

# MCV

# DEVELOP



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# Rising Star

Every month, we pick the brain of an up-and-coming talent

**James Silcock** is a designer at creative agency Fluid and hopes to one day create a game identity that “becomes a social phenomenon”

## What's your proudest moment?

I've had several moments in my career where I felt like I really added something cool to the creative world. One of the best memories was when I was just starting out as an intern. I pitched an idea for a rebranding project for a gaming PR agency, and to my surprise, they chose my concept. It was a massive confidence boost. Even though I've grown a lot since then, that moment still stands out. What made it even cooler at the time was that Fluid, the creative agency I work with, didn't hesitate to showcase my work alongside the more experienced designers. They have been instrumental to my development as a designer and I owe them a lot for the opportunity they have given me.

## What's been the biggest challenge in your career so far?

Figuring out where I wanted to take my creative journey was tough for me. I really wanted to be a go-to person at Fluid, known for something specific where I could dig deep and push myself to deliver top-notch quality. I knew it had to be in the branding realm because I'm just into every bit of crafting an identity. Even though I'm still finding my way, I've got this knack for creating logos that people seem to like. Lately, I've been getting into creative direction and brand strategy, and it's adding a whole new layer to what I do.

## What do you enjoy most about your job?

What I love most about my job is the crazy variety. We get all kinds of games and entertainment brands to work on, and seeing them come to life is a blast. I get a kick out of diving into the game's world and vision, breaking it down, and then piecing together an identity and strategy that really brings out what the game is all about. It's awesome when the client gets pumped to show it off to the world. Plus, getting to see and



sometimes even play games before they're even announced is just a fun perk in and of itself.

## What is your career ambition?

I dream of crafting the identity for a game that goes beyond just being a game - something that becomes a social phenomenon. The thrill of spotting it in unexpected places and realising I played a part in making it happen would be incredible. It's about owning a slice of gaming history and feeling that rush.

## What advice do you have for anyone wanting to follow in your footsteps?

The key skill for what I do is not getting too attached to your work and being open to exploring any idea, even the ones that don't initially grab you. In design, around 90% of what we create ends up getting tossed, so you can't

get too hung up on any one thing. It's crucial to delve into even the ideas you might not love at first. You never know, there might be something hidden in there that someone else sees, sparking a new wave of inspiration for you to build upon.

*“Lately, I've been getting into creative direction and brand strategy, and it's adding a whole new layer to what I do”*

If there's a rising star at your company, contact Richie Shoemaker at [richie.shoemaker@biz-media.co.uk](mailto:richie.shoemaker@biz-media.co.uk)