

Joshua Cedano
10/17/19
COMD1112

Twitch

About 1.3 billion people around the world use Youtube to entertain themselves watching videos all around the world. Many people like to capture moments and post these moments on Youtube. But there is even another online website that allows you to capture moments live moments mainly for gamers who want to broadcast. Over 15 million daily active users are using twitch either broadcasting or watching others that are broadcasting to entertain themselves. Every user is caught up on watching broadcasters but never really thought about the behind question, who even made Twitch?

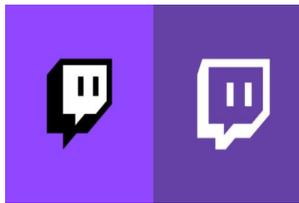


Twitch was created in June 6, 2011. But twitch became an official live streaming platform in May 8, 2014. The founder of Twitch Justin Kan. Justin Kan idea was first created as a “Terrible Idea”. Justin Kan had collaborated with TechCrunch Disrupt London and achieved over \$970 million to become one of the biggest online game streaming industry. Justin Kan had encountered many problems during the process of building his company up. After many years of struggling to build his company up he succeeded in 2014 to become one of the biggest online game streaming websites. Now currently the owner of Twitch belongs to Amazon.

The logo for twitch was first created as a wordmark logo. MaxiGamer from DevianArt had designed a font based on the logo for twitch. The typeface of the font would land in the Slab San Serif type family. The color of purple on the logo would indicate twitch itself. All around

twitch broadcasters would use purple usually to indicate twitch itself.

Twitch uses two different types of logo that represents them. One as a wordmark logo and another a logo symbol. In the logo symbol, it's made as a TV shape because Twitch uses "TV" at the end of every users broadcast channel and uses the two lines in the middle to indicate as people watching.



We see twitch for gaming broadcast entertainment but there are many other things about twitch than twitch's logo. Not only there is a logo to represent twitch but there is also user that broadcast that make their own logos to represent themselves. There are many big streamers on twitch that make twitch even bigger. Not only that twitch allows you to show your own logo but it also lets you customize the wedges and how the way your stream logos. Wedges on twitch are these icons that allow you to click on them and take you to their social media or other things such as allowing you to donate to them. In overall twitch uses a lot of designs and allows a lot of designs that are created by other people around the world that broadcast to represent themselves and make twitch a bigger community allowing twitch to have face to represent twitch itself.



A fellow twitch streamer that goes by the screen name Ninja is a big face for twitch. About 10.4 million people follow ninja and know when he goes live on twitch. Many people are attracted to ninjas broadcast because of he sets his stream up with mainly blue as his color but with different colorways to represent himself. Others as well are attracted to his streams because he's a professional gamer. Ninja began his logo with a basic ninja looking theme that identifies him. After a few years after he blew up in 2018, he changed his logo to look more appealing to the viewers. Ninja is not the only person that has appealing

logos in twitch. There are other people who use twitch that have appealing logos that would indicate who they are.



Twitch is a broadcasting system where you can stream video games that you want to play and have people around the world watch you. But the logos people create for their channel allows others to be more appealed to their channel. The more professional their logos, wedges, and everything that is designed on their channel the more people are going to be interested in watching people gaming. This would show that Twitch is a part of the design world we live in.

Cook, James. "Twitch Founder: We Turned A 'Terrible Idea' Into A Billion-Dollar Company." *Business Insider*, Business Insider, 20 Oct. 2014, <https://www.businessinsider.com/the-story-of-video-game-streaming-site-twitch-2014-10>.

Johnson, Bernadette. "How Twitch Works." *HowStuffWorks*, HowStuffWorks, 28 July 2014, <https://electronics.howstuffworks.com/twitch7.htm>.

Cook, James. "Twitch Founder: We Turned A 'Terrible Idea' Into A Billion-Dollar Company." *Business Insider*, Business Insider, 20 Oct. 2014, <https://www.businessinsider.com/the-story-of-video-game-streaming-site-twitch-2014-10>.