SEMIOTIC ANALYSIS OF FALLOUT VIDEO GAMES POSTERS

FALLOUT VİDEO OYUN SERİSİ AFİŞLERİNİN GÖSTERGEBİLİMSEL ANALİZİ

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Abstract

This article analyzes the Fallout video game series posters using the semiotic method to explore the relationship between images and communication. Posters serve as visual communication tools, conveying game information through a mix of visual elements. This study highlights the importance of color, design, typography, imagery, and layout in capturing the game's essence and attracting players. By examining posters from Fallout (1997) to Fallout Shelter Online (2019), the research reveals how each poster encapsulates the game's post-apocalyptic narrative and themes. It also discusses these posters' cultural representations and ideological messages, emphasizing visual communication strategies in video game promotions.

Öz

Bu makalede imgeler ve iletişim arasındaki ilişkiyi keşfetmek için Fallout video oyunu serisi afişleri göstergebilim yöntemiyle analiz edilmiştir. Afişler, oyunlara dair bilgileri görsel ögelerle hedef kitleye aktaran bir görsel iletişim aracıdır. Çalışmada, oyunun özünü aktarmada ve dikkat çekmede renk, tipografi, imge, tasarım yaklaşımı ve düzeni gibi ögelerin önemi vurgulanmıştır. Araştırmada Fallout'tan (1997) Fallout Shelter Online'a (2019) kadar oyunların afişleri incelenerek, her afişte oyunun kıyamet sonrası anlatıyı ve temalarını nasıl özetlediğini ortaya koyulmuştur. Ayrıca afişlerdeki kültürel temsiller ve ideolojik mesajlar tartışılmıştır ve video oyunu tanıtımında görsel iletişim stratejileri vurgulanmıştır.

Key Words: *Fallout, poster, semiotics, video game, visual communication*

Anahtar Kelimeler: *Fallout, afiş, göstergebilim, video oyunu, görsel iletişim*

INTRODUCTION

Designing a poster requires organizing a lot of information. Therefore, the visual communication of the information is expected to be reflected (Lehimler, 2019a). For this reason, it intends to integrate many visuals on a micro and macro scale. In this context, images represent parts of a whole that characterize form and function. As a communication tool, a poster contains many images. Creating these images adds value to the design and enriches the message's meaning in terms of communication. (Lehimler, 2019b, p.408).

Posters are intertwined with media content; therefore, their role in marketing has become increasingly important (Polat & Kavuran, 2018, p.66; Saygın, 2023, p.1634; Özbakır Umut, 2021, p.380). Whether printed or digital, posters facilitate the target audience's access to information about a video game, transforming this information into visual communication tools. Posters containing indicators that describe a video game's content are used to arouse curiosity and attract the target audience's interest (Altıntuğlu, 2022, p.210). Posters, classified among creative design products, are a communication tool that creates associations regarding the game's subject in the players' perception.

One of the design elements used to reflect the content of a video game in posters is color. There is a consensus that colors have stimulating properties that influence individuals and guide visual perception (Gümüştekin, 2013; Aslan et al.,2015, p.139; Beyoğlu, 2015, p.339). In artistic design, the aim is generally to achieve a sense of harmony and coherence through design works with different colors. In digital color applications, a primary color tone is typically selected based on the themes of the works and the requirements of visual appeal (Zhong, 2015, p.2100; İçli & Çopur, 2008; Schloss et al., 2018; Kavuran & Özpolat, 2016). The visual communication of the message is designed with this color tone. Therefore, the color palette of video games is also reflected in the poster.

Drawing attention to the importance of the font used in posters, Gümüştekin (2013, p.36) states that successful typography should contribute to the persuasion process. In typography, factors such as the choice of typeface, size, spacing, and the arrangement of lines and columns play a crucial role in simplicity and readability. Typography is also among the key factors that affect readability and comprehension (İlbars, 2019, p.65; Köksal, 2014, p.47; Akengin & Mazlum, 2018, p.1616).

Poster designers create unique visual representations by drawing on their experiences and perspectives. Işık and Bilici (2020, p.328), state that when

different individuals design posters for the same media product, their diverse backgrounds can lead to varying depictions of different aspects. Through the semiotic analysis of posters, it becomes evident that temporal changes significantly influence design choices, resulting in perceptual differences.

Poster designs of all Fallout games released until 2024, when the research was conducted, will be analyzed using the semiotic method. These posters are products of different scenarios set in the same universe. Establishing a connection between the signifier and the message conveyed by each sign in these posters allows for abstraction in players' minds. The research encompasses the posters of video games created with scenarios built upon the universe established by the first Fallout game. Semiotics is limited to the content of video games, their posters, and the information obtained through literature review.

VIDEO GAME POSTERS AND SEMIOTICS

Semiotic analysis of video game posters involves examining character representation, their distinctive features, the combination of their semantics, and the impact of characters on players. This approach can be utilized to analyze the meaning of design elements in video game posters, in video game posters, considering the characteristics and qualities of the media (Kurniawan ve diğerleri, 2023; Bertetti & Thibault, 2022).

Examining the relationship between the interfaces and posters of video games, Altıntuğlu highlights a common purpose. Both characterize the video game and design its visual communication. In this way, the game interface and poster designs have a relational and visual connection. Altıntuğlu points out that due to this relationship, commercially successful visual communication designs are standardized (Altıntuğlu, 2022, p.208).

The designer's personal experiences and cultural background are reflected in posters as well. Lucas (2019), discussing gender representation in video game posters, emphasizes the importance of examining marketing materials, including posters, for cultural discourses related to gender. Video game posters can also serve as cultural representations of the countries in which they were developed. Putra (2018), argues that by focusing on the illustration and connotations of posters, the representation of culture and its impact on players can be understood. Boysal and Kızıltan also addressed the importance of conveying emotions and cultural meanings in posters (Boysan & Kızıltan, 2023). Furthermore, Güzel (2023), suggests that posters convey both implicit

and explicit meanings and ideologies through verbal and visual signs, discussing the role of semantic signs and their levels of meaning in creating meaning. In this context, semiotics analyses the meaning and importance of the signifier within the subtext conveying meaning.

FALLOUT GAMES AND POSTERS

The Fallout video game series was created by Tim Cain and Leonard Boyarsky. From 1997 to 2019, ten video games were released under the titles Fallout (1997), Fallout 2 (1998), Fallout Tactics: Brotherhood of Steel (2001), Fallout: Brotherhood of Steel (2004), Fallout 3 (2008), Fallout: New Vegas (2010), Fallout Shelter (2015), Fallout 4 (2015), Fallout 76 (2018), and Fallout Shelter Online (2019). Each game's official poster will be examined using the semiotic method in relation to the game's content.

The Fallout series occurs in a fictional atompunk retro-futuristic world where transistors were not invented, and the global oil supply is almost drained. In 2077, China and the United States engaged in a nuclear war, leading to global nuclear devastation. Shortly before this annihilation, shelters are built in various U.S. locations. However, these shelters were constructed not to protect people but to conduct social experiments. Each game in the series addresses the context of the adventures following this storyline. The player must survive in the post-nuclear war wasteland and complete the main quest assigned by the game.

SEMIOTIC ANALYSIS OF POSTERS

The posters of the video games released in the Fallout series between 1997 and 2019 have been analyzed using the semiotic method in chronological order.

Figure 1. *Fallout (1997)*

The poster for the first released game, Fallout, depicts a fallen cityscape behind a Brotherhood of Steel soldier. The video game's title is written in a sans-serif, italic font, while the developer's logo is in a handwritten style. Both fonts complement the retro-futuristic theme of the game. The dark colors used in the poster harmonize with the dark tones prevalent in the game's open world. Shades of brown predominate, consistent with the color palette used in all visual design elements of the game. Overall, the poster reflects the post-apocalyptic environment design of the game. The use of elements in the background and supporting elements in the foreground together reflect the game's current design identity. The design identity is also influenced using typography and the overall color scheme. Therefore, the overall image usage is formally and functionally integrated and successfully establishes a connection with the game.
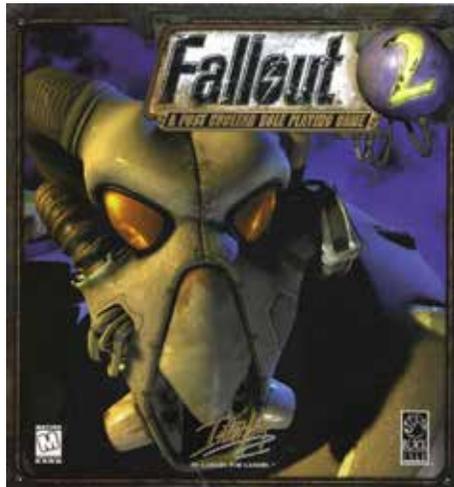

Figure 2. *Fallout 2 (1998)*

In the poster design of Fallout 2, the power armor of an Enclave soldier stands out prominently. There is a cloudy sky in the background. The poster reflects the opening scene of the game. Here, a direct reflection is preferred to highlight the differences from the previous game. A branding design is implemented while staying true to the logo of the previous game. In this context, the overall design identity is maintained, but minor changes emphasize a new story design. For example, the logo colors have been changed to match the color palette of the new game. The dark atmosphere in the game is also reflected in the poster.
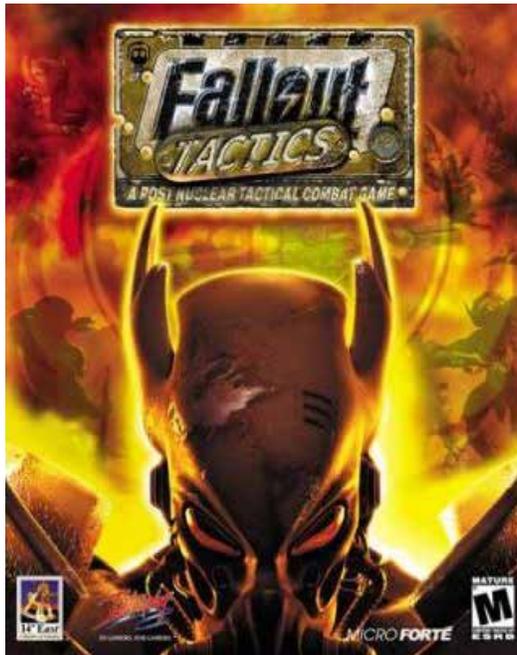
Figure 3. *Fallout Tactics: Brotherhood of Steel (2001)*

The poster design for Fallout Tactics: Brotherhood of Steel features a distinct blend of tangible and abstract elements in the background. Concrete elements represent the various political, military and religious factions within the game, while the abstract elements emphasize the post-nuclear war setting, which is central to the game's storyline. Although the font design remains consistent with previous games, the designers have changed the logo color to reflect a different narrative focus. The use of fiery red, yellow, and black colors in the poster visually conveys the heightened action and challenging gameplay mechanics in the game.

Figure 4. *Fallout: Brotherhood of Steel (2004)*

The visual communication style of Fallout: Brotherhood of Steel has undergone significant changes, reflecting differences in genre, gameplay, and theme compared to its predecessors. Notably, the main characters are prominently featured on the poster for the first time, positioned against a backdrop of a destroyed cityscape and a crimson sky, symbolizing the aftermath of the nuclear annihilation. The game's logo has also been revamped, with the subtitle "Brotherhood of Steel" taking center stage and pushing the main title to the background. Overall, the design prioritizes action, utilizing dynamic colors, characters, and layout to convey the game's central element visually. In contrast to previous posters, the emphasis is less on mystery and more on highlighting the game's action-packed nature.

Figure 5. *Fallout 3 (2008)*

The Fallout 3 video game poster showcases the power armor prominently in the foreground, with more realistic visualization than previous designs, signaling the game's visual identity. The poster design reflects the exact changes in the game's open world, with the color of the concrete wall in the background and the power armor's texture in harmony with the game's color palette and open world.
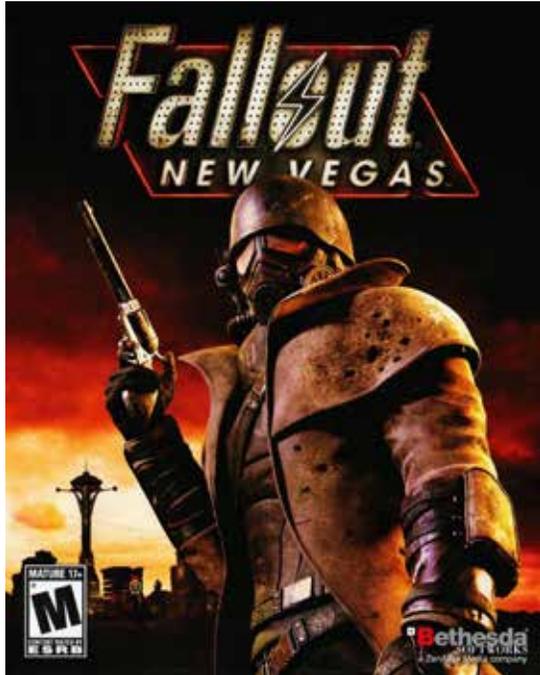
Figure 6. *Fallout: New Vegas (2010)*

The Fallout: New Vegas poster prominently features the main character, "The Courier", holding a revolver in the foreground, reflecting the Wild West (or American frontier) culture. The character is glorified, appearing from a lower perspective, creating the image of a cowboy shaping the destiny of the post-apocalyptic world. In the background, the city of Las Vegas, now known as New Vegas in the game, is visible. The desert and war atmosphere of the game is conveyed to the gamers through yellow and black tones.

Figure 7. *Fallout Shelter (2015)*

The poster for Fallout Shelter, the first mobile game in the Fallout series, showcases significant changes compared to its predecessors. The foreground prominently features the Vault Boy character, while in the background, "happy" people forced to take shelter due to a nuclear attack can be seen, reflecting the atmosphere of the Vault-Tec shelters where the game takes place. The vibrant color palette used in the game is directly reflected in the poster. However, the poster is inspired by a Vault-Tec poster in the Fallout 4 game. Here, despite offering a different experience on a different platform to the target audience, the message conveys a sense of familiarity.
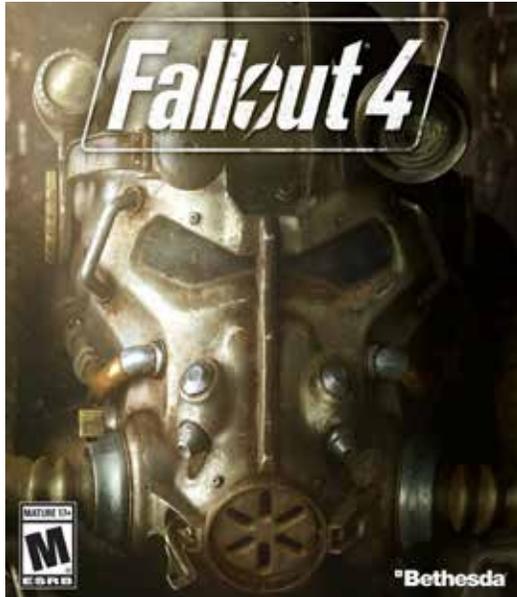
Figure 8. *Fallout 4 (2015)*

The focal point of the Fallout 4 video game poster is the power armor, a crucial component that players rely on for survival in the game's expansive open world. The poster effectively ties in with the game's storyline, featuring the series' iconic logo and maintaining its visual design identity. Unlike previous Fallout posters, this one presents a closer look at the power armor, creating a sense of intrigue and a visually captivating experience.

Figure 9. *Fallout 76 (2018)*

The poster design for Fallout 76 prominently features the power armor as its main element. This new approach to poster design is consistent with earlier games in the series, showcasing the power armor in a dynamic side profile that is ready for action. The background's obscurity adds to the intrigue, making the power armor stand out even more. Additionally, using a Vault door image under the "76" in the game's logo further reinforces the game's identity and ties it to Vault 76, where the game's story begins. This simple yet effective design choice enriches the overall visual appeal of the game.

Figure 10. *Fallout Shelter Online (2019)*

In contrast to its predecessor, Fallout Shelter, the poster for Fallout Shelter Online (2019) features a character venturing into the wasteland rather than entering a shelter. The background showcases the game's open world, emphasizing the theme of "exploration." This visual representation effectively communicates the game's story to the player. Including the iconic Red Rocket gas station on the right side of the design, a recognizable feature from Fallout 4, suggests that players will have the chance to rediscover the familiar universe. The poster's color scheme complements the game's overall aesthetic, allowing for precise and efficient visual communication.

ANALYSIS OF FALLOUT GAME POSTERS ACCORDING TO BARTHES

Barthes worked on analyses of popular culture using his semiotic approach. His structural analysis method includes phenomena that carry meaning. Barthes links these to semiotics through signification (Karaman, 2017, p.33). He explains the relationship of signs in posters as denotation and connotation. Denotation is the literal reflection of the symbol, while connotation reflects the mystery within the symbol. In other words, according to Barthes, denotation deals with what the sign represents, and connotation deals with how the sign is represented (Işık & Bilici, 2020, p.333).

Type	Signifier	Signified
Denotation	Power armor	Main character
	A destroyed city	The fictional universe of the game; post-nuclear world
Connotation	The large image	Power armor implies that the main character is some kind of warrior or survivalist. This type of armor is seen in stories set in an alternate reality, especially post-apocalyptic scenarios. This sends the message to the player that this world is full of dangers and needs protection.
	Small image, a destroyed city in the background	Red skies often represent danger, chaos, and uncertainty, giving the player the feeling that there is a constant threat and struggle for survival in this world.
	color: brown, red, black	Pessimist, war, sadness, death

Table 1. *Denotative and Connotative Analysis (Fallout)*

In the Fallout game, released in 1997, the main character immediately stands out on the poster. The power armor worn by the protagonist suggests that the game is set in the future, in an era where high-tech products are used. The ruined city in the background depicts the game's fictional universe. The destruction of this city indicates a nuclear disaster. The use of brown tones, red, and black colors gives hints that the game is somber. The black and red sky suggests the smoke caused by the war, and these colors can also be said to reflect the sorrow of death. The poster features the text "A Post Nuclear Role Playing Game" at the top, offering insight into the game's environment and hinting at including role-playing elements that allow players to influence the game's outcome.

Type	Signifier	Signified
Denotation	Power armor	Main Character
	Background	The dark purple and black background evokes night time or a dark atmosphere.
Connotation	The large image	The main character is staring at the audience The character in a power armor staring at the audience with a threatening look. The power armor emphasizes the need to protect from nuclear threats. This also sends a message to the player that the game world has harmful environmental conditions and that survival will be difficult. The glow of the goggles on the mask can indicate that a target is present even in a dark world.
	A dark and hazy sky	The background symbolizes uncertainty and danger. It makes the player feel the presence of a mysterious and threatening atmosphere and triggers the desire to explore.
	Colors; Navy blue, black, brown	Pessimist, death

Table 2. *Denotative and Connotative Analysis (Fallout 2)*

The game Fallout 2 starts with Enclave soldiers wearing the armor depicted on the poster, massacring innocent people. As the game progresses, the player can obtain this armor and wage war against the Enclave. In the poster, once

again, power armor is shown denotatively. However, while power armor symbolizes the will to survive, this poster also makes an effort to make the armor look intimidating. Additionally, the person wearing the power armor looks directly at the poster's viewer. The foggy night detail in the background reflects the uncertainty and somberness caused by the night and mist. The game has a darker atmosphere than the previous one, and the designer has tried to reflect it on the poster using various images directly.

Type	Signifier	Signified
Denotation	Power armor	Main Character
	Various character silhouettes	Other characters
	Brotherhood of Steel emblem	This clearly states the name and genre of the game
Connotation	The large image	The main character is staring closely and directly at the audience. The character's power armor and especially his mask stand out as symbols of defense and power. The horn-like antennas and sharp lines of this mask evoke a sense of aggression and danger. In addition, the dark and threatening design of the mask implies a strong need for protection in this world and the inevitability of war.
	Small image, people in the background and explosions	Flames and explosions in yellow, orange and red tones symbolize destruction, chaos and a constant state of conflict. This hints to the player that the game is set in a world full of intense conflict and danger. The silhouettes in the background hint that there may be many enemies or allies in the game and that it will require a multi-pronged tactical approach.
	Brotherhood of Steel emblem	The faction that is central to the game's story.
	Colors; Red, orange, black	Pessimist, war, death

Table 3. *Denotative and Connotative Analysis (Fallout Tactics: Brotherhood of Steel)*

Unlike the previous two games, Fallout Tactics: Brotherhood of Steel has a gameplay mechanic emphasizing tactics and strategy. The player controls a group of soldiers in the Brotherhood of Steel. This situation is indicated by the emblem in the background. On the contrary, the other two games have more combat mechanics, which is expressed by adding supporting characters to the poster for the first time. Thus, it aims to convey the message of "war" with the increased combat mechanics in the game. The "flame" connotation depicted in red, orange, and black colors on the poster reinforces the purpose of conveying the elements of conflict and war to the players.

Type	Signifier	Signified
Denotation	Main characters	Main heroes
	Background	In the background is a ruined cityscape, which is likely a depiction of a post-apocalyptic world
Connotation	The large image	Both characters are depicted as muscular and armed, indicating an emphasis on strength and belligerence. The fact that both characters are depicted in simple clothing rather than the characters' power armor represents the basic elements of human nature, individual courage, and resistance beyond technology. This presents a narrative that emphasizes the importance of individual struggle and the human spirit, rather than the large, powerful structures seen throughout the Fallout series. The strong and courageous portrayal of the female character challenges traditional gender roles, while the male character presents a more traditional masculine image, creating a balance.
	Small image	The ruined city in the background represents a post-apocalyptic world. This creates a subtext of societal fears and the collapse of world order. The Fallout series is set in a post-nuclear world, which represents the modern world's relationship with and anxiety about nuclear threats.
	Colors; red, orange, black	Pessimist, war, death

Table 4. *Denotative and Connotative Analysis (Fallout: Brotherhood of Steel)*

In Fallout: Brotherhood of Steel, a linear story and world design were created for the first time. This game also completely changed all its mechanics. It departed from the role-playing genre and entered the "action role-playing" genre. The poster prominently features two of the six characters that the player can control. The characters' clothing indicates that they belong to a disorganized militia group. Their lack of power armor symbolizes fundamental human traits, such as individual courage and resistance, beyond technological reliance. The strong portrayal of the female character challenges traditional gender roles, while the male character aligns with a more conventional masculine image, creating balance. Additionally, they are depicted in a confident stance, ready for combat with their weapons.

The ruined city in the background carries a message familiar from other posters, indicating that the game takes place in the barren lands. The sky, once again reddened due to smoke, reinforces the associations of war and resulting death.

Type	Signifier	Signified
Denotation	Power armor	Main character
Connotation	The large image	Power Armor symbolizes technological prowess and superior protection in the Fallout universe. The fact that the armor is completely covered and the character's face is not visible anonymizes the character. This allows the character to be perceived as a war machine or part of society rather than as an individual identity. This provides a subtext of how technology can anonymize and dehumanize people. The dirt, rust, and signs of wear on the armor reflect the difficulty of surviving in a post-apocalyptic world.
	Colors; black, grey	The dark color palette creates a sense of mystery and threat.

Table 5. *Denotative and Connotative Analysis (Fallout 3)*

The game Fallout 3, unlike its predecessors, mostly takes place in a city: Washington, DC wasteland. The struggle for survival among the ruined buildings and debris is conveyed to the player with the concrete wall and gray color tone in the background. In the game's story, the main character

is portrayed as a person who emerges from the shelter to find his lost father, struggling to survive in the barren lands and unable to reunite with the person he loves. Also, this poster presents a narrative that highlights the human impact of technology and war, anonymity, and the challenges of a post-apocalyptic world. For the first time, the main character inside the power armor is depicted looking downward, conveying the despair and sorrow of the game.

Type	Signifier	Signified
Denotation	An armored figure holding revolver	Main character
	A city in the background	City of Las Vegas, the fictional universe of the game. The sky is in orange and red tones, evoking a sunset or a nuclear explosion.
Connotation	The large image	The main character, dressed in a coat and armor, holds the revolver like cowboys. The mask of the character represents anonymity and mystery. Not showing the face makes the character's identity unclear, implying that the character may have an individual story or that the player can project themselves into this character. Depicting from a low angle contributes to the character being perceived as a hero or icon. This angle emphasizes the character's central role in the world, while also involving the viewer in the story that will develop around the character and arousing curiosity.
	Small image	This could send a message that Las Vegas, once known for luxury and casinos, has now become a place of ruin and danger. Additionally, the background is wide and empty, implying the character's loneliness and that this world is vast and dangerous.
	Dark sky	The fog caused by the war, death
	Color; red, orange, black	Pessimist, sadness, death

Table 6. *Denotative and Connotative Analysis (Fallout: New Vegas)*

Fallout: New Vegas tells the story of a courier who is physically strong and familiar with the wastelands. The Wild West and cowboy culture, which are specific to the southwestern United States, form the game's main theme. The prominent image on the poster is the main character wearing a coat and a helmet that conceals their face, fitting with the game's narrative of the "mysterious stranger." With the barrel pointed upwards, the main character holds their finger on the trigger and the quick-drawing cowboys. The game's Wild West and cowboy themes are visually communicated through clothing, a revolver, and how the weapon is held.

Much of the game's map is set in the fictional city of New Vegas and the Mojave Desert. In the background, the lights are on in the city of New Vegas, and the buildings appear intact, indicating to players that the city survived the nuclear war. The Fallout logo is also depicted like the signs of the casinos in New Vegas, aiming to create coherence. The dominance of the orange and yellow hues, mixed with the desert color, and the redness caused by the war smoke are reflected in the poster, attempting to convey the atmosphere of the game to the players.

Type	Signifier	Signified
Denotation	Vault Boy	Main characters
	Various human images	Side characters
	Vault door	Evading the nuclear bombs
Connotation	The large image	The Vault Boy represents the American dream of the 1950s. The aesthetics of this era are associated with economic growth, prosperity, and core family values. The Vault Boy's perpetual smile, positive attitude, and "we can do it" message reflect this optimism of the American dream. The Vault Boy's thumbs-up gesture is often used in Western culture to mean "all is well" or "good." This gesture symbolizes the hope and positivity of the American dream, even in a post-apocalyptic world. In a connotation, it instills confidence in the player despite the challenges of the game world. Vault Boy can also be read as a critique of capitalist ideology and consumer culture. As the mascot of the Vault-Tec corporation, Vault Boy symbolizes the idea that safety and prosperity can only be provided by a corporation. While the

		Vault-Tec shelters in the Fallout series represent the belief that technology can protect people, Vault Boy symbolizes this trust. Vault Boy's constant cheerful and positive stance reflects the general ironic and darkly humorous tone of the Fallout series.
	Small image, people in the background	The shelter residents are escaping from the bombs "happily." It also reinforces the idea of community; people are not alone, but together in their search for safety.
	Vault door	The barren land and large gate in the background show that the world outside is dangerous and people are looking for shelter. This reinforces the idea that the player will join the game as a savior or leader and invites the player to fight for survival.
	Mushroom cloud	It hints at the game's post-apocalyptic narrative while also reinforcing the message that people can make it to the shelters in time.
	Various vibrant colors	Vibrant colors often symbolize positivity, energy, and hope. While the general tone of the Fallout series reflects a darker, post-apocalyptic world, the bright and vibrant colors used in the game "*Fallout Shelter*" create a more hopeful feeling in contrast to this dystopian atmosphere. This suggests to players that it is possible to be optimistic and cheerful even in difficult circumstances. On the other hand, bright and vibrant colors are often used to make products look more attractive and appealing, which supports the goal of appealing to a wider range of gamers.

Table 7. *Denotative and Connotative Analysis (Fallout Shelter)*

Unlike all other games in the series, Fallout Shelter is a platform and simulation game. The goal is to manage a shelter after a nuclear war to keep the inhabitants happy. For the first time in the series, 2D animation is used, directly reflected in the poster. The aim of keeping the shelter dwellers happy is depicted on the faces of the people in the poster. In the background, despite nuclear bombs falling, people are seen entering the shelter happily, referencing Vault-Tec propaganda. The relationship between the large and small images conveys the message to players that they could potentially be Vault-Tec employees for the first time.

Type	Signifier	Signified
Denotation	Power armor	The focal point of the poster is the detailed and distressed power armor that the main character can use. The image is placed on a dark background and lit by a single light source.
Connotation	The large image	The helmet's weathered state symbolizes survival and resilience in harsh conditions. This highlights the central theme of the Fallout series: the struggle to survive in the wasteland. The helmet's condition suggests that many dangers and hardships have been endured.
	Colors; brown, grey	The color palette is supported by shades of brown and grey, creating a dark, dangerous and uncertain atmosphere, giving the viewer the feeling of being in a harsh and unforgiving environment.

Table 8. *Denotative and Connotative Analysis (Fallout 4)*

In the poster of Fallout 4, the main character is depicted in a close-up, conveying a sense of mystery. By showing no other details to the viewer, an attempt is made to evoke a sense of curiosity. Compared to its predecessors, the use of power armor is encouraged more in the game; the close depiction of power armor in the poster indicates this.

Type	Signifier	Signified
Denotation	Power armor	Main character
Connotation	The large image	The main character in protective power armor, has turned their face towards the sun and is embarking on an exploration.
	Colors; black	Mystery

Table 9. *Denotative and Connotative Analysis (Fallout 76)*

Fallout 76 represents the series' first MMORPG. To captivate the target audience's interest in this genre, elements of mystery have been incorporated into the game's design. The background and the protagonist's power armor are deliberately shrouded in darkness to create this effect. The rays of sunlight shining in the direction of the protagonist imply that players will uncover this mystery. The portrayal of the protagonist in power armor suggests that the game world is rife with peril and the necessity for protection.

Type	Signifier	Signified
Denotation	Shelter resident	Main Character
	German Shepherd	Companion
	Boston wasteland	Fictional universe of the game.
Connotation	The large image	The main character is exploring and ready for a fight with his gun.
	Small image	A German Shepherd named Dogmeat, who accompanies the main character in previous games as well, has earn the sympathy of the audience.
	Boston wasteland	Danger, exploration, conflict
	Various vibrant colors	Vibrant colors often symbolize positivity, energy, and hope. This suggests to players that it is possible to be optimistic and cheerful even in difficult circumstances. Vibrant colors were used to make the game look more attractive thus supporting the goal of appealing to a wide range of players on the mobile platform.

Table 10. *Denotative and Connotative Analysis (Fallout Shelter Online)*

In Fallout Shelter Online, players need to explore the barren wastelands to find resources in addition to managing a shelter. This adds combat mechanics and multiplayer gameplay to the simulation game. The main character, a shelter dweller, is depicted embarking on a resource exploration in the barren city of Boston with his rifle. The fact that the character's back is turned reinforces the message that he has left his shelter. The dog named Dogmeat, who accompanies the main character, is one of the beloved characters in the series. Thus, while trying to attract the audience's interest, a reference to the companionship system in the game is made. The broad and vibrant color palette visually communicates that the game will feature plenty of entertainment elements like Fallout Shelter.

EVALUATION AND CONCLUSION

Posters of 10 video games published between 1997 and 2019 in the Fallout series were analyzed semiotically. When the posters were examined, it

was seen that the design scheme applied in the first poster prepared by independent developer Interplay in 1997 was adhered to until the most recent poster. However, the locations and gameplay mechanics of the game have been depicted with various design elements on the posters.

It can be said that technological developments have influenced the posters. However, it is clearly seen that the graphics and color palettes used in the video game are more effective in imagery. The technique of directly reflecting the interface and atmospheric color of the first game's poster has been applied to all other posters. From this perspective, the colors used in a successful video game poster should reference the interface and atmosphere. Additionally, the main character appears as the prominent image in each poster. Through the main character, the period, theme, and emotions aimed to be evoked in the player have been depicted. For this purpose, the character's posture, uniform, and the color tones around and on them have been used.

In the posters, the culture of the country where the games were developed and the cultural elements of the region where the story takes place were used to attract the audience's attention. While the silhouettes of the region where the game takes place are reflected in the posters, especially skyscrapers, symbols of America have been used. Additionally, the cowboy culture in Fallout: New Vegas game has been reflected to the viewer with large and small images on the poster.

The typographies used in the posters have been designed in accordance with the series' retro-futuristic theme, providing effective visual communication. The typography of each poster has been redesigned according to the theme of the game it features without changing the brand identity of the series. For example, the background color of the "Fallout" name has been changed according to the theme color of each game.

In conclusion, posters that play a promotional role in video games have a similar narrative, even if they feature different themes. The messages that the sign in the posters aims to convey are shaped according to the narrative, theme and game mechanics of the game. A design layout appreciated by players can become branded, and it can be used by successors even after 22 years.

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