

Situation

- We are a software company focused on online multiplayer gaming
 - Specifically: PC Online Multiplayer Gaming, generally first person shooters
- We are looking to create unique images/illustrations that we can associate with our brand.
- Endstate:
 - 5-6 images that we can turn into graphic designs for branding purposes on social media

- Themes we are looking for:
 - Teamwork of a “clan” across the globe
 - Every gamer a hero
 - Transformation of a man/woman into a warrior
 - Victory

Specifics

- Concepts that I need illustrations for:
 - A community of online gamers working together on a game
 - Two competing teams of PC gamers working together with gamers across the globe
 - A PC gamer entering a game into a new amazing world [first person shooter]
 - Software enabling a gamer to play online games
 - Several others

This is likely going to be a project with multiple iterations and has the potential to be a project spanning several months with dozens of illustrations needed. For the right person this is a great opportunity to make some \$\$\$ and let their creativity drive designs.

Target audience of work:

- 30 year old
- Males
- Playing first person shooters
- Plays the following games: Counterstrike, day of defeat, minecraft, Far Cry, etc.

Concepts:

- Sharp lines
- Red, black, blue, orange colors
- More military than less

Concepts to **avoid**:

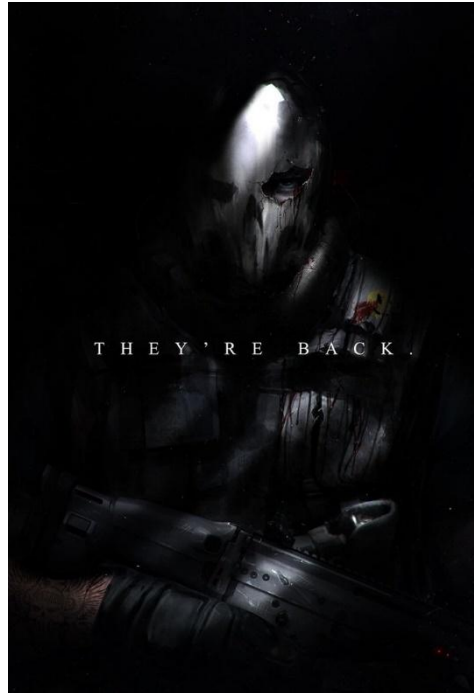
- Bubbly
- Childish
- Anime
- Mobile gaming-esq...this is for PC gaming

Concepts we like

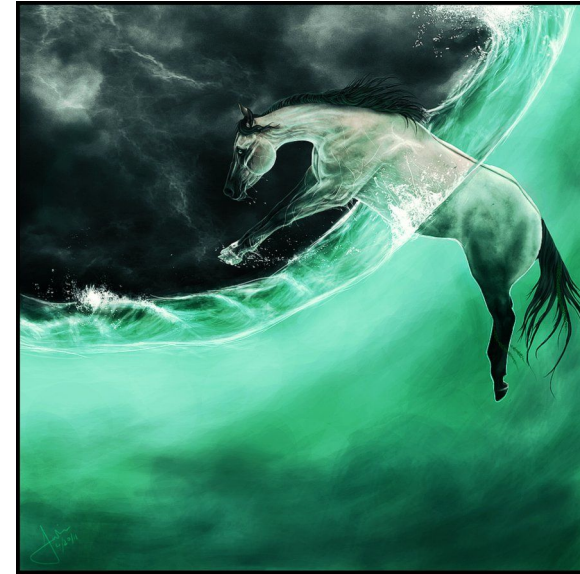
These images are themes we are looking for



Every gamer a hero



Tough/Scary



Transformation/thru the looking glass