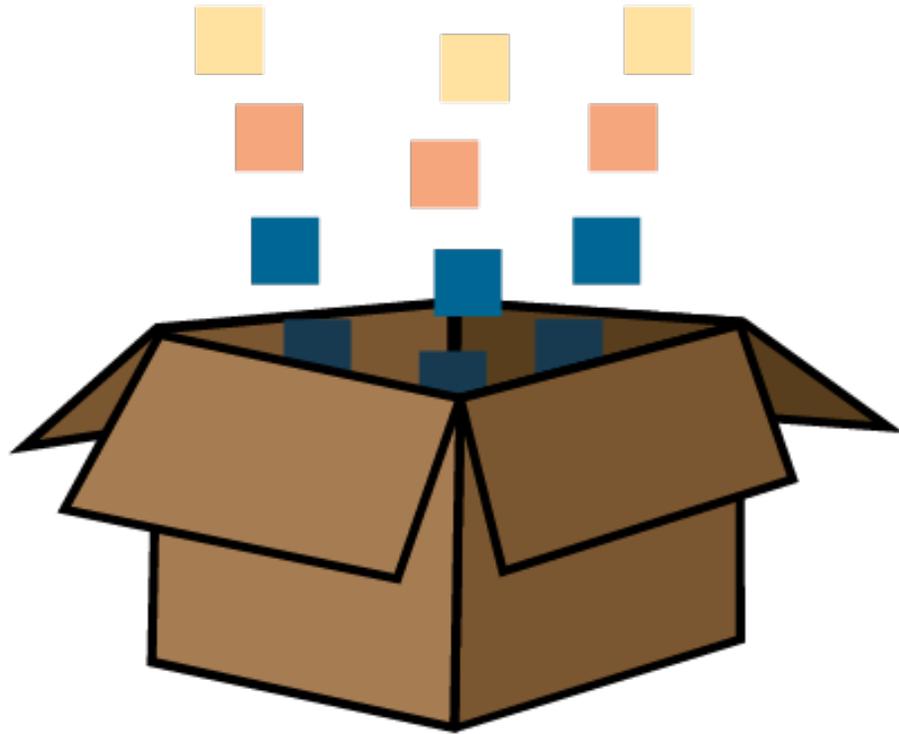


Senior Portfolio Fall 2020

Devin Hodges

What is Pixel Box?



PIXEL BOX

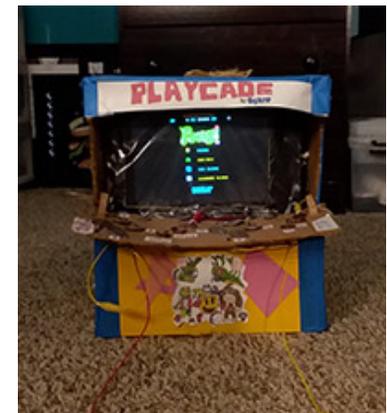
Pixel Box is a brand that creates small, working arcade machines out of cardboard. They do this to make their machines lightweight and portable. They utilize multi-game USB flashdrives as a way to allow users to change games without having to constantly buy new units.

Inspiration

Back in 2013 as an after-school project, I built a miniature Pac-Man arcade machine out of a cardboard box, DVD monitor, and TV game joystick that needed to be plugged into a wall to be powered on (shown on top). Three years later, I replaced the old hardware with a drawstring backpack, tablet, Makey-Makey circuit board, alligator clips and various coins. This allowed the machine to be carried around without being plugged into the wall.



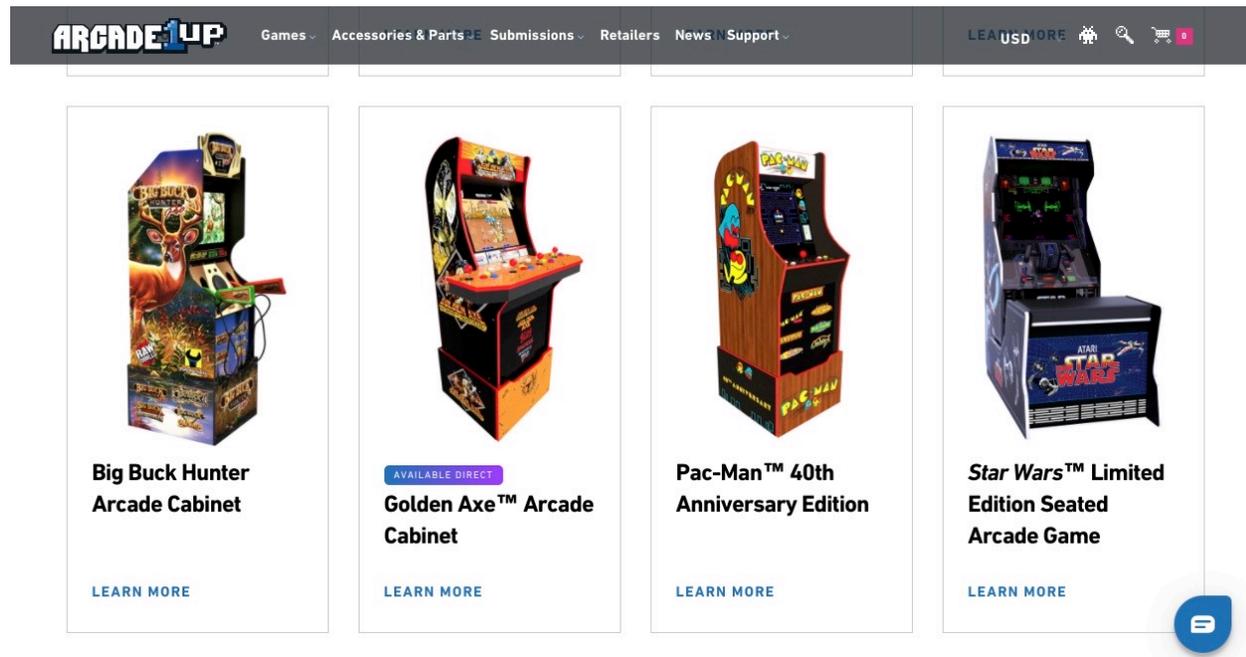
2013



2016

Research

I wanted the product to be a potential competitor to products like Arcade1up and Basic Fun, which manufacture miniature arcade machines for home or portable use. One problem these products have is that you will need to buy other variants to play more games.



The screenshot shows the top navigation bar of the Arcade1up website with links for Games, Accessories & Parts, Submissions, Retailers, News, and Support. Below the navigation are four product cards, each featuring an image of an arcade cabinet, a title, and a 'LEARN MORE' button. The first card is for 'Big Buck Hunter Arcade Cabinet', the second is 'Golden Axe™ Arcade Cabinet' (marked as 'AVAILABLE DIRECT'), the third is 'Pac-Man™ 40th Anniversary Edition', and the fourth is 'Star Wars™ Limited Edition Seated Arcade Game'.

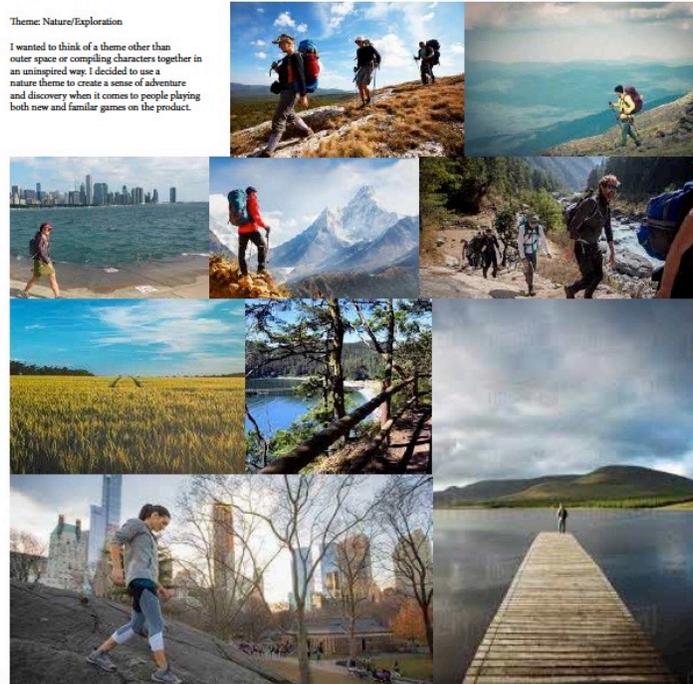
Replica mini arcade game looks, sounds and plays like the original! Perfect for fans or collectors looking to share this classic with the new generation.



Research

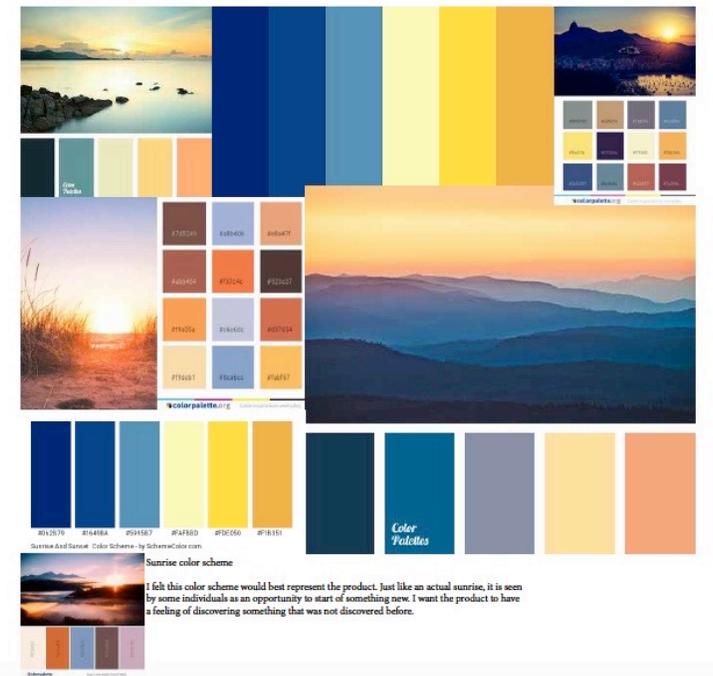
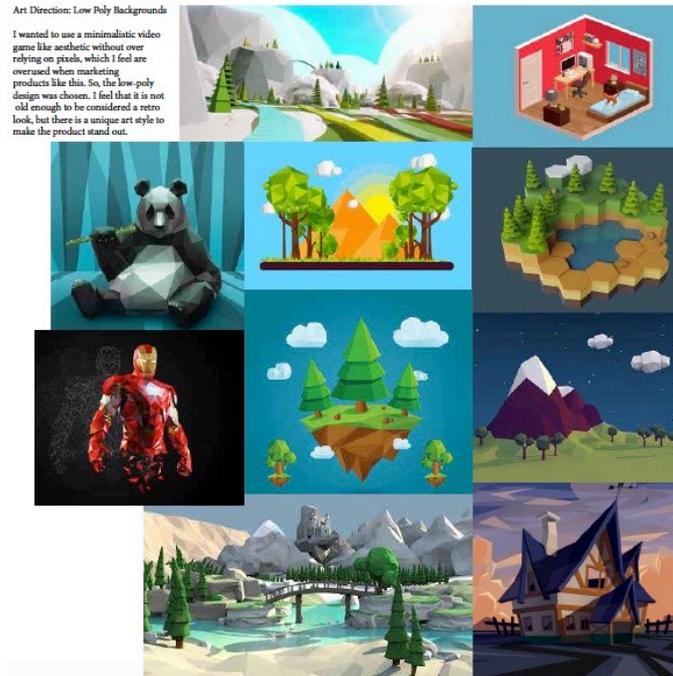
Theme: Nature/Exploration

I wanted to think of a theme other than outer space or compelling characters together in an uninspired way. I decided to use a nature theme to create a sense of adventure and discovery when it comes to people playing both new and familiar games on the product.

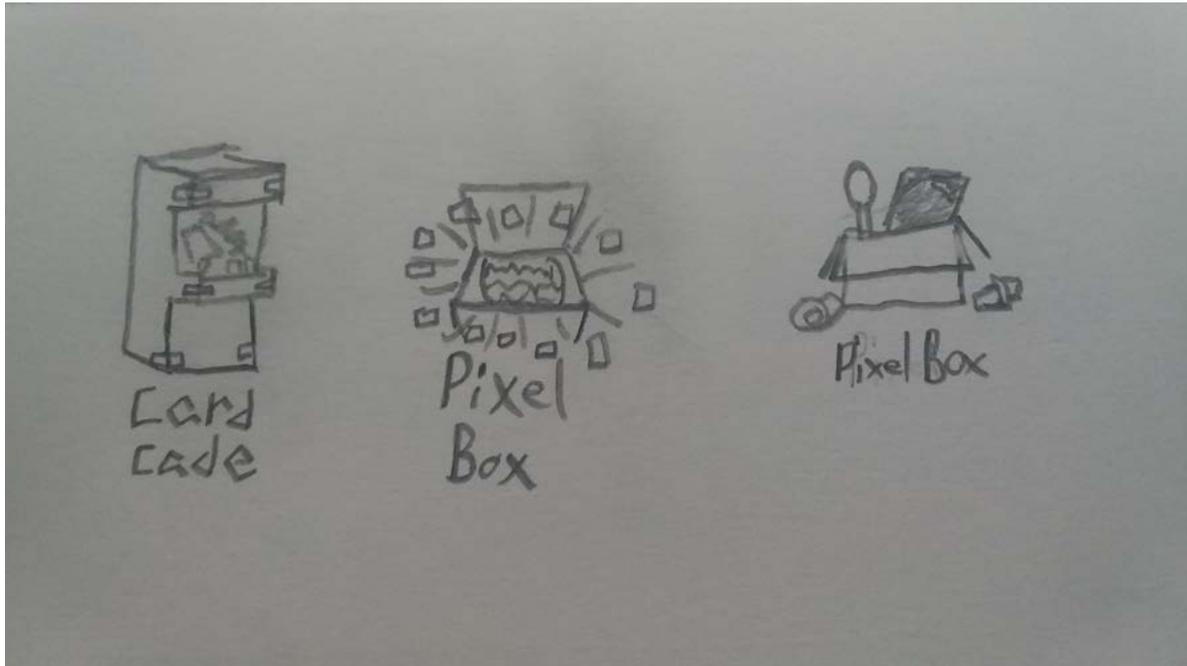


Art Direction: Low Poly Backgrounds

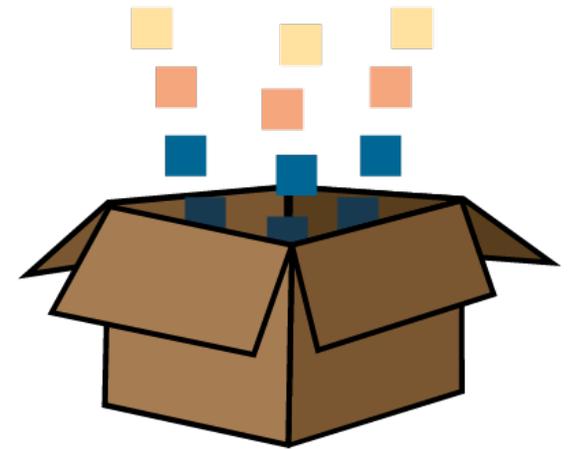
I wanted to use a minimalistic video game like aesthetic without over-relying on pixels, which I feel are overused when marketing products like this. So, the low-poly design was chosen. I feel that it is not old enough to be considered a retro look, but there is a unique art style to make the product stand out.



Sketches



Logo Design



PIXEL BOX

Final Logo

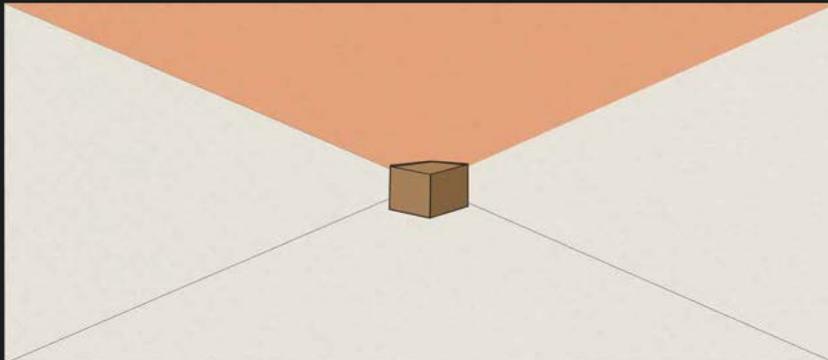
Carter House
Founder & CEO

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Website: pixelbox.com



Pixel Box Headquarters, LLC
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Email: name@pixelbox.com

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Dear Customers,

I hope you, your loved ones, and all of those close to you remain healthy and safe in these challenging times.

COVID-19 has caused us all to hit the pause button. While I have full confidence that we will weather this crisis and come out stronger on the other side, I also know that our lives will not be the same again. We are heading into a major "reset", not all of it necessarily bad if we take the opportunity to reinvent ourselves and prepare for the bounce back that is inevitable.

Today, Pixel Box remains open for business having pivoted to the "new normal" over the last several weeks:

- Our rapid response team was proactive with a business continuity plan as early as February to ensure we minimized disruptions for our customers in the event the situation escalated
- Our WFH policies were in effect before the lockdowns kicked in globally, our teams already productive remotely, so all we had to do was extend the WFH guidelines
- Our teams continue to deliver projects on-time, with many of our colleagues supporting critical transformation projects around the world - away from home, working from hotel rooms while maintaining social distancing guidelines
- Pixel Box remains financially strong to weather this crisis

We recognize it's critical that we adapt quickly to our clients' changing business needs. With demand dropping, supply chains disrupted, stores and offices closed, and commodity prices falling, our customers need good data to make decisions and respond quickly. To help our customers, we are offering a variety of assistance at no charge such as:

- COVID-related data cleansing
- Strategic consulting and rapid data assessments
- Developing new business cases to fix gaps in the data foundation
- Flexible billing on new projects or change orders

Please let us know how we can be of help during this challenging period.

My personal thanks go to hundreds of Pixel Box Users around the globe that have united to maintain the unfettered continuity of our services, and for how they have so actively engaged in community health and safety initiatives that demonstrate the Pixel Box Way. We also owe a debt of gratitude to all our heroes in the front lines fighting this virus - we can never put into words how much we appreciate your sacrifice, your courage and your resilience.

I wish you, your families and your colleagues continued good health and hope in a brighter, stronger tomorrow. I know we will adapt. We will overcome. And we will thrive. Together we are stronger, together we cannot fail.

Carter House, Founder & CEO

Charlie House

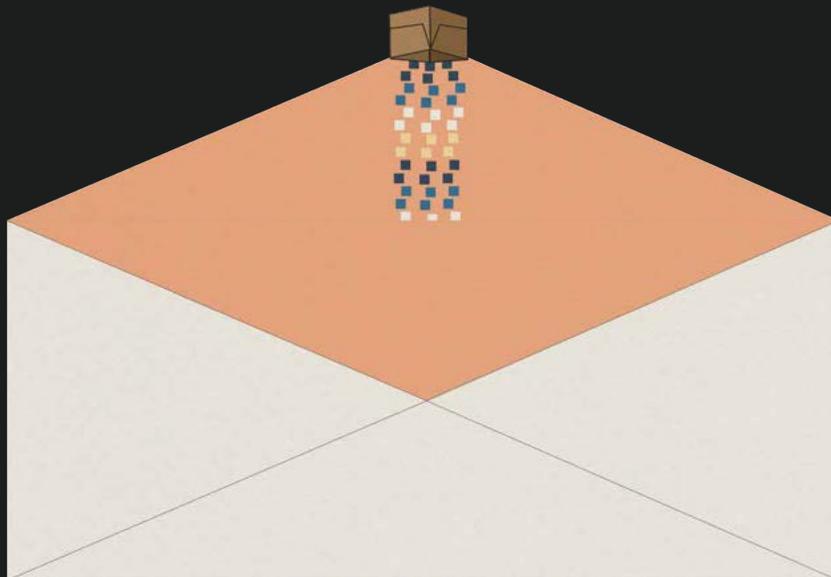
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3D Model of Product



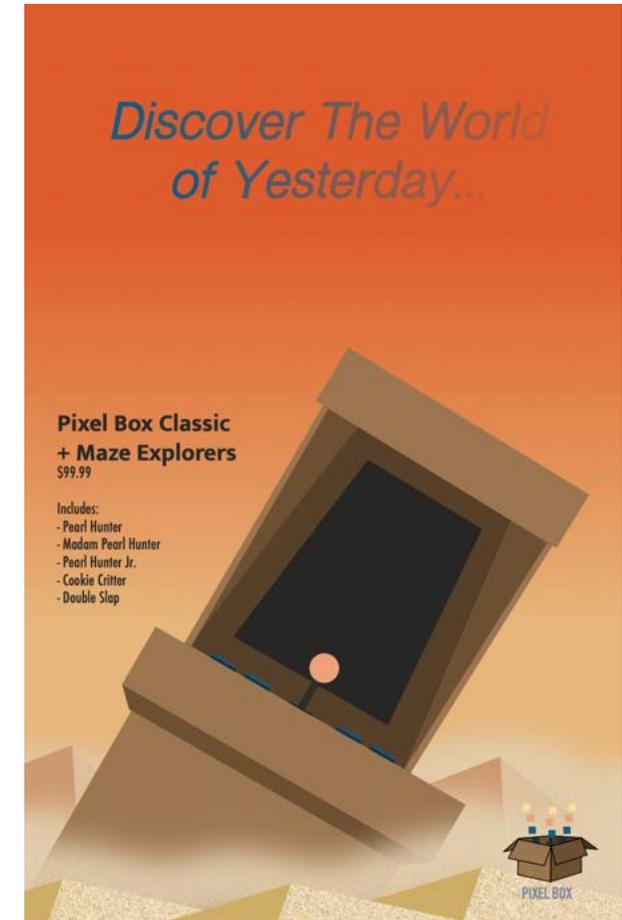
Bookmarks

Bookmarks contains entry lines for users to write their highscores on as a reminder to try and better their scores or to show off the score to their friends and family.



Poster

The poster is used for retailers selling the product.



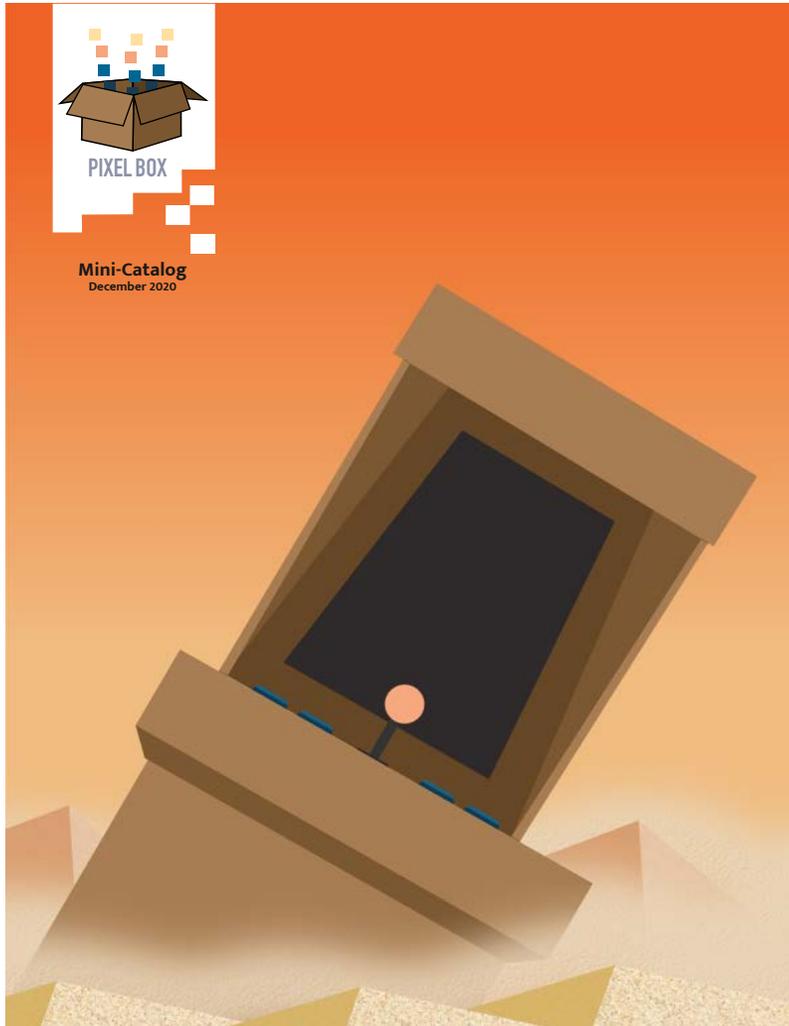
Brand Guide



The brand guide was made to ensure consistency with the overall packaging.

Open the brand guide [here](#).

Catalog



A catalog was made to showcase their products along with their prices. Articles related to retro arcade gaming are also included as a bonus.

View the catalog in book form [here](#).

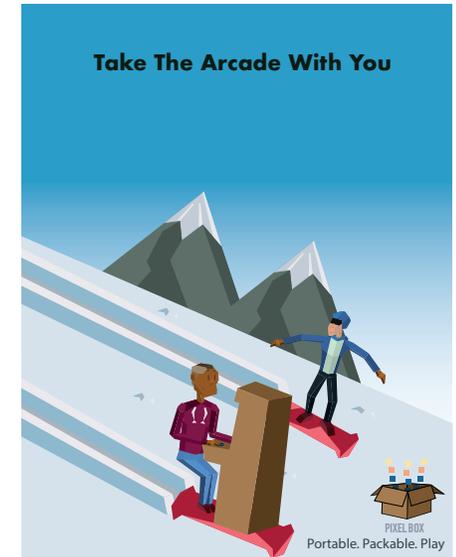
Open the catalog's PDF file [here](#).

ADs

I wanted to do a series of ads to showcase the portability of the device. I also wanted emphasize the product's cardboard exterior.

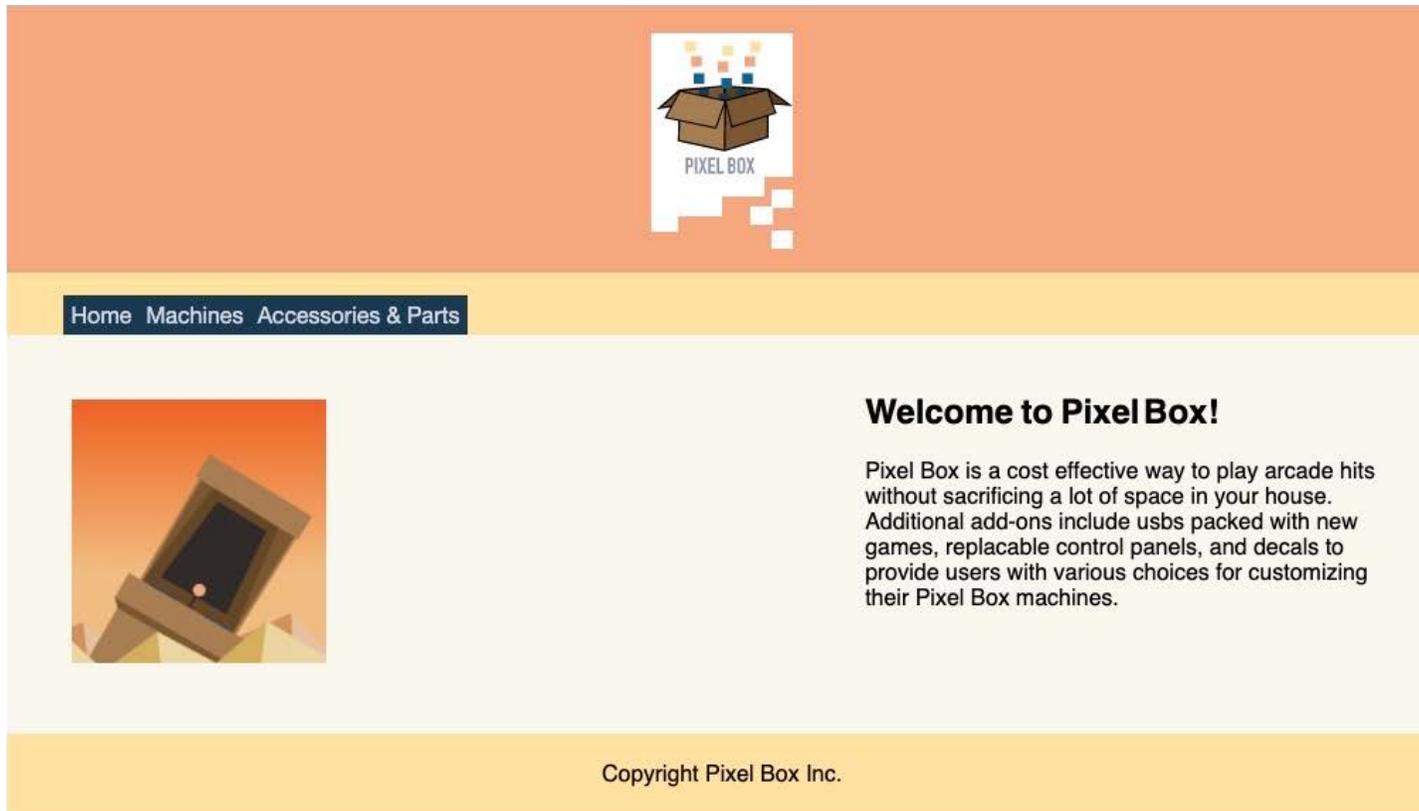


Print ads



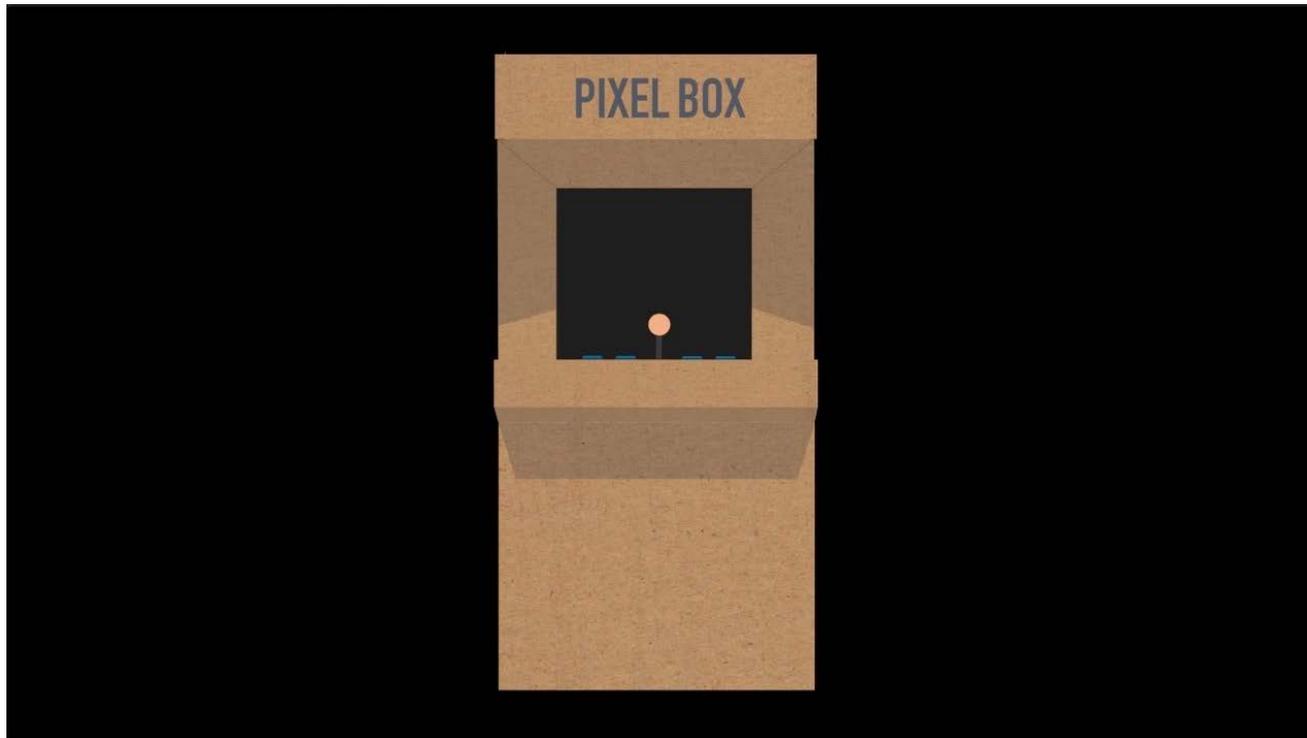
Web ad

Website

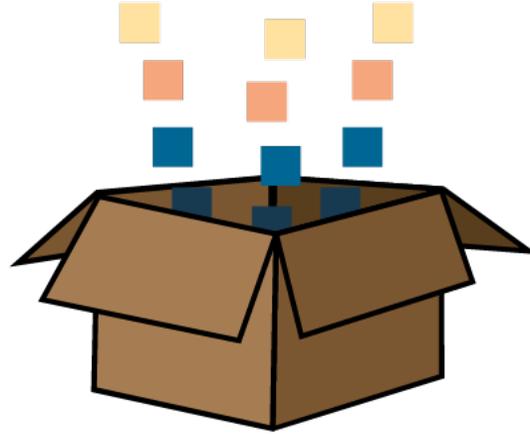


View the website [here](#).

Motion Graphic



View the motion graphic [here](#).



PIXEL BOX

Thank you! Questions?