

NINTENDO 3DS - New Super Mario Game

Alongside other forms of media this project was designed to increase awareness for the launch of a new Super Mario game on the Nintendo 3DS “Super Mario 3D Land”. It consisted of various 2D and 3D elements. The 3D model of the DS console was made from HD Foam and cut to form the basic shape, this was then wrapped in aluminium sheeting. The control buttons and other details were constructed from wood and various materials. The entire model was then spray painted, with vinyl stickers applied to the screens to complete the large replica of the games console. The 3D letters were also made from HD foam and then painted to match the theme of the game. 2D cutouts of selected characters were digitally printed and placed on the build to add to the 3D effect.

