

Cover art usually introduces the audience to the computer game's characters, style and main themes. The designers work carefully to make sure they encode the right message that will appeal to their target audience.

The front cover for "Metroid Prime 2: Echoes" establishes its futuristic sci-fi setting and suggests there will be lots of action as you battle the evil aliens. Complete the various questions to develop your understanding of why the product engages the audience.

2. Analyse the representation of the main character in terms of genre. You should focus on how the dress codes communicate the science-fiction elements, and why her body language suggests it will be action-adventure game.

---

---

---

---

---

---

---

---

3. Suggest why the background is split into a lighter section, which contains the Luminoth, and darker and more ominous area. You should consider both the game's setting and narrative structure.

---

---

---

---

---

---

4. Comment on the metallic grey display typed used for "Metroid". What does it suggest about the game?

---

---

---

---

5. Think about the game's setting, suggest why the designers used a blue border and a blue drop shadow for "Echoes".

---

---

---

---

7. Explain the meaning behind the blue overlays, such as the enigmatic circle and the energy bars to the right of Samus' shoulder.

---

---

---

---

9. Why do institutions include their logos on the cover of media products?

---

---

---

11. Games are regulated in the UK by PEGI. The institution has rated this game to be suitable for 12+ which means the "violence" will be "of a slightly more graphic nature towards fantasy characters". What signifiers on the cover indicate this game is for teenagers?

---

---

1. Explain why producers have made the protagonist, Samus Aran, the dominant signifier on the cover.

---

---

---

---

---



6. How does the metal ball link to the gameplay?

---

---

---

8. Comment on the colour codes used on the cover. It might be useful to research why blue and orange colour grades are so popular in the media.

---

---

---

10. Why did Nintendo create their Seal of Approval? What message were they trying to communicate to the audience?

---

---

---

---

---

12. Finally, do you think the cover will attract the attention of the target the audience and make them want to buy the game?