

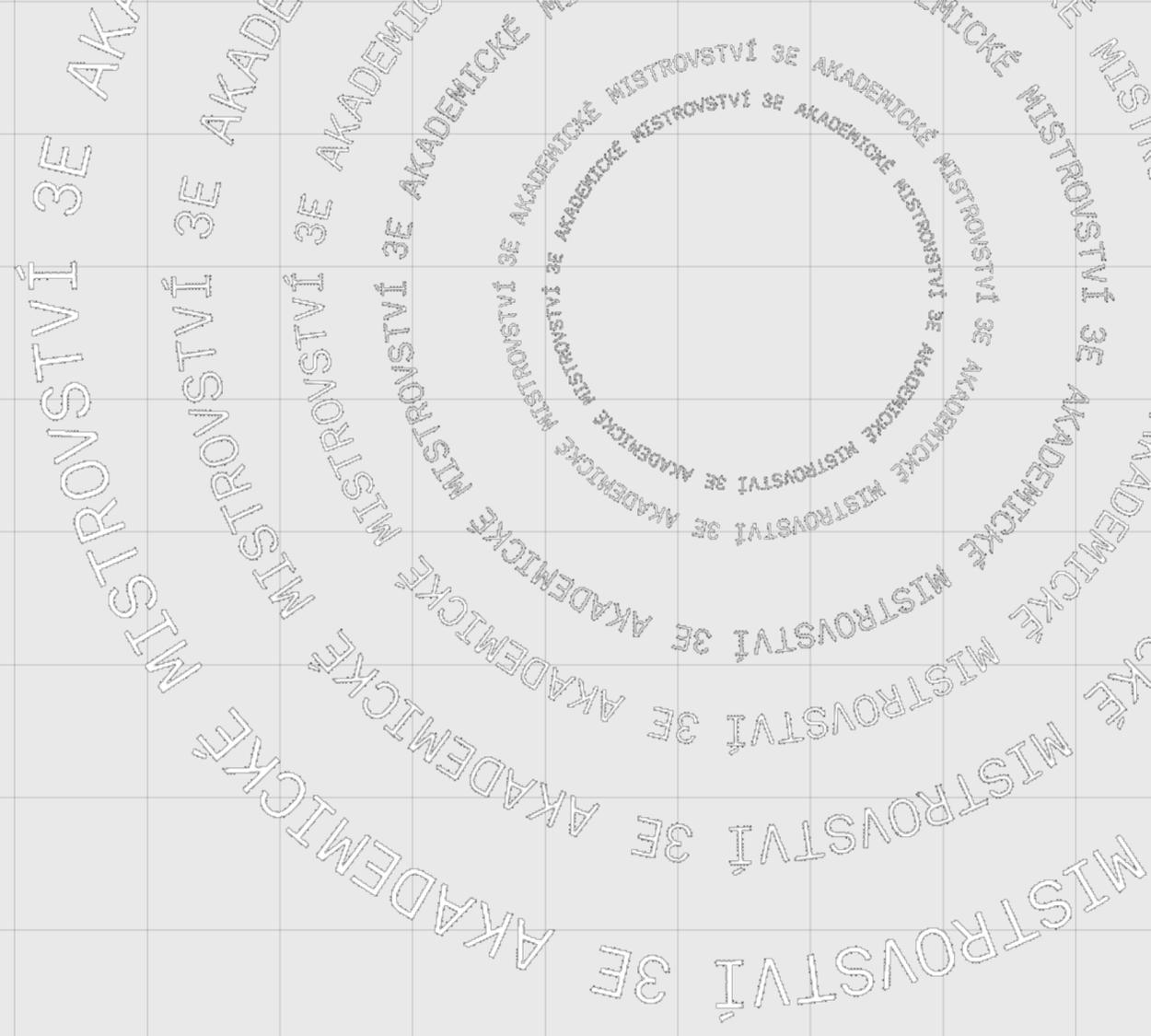
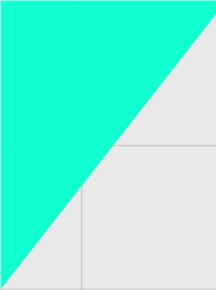
ROUD
ROUD

AKADEMICKÉ
AKADEMICKÉ
AKADEMICKÉ



STVÍ 3E AKADEMICKÉ
STVÍ 3E AKADEMICKÉ
STVÍ 3E

MAKE A



WELCOME TO THE

3E ACADEMIC CHAMPIONSHIP



ROUD
ROUD

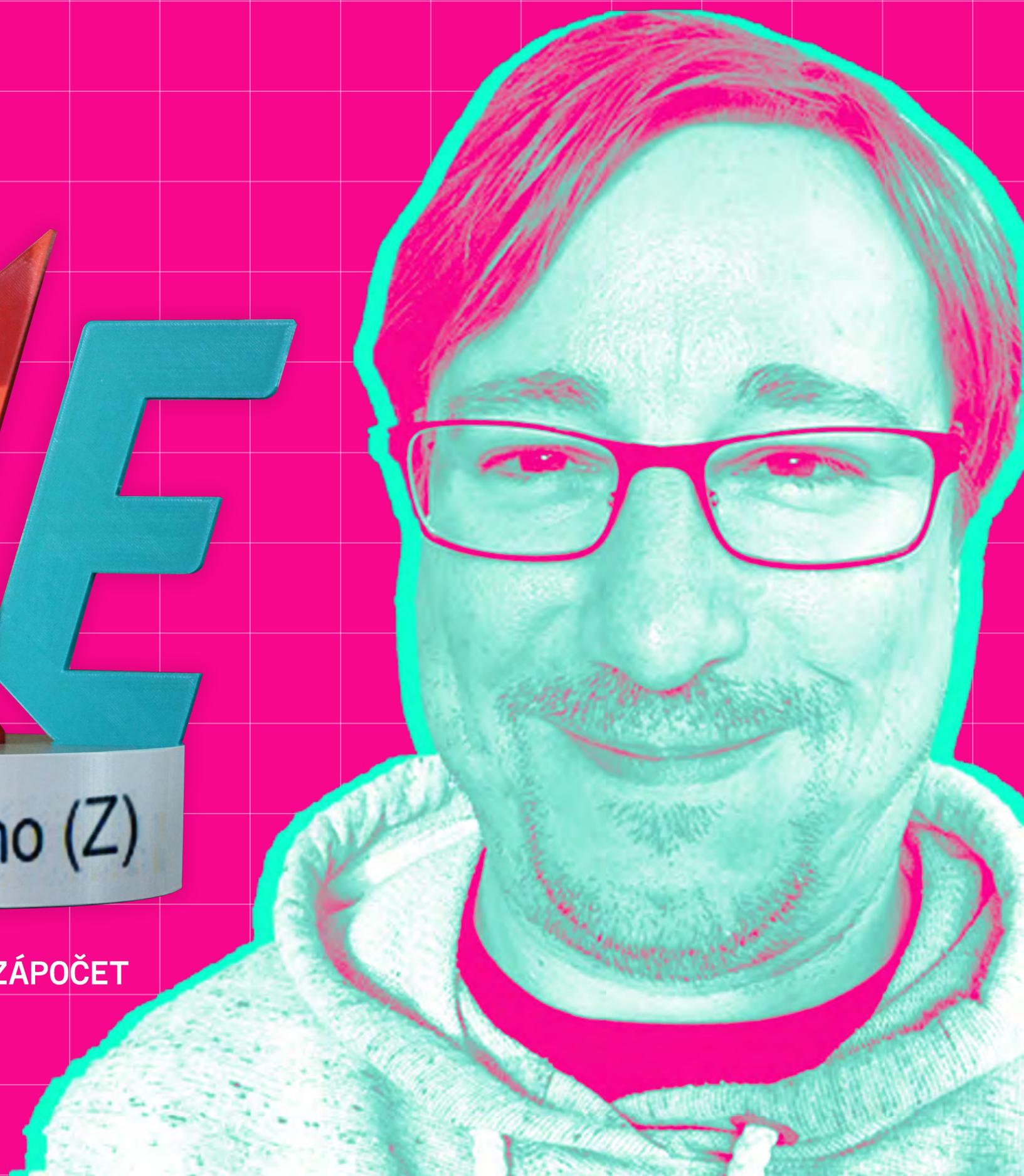
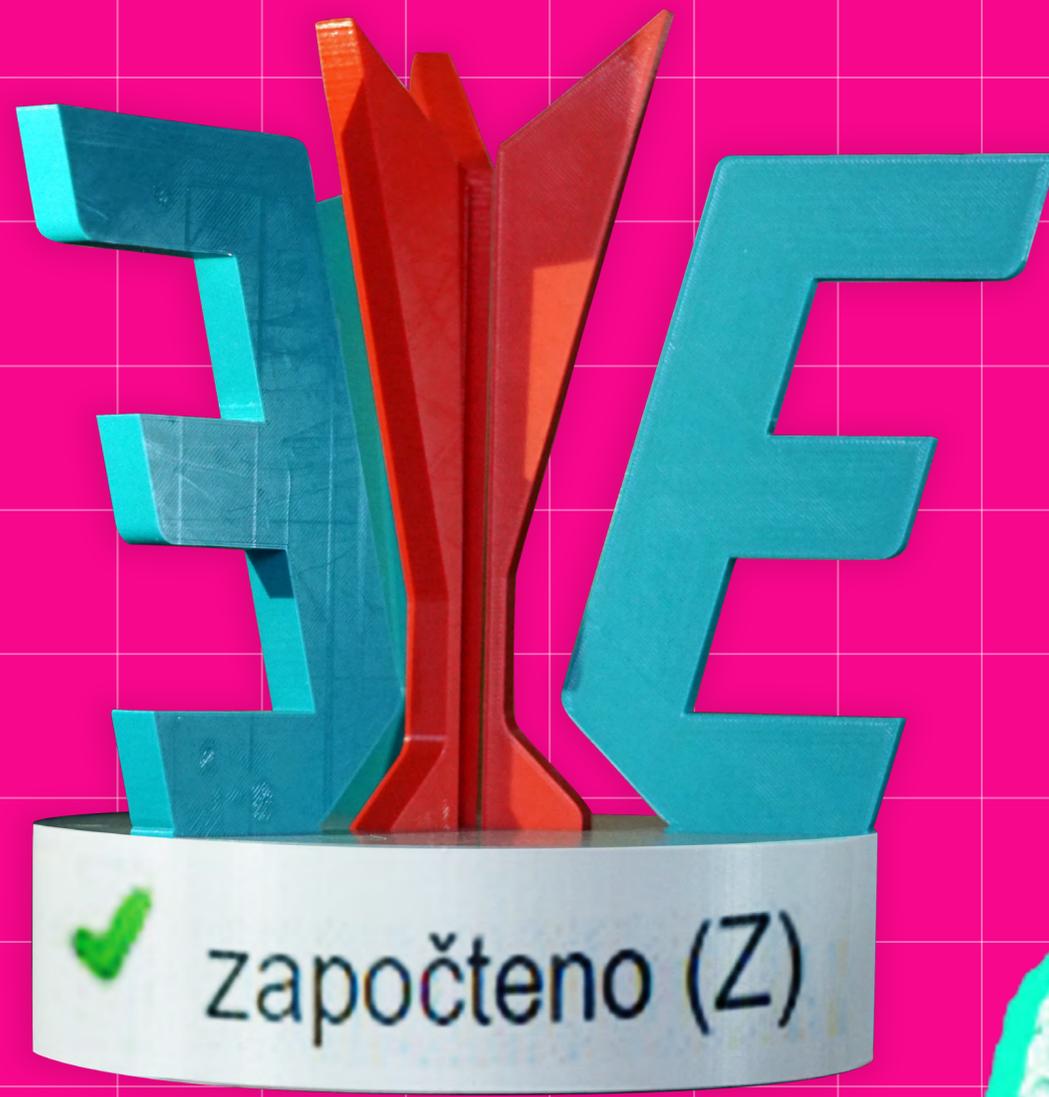
AKADEMICKÉ
AKADEMICKÉ
AKADEMICKÉ



STVÍ 3E
STVÍ 3E
STVÍ 3E

AKADEMICKÉ
AKADEMICKÉ
AKADEMICKÉ

MAKE A



THE TITLE OF ZÁPOČET

**“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.”



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).

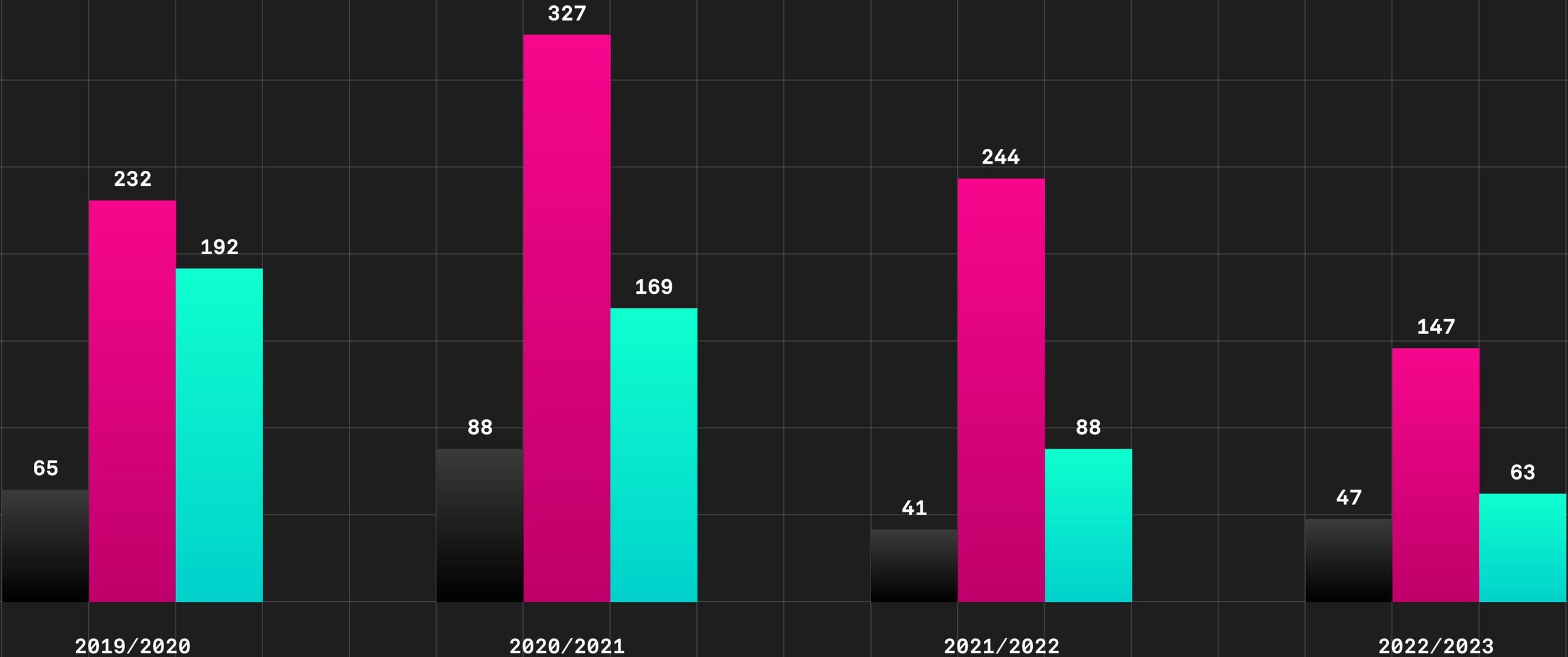
A special event is the semester finals, which usually takes place offline on the campus of some of the universities. This event is also linked to an accompanying programme such as lectures.

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

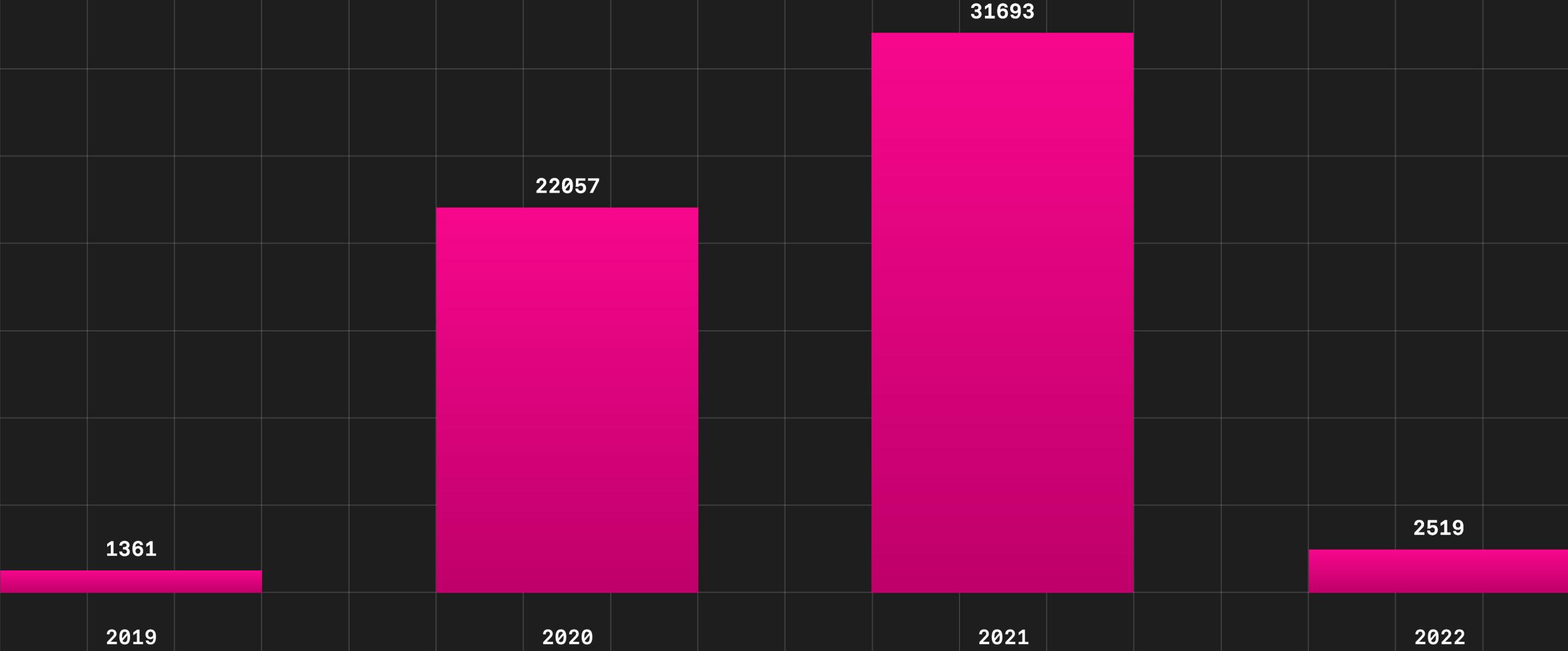
However, due to the emergence of new student competitions, and the interest of other big brands, interest in 3E:AM is starting to decline significantly.



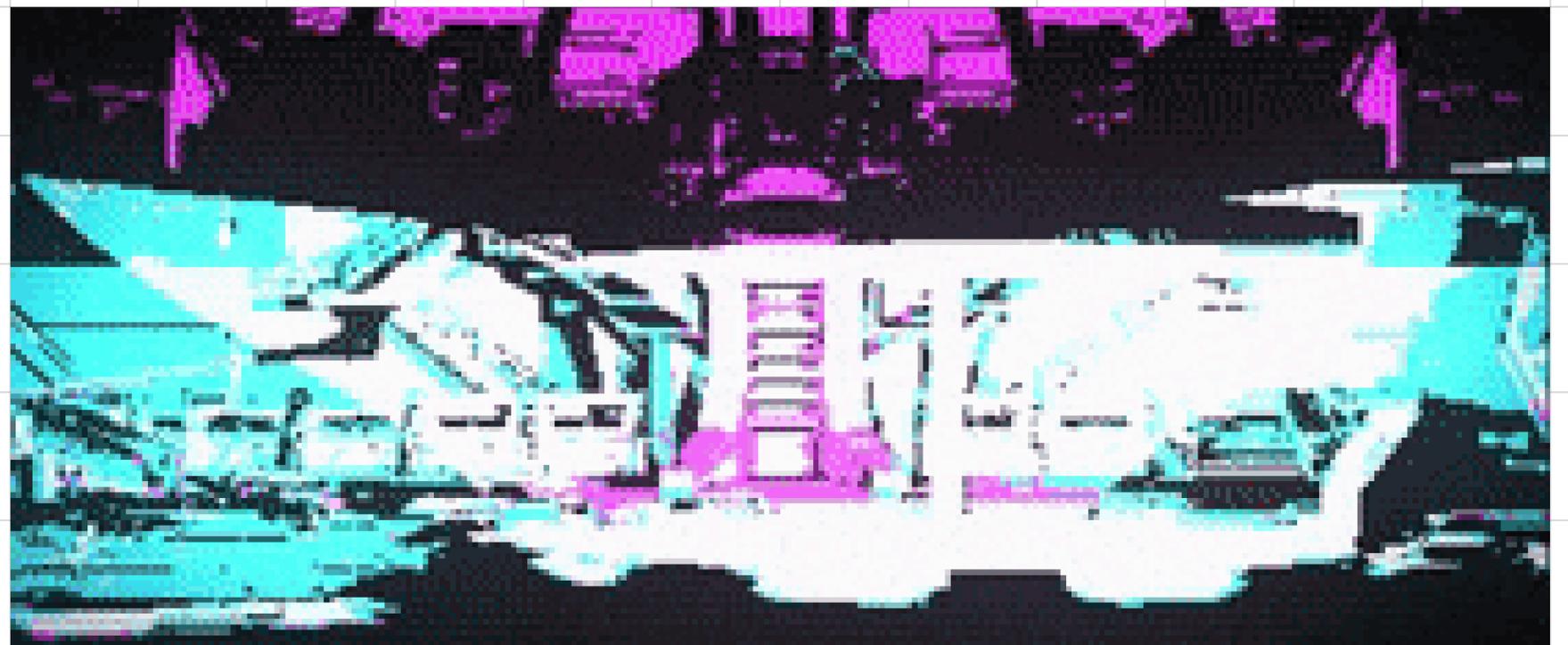
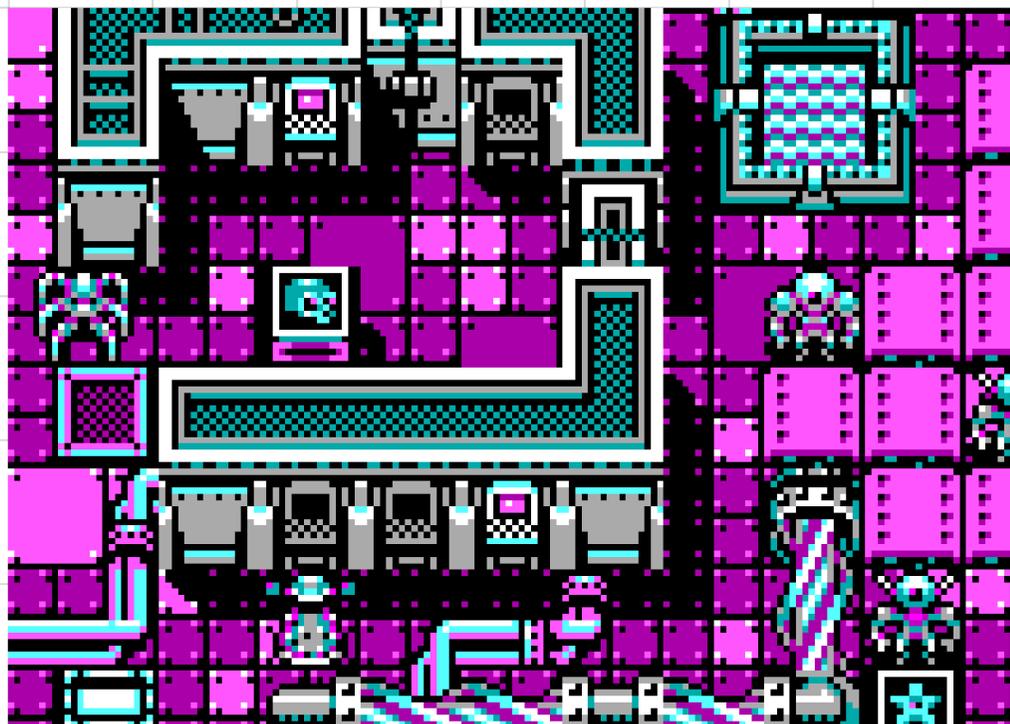
NUMBER OF PLAYERS TROUGHOUT THE SEASONS



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

The main font is Acumin Pro. It is a neogrotesque sans serif font that is suitable for both headlines and regular text. The 2 main versions used for headings are ExtraCondensed Black and Wide Black. For the Wide version, I have taken the liberty of stretching the font to 150% of its width in some cases. The font is used exclusively in headings with a few exceptions. For regular text it is advisable to use the Medium version.

**ACUMIN PRO
EXTRA CONDENSED
BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ĀČĎĚĚĪŇŎŘŠŤŮŮŽ 1234567890
 ,.:?!,"@#\$~^&*()[]/_+=%**

**ACUMIN PRO
WIDE BLACK
WIDTH: 140 %**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ĀČĎĚĚĪŇŎŘŠŤŮŮŽ 1234567890
 ,.:?!,"@#\$~^&*()[]/_+=%**

**ACUMIN PRO
MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ĀČĎĚĚĪŇŎŘŠŤŮŮŽ 1234567890
 ,.:?!,"@#\$~^&*()[]/_+=%

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

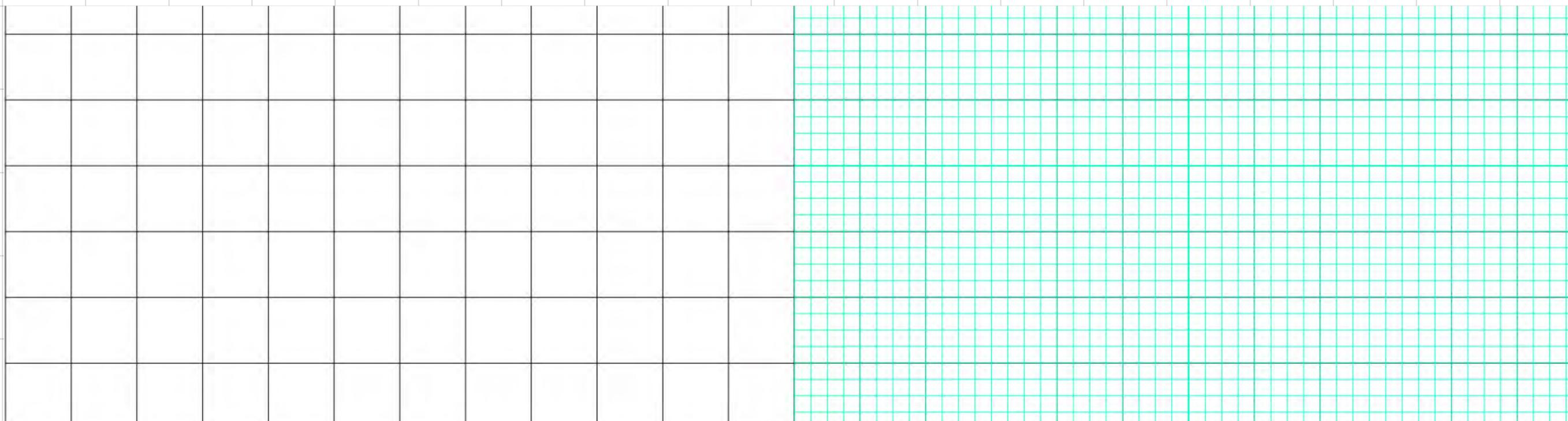
abcdefghijklmnopqrstuvwxyz
 ABCDEFGHCHIKLMNOPQRSTUVWXYZ
 ÁáČčĎďÉéĚěÍíŇňÓóŘřŠšŤťÚúŮůŽž
 1234567890 , . : ? ! , , " @ # \$ % ^ & * () [] / - _ + = %

AKKURAT MONO REGULAR

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHCHIKLMNOPQRSTUVWXYZ
 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

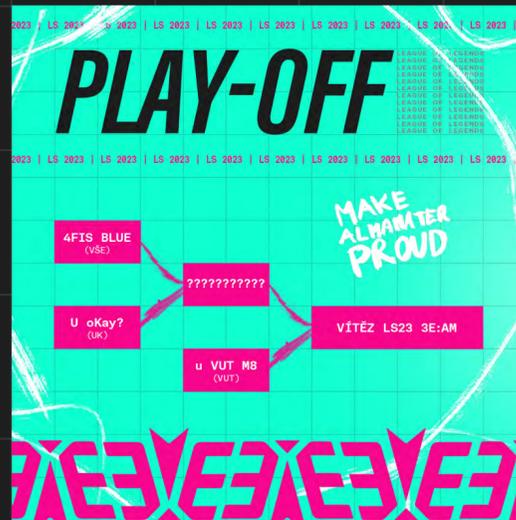
To keep the visual style from being too rigid, brushstrokes are built in that don't get tied to the grid, giving the visuals a fresher feel. They are used to highlight important information or to provide colour balance.



INSTAGRAM

Most important social media for the 3E:AM. The content should be divided into these categories:

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.

16.

PÁTEK 16. ČERVNA OD 18.00

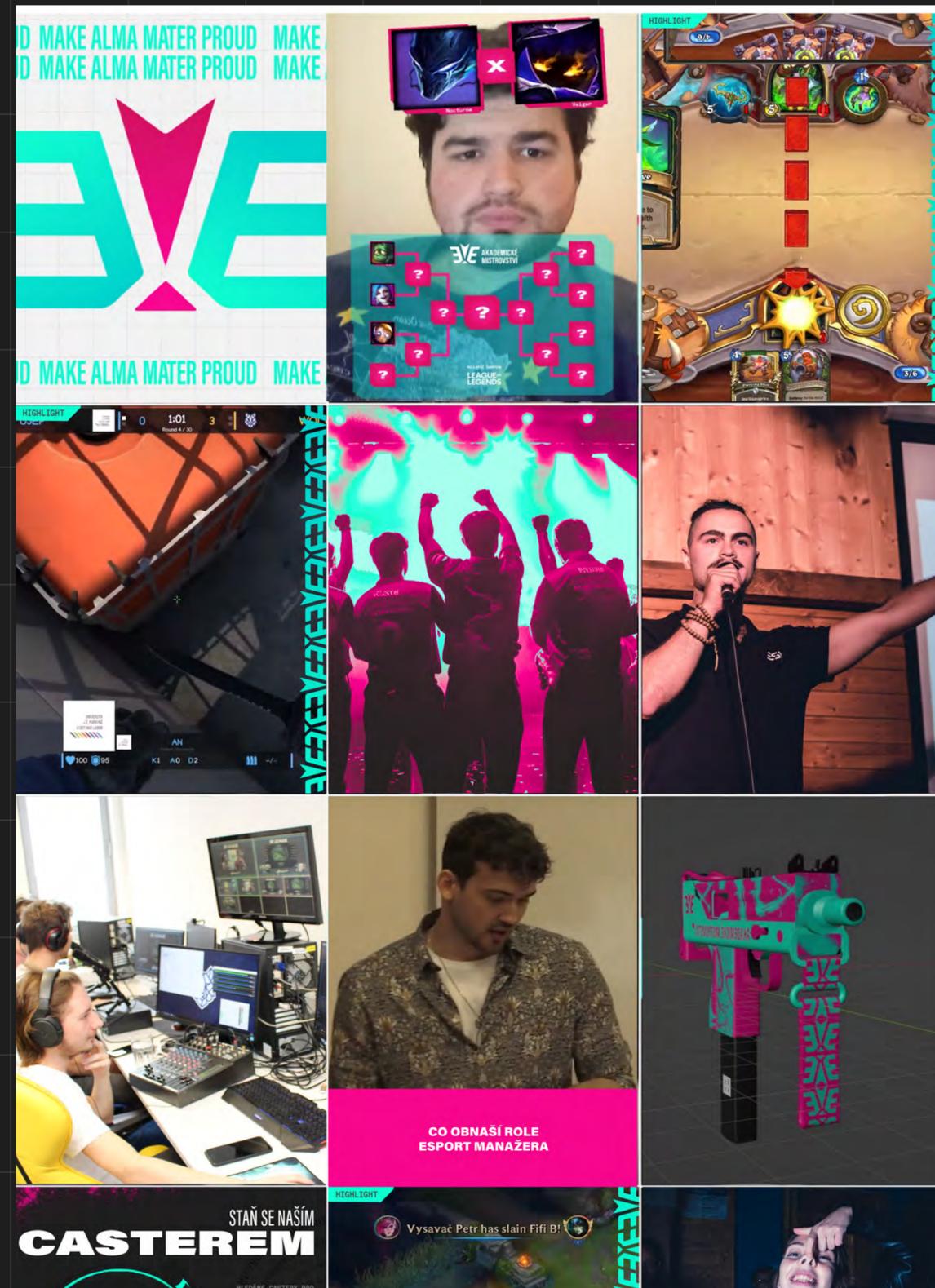
Finále 3E:AM LS 2023

ČESKÉ VYSOKÉ UČENÍ TECHNICKÉ



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.

3E Akademické Mistrovství
326 followers
20 h • 🌐

Employing computer game players? Why not! Gamers have great skills that can benefit your business. The experience of playing computer games professionally develops strategic thinking, teamwork, quick decision-making and reactionary skills. These qualities are key to success in many industries such as technology, finance and marketing. Employing computer gamers can not only be an advantage for your company, but also a great investment in the future.

[#esport](#) [#3eam](#)

[See translation](#)

PANELOVÁ DISKUZE
**HRÁČI PC HER
A PRACOVNÍ TRH**

How computer game players are ideal candidates for the modern job market
esa.cz • 10 min read

👍 🙌 🤝 🍷 💡 🗣️ 88 • 4 comments

👍 Like 💬 Comment ➔ Share ✈️ Send

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 VŠE	UHK UJEP
CS:GO	LoL	LoL	LoL	Nickname HS	Nickname HS

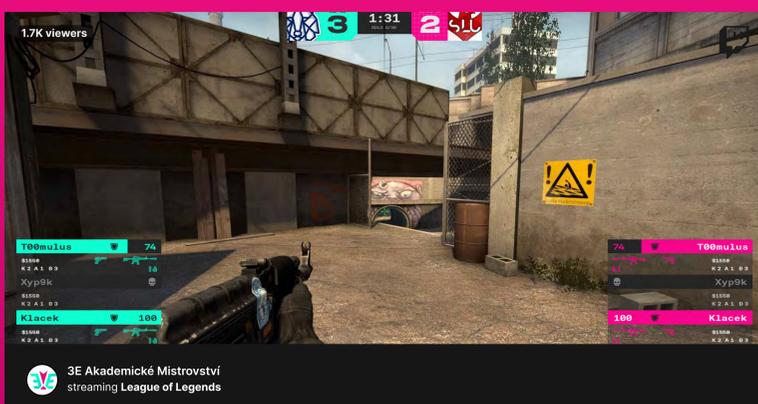
MAKE ALMANATER PROUD!

REGISTROVAT SE

Hrané tituly



SLEDUJ TEN NEJLEPŠÍ AKADEMICKÝ ESPORT ŽIVĚ



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 ZIMNÍ SEMESTR

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

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



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		HEARTHSTONE			
Skupina A		Skupina B		Skupina C		Skupina D	
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	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	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.



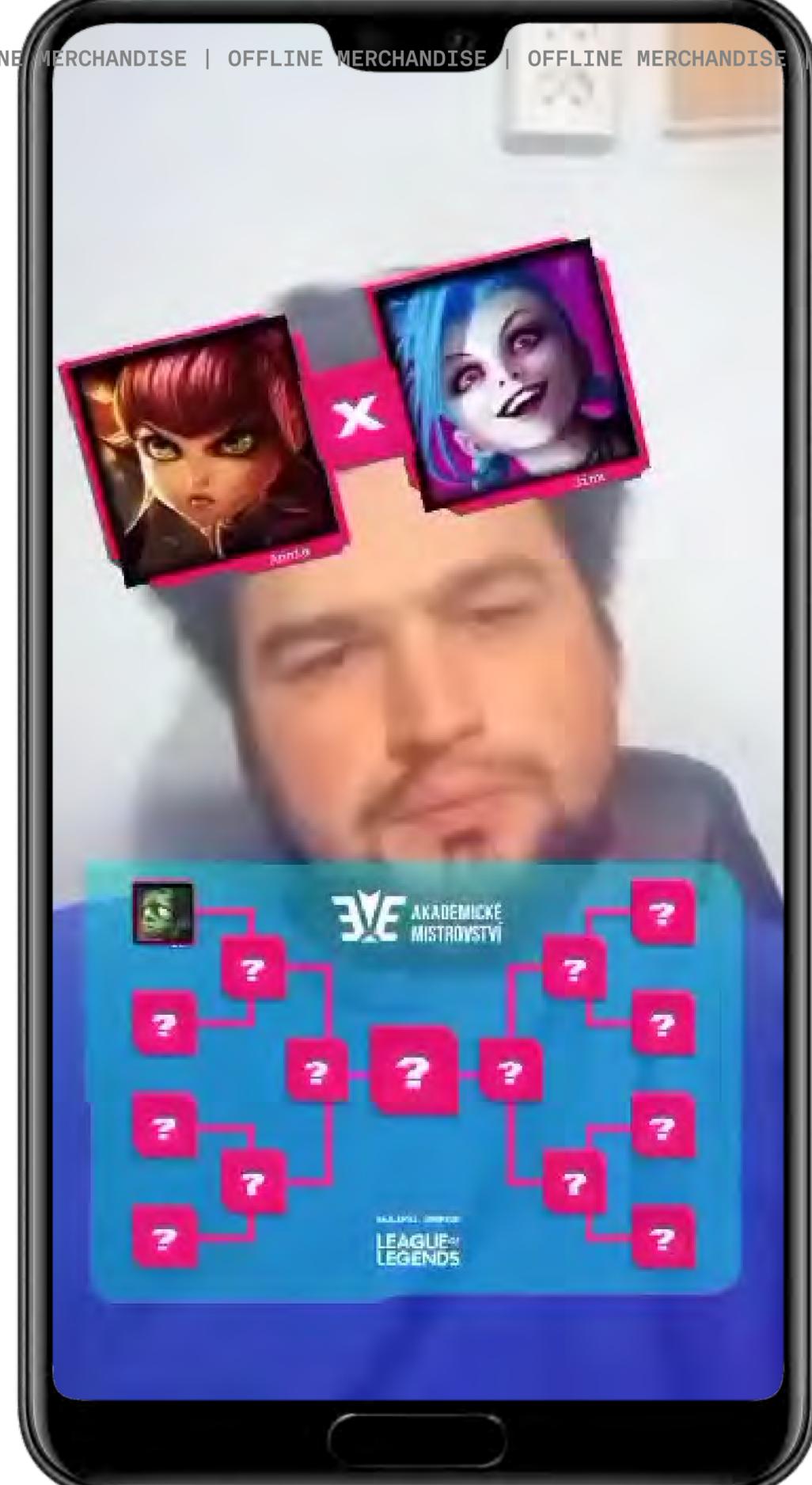
CS:GO WEAPON SKINS

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.



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.

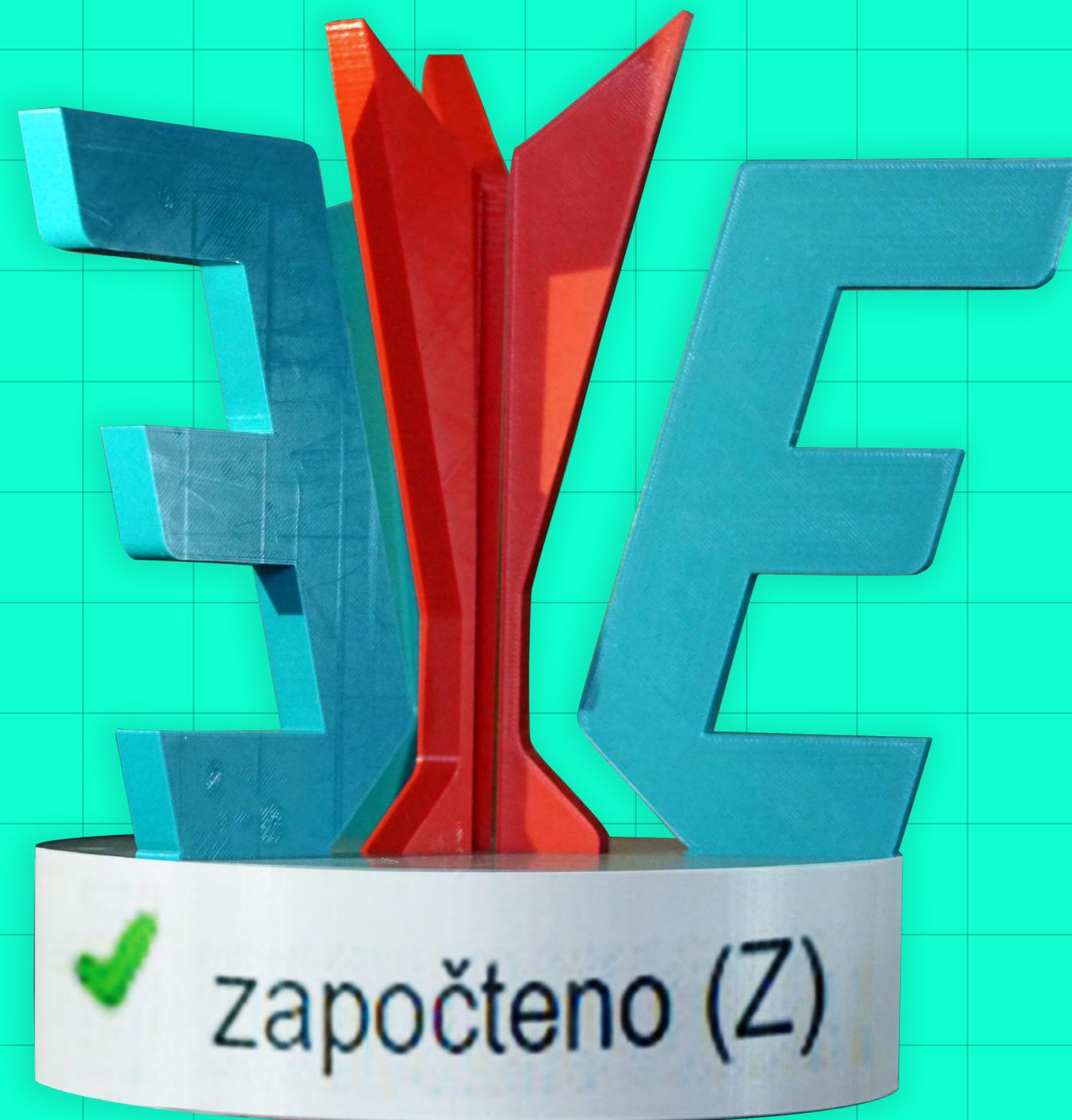
INTERNATIONAL

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.





**REGISTRACE SPUŠTĚNY
LETNÍ SEMESTR NECHŤ
ZAPOČNE!**

ESNA
ESPORT STUDENT ASSOCIATION

CS GO HEARTHSTONE HEROES OF WARCRAFT LEAGUE OF LEGENDS

3E AKADEMICKÉ MISTROVSTVÍ

Free Martin (VŠB) vs Přemysl z TSMK (UKM)
4FIS Blue (VŠE) vs Vapourek a šikoví (VŠE)
U oKey? (UK) vs Madvokát (VŠE)
UKM vs UVT (UVT) vs VUT M8 (VUT)

Free Martin (VŠB) vs 4FIS Blue (VŠE)
U oKey? (UK) vs UVT M8 (VUT)

ESNA SKUPINA ČEZ CESA ESEF diablo GENESIS

**HLEDÁŠ
SPOLUHRÁČE
?**

3E AKADEMICKÉ MISTROVSTVÍ

Discord icon

SKUPINA ČEZ GIGAS diablo CESA ESEF ESNA

GAME DAY
LEAGUE OF LEGENDS - BO3

18:00 U VUT M8
FIM DUCKS

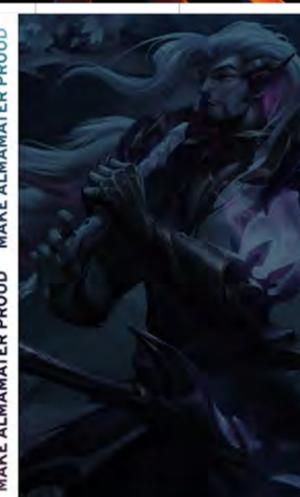
20:00 ŠABACHAMACHALAA VOL.2
UNTAMED SOUTHERN BOBCATS

3E AKADEMICKÉ MISTROVSTVÍ

ESNA SKUPINA ČEZ CESA ESEF diablo GIGAS

[HTTPS://WWW.TWITCH.TV/ESPORTSA](https://www.twitch.tv/esportsa)

MAKE ALMAMATER PROUD



**ZA TŘI DNY
ZAČINAJÍ
REGISTRACE!**

3E AKADEMICKÉ MISTROVSTVÍ

FINÁLE

27/28/29.5
[TWITCH.COM/ESPORTSA](https://www.twitch.com/esportsa)

3E AKADEMICKÉ MISTROVSTVÍ

Deloitte. SKUPINA ČEZ GIGAS intel diablo CESA ESEF ESNA

NABOOSTI PRIZEPOOL V ZIMNÍM SEMESTRU

- Vkládáme 25 000 Kč,- do prizepoolu 3E ligy
- Na twitch streamu bude donate goal na dalších 25 000,-, které rovněž půjdou do prize poolu
- Nadbytek vybraných peněz bude tvořit základ pro příští semestr

3E AKADEMICKÉ MISTROVSTVÍ

3E LIGA
3E MISTROVSTVÍ