



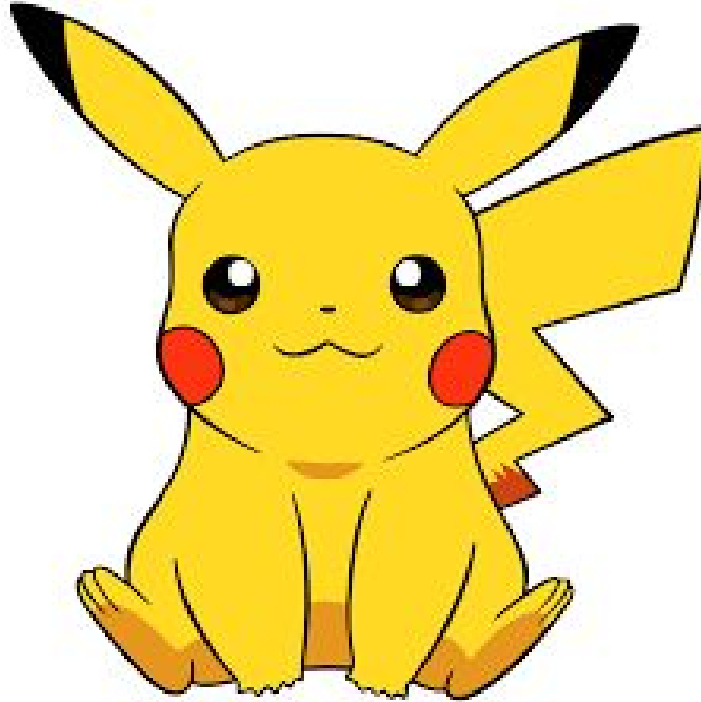
POKÉMONTM Phenomenon

Sam Creed - UDLS - March 11, 2016

What are Pokemon?

*“Fictional creatures
captured by trainers...
and battled for sport.”*

- Wikipedia



originally:

151 species (Gen 1)

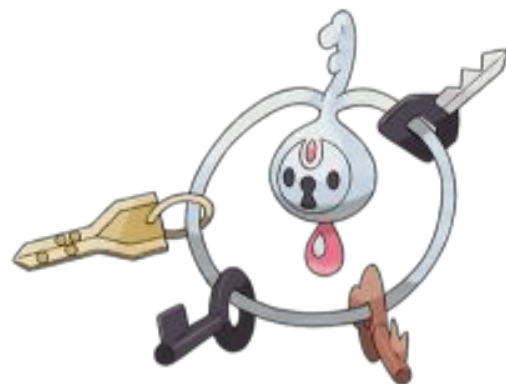
currently:

722 species (Gen 6)

Many classic designs over the years...



... with a lot of garbage designs too.



← Literally
garbage



Beginner's guide to the Pokemon games (US versions)

*As of September 7th, 2013



1996

(Japan Only)

Generation 1 (GameBoy)



Red (1998)



Blue (1998)

These first two were released together as nearly identical counterparts.



Yellow (1999)

The third special edition was released later on its own.

Generation 2 (GameBoy Color)



Gold (2000)



Silver (2000)



Crystal (2001)

Generation 3 (GameBoy Advance)



Ruby (2003)



Sapphire (2003)



Emerald (2005)



FireRed (2004)



LeafGreen (2004)

These two are remakes of the Japanese generation one games, Red and Green

Generation 4 (DS)



Diamond (2007)



Pearl (2007)



Platinum (2009)



HeartGold (2010)



SoulSilver (2010)

Generation 5 (DS)



Black (2011)



White (2011)



Black 2 (2012)



White 2 (2012)

These two are sequels to Black and White

Generation 6 (3DS)



X (2013)



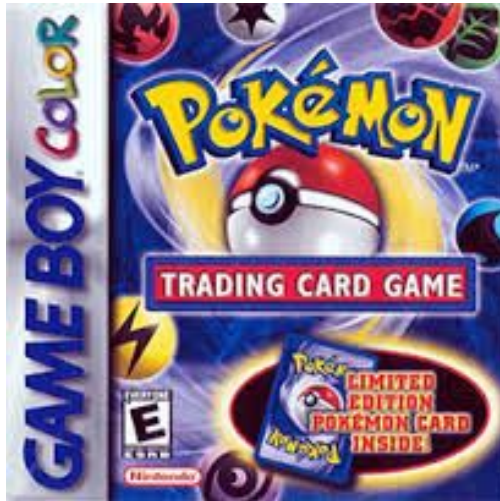
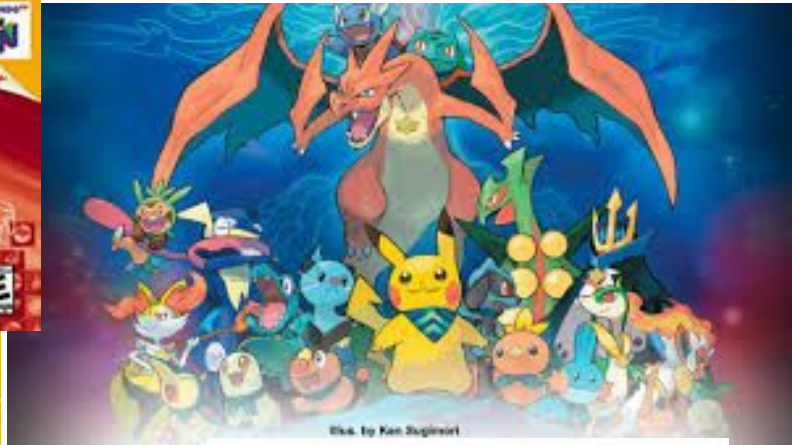
Y (2013)

These two have not yet been released. They will come out on October 12th, 2013.

Generation 7 (3DS)



Winter 2016





Premiered April 1, 1997 (Japan),
September, 8 1998 (USA)

916 episodes (and counting...)



VANCOUVER

CANADA August 9th–11th





Origins

Created by Satoshi Tajiri in 1995

Origins go back to 1989/1990

Inspired by childhood bug collecting



Pokemanian Japan

Launch in Feb 1996

Initially modest sales, but ramped up with
Pokemon Blue release

Anime boosted popularity, by mid-1997 game
was extremely popular



Pokemania USA

Red/Blue hit US in Fall 1998
Immediately popular wherever it was released.

<https://www.youtube.com/watch?v=1DI7YF5Mr8Q>



Porygon Seizure Incident - December 16, 1997

In 30 minutes nearly 700 children were hospitalized

No deaths

<https://www.youtube.com/watch?v=gwoQRKCEHgY> (**Warning:** flashing lights)

Led to many improved regulations for flashing lights in TV shows, video games.



Why was Pokemon such a smash hit?

Human nature to collect things (https://en.wikipedia.org/wiki/Psychology_of_collecting)

“collections may help... ease insecurity and anxiety about losing a part of themselves, and to keep the past present”

“Some collect for the thrill of the hunt. Collecting is much like a quest, a lifelong pursuit...”

“Control over their own universe...”

Simple design becomes iconic

Cute cuddly creatures / Tough badass monsters

Identifiable, appeals to a **large demographic**: boy/girl, 5-12; some adults too

Timing: launch of Gameboy, interconnectivity with Game Link, globalization, ...

Nostalgia factor (feedback loop with collection habits)

Fun, well-designed (not well-programmed)



...And that's all I had time for. Further reading:

http://bulbapedia.bulbagarden.net/wiki/History_of_Pok%C3%A9mon