

# Electronic Arts Inc

Raiford Guins, Henry Lowood, Carlin Wing

**Electronic Arts: Makers of Madden NFL and The Sims** Carla Mooney,2023-08-01 This book introduces readers to Electronic Arts, the publisher behind hit franchises such as Madden NFL, FIFA, and The Sims. Readers will explore the company's history, its dominance of the sports video game landscape, and how the company continues to innovate today. Features include infographics, a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

**Electronic Arts** Elsie Olson,2024-08 Electronic Arts makes some of the most popular video games today! This title introduces readers to the history of the company, from its origins to the present day, through leveled text and crisp photos. Along the way, fun facts offer high-interest information, while special features map the company's headquarters, profile an EA leader, highlight top-selling EA games, and more. Gamers will enjoy learning the history of this top gaming company!

**Creating the Art of the Game** Matthew Omernick,2004-03-24 The key word here is art: the dynamic 3D art that defines the world of computer games. This book teaches you everything you need to know about the planning, modeling, texturing, lighting, effects creation, and interface design that go into creating today's most advanced and stunning video games. You'll be learning from a master-veteran 3D artist and instructor Matthew Omernick-as you progress through the carefully chosen, software-agnostic tutorials that make up this beautiful, full-color volume. The end result will be skills you can apply to whatever 3D tool you choose and whatever wildly imaginative game you can think up. Through a unique combination of explanation, tutorials, and real world documentation-including discussions of the creative process entailed in some of today's most popular games augmented by screen captures and descriptions--you'll quickly come to understand the workflow, tools, and techniques required to be a successful game artist. In addition to learning the ropes of game art, you'll also find in depth tutorials and techniques that apply to all aspects of 3D graphics. Whether you are using Photoshop, 3ds max, Maya, or any other computer graphics software, you'll find a wealth of information that you can continue to come back to time and time again.

*Inside Electronic Game Design* Arnie Katz,1996 Inside Electronic Game Design opens the secret world inhabited by designers of computer, multimedia, and video games. Leading game designers are spotlighted and give insights into the concepts and dynamics of game making. Would-be game designers will learn how to professionally pursue a career in this booming industry.

**The Art of Mass Effect: Andromeda** Bioware,2017-03-21 The award-winning Mass Effect series captured the renegade hearts and paragon souls of gamers everywhere with it's memorable characters, stunning visuals, and visceral combat! Now, journey to a new galaxy with Dark Horse's The Art of Mass Effect Andromeda- featuring never-before-seen art of the hotly anticipated game's characters, arsenal, locations, vehicles, and more! This deluxe hardcover is an essential addition to any gamer's collection! Exclusive never before seen concept art from the making of Mass Effect Andromeda! The comprehensive companion to the wildly anticipated Mass Effect Andromeda!

**The Customer Centricity Playbook** Peter Fader,Sarah E. Toms,2018-10-30 A 2019 Axiom Business Award winner. In The Customer Centricity Playbook , Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms help you see your customers as individuals rather than a monolith, so you can stop wasting resources by chasing down product sales to each and every consumer.

*The Rights of Publicity and Privacy* J. Thomas McCarthy, 2019

*Electronic Arts* Carla Mooney, 2023-08 This book introduces readers to Electronic Arts, the publisher behind hit franchises such as Madden NFL, FIFA, and The Sims. Readers will explore the company's history, its dominance of the sports video game landscape, and how the company continues to innovate today. Features include infographics, a glossary, references, websites, source notes, and an index. Aligned to Common Core Standards and correlated to state standards. Essential Library is an imprint of Abdo Publishing, a division of ABDO.

**EA Sports FIFA** Raiford Guins, Henry Lowood, Carlin Wing, 2022-07-14 If there is anything close to a universal game, it is association football, also known as soccer, football, fussball, fútbol, fitba, and futebol. The game has now moved from the physical to the digital - EA's football simulation series FIFA - with profound impacts on the multibillion sports and digital game industries, their cultures and players. Throughout its development history, EA's FIFA has managed to adapt to and adopt almost all video game industry trends, becoming an assemblage of game types and technologies that is in itself a multi-faceted probe of the medium's culture, history, and technology. *EA Sports FIFA: Feeling the Game* is the first scholarly book to address the importance of EA's FIFA. From looking at the cultures of fandom to analyzing the technical elements of the sports simulation, and covering the complicated relations that EA's FIFA has with gender, embodiment, and masculinity, this collection provides a comprehensive understanding of a video game series that is changing the way the most popular sport in the world is experienced. In doing so, the book serves as a reference text for scholars in many disciplines, including game studies, sociology of sports, history of games, and sports research.

**Old-Fashioned Frames** Dover Publications, Inc, 1998-01-01 Impressive collection offers a host of possibilities for enhancing ads, labels, catalog copy, and more. The 288 graceful black-and-white patterns include sensuous Art Nouveau motifs, Victorian florals, geometrics, scrollwork, pictorial borders, and more and range in size from approximately 2 1/4 inches by 1 1/4 inches to 3 3/4 inches. Disk contains all items in book.

Calligraphic Ornaments Dover Publications, Inc, 1997-01-01 Add a note of elegance to countless graphic arts and craft projects with 166 black-and-white designs depicting lovely swirls and curlicues reminiscent of 18th-century pen flourishes. Designed by Kiyoshi Takahashi, these copyright-free motifs will add a delicate touch to ads, newsletters, posters, scrolls, certificates and more.

Fund Spy Russel Kinnel, 2009-03-23 Author Russel Kinnel walks readers through the handful of key factors they need to pick winning funds. Armed with the quantitative data and qualitative research, they will gain the confidence to pick great funds for the long-term. This book will be accompanied by a web-based tool created by Morningstar, which will enable readers to evaluate their own funds using Kinnel's criteria. Written in a fun and accessible manner, *The Fund Spy* offers Kinnel's unique insight as a 14-year Morningstar fund analyst. He speaks plainly about the conflicts that can go against investors' interests, explaining how to avoid traps and push out the slick sales pitches facing today's investors. He also offers several 10 lists, which provide quick answers to investors' most common questions (e.g., the Top 10 Funds to Recommend to Relatives, the 10 Best Contrarian Managers, the 10 Most Overrated Managers).

Art Nouveau Floral and Animal Designs M. P. Verneuil, 2004-01-01 Finely detailed designs, selected from some of Verneuil's best-known collections, feature graceful images of garden flowers, reeds, and blossoming trees, as well as exquisite portrayals of fish, butterflies, birds, and other members of the animal kingdom. An inspiration for graphic artists, illustrators, and craftspeople. 146 full-color illustrations.

*Video Game Design* Michael Salmond, 2017-07-06 *Video Game Design* is a visual introduction to integrating core design essentials, such as critical analysis, mechanics and aesthetics, prototyping, level design, into game design. Using a raft of examples from a diverse range of leading international creatives and award-winning studios, this is a must-have guide for budding game designers. Industry perspectives from game industry professionals provide fascinating insights into this creative field, and each chapter concludes with a workshop project to help you put what you've learnt into practice to plan and develop your own games. With over 200 images from some of the best-selling, most creative games of the last 30 years, this is an essential introduction to industry practice, helping readers develop practical skills for video game creation. This book is for those seeking a career making video games as part of a studio, small team or as an independent creator. It will guide you from understanding how games engage, entertain and communicate with their audience and take you on a journey as a designer towards creating your own video game experiences. Interviewees include: James Portnow, CEO at Rainmaker Games Brandon Sheffield, Gamasutra.com/Game Developer magazine Steve Gaynor, co-founder The Fullbright Company (Gone Home) Kate Craig, Environment Artist. The Fullbright Company (Gone Home) Adam Saltsman, creator of Canabalt & Gravity Hook Jake Elliott & Tamas Kemenczy, Cardboard Computer (Kentucky Route Zero) Tyson Steele, User Interface Designer, Epic Games Tom Francis, Game Designer, Gunpoint & Floating Point Kareem Ettouney, Art Director, Media Molecule. Little Big Planet 1 & 2, Tearaway. Kenneth Young, Head of Audio, Media Molecule Rex Crowle, Creative Lead, Media Molecule

*The Art of Battlefield V* DICE, 2018-11-20 The art behind the action of DICE's iconic first-person shooter, collected in a beautiful hardcover volume! War will never be the same. Enter mankind's greatest conflict as Battlefield goes back to its roots in a never-before-seen portrayal of World War II. Face chaotic all-out war and witness human drama set against global combat in epic, unexpected locations. This is Battlefield V. The richest and most immersive Battlefield yet. Dark Horse Books and EA DICE are proud to present The Art of Battlefield V. Chronicling the development of EA DICE's latest installment in the Battlefield epic, this volume is filled with hundreds of pieces of concept art showcasing the creative process from rough sketch to final on-screen imagery, paired with exclusive commentary from the talented team who put it all together.

**Players Unleashed!** Tanja Sihvonen, 2012 A compelling examination of the practice and implications of modding as they apply to the best-selling computer game The Sims.

**Need for Speed** Prima Temp Authors, Brad Anthony, 2005 · Trick out your car with the ultimate performance upgrades · Pursuit secrets exposed · All regular, bonus, and Black Edition car stats uncovered · Details on all 15 Blacklist Bosses · Everything you need to know about career mode · All track maps enclosed · Behind the scenes with Josie Maran · Massive pullout world map & poster

Battlefield 1: The Poster Collection EA DICE, 2016-11-15 DICE's Battlefield 1 features high-stakes combat across the stunning theaters of World War I! Now, Dark Horse is proud to offer this selection of twenty premium-quality removable posters featuring amazing and exciting art from the game's creators. Whether you're a raw recruit or a hardened veteran, this beautiful collection of prints is not to be missed!

**293 Art Nouveau Designs and Ornaments** Dover Publications Inc, 2006-01-01 This dazzling collection of images, representing the finest in Art Nouveau design, includes nearly 227 engaging black-and-white images of elaborate panels, borders and vignettes, plus 66 elegant color illustrations of flowers, shells, exotic animals, and other outstanding motifs. A practical, inexpensive source of immediately usable design and an outstanding guide to an artistic style whose

popularity remains undiminished.

**The Corporate Directory of US Public Companies 1995** Elizabeth Walsh, 2016-06-11 This valuable and accessible work provides comprehensive information on America's top public companies, listing over 10,000 publicly traded companies from the New York, NASDAQ and OTC exchanges. All companies have assets of more than \$5 million and are filed with the SEC. Each entry describes business activity, 5 year sales, income, earnings per share, assets and liabilities. Senior employees, major shareholders and directors are also named. The seven indices give an unrivalled access to the information.

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