




PROJECT 3:


BUDGET BOOK

SDGM 721 - STUDIO BUSINESS PRACTICE
Professor John Colette
Andor S. Mate



NEW YORK
COMIC CON™

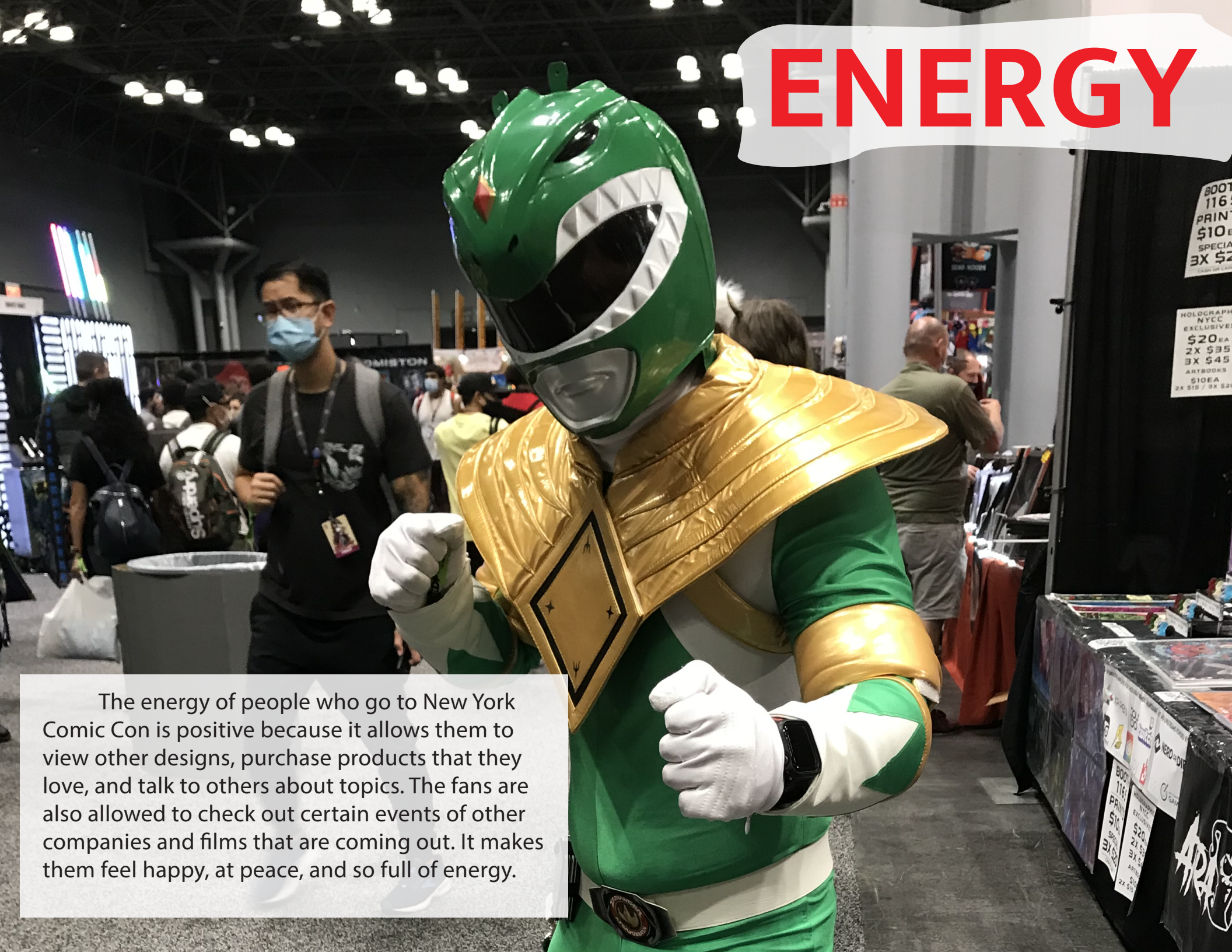
BY **REEDPOP**★



Fans and non-fans of comics around the world see this event through social media, website, and usually get information in the mail (both email mail and paper mail). New York Comic Con is about being creative together where people can develop their artistic skills by making cosplay of their favorite characters, developing artwork on comics that already exist or making their own, and making film and video games based on an already existing game.

CREATIVE TOGETHER

ENERGY



The energy of people who go to New York Comic Con is positive because it allows them to view other designs, purchase products that they love, and talk to others about topics. The fans are also allowed to check out certain events of other companies and films that are coming out. It makes them feel happy, at peace, and so full of energy.

COMMUNITY

How the amazing New York Comic Con came to be started off when the first convention was held in 2006 at the Jacob K. Javits Convention Center in New York City. It started off modest, but it exploded out the water, with 10,000 comic enthusiasts buying their tickets and merchandise that was sold there. Then 4,500 more people came to purchase tickets and check out the event. It went so well, they had to lock down the convention on Saturday. As years went by, Comic Con continued to grow and tickets were selling out quickly. Reedpop partnered with Comic Con. There are panels for celebrities, sneak peaks for film, dealer tables to sell toys, comics, posters, custom items, and Artist Alley where artists show their art from poster to comic books. They have anime, manga, and American comics. The companies that are well known to be participating are DC, Marvel, and Shonen Jump.

The New York Comic Con is one of the biggest events of the year for people who love comics, film, video games, and pop culture icons. The number of people who go to Comic Con is 150,000.

-Time:
October 6 - 9

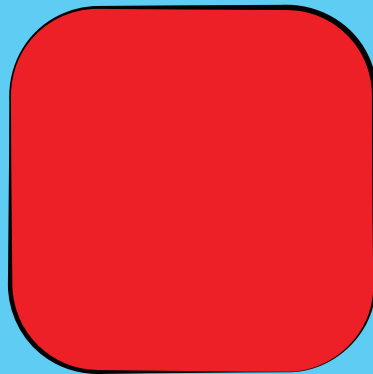
-Location:
New York
Javits Convention Center
11th Ave. between 34th St. and 38th St. in Hell's Kitchen,
Manhattan

-Social Media: FaceBook, Twitter, Instagram, Youtube

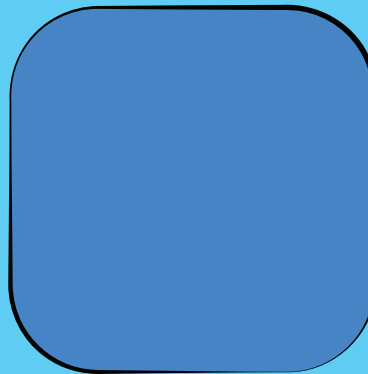


COLOR PALETTE

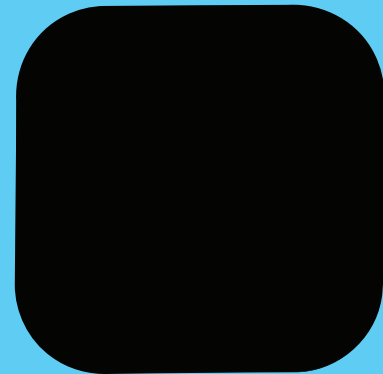
The specific reason for the choice of this color palette is the red, blue, and black are the main colors for the New York Comic Con logo. The other colors are to support certain characters that are not within the New York Comic Con color logo, and these can help speciac characters color.



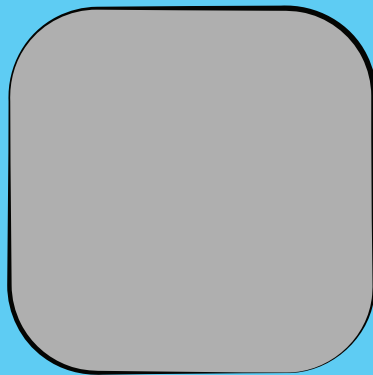
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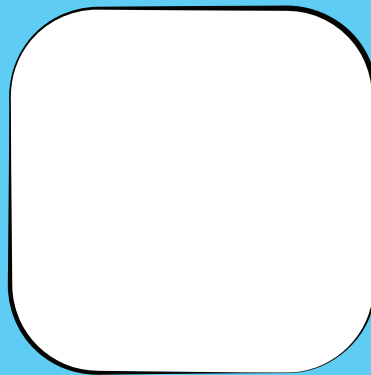
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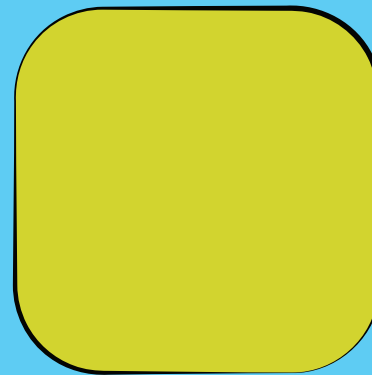
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MOODBOARD

