MAKERSPACE MARKERTING

Jake Finlayson | Jun 20, 2024

Overview

Brief

Auckland Library Makerspace is a creative space within libraries providing innovative tech such as robotics, software and 3D printers, for all to try out. The Makerspace's goal is to make learning fun, innovative technology accessible by all. With this goal in mind, we will be creating marketing collateral to promote it's service and get the word out to new demographics who may be interested

Constraints

- Instagram Post
  - 1080 x 1080 px
- Arcade game
  - 4:3 aspect ratio
  - WASD controls with minimal input
- Poster
  - 1728 x 2304 px

The collateral's aim is to raise **awareness** of the makerspace with **14+ teens to young adults** as a fun way to learn cool tech after school for free. Material created will need to **inspire** and **intrigue** younger demographics. With this in mind we will create an **arcade style game** thematically set in a library, an **Instagram post** to gain attention online and **posters** to be put up at relevant bus stops and within schools.

With these three marketing channels we aim to provide initial **intrigue**, both in person and digitally. The collateral's aim is to raise **awareness** of the makerspace with 14+ teens to young adults as a fun way to learn cool tech after school for free. Material created will need to **inspire** and intrigue **younger demographics**. With this in mind we will create an **arcade style game** thematically set in a library, an **Instagram post** for digital hype and **posters** to be put up at relevant bus stops and within schools.

With these three marketing channels we aim to provide initial intrigue, both digitally and in person. Inspiring them to create themselves. and inspiration to create themselves.

Proposal Timing | Due Date: 23 April

Brief Proposal — Research/ Analysis — Idea Generation & Concepting — Evaluation & Refining — Finalizing Designs

Client Profile

Values

The Values of the Auckland Library Makerspace's is to "feature fun and educational technology that everyone can enjoy". They aim to provide fun creative tech accessible to all for free. They offer staff available to help and often do events with knowledgeable instructors to further cement knowledge on key creative tech.

Competitors

Other Makerspace's in Auckland are privately owned and/or charities such as:

RE: Maker Space (https://www.remakerspace.nz/our-vision)

Shore Junction (https://shorejunction.nz/who-are-we/)

Presence

Makerspace is in physical locations that include: Avondale, Blockhouse Bay, Central City, New Lynn, Takaanini, Te Manawa and Waiheke with possible plans to expand

Target Audience

Teens 14+ looking for a community of creative people after school with no cost to them

Market Position

Due to the high cost of living within Auckland, many young creatives are unable to fully explore their creative passions. This is an essential part of childhood, allowing for diversification in skillset.

In addition, due to the rise of online dependent youths, community is a dwindling thought within children's minds. Online media and videogames has filled the gap for these youths, so instead of fighting it, embracing it and providing resources so they can learn to create what they love, is a really powerful message.

7P's

Product

The product/service is the Makerspace at Auckland Libraries. It features 3D printers & modelling, sewing machines, software for game development, music, design & video editing, as well as, robotic kits

Price

The makerspace is mostly free, with small fees for 3D printing to help cover costs. Price differs from library to library and ranges from 10 cents to $4 based on materials. All other services offered are government funded and free for public use

Place

- Avondale
- Blockhouse Bay
- Central City
- New Lynn
- Takaanini
- Te Manawa
- Waiheke

Promotion

Competition as stated are often other non-profits who have a low membership fee/are government subsidized. Thus, the biggest competition isn't in pricing or utilities but in convenience and community. For some, libraries with makerspace's may be a bit out of the way to travel to, or they may not have the community necessary which is an important factor for kids. This will need to be solved via further promotion of their services.

Promotion thus far is lackluster, with small efforts on their website blog and newsletters. Most interest comes from foot traffic within the libraries.

For further promotion, we want to target young teens in 3 ways. Foot traffic at libraries, brochures given out at school they can show their parents, and posters at bus stops and within school. This will help diversify where we are targeting and create intrigue. It's also important to provide a tangible pamphlet they can give their parents as they may need further permission to go depending on their age and household rules

People

The regular library staff are mostly in charge of running the Makerspace. Often times they'll hold events run by community members with knowledge on the mediums that can help bridge the gap for new people learning. The organizational culture is that knowledge is also cyclical. If someone learns something new they'll teach it to the others who need help.

As far as customer service, the Auckland library manages an email account that responds to queries and booking requests

Process

Makerspace takes donations of sustainable materials they can reuse, often partnering with charity groups, such as, Repair Cafe

Physical Evidence

Anything created within Makerspace is free to take with you. Consider 3D printing something for your desk, or creating a game to play with friends. This is all evidence that the service is working as intended

PESTEL

Political

This programme may be affected by political cuts to funding. This is especially true during economic uncertainty such as looming recession

That being said, political parties want to remain in public favor, so cutting on important free creative initiatives for children is unlikely.

Economic

During recessions, families find free alternatives to services much more attractive. Non necessary goods such as sewing machines and creative tech may not be the first concern for middle income families. However, due to Makerspace facilitating this demand for free, it's in a much better position.

Social

Parents of teens want to make sure their kid is safe. Libraries are held in high public regard as a safe place. Librarians get trained in first aid and have all been safety checked and police vetted.

On a more intrapersonal level, kids are interested in digital mediums for expressing creative over traditional mediums. Top dream jobs with kids remains as creative fields, such as YouTuber, musician, gamer and artist (YouGov, 2023). By directly facilitating these kids' dreams, Makerspace provides a way to express kids' creativity in a safe environment.

Technological

The interest in creative tech with children has increased in recent years. The use of technology and design has been a popular teaching point in recent years within education (Dugger, 2000). Makerspace provides resources such as computers, robotics, music recoding equipment to aid in learning for creative tech.

Environmental

Environmental concern is a big part of how Makerspace operates. They often receive donations of second hand fabric for their sewing programme for example. For 3D printing they use the most sustainable filament of PLA, in comparison to other plastics on the market.

They also often partner with other charity programmes such as Repair Cafe or the Recreators, who also have a focus on sustainability.

Legal

Advertising to children is a big concern with this programme. To make sure we are following the rules and regulations we are following the most up to date laws published by the ASA: Advertising Standards

Authority (n.d.).

Firstly, we will be targeting 14+, which is classified as “young people”. Secondly, we will be presenting the price accurately as to be clearly understood. Furthermore, no personal information from the children will be gathered from the advertisements. However, a library membership is required, which is accessible information on the Auckland Library website.

The other legal issue that needs to be addressed is supervision. The library policy is that children under 14 must be supervised by a parent or caregiver. We will be advertising to 14+, so this is not an issue for us.

Interview

To clarify some research and further cement my understanding, I reached out to Makerspace Librarian Alexandria Kennedy with some questions, who spoke on behalf of GEN Makerspace. The questions and responses were as follows:

1. **From your first-hand knowledge, what would you say the largest demographic of users for Makerspace is?**
   From my experience the users of our makerspace are really diverse. We have kids, students, migrants, parents, people from all ethnicities and ages coming through. Generally for our sewing facilities, the biggest users are migrant women who no longer have access to machines but still want to sew. For our 3D printers, the biggest demographic are probably people learning 3d design whether in tertiary education or teaching themselves. However, like I said, it is very diverse and that by no means encompasses all of those who come in to use our space.

2. **Are the library staff trained/experienced for kid's emergencies, so that parents can feel comfortable for their safety?**
   I’m unsure quite what you mean by a ‘kids emergency’ but I’ll try to give you a bit of information. All of our staff who work here are safety checked and police vetted, and all of our senior staff members are trained in first aid. However, we do also have a policy in the library that no child under 14 is to be left unaccompanied by their parents. Any time a child does a workshop or is assisted by a staff member, we expect their parent to also be present, especially in the makerspace as the equipment can have some health and safety risks. So far we haven’t experienced any issues occurring with kids in the makerspace.

3. **Are there any plans to expand Makerspace to other libraries?**
   Whilst I would love to see makerspace expanded to more libraries, it is up to each library to implement programming that they think their community most needs, each library has a different budget given by their local board and accountability of the spending of that budget is to that local board. I’ve been talking to various librarians around the network to assist them in putting together proposals for funding to purchase the equipment and so hopefully in the future we will be seeing

more pop up around the place.

4. **How does the library/Makerspace help first-time users, especially for those wanting to learn new technology?**
   Any first time user for a piece of equipment can book a librarian to teach them to use the equipment. Usually this is an hour long session where we cover the health and safety of using the equipment, basic use and then talk about the project that the individual wants to use the equipment for. We do also sometimes partner with outside groups who provide more in depth lessons around using the 3d printers or the sewing machine which talk more about how to use the technology in the context of 3D design or sewing in general.

5. **Is environmental concern considered when attaining resources for Makerspace (i.e. fabrics & craft materials)?**
   Environmental Concerns are a big part of how we operate here. We try to reuse fabrics scraps as testers for our machine, we often take donations of second hand fabric or clothes for some of our programmes. For our 3D printers we only print in PLA for reasons including that it is the most sustainable option of filament when compared to other plastics. We try to partner with people who also hold these values when delivering programmes with external providers, however we do have much less oversight over this as most often they source their own materials. We like to partner with people like the recreators or the repair café Aotearoa NZ who have a specific focus in their workshops of sustainability.

6. **What's the coolest thing you've seen made at Makerspace?**
   The most memorable thing that someone ever made was a prosthetic leg for their friends dog who'd lost his to cancer. Fairly basic but did the trick

7. **Will you be willing for me to use quotes from your responses within my research, including the use of your name and title?**
   Sure thing I don't mind you using my name for quotes

Market Research

Posters

Something they can see at bus stops/where parents are likely to pick them up from

- Dimensions: 1728 x 2304px
- Stock: 155gsm Synthetic Plastic (Cyclone)

Instagram Posts

Something they can share with their friends to gain interest from their circle

- Dimensions: 1080 x 1080px

Arcade Game

An arcade game installed at Makerspace libraries or relocated to points of interest in the city to advertise to foot traffic and provide intrigue

- 4:3 aspect ratio
- WASD Controls
- Limited controls
- Created in Unity 2D

Customer Persona

Jessica Graham

Age: 16

Location: Auckland, NZ

Occupation: Highschool Student

Ethnicity: Kiwi

Jessica Graham is a hypothetical customer for Auckland Library's Makerspace. She falls within our 14-17 yr old demographic at 16 year's old. Living and going to highschool in Auckland, New Zealand, she doesn't have a lot of income to spend on after school programs. Yet, she wants to meet new people and further develop her creative technology skills.

She wants to be some sort of digital creative in the future, perhaps a YouTuber, as she watches a lot of content creators in her free time.

Her parents will want her to be safe and they trust the library and their staff.

Buyer Decision Making Process

Identify the Problem	Kids want to learn new creative technology without having to spend all their pocket money
↓	
Information Search	They look up free alternatives or ask their friends/teachers to see what is available
↓	
Evaluate Alternatives	After getting suggested on Makerspaces in Auckland they look at websites to see what they learn and how much it will cost
↓	
Purchase	The child asks their parents permission, after agreeing, the child goes to the library after school to see what it's about
↓	
Post Purchase	The child will take home something they're proud of that they've made at the Makerspace and show their parents. Maybe they'll put it up on their shelf if it's physical, or show it to their friends/family on school/home computers. They are now interested in learning more in their own time.

Buyer Behavior

	High Involvement	Low Involvement
Significant differences between brands	*Complex Buying Behavior*	*Variety Seeking Buying Behavior*
Few differences between brands	*Reducing Buying Behavior*	*Habitual Buying Behavior*

Although this is a free service offered by the Auckland Council, buyer behavior still plays a part in the decision making of going to Makerspace. For children, the initial intrigue in Makerspace would fall under **Variety Seeking Behavior**, where they want to try something new and exciting. They don't have a high involvement in the decision and curiosity takes the wheel. Fortunately, older children show , a consistent and clear pattern of variety-seeking attributions (Ahl & Dunham, 2020), so this is perfect for getting people in the door. Over time, they may exhibit **Habitual Buyer Behavior**. This will be exacerbated by two main things: 1. the continual development of their hobbies and 2. the community they gain from Makerspace.

The parents will want to be more involved in the initial decision for their child's safety. They will do research and will put a lot of thought in to the decision. This is value shows **Complex Buyer Behavior**. To aid in their decision making, it will be important to display correct and concise information in places they may seek (government website, in person, etc).

Behavior Models

Models are used in marketing to understand the behavior of the consumer. The traditional models include Economic, Sociological, Psychoanalytical and Learning.

Economic Model focuses on the cost considerations by the consumer. Where extracting value for the cost is crucial. The Economic Model is dependent on the income level of the user, such that, higher income equates to more disposable income, thus, more purchasing power. With a lower income, consumers will use substitution for an oftentimes inferior product in exchange for a lower cost.

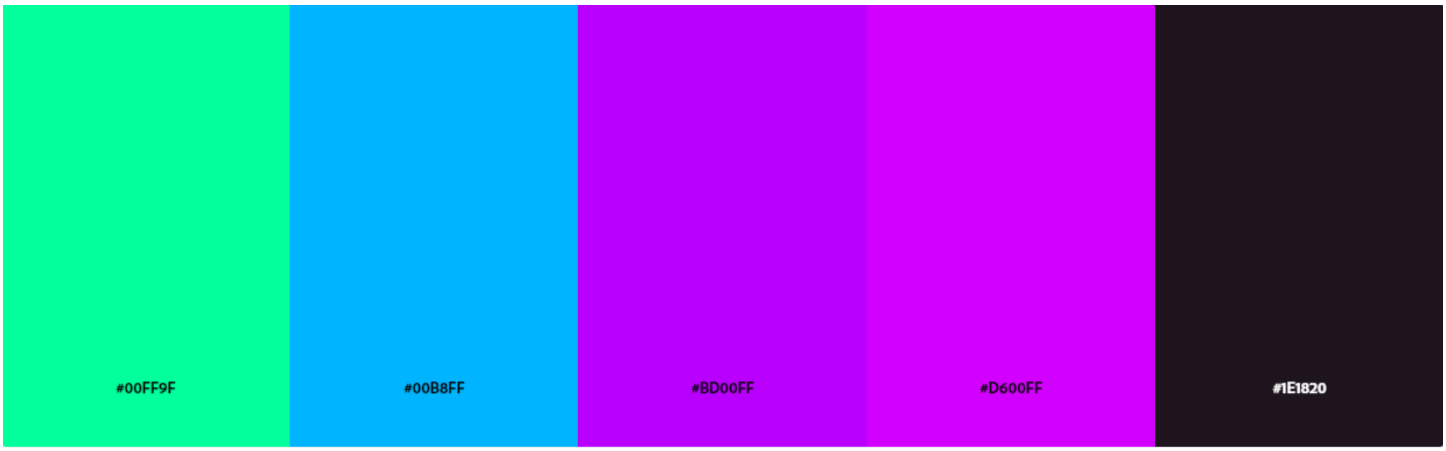
The Sociological Model is based on how the consumer perceives their social standing in society. In relation to spending, this model essentially states that consumers will spend to maintain or elevate their status in society.

The Psychoanalytical Model describes how the personality motivates consumer behavior. Based on philosopher Freud, it divides the personality in to three states. ID (instinctive desires), Superego (Internalized morals and ideals from society), and Ego (the balance between the aforementioned as an application in reality). These three states define humans being incomplete, with marketing existing as a way to complete a person.

The final model is the Learning Model. This model is in response Abrahams Maslow's hierarchy of needs (self-actualization, esteem, love and belonging, safety, and physiological needs). Consumers are driven to a product with this model for a want to be a better self. The ability to learn and explore creative endeavors.

The Makerspace is a free programme meant to help users learn and explore creative tech. As a result, this marketing campaign is based on a blend of the Economic model and the Learning Model.

Color Theory



We want to highlight the technlogy theme of the Makerspace by going with a bright neon "cyber" colour palette. The color palette features green (renewal), turqoise/blue (positive emotions and increased empathy), purple (imagination), and pink (love and playfullness). These analogous colours thus create a feeling of creativity and fun in a digital environment. The use of neon colors also provides high visibility and nostalgia referencing early 80s media, when arcade machines became widely popular.

Moodboard

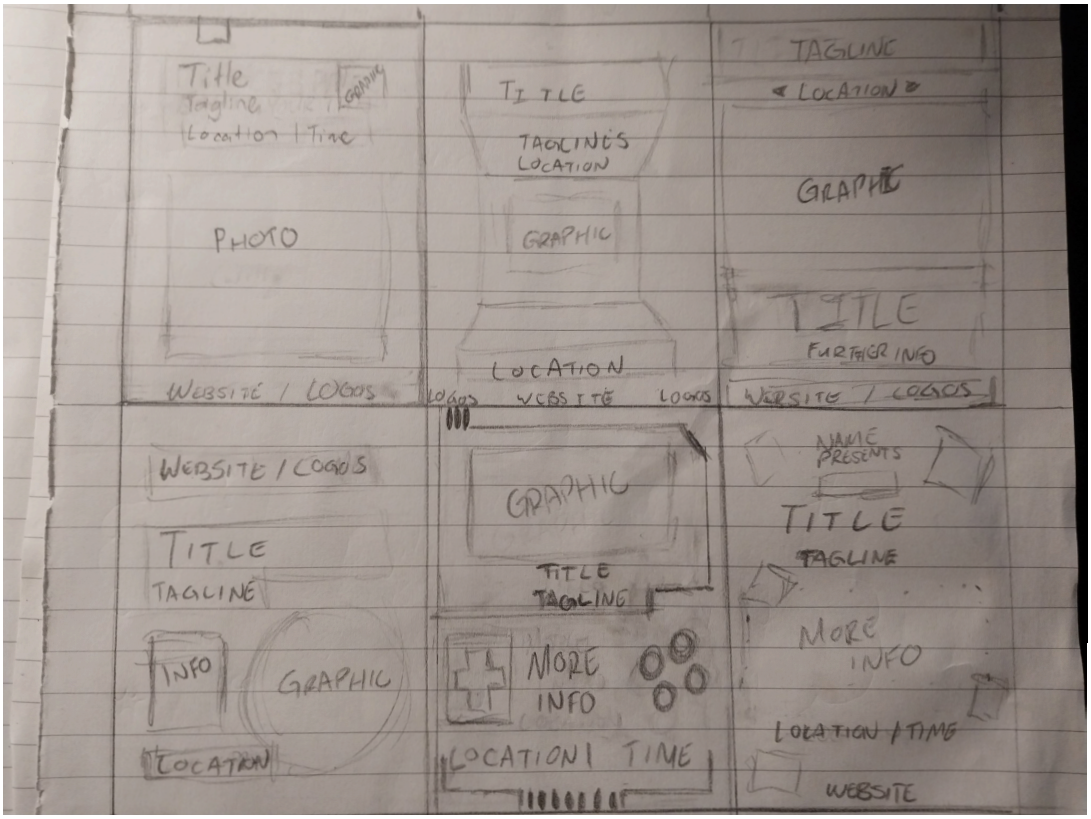
For the moodboard I want to capture both the pixel-art style I'm going for, color palette, and layout ideas for posters & Instagram posts.

Poster Concepts

Aim

To introduce the brand to the new target demographic of teens. This poster will be displayed at places teens frequent like bus stops and schools. Important information that needs to be highlighted include name, location, a tagline and fun graphics that encapsulate the brand image.

Thumbnail



Concepts

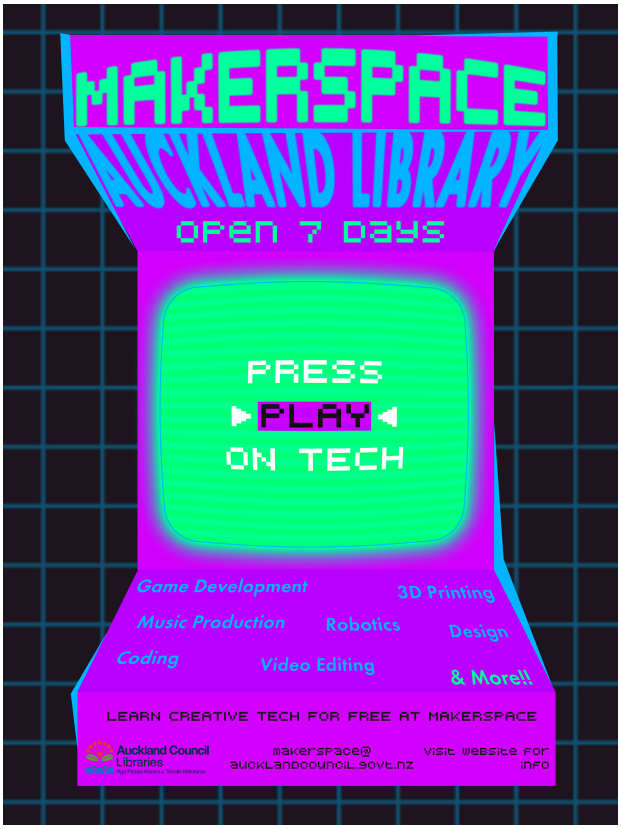
After ideating some possible layouts, I wanted to create three posters in varying styles so the chosen poster from feedback can be iterated on. After a final poster design has been decided I will then have a theme that I can carry across to other marketing material.

Concept 1

- Use of pixel font throughout
- Clear use of purples and blues creating contrast
- Design reminiscent of old games' menu screens
- Modern twist similar to "dark mode"

Feedback

- Design is too busy with no clear focal point
- The colors are nice with clear contrast of foreground/background
- The text in the middle graphic confused them, especially since the same is already listed below
- Font choice works with the theme



Concept 2

- Retro style graphics with heavy use of neon coloration
- Made to look like an arcade machine to draw a direct tie to creative tech
- Clear tagline on center screen
- Concise information

Feedback

- The favorite of the three
- Colors, although very bright, stand out and immediately intrigued her.
- The font choice of the list felt cheap and made the design look immediately less professional (“it’s giving ‘how do you do fellow kids’)
- Very gamer-centric with a clear target demographic in mind

Concept 3

- Clean imagery
- Professional look, with playful imagery throughout
- Colors remain concise throughout and contrast with the dark background
- Minimal look with text used sparingly

Feedback

- Good for parents, but teens won’t be interested since it looks like it’s just for young kids
- The framing of the picture is fun and does catch attention
- The “Play” looking like a button is a nice creative touch

Feedback Analysis

Upon analysis of the feedback provided for the three concepts, it was clear that the colors chosen were appropriate for the brand image and gaining initial intrigue. The font choice was mostly good using the font BitDust One throughout, leaning in to the pixel art aesthetic across. Out of all the concepts, Concept 2 showed the most promise for the target demographic of teens. Most Gen Z feel nostalgic for a time before they were born (Harlow, 2023), so utilizing this trend in design by showing 80's design/imagery was particularly important.

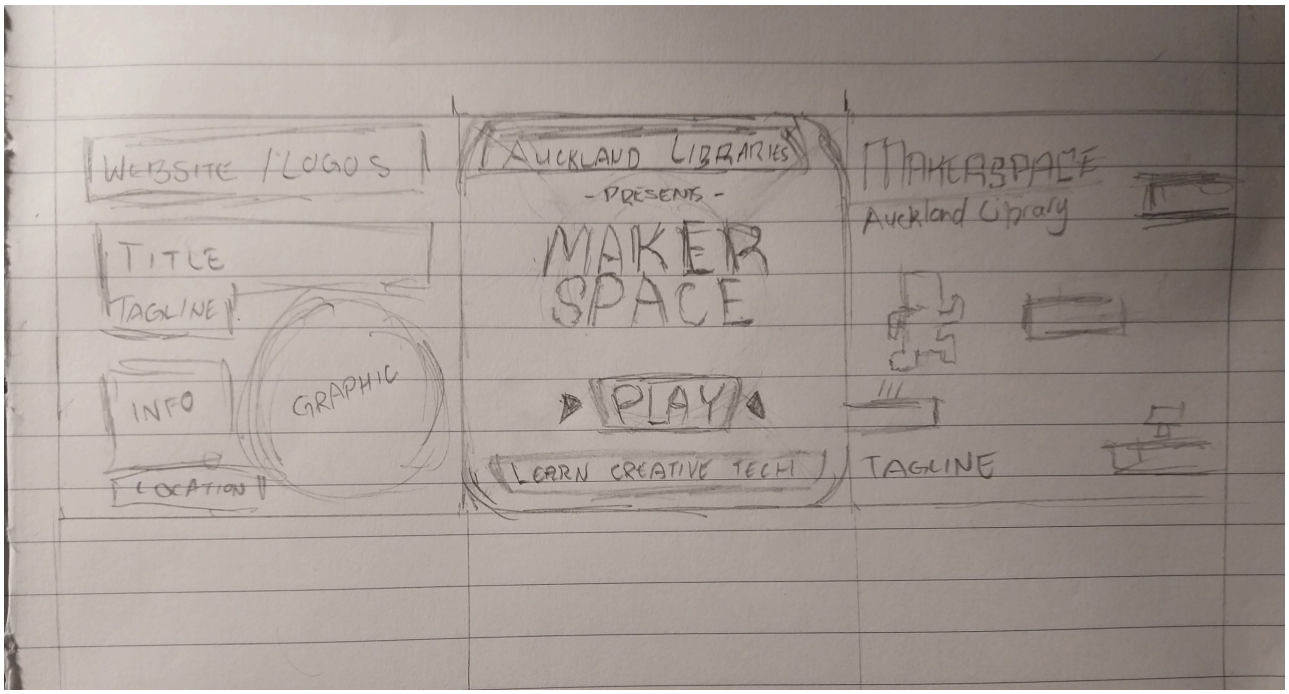
With it's clear positives in structure and form, in comparison to the first concept for example, overall the design needs more polish to look more professional. For example the bottom font will need to change, as well as the headers standing out against the pink arcade machine. I also want to lean more heavily in to the neon aesthetic by adding glow where possible (this also works as a diegetic mechanism of the "glow" of the arcade screen).

Instagram Post Concepts

Aim

To introduce the brand to the new target demographic of teens. This Instagram post will provide a shareable image for teens to share with their friends and gain interest within their friend circle. In addition, over half of teens are on Instagram for over 15 minutes per day (Dixon, 2022). To keep a consistent brand theme, this Instagram post will also use the same color palette and fonts.

Thumbnail



Concepts

Concept 1

- Reusing frame from previous poster concept
- Color remains consistent
- Colors remain concise throughout and contrast with the dark background
- “Press Play” button moved to left corner of graphic

Feedback

- Same problem as previous with middle graphic (these were made at the same time)
- Bottom text could be larger as in feed it may be hard to see
- Seems like it would “be better on Facebook” instead of Instagram

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Concept 2

- Made to look like old arcade machine screen with center bulge and visible lines
- Glow around text with star graphic
- Concise text with clear flow of title, play and further information
- Chromatic aberration used throughout

Feedback

- FREE caught her attention
- Good flow of information across the whole image
- Would send it to people who share the creative interest
- Like’s the star on the text
- No complaints

Concept 3

- Made to look like pixel platformer game reminiscent of old games like Super Mario Bro's on the Gameboy
- Use of blue/pink for variation in choice
- Made to be a shareable graphic for Instagram and provide immediate intrigue

Feedback

- Likes the use of pixel art to represent game feel and nostalgia
- Wouldn't assume it was for a physical learning environment, it leans to heavily in to the "game".

Feedback Analysis

Upon analysis of the feedback for the three concepts, the clear winner is Concept 2. It's the most clean & concise, as well as, being a highly shareable graphic. This is an essential piece of this collateral as sharing the ad to friends gains interest beyond the user who's been advertised to.

Although the use of pixel art and nostalgia remains a key interest, in Concept 3 this went too far away from the initial aim of providing interest for Makerspace, instead confusing the user. This is where Concept 2 shines, remaining true to the initial aim, whilst also adding in the additional context of digital media and 80's arcade nostalgia.

No further adjustments are needed according to the target demographic. So Concept 2 will also be the final design I will continue with.

Arcade Game Concepts

Aim

To introduce the brand to the new target demographic of teens. This Arcade Game will be able to be relocated to points of interest in public, or stay within the library. It's aim is to provide an in person insight in to what can be created at Makerspace. The game will be set in the library, with use of pixel art throughout and the BitDust One font to stay consistent with the brand theme. The game needs to be quick and accessible to pick up. Furthermore, the shell of the arcade machine will need to share brand colors with other marketing collateral (use of color and fonts).

Game Design

Engine: Unity Engine

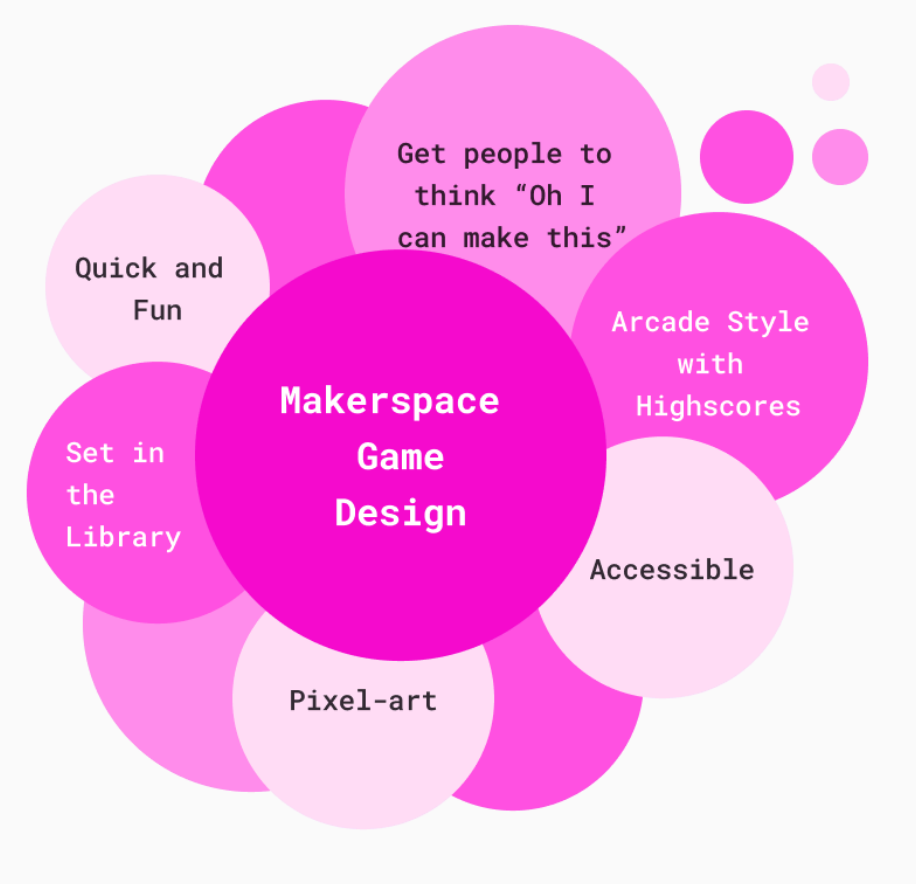
Aspect Ratio: 4:3

Genre: Action Arcade

Avg Playtime: 2-5 mins

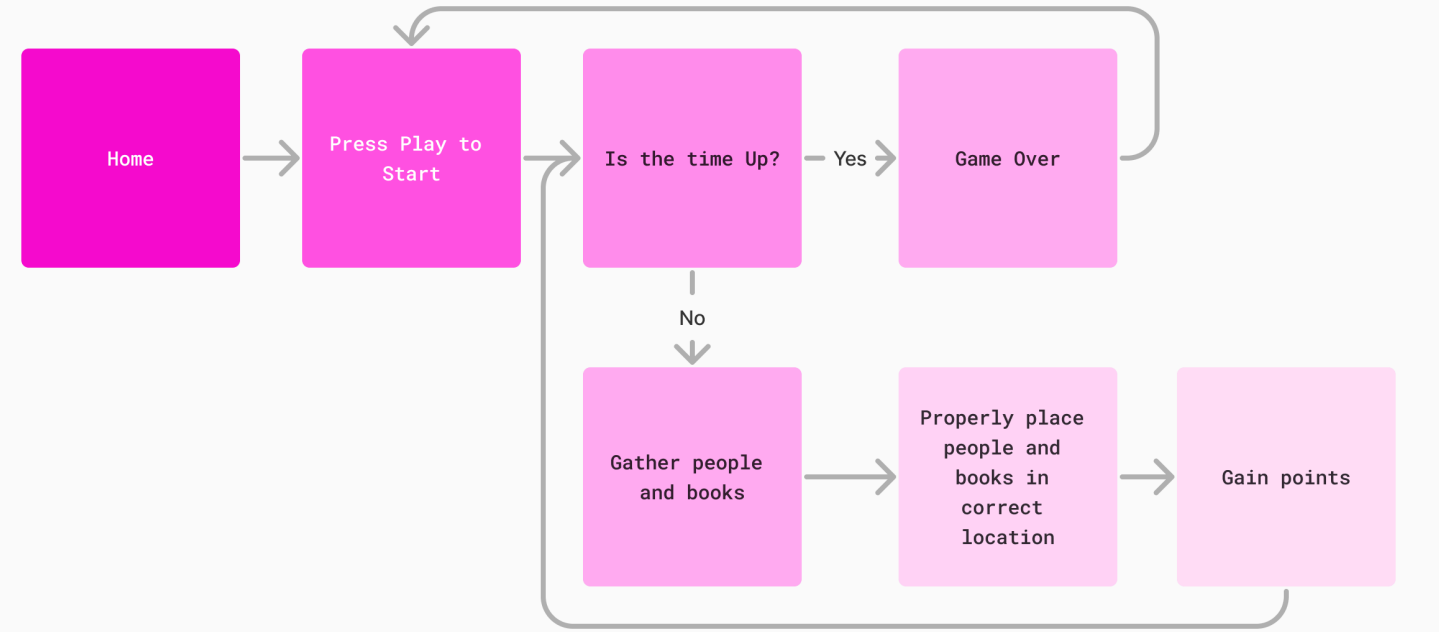
Notes:

- The game should be quick & fun with minimal learning curve
- The ability to replay to achieve a higher score
- Most importantly, people need to think "Oh I can make this at Makerspace"



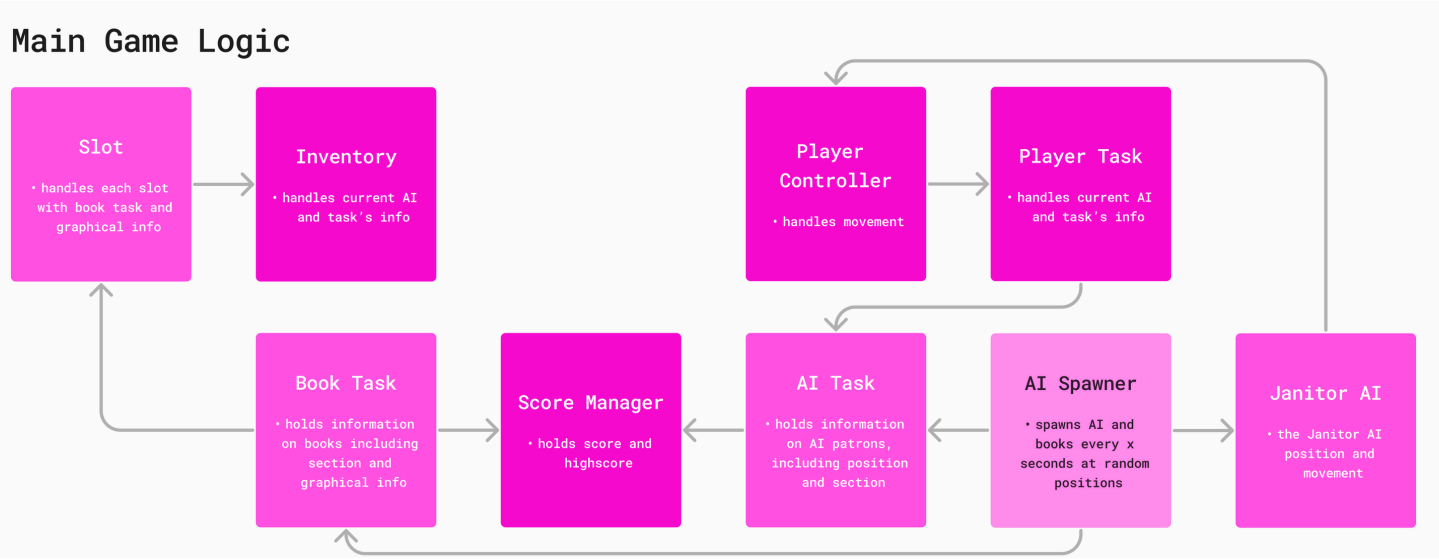
Flowchart

The next step was to show the user journey from start to end. This will help me later on when creating menu's and how they flow from one to the other.



UML Diagrams

A popular diagram when designing games and how systems interact is through UML diagrams. It shows the relationships between systems and how they work in cohesion for a final product. It's helpful to think of systems as individual scripts of code running the game logic. Whilst the end user doesn't see these scripts, they do so the result of these scripts on screen.



Art & Sound Assets

The game still needed to be consistent with branding and fonts. Thus, BitDust One was again used for all the in game text and UI Elements. For art, I used this CC-BY 3.0 asset from dulsi, and my own original art made in Asesprite. All graphics were then imported in to Unity Engine and coded to make the game with the IDE VSCode.

For music and sfx, I used FL Studio using 8bit instruments to create a chiptune soundtrack, then mixed and mastered with Ozone Pro.

Graphic showing FL Studio project

Final Designs

Poster

Design Elements & Principles

- A clear use of **hierarchy** with title and center being most important and thus the biggest. The least important is the additional info at the bottom, so it is the smallest text. The medium text is a list of what you can do, which should be important for those already initially interested.
- **Flow** is created based on the actual shape of arcade machine drawing your attention to the center graphic. This is due to the inherit **depth** of the 3d-like image. **Shape** was also used with text to keep it in line with the arcade machine.
- The title makes use of **proximity**, with Makerspace, being the key info, then backed up by Auckland Library to show the location
- **Light** is used coming off various parts of the arcade machine, notably text and the center screen which also has the **alignment** centered. This provides a grounded feel, as an arcade machine would actually glow.

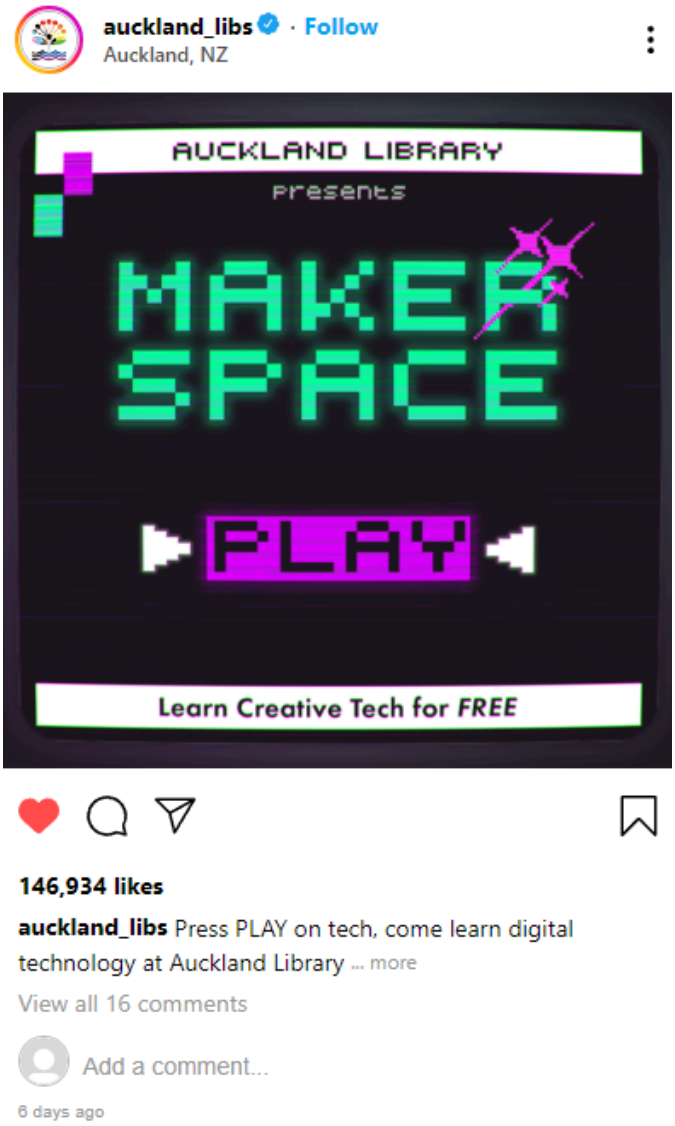
Feedback

- The colors have been more thoughtfully presented, with easier representation of information across the poster
- It immediately stands out, and if this were on a bus stop it would definitely grab my attention
- The list text is far more concise and seems to fit better with the overall theme
- The glow is a nice touch and helps the poster feel more real, despite being so bold
- The clear inspiration of the 80's is also quite fun! I see a lot of nostalgia in advertising, but not much from the 80's
- Well done!

Instagram Post

Design Elements & Principles

- **Hierarchy** is present through text, with Makerspace being the largest followed by the Play button graphic for a call to action. This is followed by the top and bottom bars providing context and a clear **flow** of information
- **Proximity** is used to group text elements together such as “Auckland Library” and “presents” before leading to the Makerspace
- The **shape** of the graphic has a slight bulge, creating **depth** as a tie in to the retro 80's arcade machines and TVs, creating a sense of nostalgia in the user
- **Negative Space** was used around the Play button so that people scrolling will immediately have focus to it. This is amplified through the triangle **shape** leading towards it
- **Light** is again used with glow coming off text elements. Furthermore, a chromatic aberration and scan lines was added to supplement the graphic with **texture** and further ground it in the retro feel

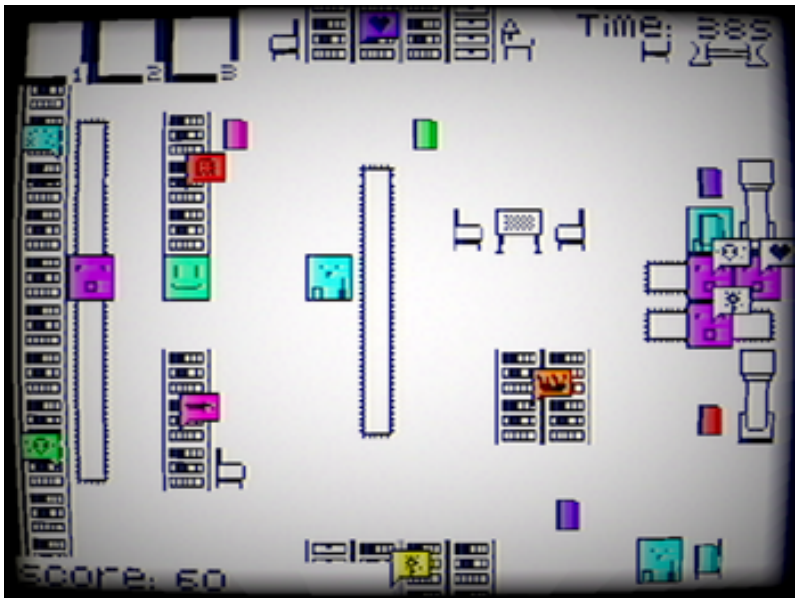


Feedback

- With the added context of the Instagram layout presented, I can confirm my initial beliefs that I would share this with my friends
- It would definitely catch my eye if I saw this in my feed
- I wanna go now haha!

Arcade Game

Graphic showing a hypothetical arcade game (original model by slayermodel29179)



Screenshot of game (play here)

Design Elements & Principles

- **Shape** of the final game has a bulge also, with added post processing of scan lines and grain to provide further **texture**
- **Hierarchy** with UI elements being in the corners of the game, with the main action ocurring in the middle
- The camera is static so all information remains on screen no matter where the player moves
- The use of pixel art is continued, with the same font to provide consistency across other marketing material. The use of **color** is only on important information to highlight it (ie player, books, AI, sections)
- The arcade machine itself provides **depth** via being an actual 3d model. On the machine itself **proximity** is used between text elements such as on the side, with “Makerspace” and “presents” being closer together before the title of “Library Mania”. All text and graphics is **aligned** to the center of each of it’s respective panel. This provides a clear **hierarchy** of information.

Play the game here: https://3mourn.itch.io/library-mania

View Source Code: https://github.com/fakejinlayson/Library-Mania-Unity-Game

Feedback

- The game is very easy to understand... and very chaotic. Which is a good thing for the genre
- My high score was only 60, how did you get 240?!
- The arcade machine is also very stylish and matches your other marketing material. If this were in public somewhere I can imagine trying it out and becoming immediately intrigued learning that I could make this too

Evaluation

Having chosen scenario 1, my goal was to raise awareness and intrigue with my target demographic of 14+ teens to young adults for Auckland Library's Makerspace. I chose three facets of marketing collateral: posters, Instagram posts, and an arcade game. Through these collateral I aimed to showcase a fun way to learn creative tech for free in Auckland.

By focusing on these specific collateral my goal was to provide three points of interest, on the way to school with posters that can be put up at bus stops. Whilst they are relaxing at home not doing anything with a shareable Instagram post, hoping to get their friends involved as well. And also, an in person example of something they can create at Auckland Library's Makerspace with the arcade machine. These can be put up at points of interest, or stay in the library as a way to convert library-goers to Makerspace-goers as well.

The stage I struggled with was during researching, as Makerspace does not have a great online footprint. More specifically, I struggled to find the process of the users and who the current target demographic is. Luckily, I reached out to Alexandria who was gracious enough to answer my questions and fill in the gaps in my knowledge.

I think my designs have the necessary information in garnering interest with my target demographic. By utilizing a clear theme of 80's retro gaming, and a neon color palette to match, the collateral created is consistent and stands out to teens. A point of improvement for me is using these colors in a way that doesn't cross the line from striking to overbearing. If I had more time/resources, I would spend a longer time trying to narrow this gap further.

Bibliography

Research Links

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YouGov. (2023, October 11). *Infographic: What Do U.S. Teens Want To Be When They Grow Up?* Statista Daily Data. https://www.statista.com/chart/31014/most-popular-future-jobs-with-united-states-teenagers/

Resources and Assets

1bit 16x16 Indoor Tileset by dulsi (CC-BY 3.0) https://opengameart.org/content/1bit-16x16-indoor-tileset

Arcade Machine / Cabinet 3D Model by slayermodel29179 (Personal Use License) https://free3d.com/3d-model/arcade-machine-cabinet-41196.html

Children Win Success Video Game via Pixabay by Startup Stock Photos (Pixabay Content License) https://pixabay.com/photos/children-win-success-video-game-593313/

Pinterest mood board collated by me, all rights reserved to original creators https://pin.it/6aI7QL9CU

VHS Pro for Unity 3D by Vladimir Storm (Paid license) https://assetstore.unity.com/packages/vfx/shaders/fullscreen-camera-effects/vhs-pro-44925

Further stock assets were used through Canva Elements, these include Pro Elements which I have purchased a license for.