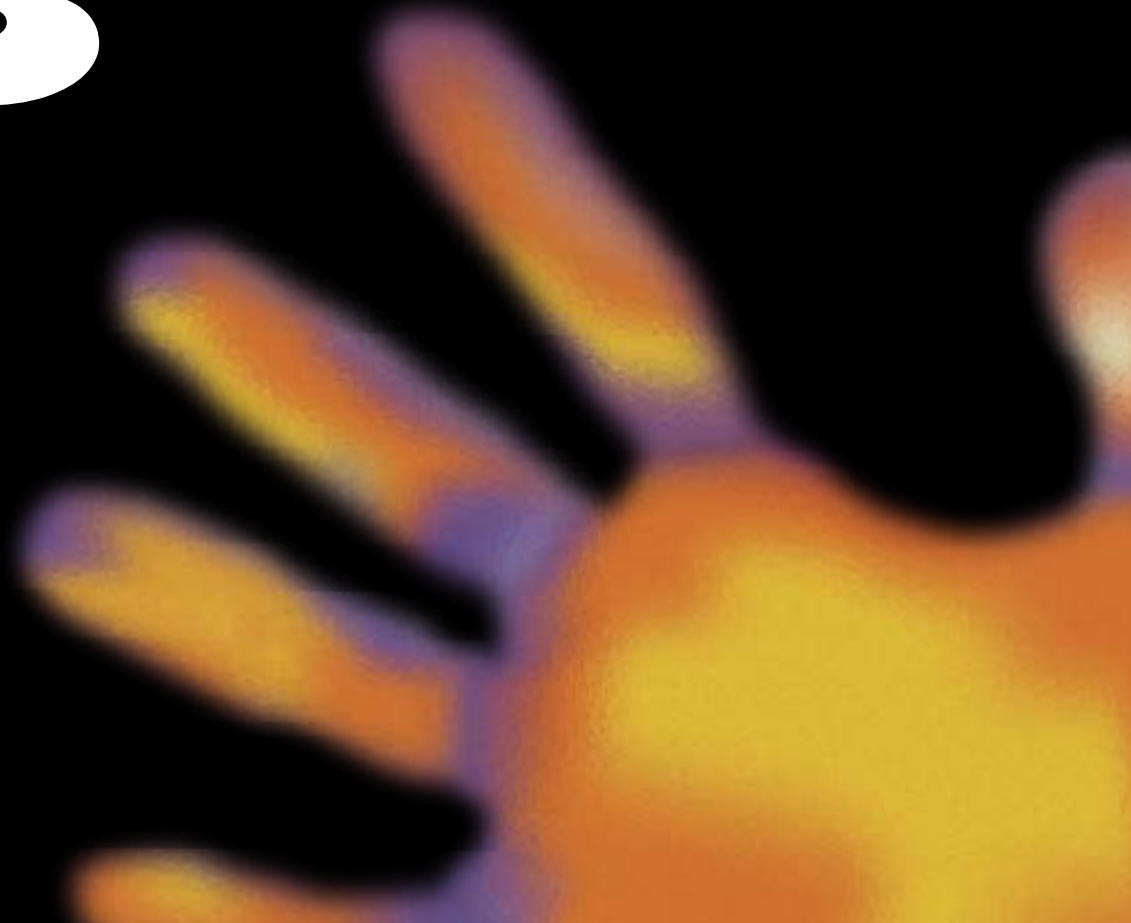


# CAPYTHON 2026

**CASE STUDY**

Kin Isles



# 01 PROJECT OVERVIEW

## Title of the Project

FERVID – Capython 2026

## Client / Brand

Agency: Fervid (collaboration with A3 Studios)

## Team

Fervid Team: Kin, Stephanie, Zoe, JC, Sean, and Melina

## Project Goals & Objectives

The goal of this project was to create a complete branding and launch experience for BOUND, a multiplayer narrative game. The objective was to design a strong visual identity and promotional system that reflects the game's themes of connection and instability, while creating an engaging experience for both players and viewers.

## My Role

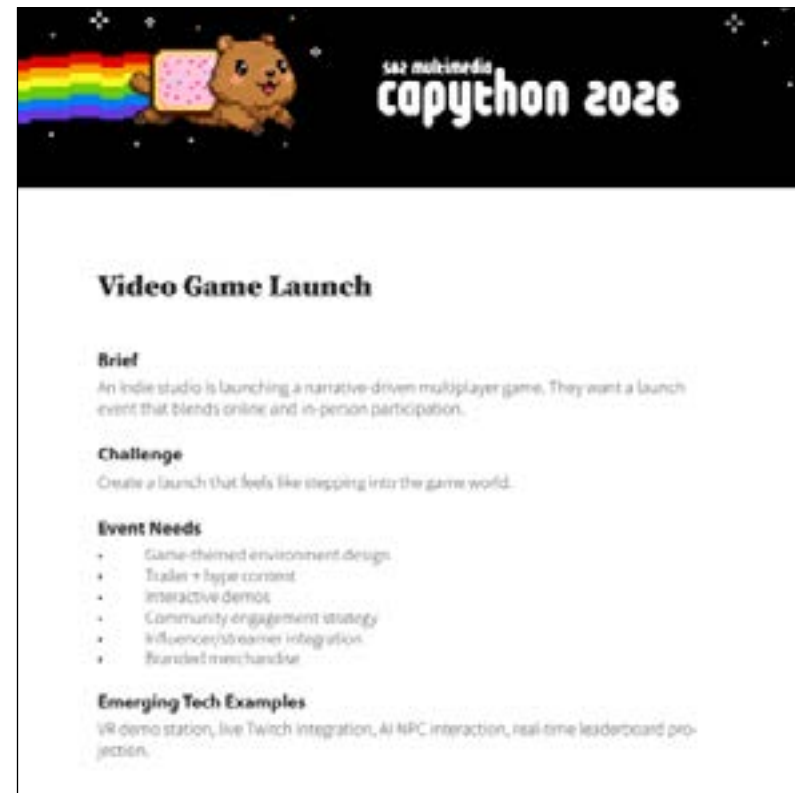
I contributed to both the visual identity and launch direction of the project. My responsibilities included designing the company logo, creating the brand guide, and developing the company business card. I also worked on the video composition for the final presentation and contributed ideas for the launch experience. In addition, I explored potential mockups and launch materials to support the overall event branding.

## Timeline

Completed during Capython 2026 from February 25 to March 6.

## About Capython

Capython is an intensive, week-long collaborative project where students work in teams to simulate a real-world creative agency environment. Within a limited timeframe, teams develop a full concept from strategy to execution while applying both design and professional skills.



# 02 PROBLEM STATEMENT

## Design challenge

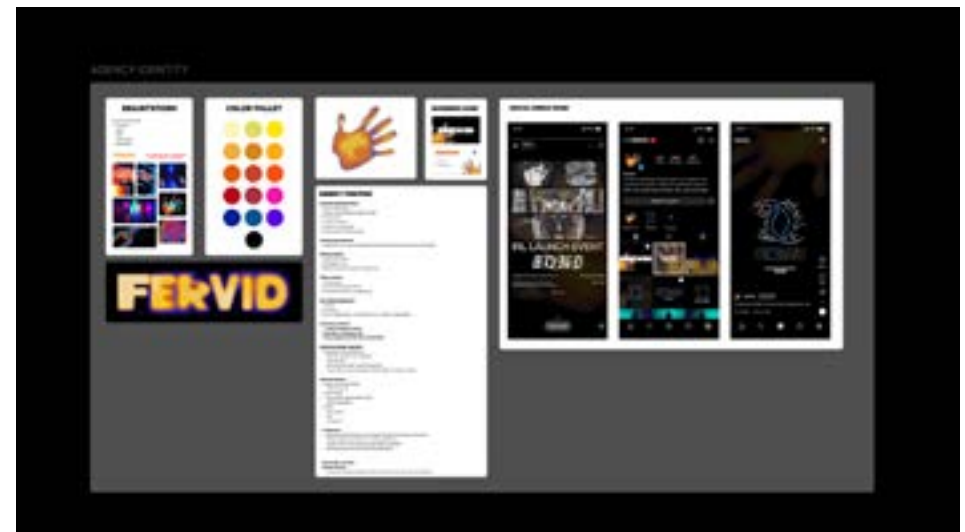
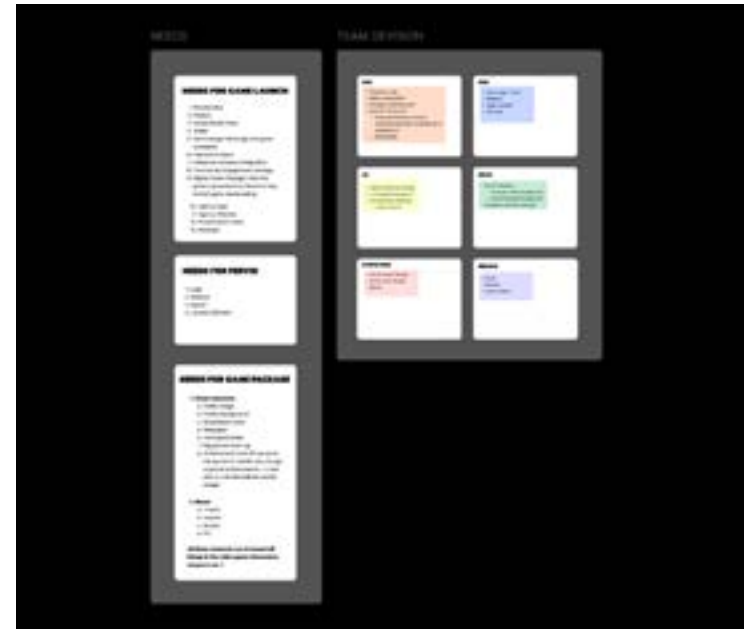
Our team acted as a **branding agency** and was given the challenge of creating a full launch experience for **an indie video game**.

At the start, we struggled to understand how to approach the project, especially how to translate a video game into a strong visual identity and branding system. This made it difficult to define a clear direction early on.

Once we clarified our role, we focused on building a cohesive brand around the game, ensuring that the visuals, messaging, and launch experience reflected its emotional and narrative-driven concept. The challenge was to maintain consistency across all deliverables while working within a short timeframe.

## Target Audience

The primary audience included PC gamers aged 16 and up, especially those interested in indie, co-op, and story-driven games. Secondary audiences included streamers, online viewers, and game development communities.



# 03 RESEARCH & INSPO

## Competitive Analysis

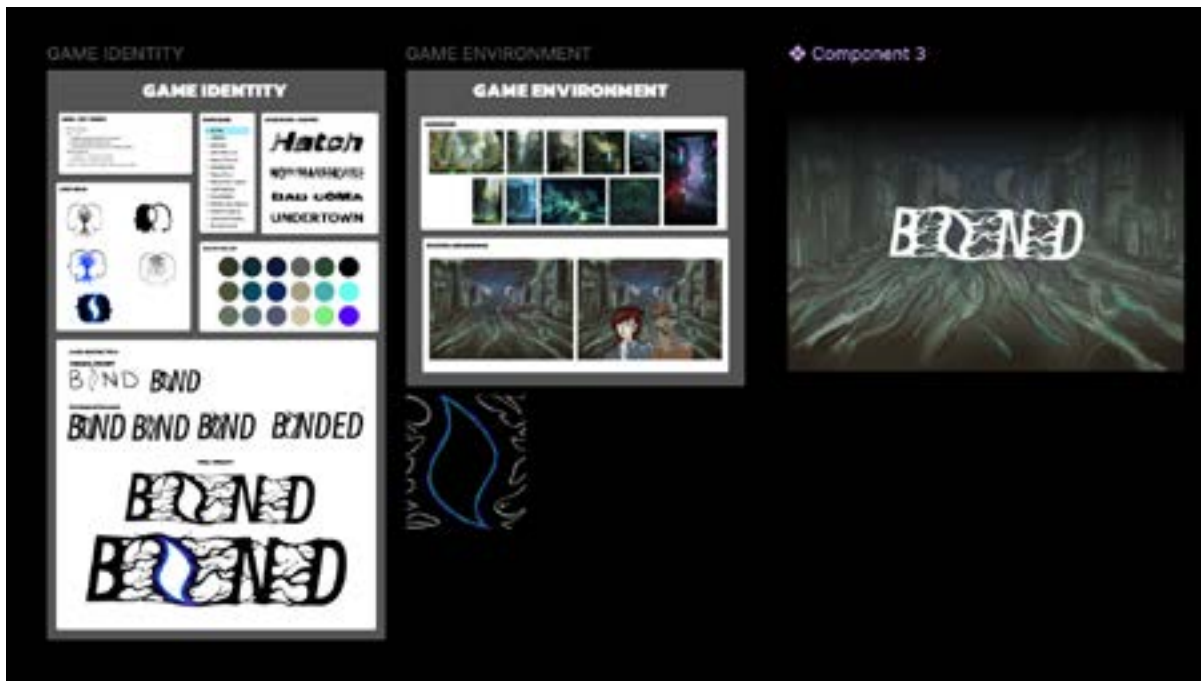
We explored indie game branding and observed a strong focus on atmospheric visuals, dark color palettes, and minimal but impactful design.

## Concept Exploration

Our visual direction focused on dark tones, strong contrast, and glitch inspired elements. These choices helped create a tense and immersive mood that reflects the game's concept of a signal based apocalypse.

## User Insights

We aimed to create an experience that connects emotionally with players. The idea of staying connected influenced both the visual direction and the overall experience design.



# 04 DESIGN PROCESS

## Initial Concepts

We began by identifying the core idea of connection. The gameplay mechanic, where players must stay close to survive, guided all design decisions and helped shape the overall direction of the project.

## Team Organization and Planning

Early in the process, our team established clear roles to divide responsibilities efficiently. This helped us stay organized and work within the tight timeframe. We also discussed what was needed for the full game launch, including branding elements, promotional materials, and event visuals. This allowed us to plan deliverables and ensure nothing was missed.

## Brainstorming and Development

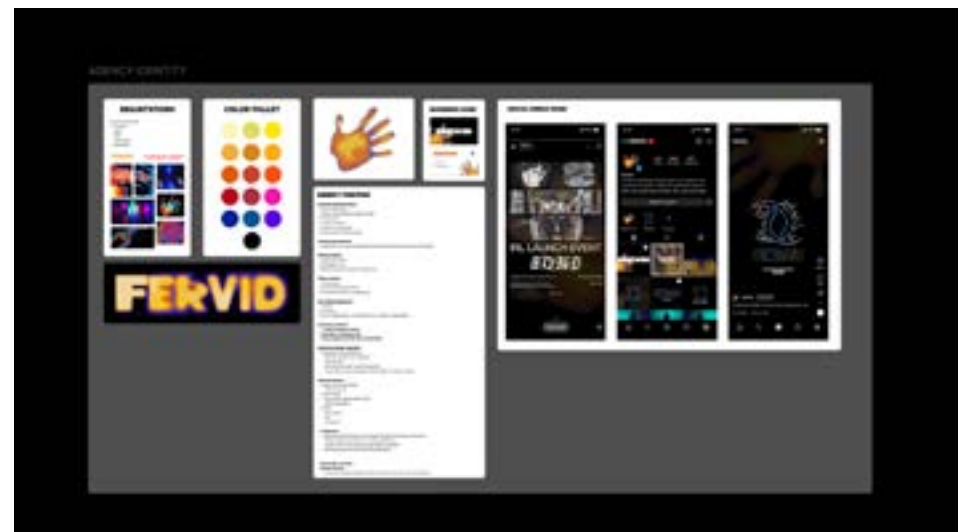
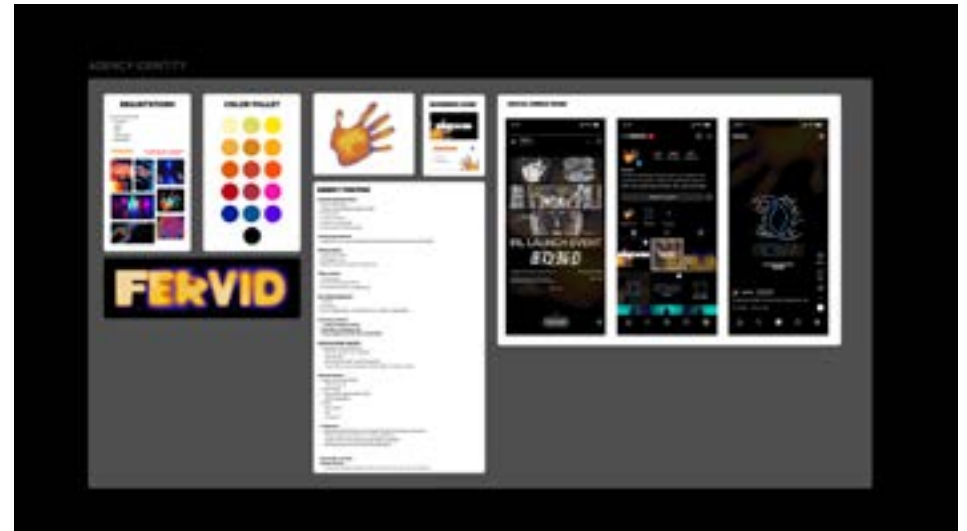
We held brainstorming sessions to explore how a branding agency could translate a video game into a full visual identity and launch experience. During these discussions, we developed ideas for the brand direction, event concepts, and promotional materials. This stage was important in aligning the team and building a shared vision for the project.

## Refinement Process

I focused on developing the branding system and supporting materials rather than the logo. My work included designing the business card, building the brand guide, and creating supporting visual assets to ensure consistency across the overall identity. I also contributed to refining how the brand was applied across different formats to maintain a unified look and feel.

## Tools and Techniques

Design software was used for branding and layout, while video and motion tools were used for the final composition and presentation. Mockups were explored to visualize launch materials and event elements.



# 05 FINAL DESIGN

## Showcase of Final Work

The final result was a complete launch experience including:

- A cohesive brand identity (logo, colors, brand guide)
- Video presentation
- Launch concepts and promotional visuals
- Website and Steam launch direction

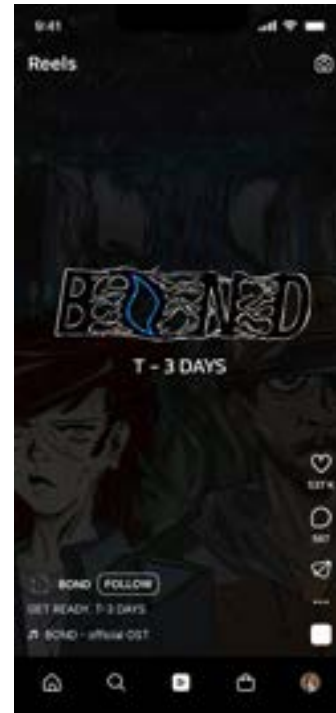
## Key Features and Solutions

We created a unified brand identity for BOUND that translated the game's themes of connection and instability into a clear and consistent visual system.

One of the main challenges was understanding how to connect a branding agency to a video game, which we solved by treating the project as a full game launch experience rather than just a design task.

This helped guide all creative decisions and ensured consistency across branding, video, and promotional materials. Throughout the process, we improved team communication by regularly sharing updates, clarifying tasks, and staying aligned as a group. We also strengthened collaboration by clearly dividing roles and maintaining communication during production.

In addition, we developed launch concepts that showed how the game could be presented across Steam, web, and event formats, and used motion and video composition to bring the brand to life in a more engaging final presentation.



# OG RESULTS & IMPACT

## Client Feedback

Our professors responded positively to the final project and appreciated the overall concept, visual consistency, and how well the branding connected to the game's theme.

## Metrics / Success Indicators

A key success was delivering a complete and cohesive launch experience within a limited timeframe. The final outcome successfully combined branding, video composition, and promotional materials into a unified system that clearly communicated the game's identity.

## Personal Reflection

For this project, I worked on improving my ability to interact and participate effectively with others (NGE.3.1). I started at level 8, where I was cooperative but more reserved in group discussions, with a goal of reaching level 10 by becoming more confident in sharing ideas and feedback.

During the project, I focused on communicating more consistently, initiating conversations, and staying involved in team decisions. I also made efforts to stay aligned with my group through regular check-ins and task clarification, despite some scheduling conflicts.

A major challenge was during the video composition process, where I lost my initial work due to a power outage. Although this set me back, I was able to rebuild and complete a final version on time, improving my time management and adaptability.

Overall, this project helped me become more confident in teamwork and more resilient when working under pressure.



# 07 CONCLUSION

## **Takeaways**

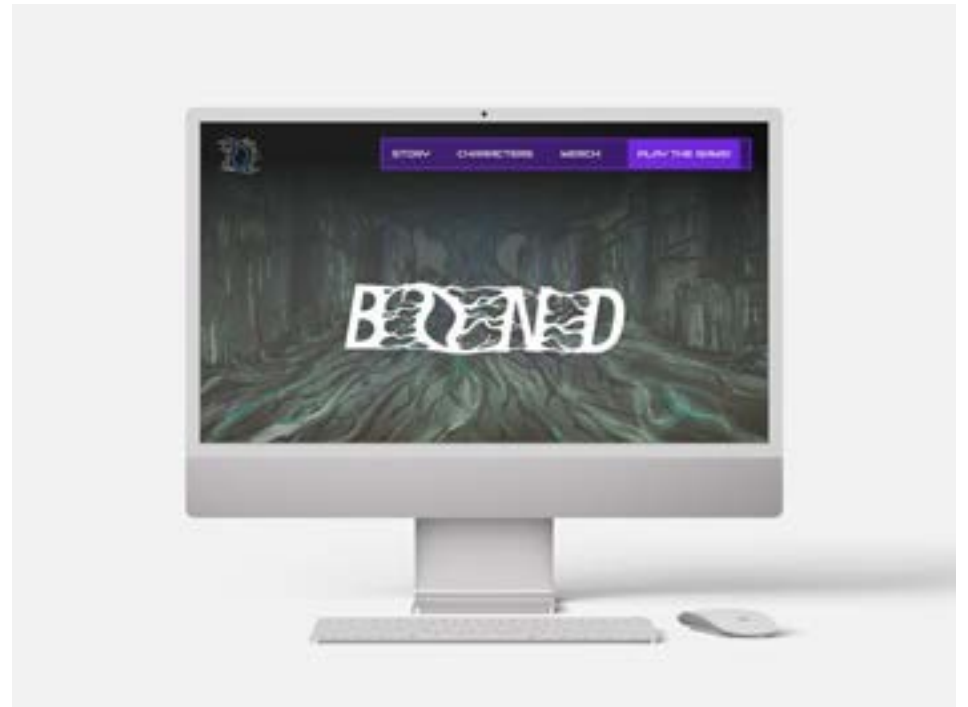
Capython 2026 was a valuable experience that combined design, teamwork, and problem-solving. This project highlights my ability to contribute to a collaborative environment while developing a cohesive branding system under pressure. It also reflects my growth in communication and my ability to adapt to challenges during the design process.

## **Next Steps / Other Projects**

Moving forward, I want to continue improving my confidence in group discussions and leadership roles within team projects. I also want to further develop my skills in motion design and branding systems, especially in creating more polished and industry-level visual identities. This experience motivates me to take on more collaborative and concept-driven design projects in the future.

# VIEW THE FULL PROJECT

You can explore the full project on [the Fervid website](#) and [the BOND website](#), where the complete branding and launch experience is presented in its entirety.





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