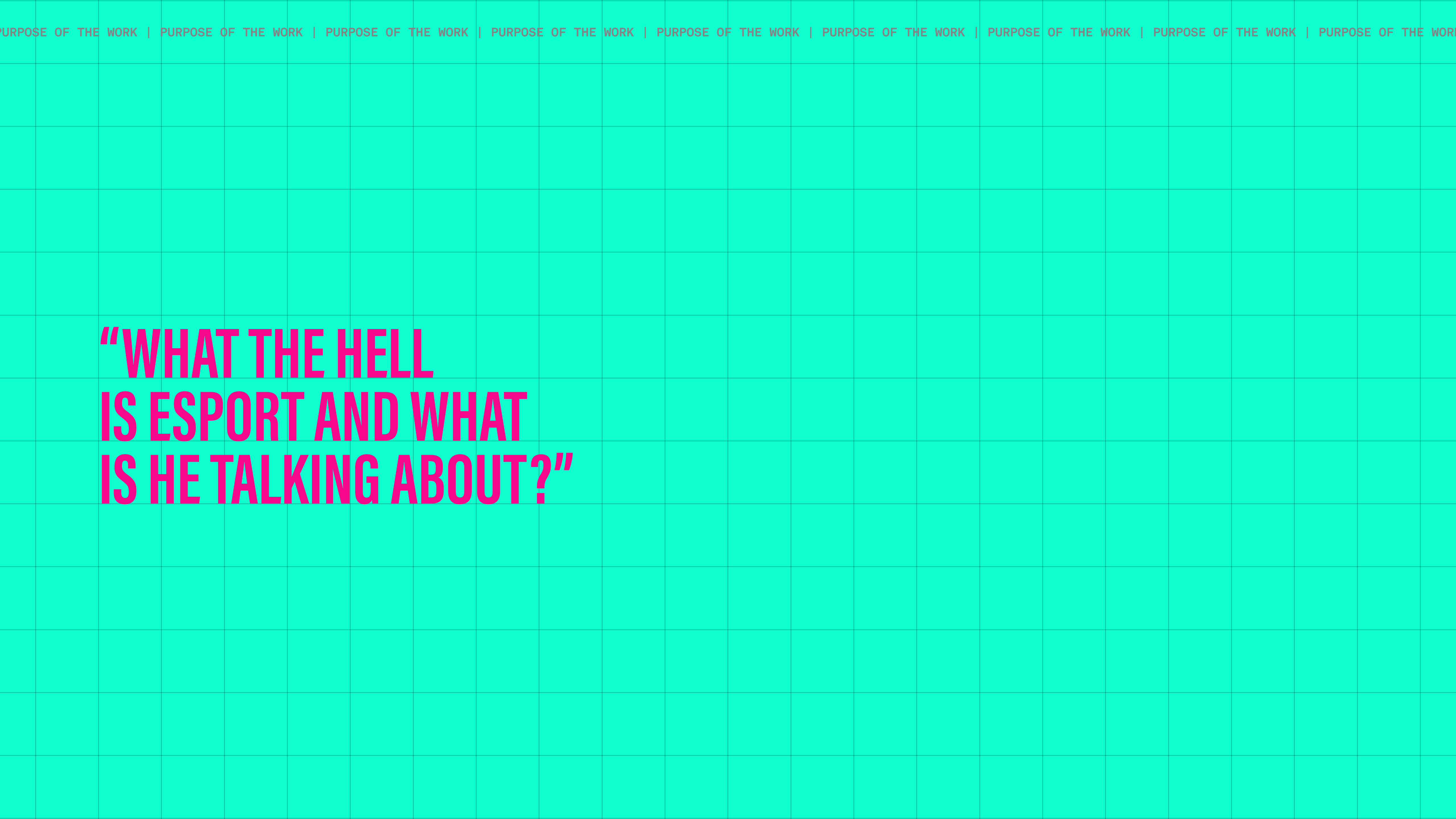


THE TITLE OF ZÁPOČET



BATTLEPLAN

- | | | | | |
|------------------------------------|--|--|--|--|
| 1. The purpose of the work | | | | |
| 2. New logo | | | | |
| 3. Colors & Typography | | | | |
| 4. Components of the visual style | | | | |
| 5. Motion design | | | | |
| 6. Social media strategy & Website | | | | |
| 7. Offline merchandise | | | | |
| 8. Online merchandise | | | | |
| 9. Marketing directions | | | | |
| 10. Finish | | | | |



“WHAT THE HELL
IS ESPORT AND WHAT
IS HE TALKING ABOUT?”

“Esports turns online gaming into a spectator sport. It mimics the experience of watching a professional sporting event, except instead of watching a physical event, spectators watch video gamers compete against each other. The esports trend has become so widespread in recent years that games can often be viewed at an organized arena event.”





MY TOPIC:

REBRANDING OF THE ESPORTS COMPETITION



3E Academic Championship (abbreviated 3E:AM) is an e-sports competition for students of Czech universities. The competition has been running regularly since 2018 and is thus a traditional competition).

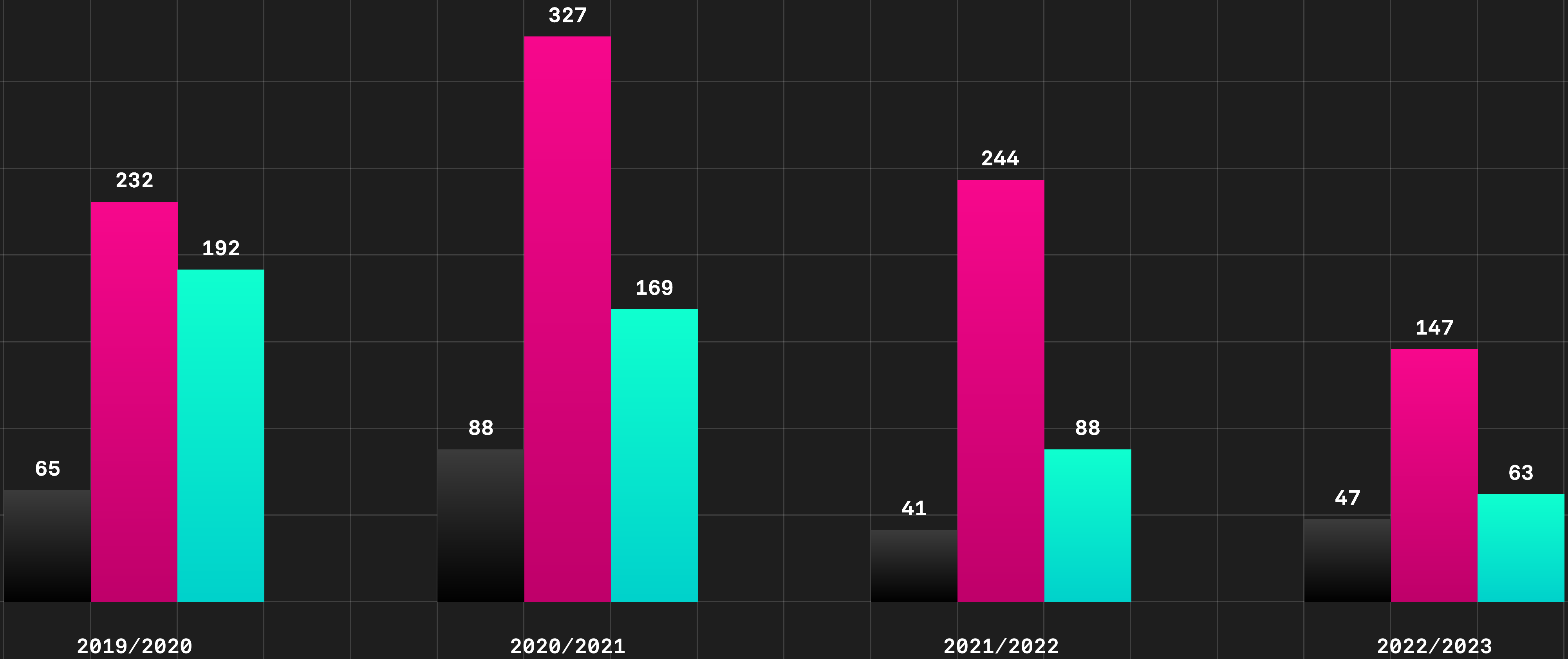
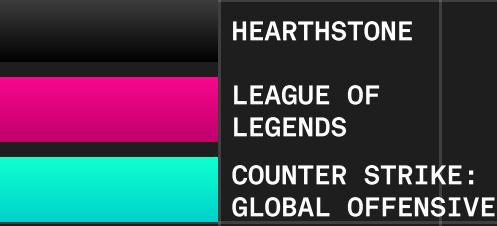
A special event is the semester finals, which usually takes place offline on the campus of some of the universities. This event is also linked to an accompanying programme such as lectures.

The aim of the ESA organisation, which runs the competition, is to link education with esports through lectures and workshops.

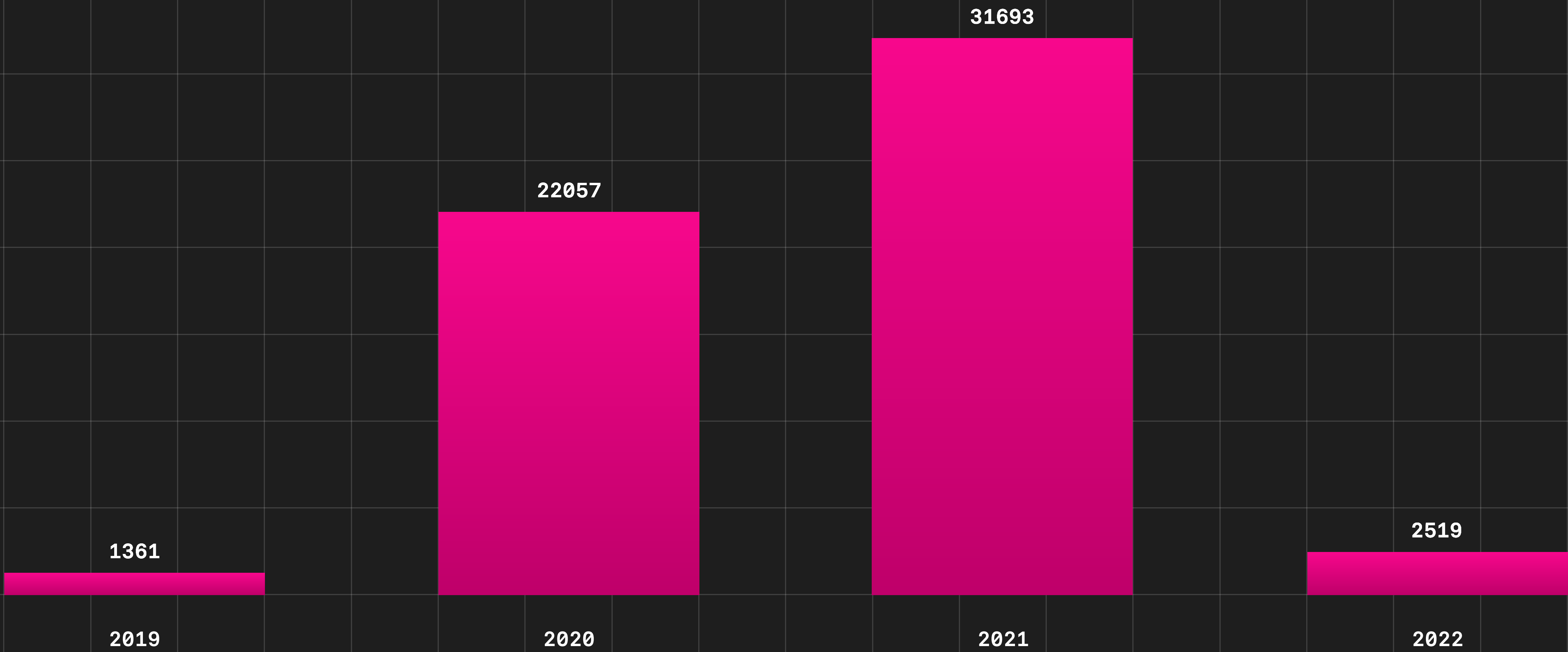
However, due to the emergence of new student competitions, and the interest of other big brands, interest in 3E:AM is starting to decline significantly.



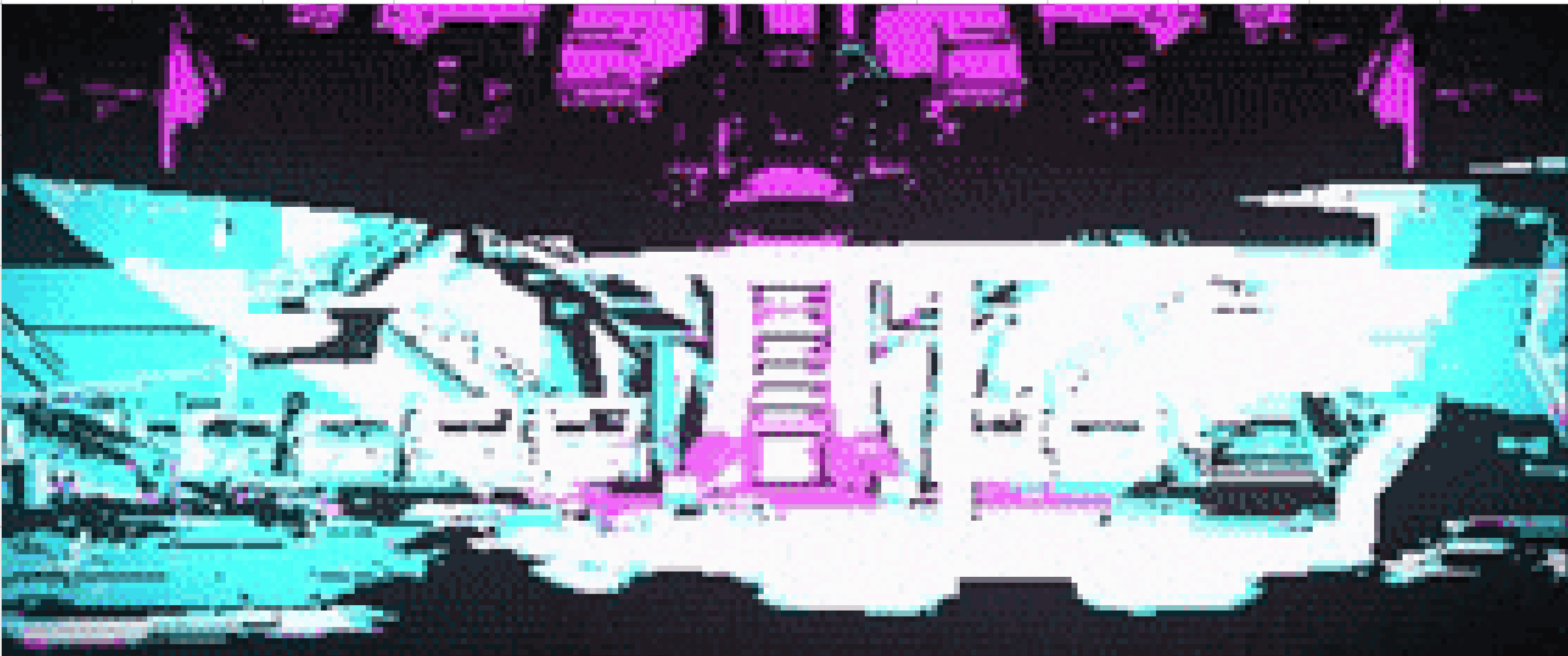
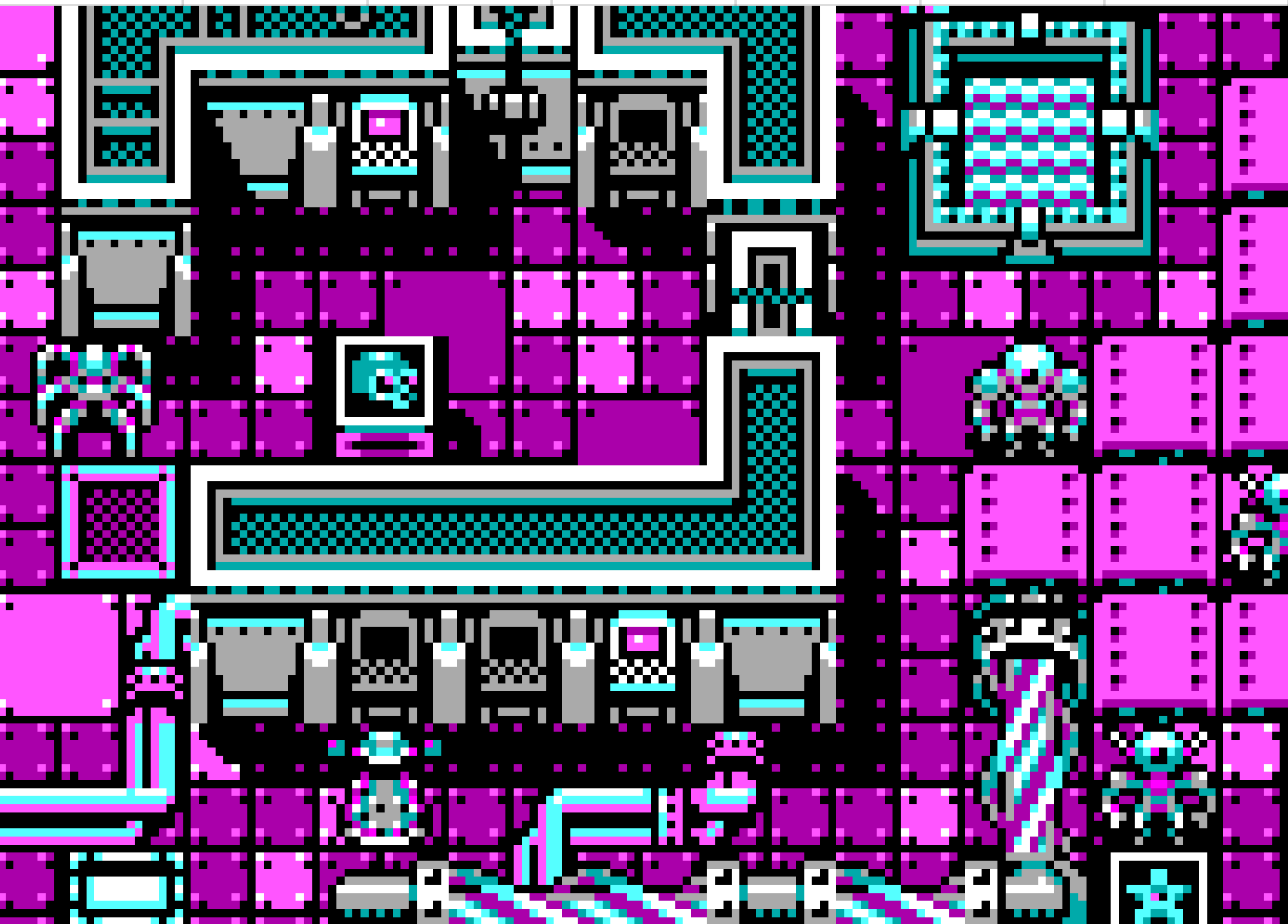
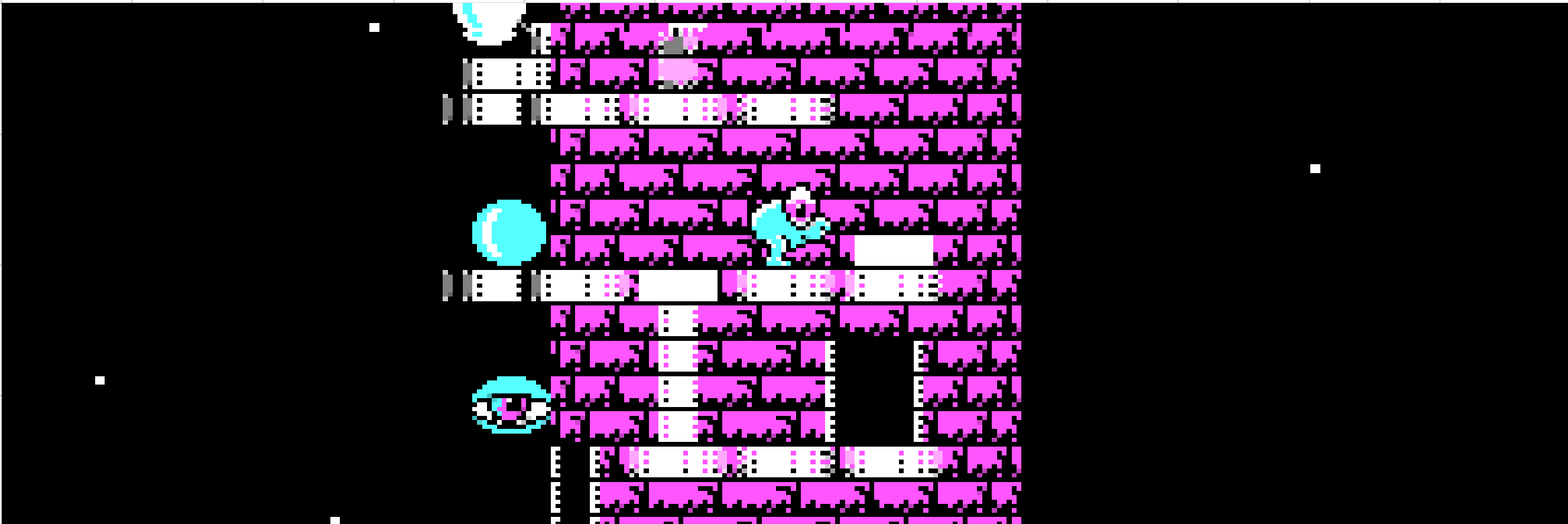
NUMBER OF PLAYERS TROUGHOUT THE SEASONS

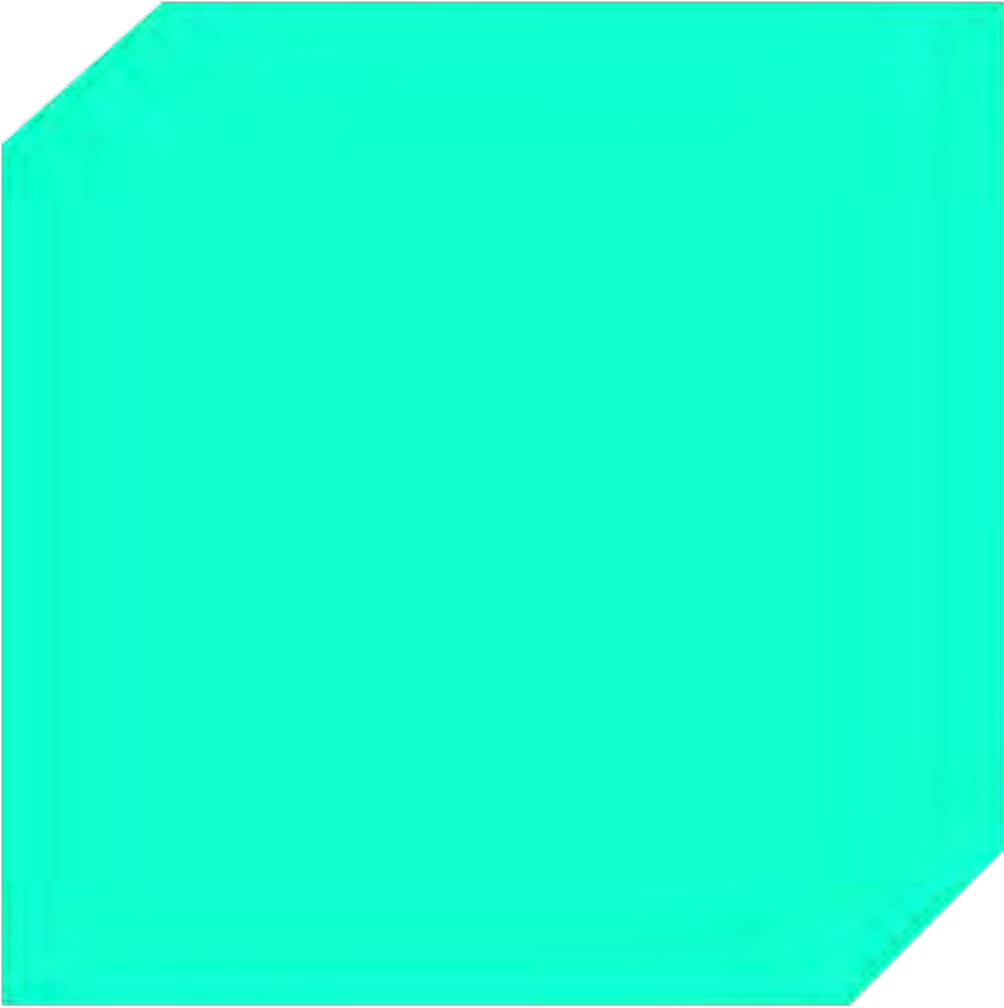
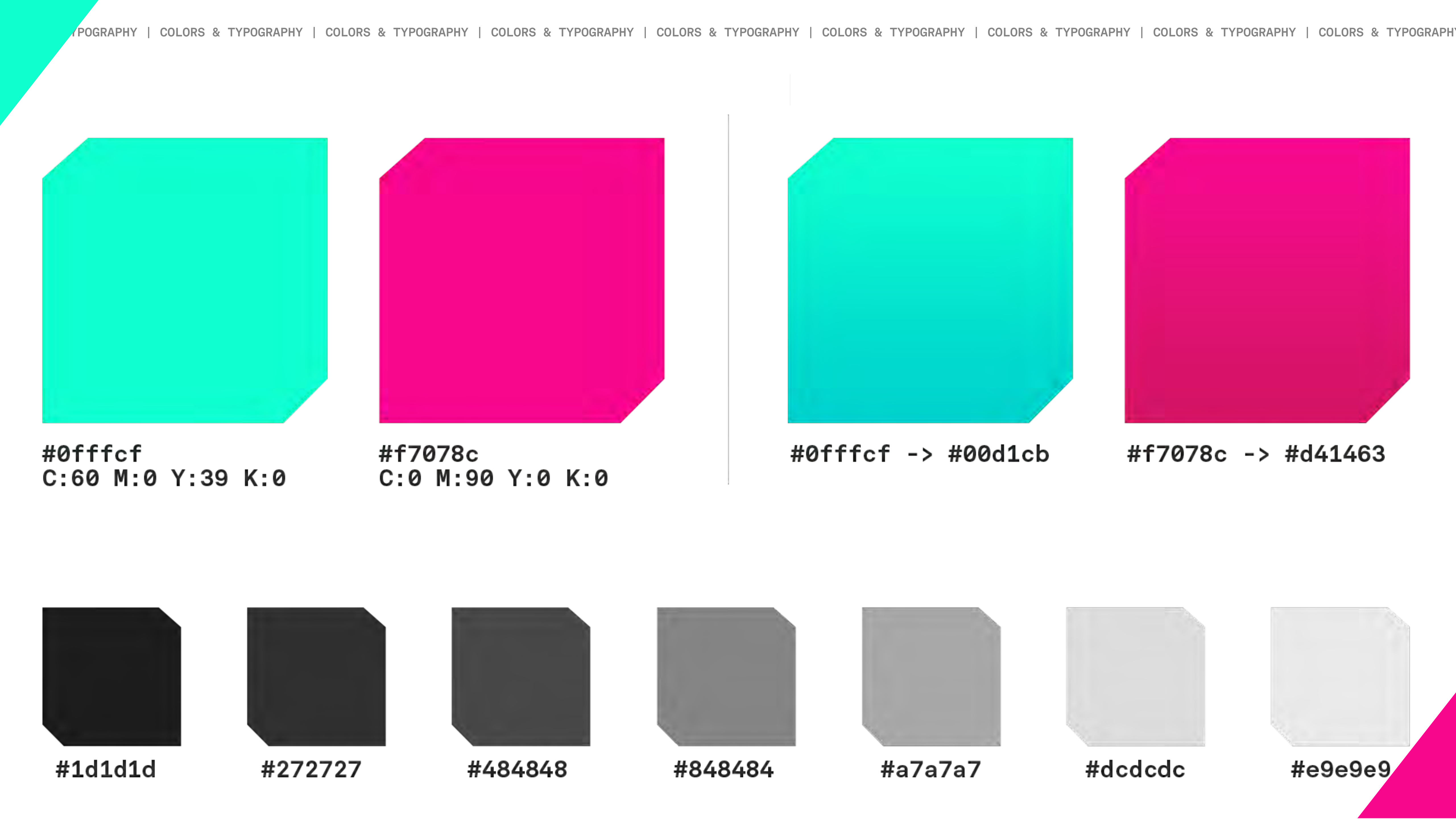


NUMBER OF HOURS WATCHED ON TWITCH OVER THE YEARS



The visual style has two main colors (pink and turquoise), this color scheme loosely refers to old video games from the 80s and 90s that made extensive use of the CGA graphics standard, which was the first standard for color graphics on the PC. At the same time, these colours are almost complementary, which ensures good contrast. Also I created gradients from these colors.





#0fffcf
C:60 M:0 Y:39 K:0



#f7078c
C:0 M:90 Y:0 K:0



#0fffcf -> #00d1cb



#f7078c -> #d41463



#1d1d1d



#272727



#484848



#848484



#a7a7a7



#dcdcdc



#e9e9e9

For subheadings, minor texts and decorative elements I chose Akkurat Mono. The non-proportional Akkurat, together with the proportional Acumin, creates the necessary contrast. In the visual identity, the Regular and Bold cuts are used (but the latter is the primary variant). On the other hand, from Acumin onwards, the typeface does not have to be used exclusively in versals.

**AKKURAT
MONO
BOLD**

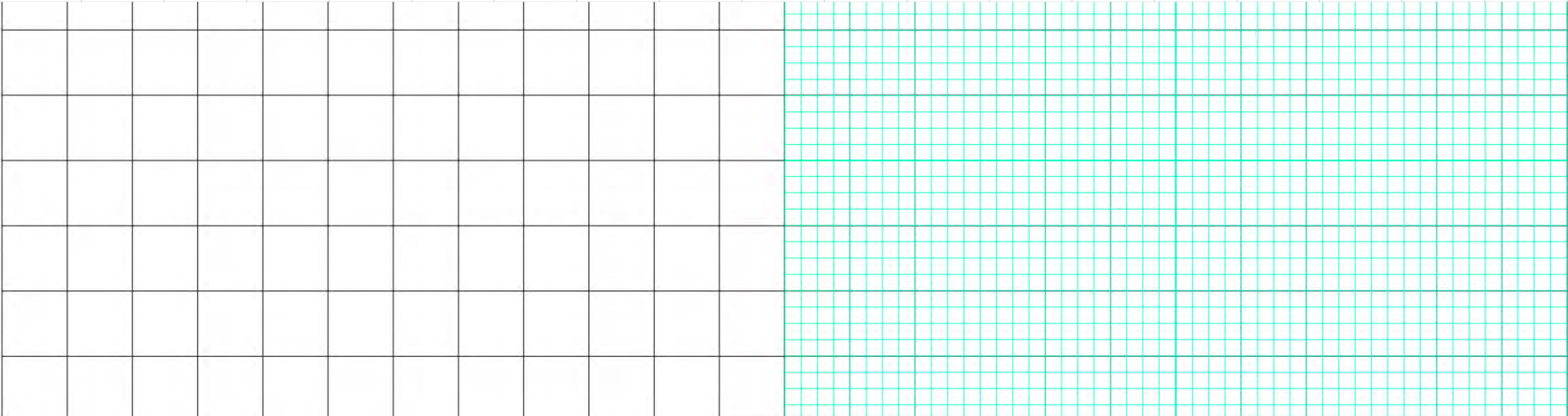
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁáČčĎďÉéĚěÍíŇňÓóŘřŠšŤťÚúŮůŽž
1234567890 ,.:?!„“@#\$~^&*()[]/_- _+=%

**AKKURAT
MONO
REGULAR**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁáČčĎďÉéĚěÍíŇňÓóŘřŠšŤťÚúŮůŽž
1234567890 ,.:?!„“@#\$~^&*()[]/_- _+=%

1. Grid rule

Most elements in the visual are set in a grid. Its top layer is visible. The bottom layer (which is 4 times more detailed) is not visible, but the viewer's eye automatically assumes the grid. The individual elements then appear to be in place, where they are supposed to be.



2. Brush strokes

To keep the visual style from being too rigid, brushstrokes are built in that don't get tied to the grid, giving the visuals a fresher feel. They are used to highlight important information or to provide colour balance.



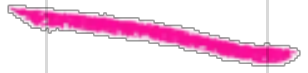
3. Repetitive elements

Repeating elements are used to fill the empty space. These elements can be a repeating symbol or a filled text box with the same text.







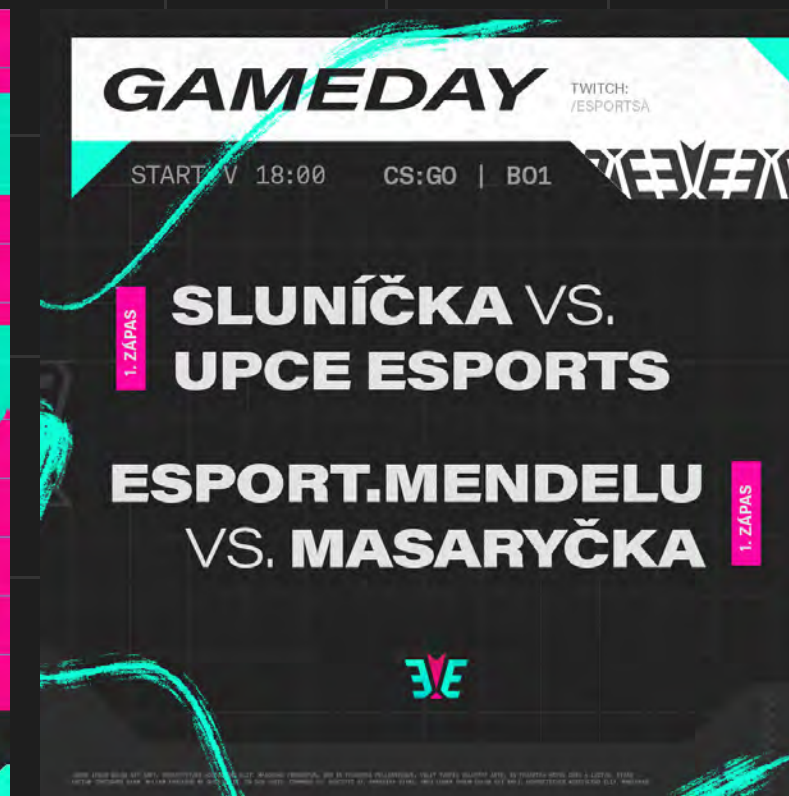


THE STRATEGY FOR THE
SOCIAL MEDIA



SOCIAL MEDIA STRATEGY & WEBSITE | SOCIAL MEDIA STRATEGY & WEBSITE | SOCIAL MEDIA STRATEGY & WEBSITE | SOCIAL MEDIA STRATEGY & WEBSITE | SOCIAL MEDIA STRATEGY & WEBSITE | SOCIAL MEDIA STRATEGY & WEBSITE

1. Information on the competition process
2. Educational content
3. Memes
4. Highlights (Reels)
5. Photos



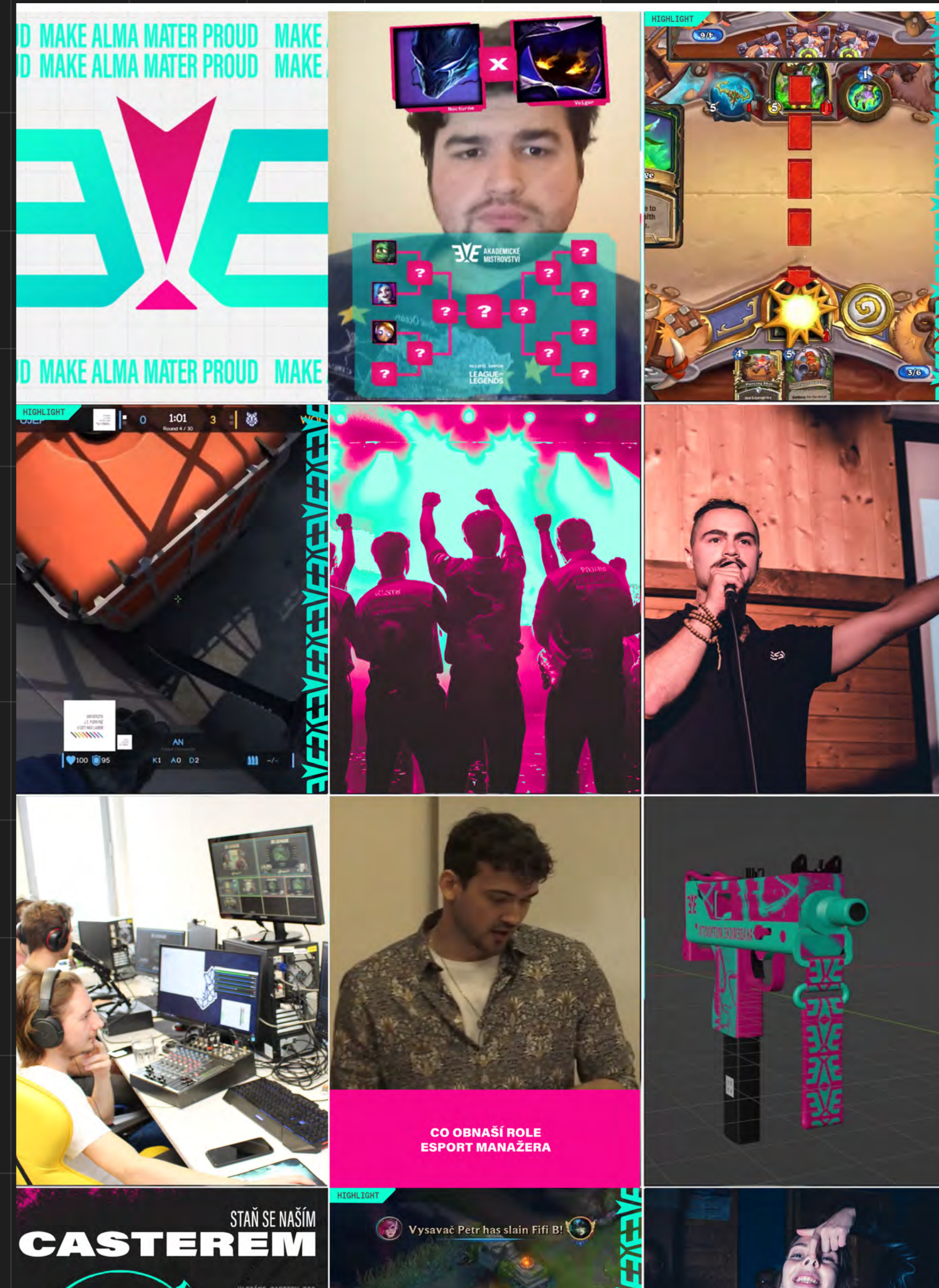
FACEBOOK

Same content as on the Instagram. But also using the feature of Facebook events.



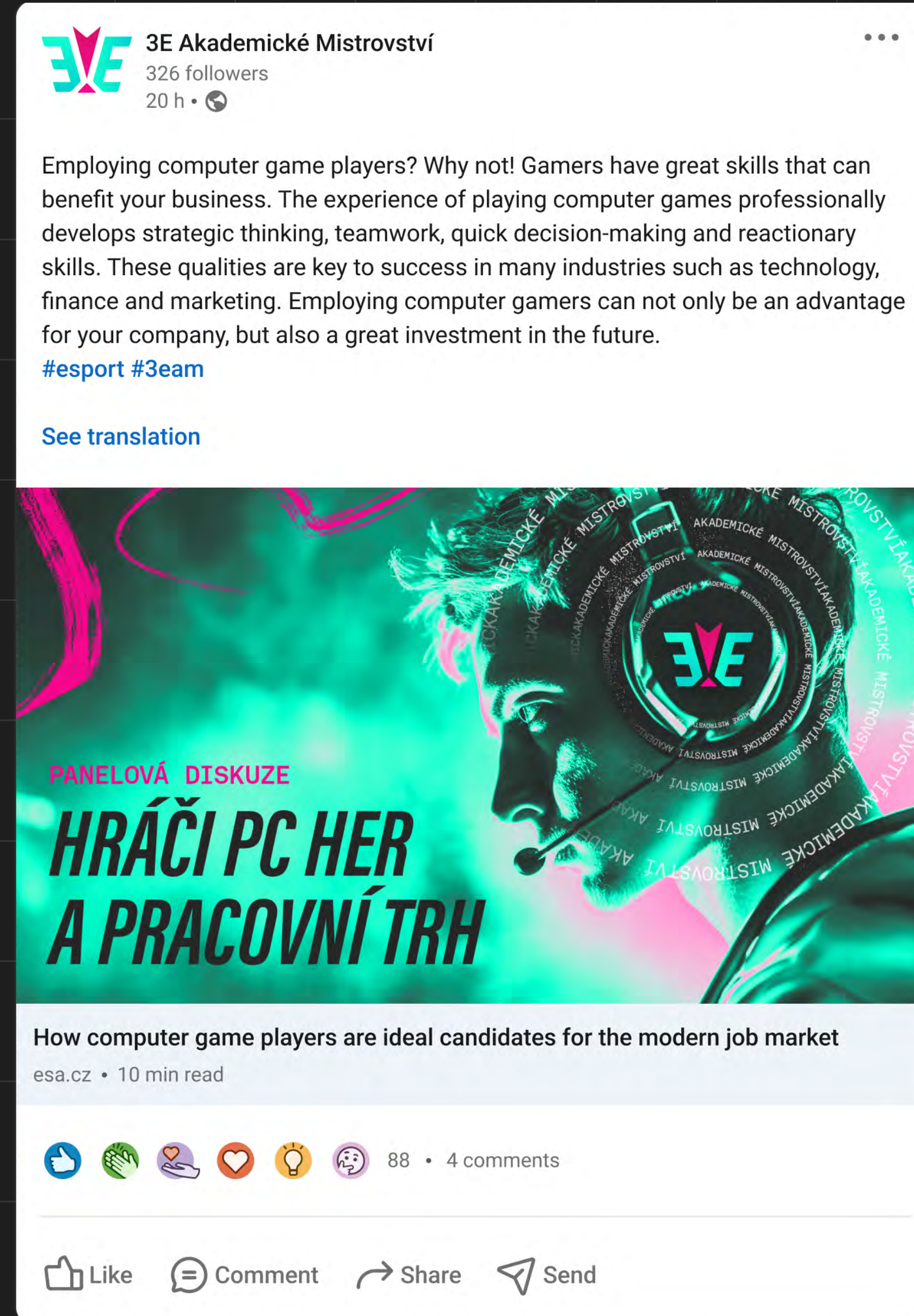
TIKTOK

Focusing more on the highlights from the games and lectures. Also more of the meme content.



LINKEDIN

Completely different content. Content should be targeted primarily at potential sponsors and employers. It should show the benefits of esports and how it is interesting for big companies.



Pátek 18:00		Sobota 14:00		Sobota 14:00		Sobota 14:00		Neděle 14:00		Neděle 14:00	
< MUNI	VŠE	VŠCHT	UPCE	VŠB	TUL	SUL	UJEP	VŠB Nickname	VŠE Nickname	UHK Nickname	UJEP Nickname
CS:GO		LoL		LoL		LoL		HS		HS	

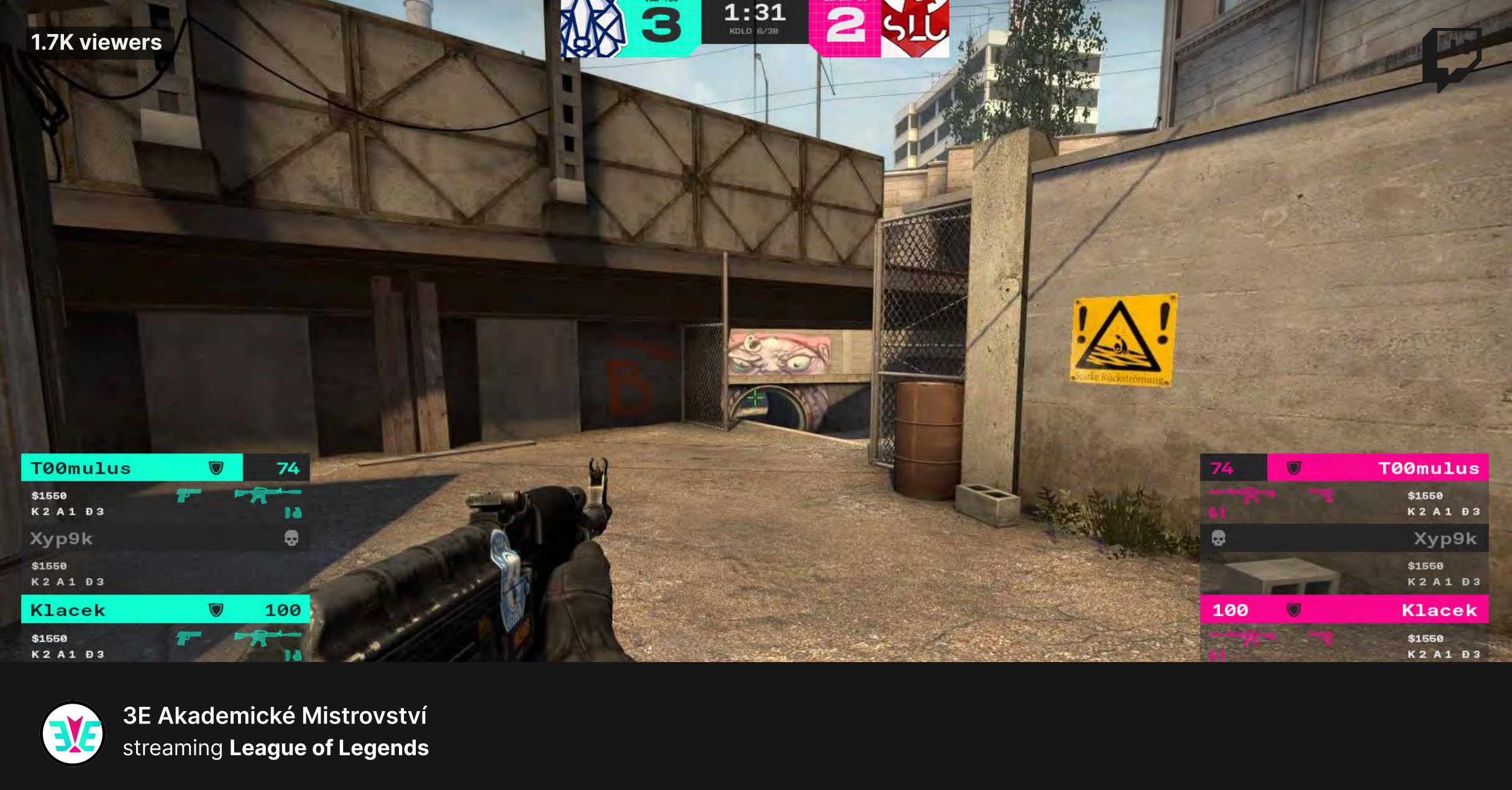
MAKE ALMANTER
! PROUD!

REGISTROVAT SE

Hrané tituly



SLEDUJ TEN NEJLEPŠÍ AKADEMICKÝ ESPORT ŽIVĚ



1.7K viewers

3 1:31 2

T09mulius 74

Klacek 100

3E Akademické Mistrovství
streaming League of Legends

ROZPIS STREAMŮ

LoL - semifinále Play-off
14. dubna 2023 | 18:00

CS:GO - čtvrtfinále Play-off
15. dubna 2023 | 18:00

HS - Grandfinále
16. dubna 2023 | 16:00

Přednáška - Co je to Blackout
16. dubna 2023 | 18:00

LoL - Grandfinále
16. dubna 2023 | 20:00



3E:AM LETNÍ SEMESTR

- únor - květen
- 8/16 týmů = 8/16 Univerzit - pouze ČR
- 3 herní tituly (podligy)
- 24-36 streamů v sezóně ligy
- 3 finále na akademické půdě (streamy)
- akademické vyvrcholení - nejlepší z ČR
- 4 battlecupy = víkendový turnaj během semestru pro studenty

3E:AM ZIMNÍ SEMESTR

- říjen - prosinec
- neomezený počet týmů (CZ+SK+?)
- 3 herní tituly (podligy)
- 24 streamů v sezóně ligy
- 3 finále na akademické půdě (streamy)



DALŠÍ ESA EVENTY

- měsíčně alespoň 1 offline event:
- 3E Meetupy - komunitní setkání se studenty (lan party atp.)
- Dny eSportu - edukativní přednášky o světě okolo esportu a her
- Univerzitní eSport derby - offline derby univerzit

JAK JE NA TOM TVOJE UNIVERZITA

LEAGUE OF LEGENDS		COUNTER STRIKE		HEARTSTONE	
Skupina A		Skupina B		Skupina C	
NÁZEV TÝMU	6 b	NÁZEV TÝMU	6 b	NÁZEV TÝMU	6 b
NÁZEV TÝMU	6 b	NÁZEV TÝMU	6 b	NÁZEV TÝMU	6 b
NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b
NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b
NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b	NÁZEV TÝMU	0 b

MERCHANDISE



CS:GO SKINY

Reprezentuj svoji školu i v CSku!

STÁHNOUT



MIKINA

Ideální skin do školní lavice

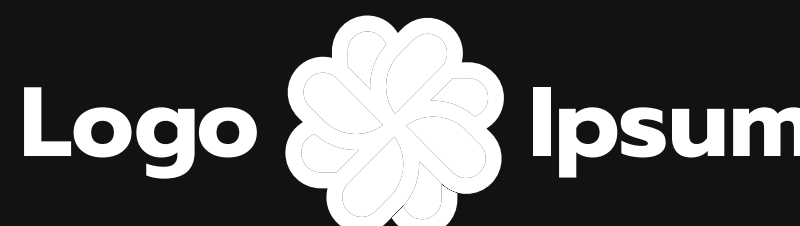
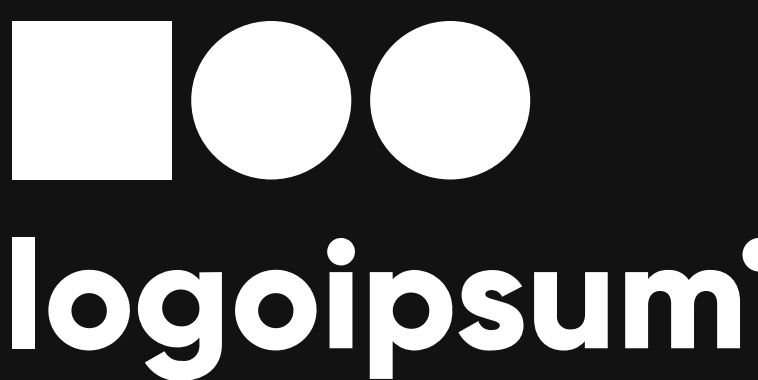
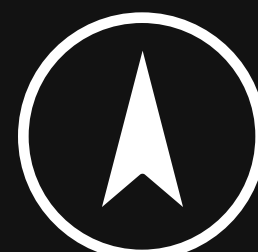
KOUPIT



MOUSEPAD

Podložka pod myš je zkrátka must-have.

KOUPIT



COMPRESSION SLEEVE

Compression sleeves are popular among players as they reduce muscle fatigue and improve blood circulation in the arm, which can be a key factor during a long game.



MOUSEPAD

Most esports games require a high level of precision and mouse speed. A large pad allows players more room to move, which can improve the accuracy and speed.



BLUE LIGHT GLASSES

Gamers spend a lot of time in front of the computer, exposing themselves to high levels of blue light that can negatively affect their health and performance. Glasses with a blue light filter are designed to block some blue light.



HOODIE

Everyone wants a cool hoodie... right?



TROPHY

In this case, of course, it is not an item suitable for sale. An original and good-looking trophy can be an interesting part of 3E:AM that will stand out from the common idea of a trophy as a gold cup.



HEARTHSTONE WALLPAPERS

Simple free wallpapers for fans on their computer or mobile phone can be a very simple but effective promotional material. I created a wallpaper design that uses a character from the Hearthstone game, but uses my visual style.



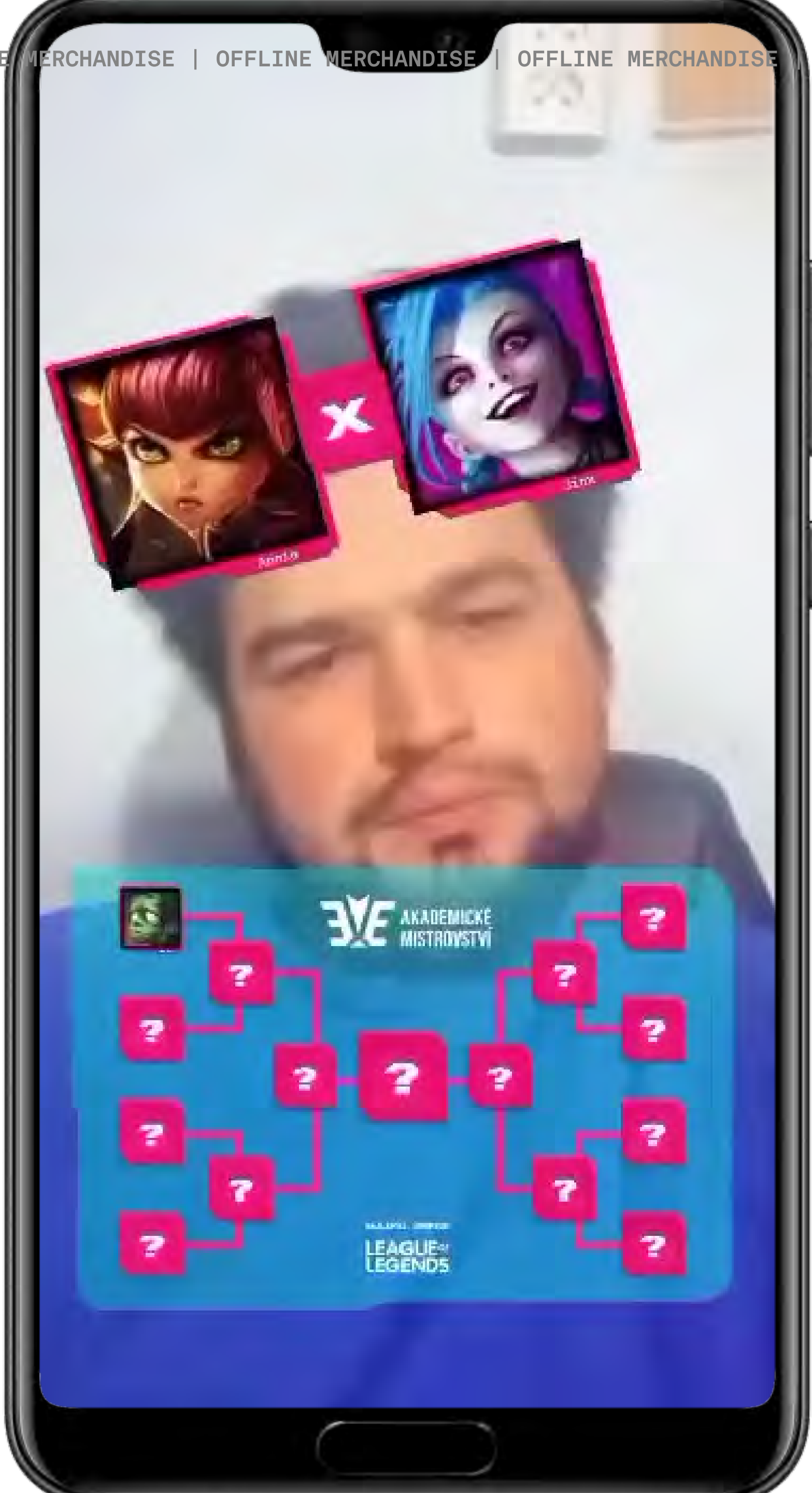
CS:GO WEAPON SKINS

Skins are one of the most iconic features in CS:GO. Although skins are physically intangible, players pay real money for them in order to have the nicest and rarest looking weapon possible. However, it is also possible to create your own skins and offer them for money or for free. For 3E:AM I have created a design for such a skin for the MAC-10 weapon.



LOL AR FILTER

I created an AR filter that allows League of Legends fans to select their favorite character. Out of a total of 16 characters, the user always votes in each duel by nodding their head. In the end, there will be one last, most popular character.





FRESH

MARKETING DIRECTIONS



INFLUENCERS

Influencers can be used as ambassadors. Ambassadors are usually people with a large social media following who can spread brand awareness by posting content from events, informing about news, etc.

COMPETITIVE EDUCATION

3E:AM may include additional tournaments, not in computer games, but in areas such as financial literacy, programming, etc. Here, a link with the already ongoing competitions is proposed.

INTERNATIONAL

Winning 3E:AM can serve as a qualification for international tournaments. This attribute can make the whole competition much more attractive.

THAT IS THE END....

**WILL I GET THIS
BEAUTIFUL TROPHY?**

BTW. ASK ME ANYTHING IF YOU WANT.



