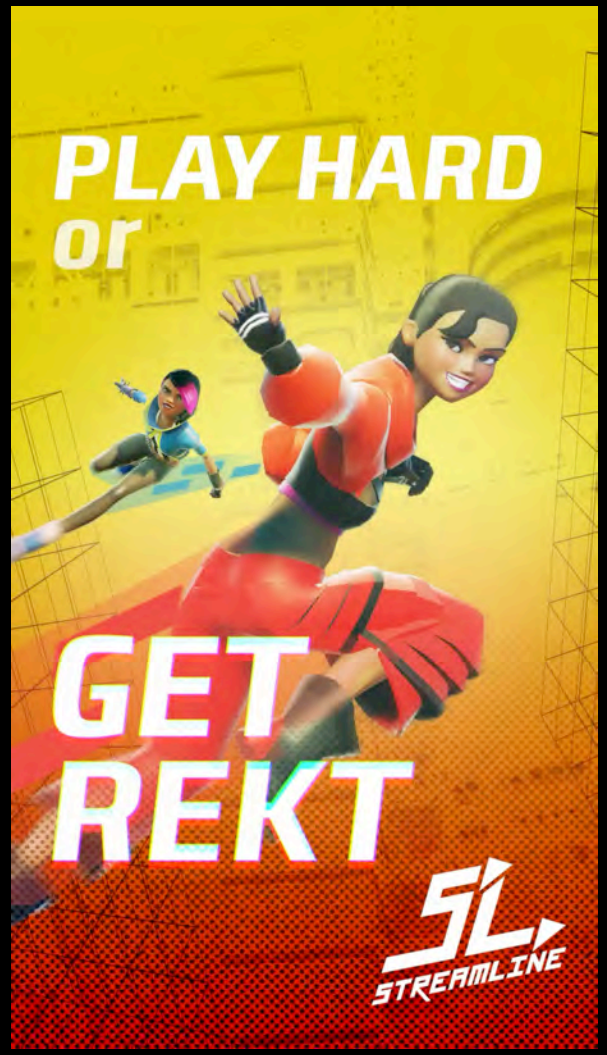
DESIGN PROCESS

LAUREN HODGES



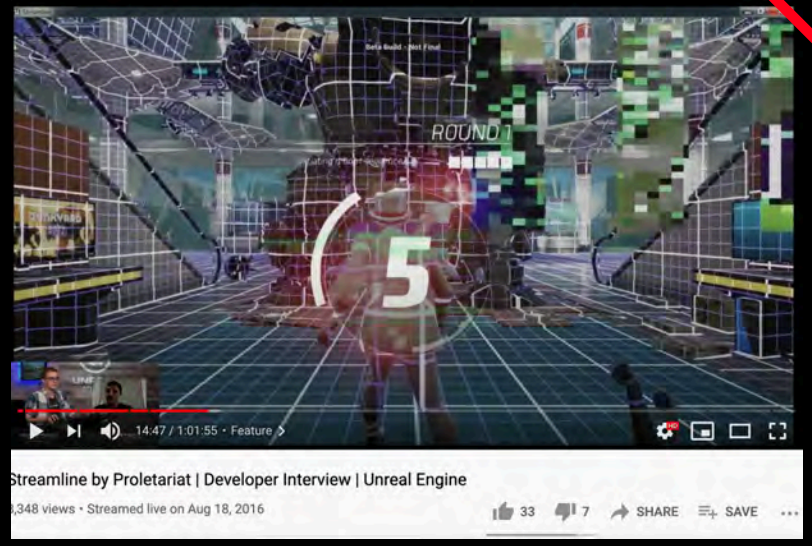
DESIGN GOALS

My goal for this project was to create a looping video post design that would be an effective social media marketing piece for Streamline. This means that the final product should enhance the existing brand aesthetic of the game as well as have continuity with the other posts that have already been created.

I also wanted the design to be versatile and refreshable. This would allow me, the Marketing Artist, to create a compelling series of posts quickly long term while each post would still feel different and new.

This means the background could easily be swapped out with a new background/color and characters could easily be swapped out to create a new refreshed design quickly and easily while matching other posts in this proposed series.

RESEARCH



INSPIRATION

The first step in my research was watching some gameplay. I needed to understand it and see what was represented visually in-game.

I also wanted to make sure to pull in colors that were on-brand. I found a few screenshots with ability icons featuring primaries of red, blue, and yellow. I sampled the colors in the screenshot and felt the yellow worked the best with the characters I had chosen.

These colors would work perfectly in my proposed post series. Each new post would feature one of the primary colors used in the game as the background color.

RESEARCH

INSPIRATION

Next, I began looking for background inspiration to set the scene. I found a commercial free images from Pexels that could be used as my background texture.

I was inspired a lot by Cyberpunk 2077's marketing images and felt their incorporation of a vibrant colored background with a subtle city texture really made the characters stand out.

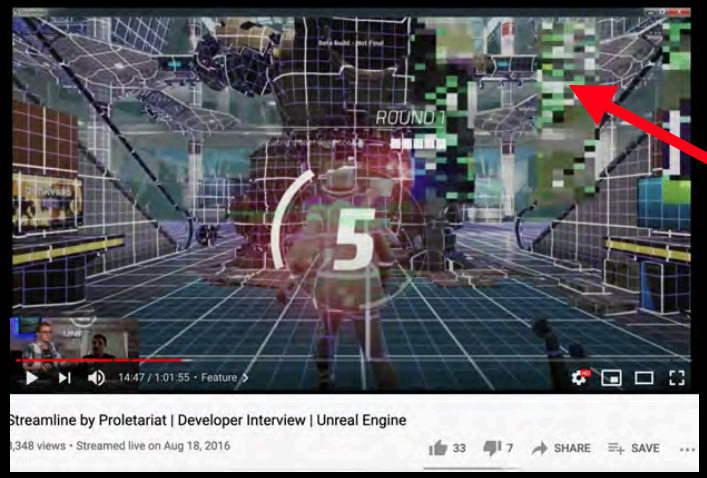
IMPLEMENTATION

DESIGN

I wanted the scene to be dynamic. I wanted the design to feel as if the audience was right in the middle of the action.

I also took note of the ‘glitch’ aspect shown in some of the other inspiration I found from previous promotional artwork. I felt a looping glitch post would be perfect and would capture the attention of this target audience.

IMPLEMENTATION

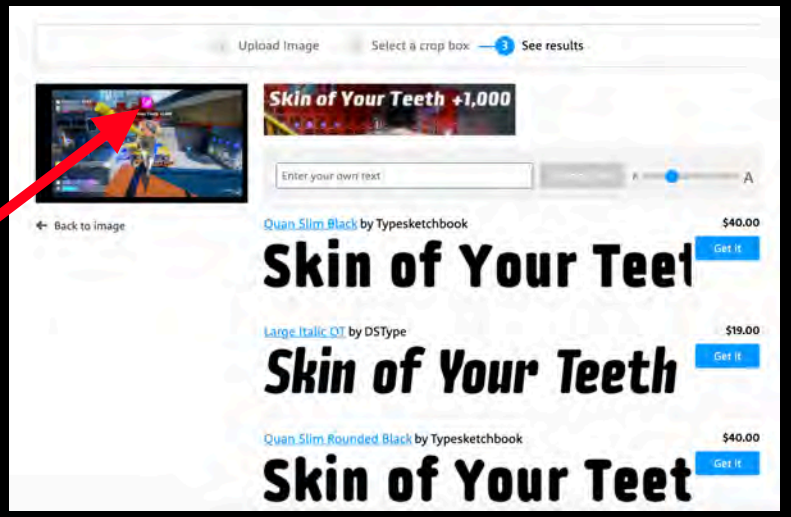


DESIGN

I wanted the glitch and movement of the post to be subtle, but enough to stop the audience from scrolling and double take at their feed.

Here is an example of how the glitch effect transitioned from the game to my design.

IMPLEMENTATION



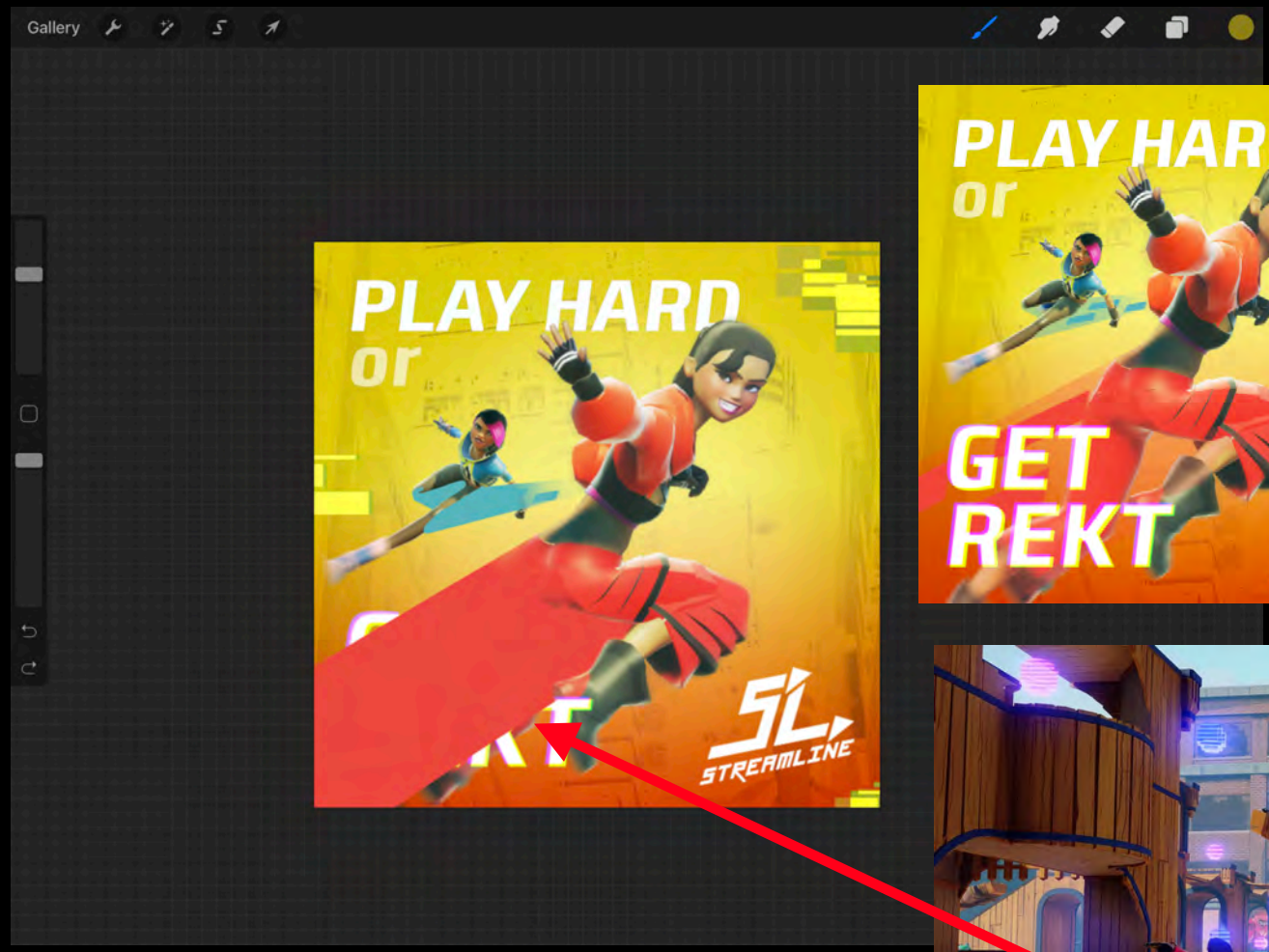
DESIGN

Next, I added a color gradient to the bottom of the design to 'ground' the focal character and help with the main text contrast. I also wanted to use the gradient to help lead your eye. I used the same color red from the main character's outfit.

I also added the text to the scene. This was a bit of a challenge as the main logo typeface and in-game fonts were not provided.

However, after a little bit of digging, I was able to find the in-game typeface, Clio Condensed Ultra Black Oblique.

IMPLEMENTATION

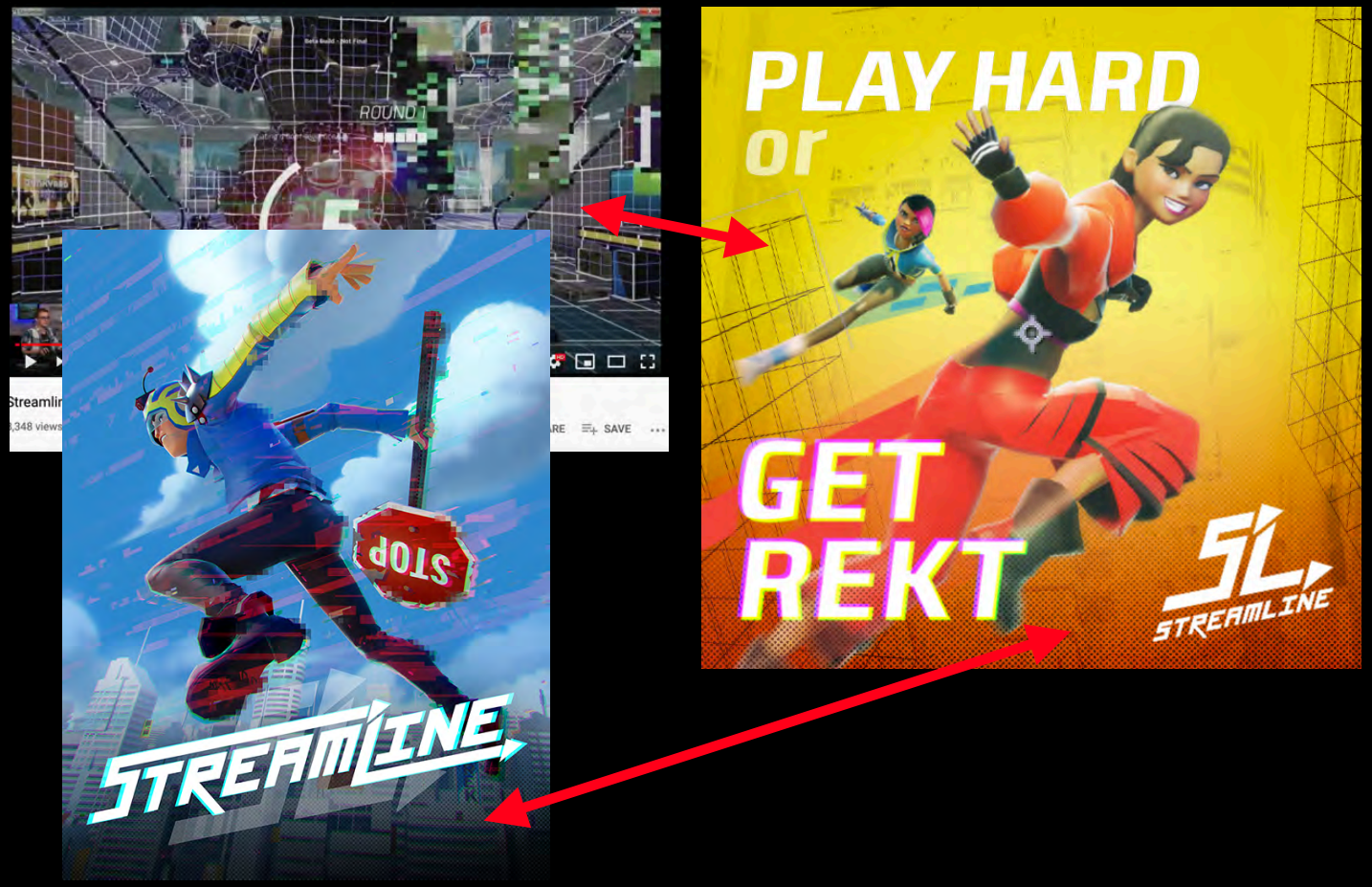


DESIGN

During my research, I noticed the characters had 'trails' of pixels behind them. I wanted to incorporate this design element as well.

I exported my design into Procreate and began painting these elements in on their own layer. I also experimented with having static glitch elements in the corners, but decided it overwhelmed the design and removed them.

IMPLEMENTATION



DESIGN

Next, I wanted to develop the background a little more. The prompt requested background elements, but I felt the subtle texture I had wasn't enough. I still wanted to make sure the characters were the main focus and didn't compete with the background, but knew the background needed a little more.

Looking back over my research, I noticed these grid elements that would appear as the level loaded.

I incorporated a similar wireframe grid element in the design and felt it accomplished exactly what I was going for.

As a finishing touch, I added a subtle halftone texture along the bottom of the design. This was a design element I felt would help bring in continuity.

IMPLEMENTATION

DESIGN

Lastly, I animated my design by adding both motion and effects. I animated the characters to appear as if they were jumping and landing. I also added glitching effects to both the main character and the 'Get Rekt' text. The design loops seamlessly.

In the prompt it was suggested that the tagline 'appear' or 'parallax' with the characters. While this is certainly in my wheelhouse, I wanted to propose a new idea.

Instead of waiting for text to populate, I suggest a looping seamless video that captures your attention right away with an intriguing design. I feel this direction is a popular design technique and will work well for this target audience.

PROCESS OVERVIEW

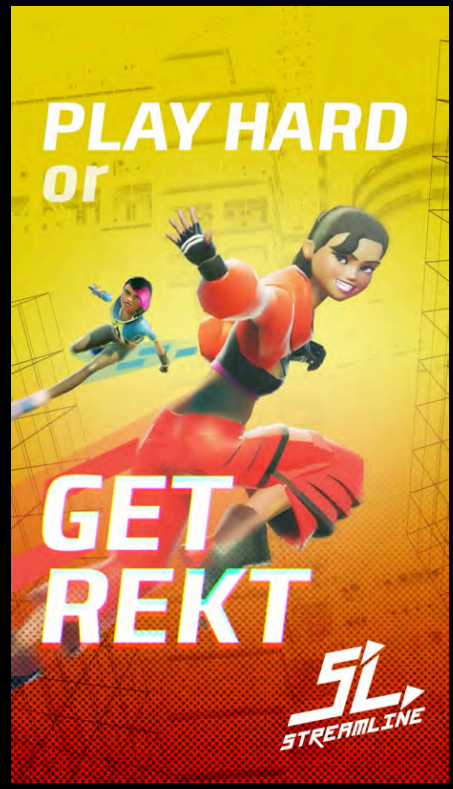
A bird's eye view of my entire process.

DESIGN RESIZES

Resized to fit other social media formats.

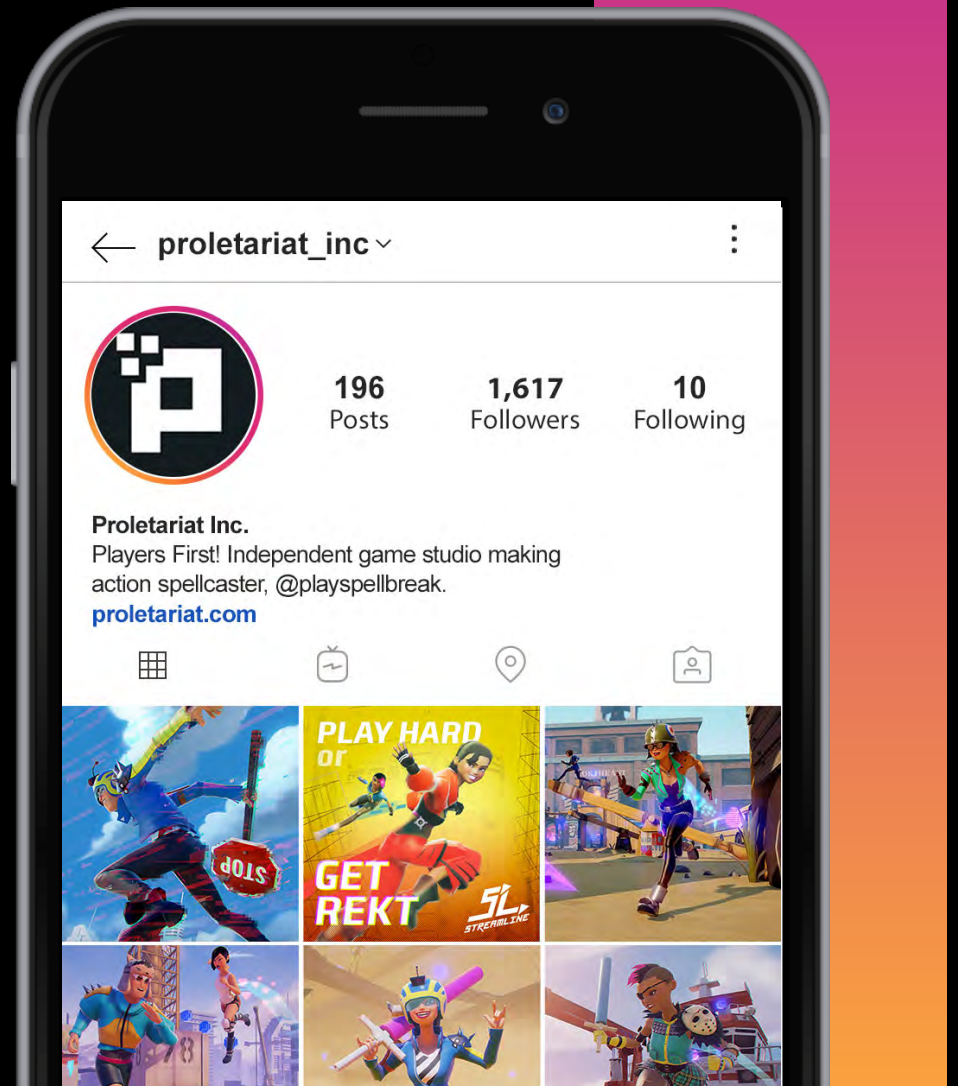
FACEBOOK

INSTAGRAM STORY



INSTAGRAM POST

TWITTER



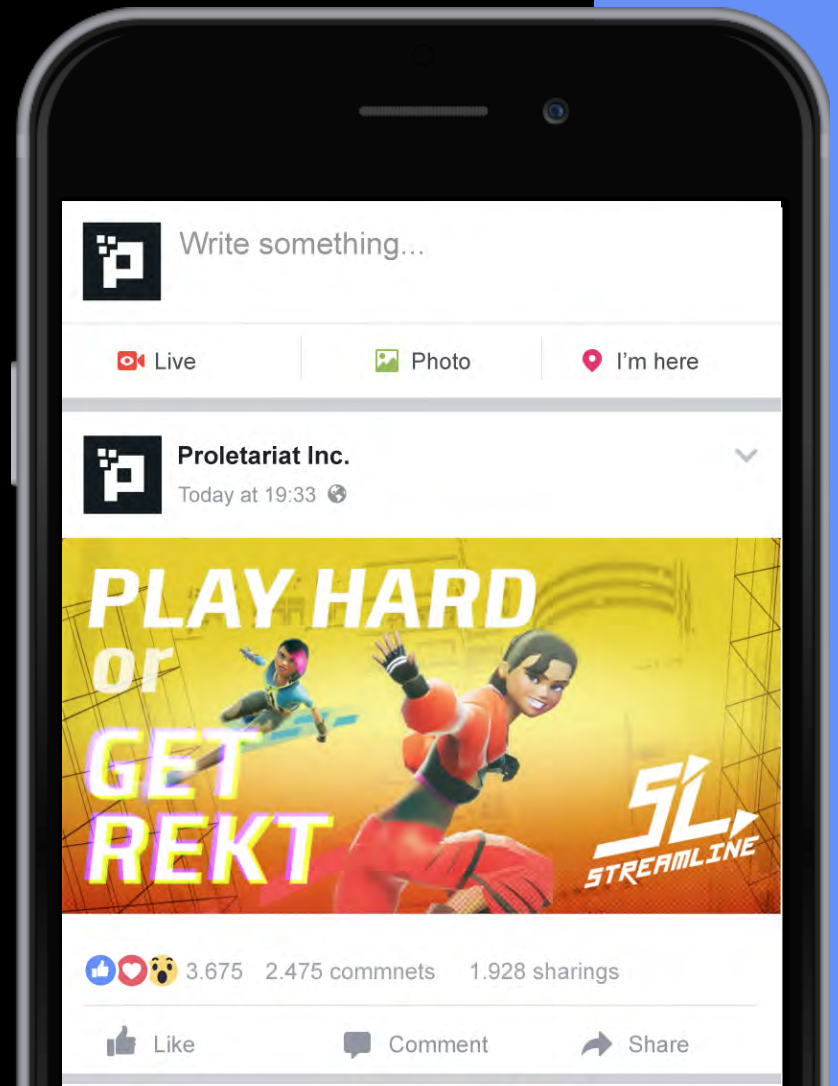
INSTAGRAM POST

As you can see, I have simulated the Proletariat Instagram feed to include my design as well as various thoughtfully cropped screenshots.

This simulation shows my design works very well with the overarching brand and aesthetic of the game.

INSTAGRAM STORY

I've also simulated the Instagram Story. The design doesn't interfere with Instagram's native icon placement and elements.

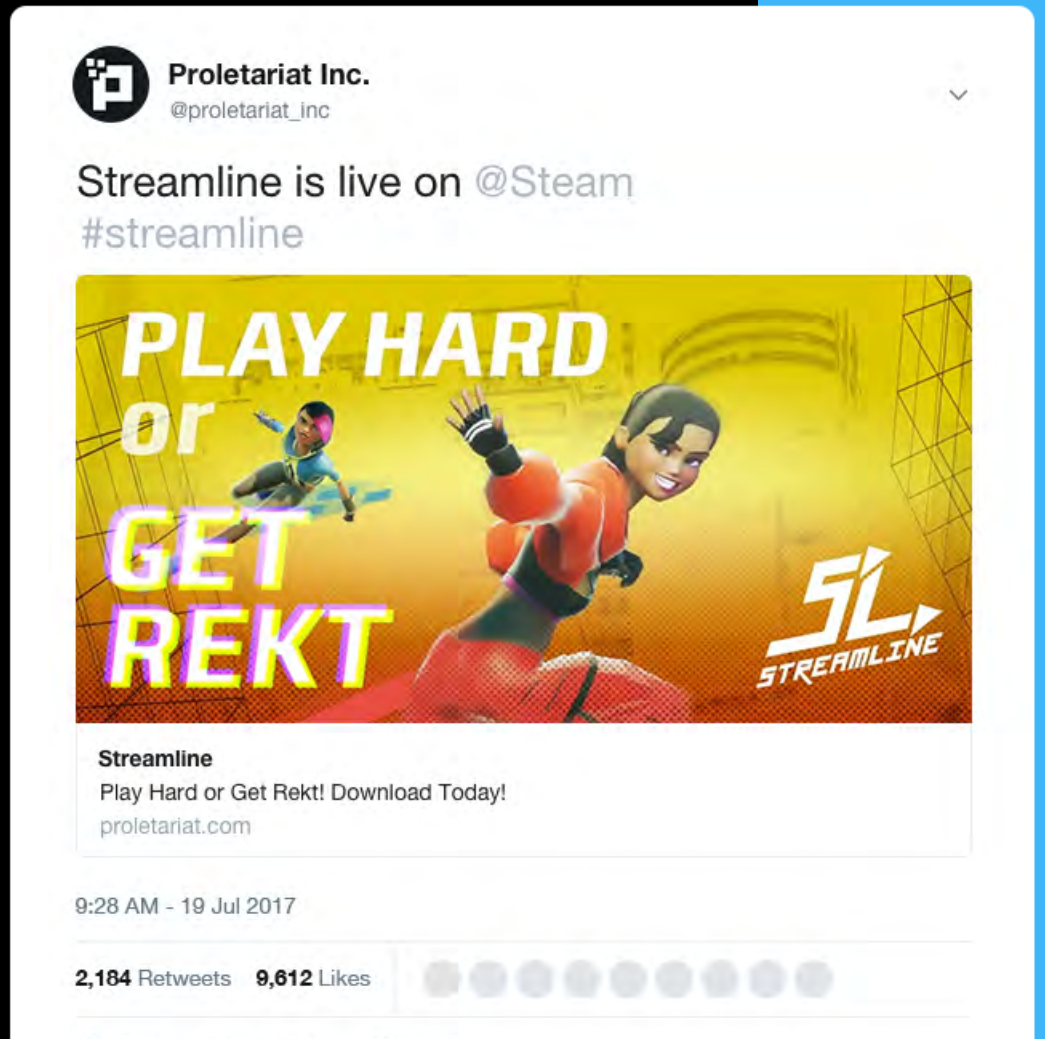


FACEBOOK

Design mockup in Facebook.

TWITTER ×

Design mockup in Twitter.



THANK YOU!