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Blind Justice: *A Fantasy Wargame*



Project Proposal

Advanced Graphic Design
201 Smythe Street, Apt. #309, Greenville SC 29611



Blind Justice: *A Fantasy Wargame*

Thank you for the opportunity to work with you on this exciting project. The design team here at Advanced Graphic Design is confident that we can provide you with the professional quality creativity that will make your marketing goals a stellar success.

The marketing for this high-end 3D based role playing game will be developed for Killology3D. The project will include developing marketing materials and support pieces necessary for online marketing as well as point of purchase and packaging materials for the product displays.

The target audience is teens and young adults, ages 13 to 30 with access to PC and gaming consoles capable of playing video games. With 80% of homes in the USA currently connected to the Internet, this is a huge potential audience.

The overall goals of this project include research into existing video game marketing strategies in order to facilitate the effective development of a unique and attractively designed product promo scene capable of creating interest in the gaming community.

The following products would be recommended for development in order to effectively market this forthcoming product:

1. A series of Flash based web banners for distribution and web-based marketing on known gaming web portals.
2. A series of point of purchase posters to be displayed at retail locations in order to develop interest in the forthcoming release and for continued use after product release.



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3. **A packaging design for product box for retail distribution.**
4. **A packaging design for the product CD for retail distribution, including CD label, case design and fold out insert.**
5. **A 3 page web-site to be used as a kick-off teaser campaign for product pre-release information and game play screen shots to use as computer desktop wall paper.**
6. **Merchandising products to include T-shirts, Sweat Shirts, Ball Caps and a 5 design set of playing cards for give-aways and retail sales at participating retailers.**

Over the next few pages, we will present a powerful plan to blitz the market with information that will communicate with your target audience in order to stir up industry interest and enthusiasm for this upcoming dynamic title.



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Timeline

(a week-by-week breakdown of the major tasks, costs and deliverables):

-
1. **A 3 page teaser web-site to be used as a kick-off teaser campaign for product pre-release information.**
 - a. **To be developed first.**
 - b. **Estimated time to completion: 1 week**
 - c. **Required resources: Marketing Dept., Flash & HTML Web Designer, 3D design Illustrator and Copy Writer.**

 3. **A series of point of purchase posters to be displayed at retail locations in order to develop interest in the forthcoming release and for continued use after product release.**
 - a. **To be developed third.**
 - b. **Estimated time to completion: 2 weeks**
 - c. **Required resources: Marketing Dept., 3D design Illustrator, Offset Printing Services, Shipping**

 4. **A packaging design for product box for retail distribution.**
 - a. **To be developed fourth.**
 - b. **Estimated time to completion: 3 weeks**
 - c. **Required resources: Marketing Dept., 3D design Illustrator, Offset Printing Services**

 5. **A packaging design for the product DVD for retail distribution, including DVD label and fold over insert.**
 - a. **To be developed in conjunction with Packaging on 3 week schedule**
 - b. **Estimated time to completion: 3 weeks**
 - c. **Required resources: Marketing Dept., 3D design Illustrator, DVD duplicator/Disc printer & Offset printer**

 6. **Merchandising products to include T-shirts, Sweat Shirts and a 5 design set of playing cards for give-aways and retail sales at participating retailers**
 - a. **To be developed fifth.**
 - b. **Estimated time to completion: 4 weeks**
 - c. **Required resources: Marketing Dept., 3D design Illustrator, Screen printing & embroidering supplier (for apparel), Offset Printing (for playing cards)**



Blind Justice:

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Personnel Needs & Description:

Marketing Department: Marketing researchers and graphic designers recruited to assist with visual and conceptual design direction and target goals.

Copy Writer: Recruited to develop text for all marketing material geared toward target audience.

Illustrator: Artist recruited to develop game characters and produce production illustrations for use in collateral marketing materials for the game.

Graphic Designer: Artist recruited to combine illustration art work with marketing goals and prepare design samples for all marketing materials.

Flash/Web Designer: Artist recruited to combine illustration art work with web-based interface and banner ads prepared to market the release of the game product.

Materials:

1. DVD duplication and printing
2. Packaging (including boxes and inserts)
3. Offset Printing (Posters, Playing Cards)
4. Web Hosting
5. Apparel Production (print on demand for T-shirts, Sweat Shirts and Ball Caps)



Blind Justice:

A Fantasy War Game

Project Goals:

The goal of this project is to create awareness of the new gaming product release, "Blind Justice". Specific marketing goals include awareness among the gaming community and purchase of the game from participating retail locations. Product specific goals range from pre-release teaser marketing to point of purchase retail product packaging and support materials (posters).

APA Citation

Pricing Sources:

CD Rom Covers. (2007). Print Pricing. Retrieved June 7, 2007, from <https://www.printingforless.com/cdcovers.html>

Poster & Playing Cards. (n.d.). Retrieved June 9, 2007, from <http://www.4over.com>

Print-on-Demand Apparel. (n.d.). Retrieved June 9, 2007, from <http://www.cafepress.com>

DVDs. (n.d.). DVD Duplication. Retrieved June 6, 2007, from <http://www.diskduper.com/dvd.htm>



Blind Justice:

A Fantasy War Game

Design Genre Recommendation

Planning the general look for this project requires research into the popular world of 3D gaming. There are a wide variety of genres available to video game players today, but for this project we are focused on a Fantasy style of art, with the possibility of incorporating some SciFi/Futuristic design elements.

When talking about “Fantasy” and “SciFi/Futuristic” styles of art, the waters can really be pretty muddy. Many artists combine the two styles in order to develop more of what I would refer to as a “Post Apocalyptic” style of art, where the weapons may be a combination of low tech (ie: swords and clubs) with high tech enemies, ships and/or design elements/styles. Most Fantasy artists are fans of both styles, so you will frequently see the lines crossed. Only occasionally will you find an artist that is a true purist and never blurs the lines.

Much of the concept for both Fantasy and SciFi/Futuristic styles of art is based on the content of the image being developed. This is by no means the only measure of the styles, but is an easily observed indicator that you might be viewing an images from one of these genres. A few artists that come to mind for the Fantasy style of art include: Amy Brown (for her work with fairies), Boris (for his Tarzan, Conan the Barbarian and warrior women images) and Michael Whelan (for his Dragon images). Samples can be found by clicking the names...but be aware that there is nudity in several images.

Elements that set Fantasy images apart from other genres include the herculean males battling bizarre and dangerously fantastical creatures in order to save a scantily clad voluptuous female. Sometimes the women are the warriors doing the fighting, but the setting always has a mysterious mood, and the creature is vile and angry. There is a sort of romanticism about much of this, since the hero is always overcoming highly unfavorable odds in order to defeat the monster and save the day. A favorite creature is, of course, the dragon. Fans of J.R.R. Tolkien will know that fantasy involves many types of characters and species, both good and evil. The story changes, the characters change, but the mood and sense of something “otherworldly” about the setting and models remains the same.

SciFi/Futuristic images, will many times contain similar elements, but there is the help of technology that Fantasy images don't generally rely on (magic maybe, but lasers?)



Blind Justice:

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not usually). SciFi images will many times communicate the vastness of space in order to show that the hero is small, but brave in the face of this huge undiscovered universe. Creatures are a definite, but they are aliens rather than mutations or undiscovered earthly creatures. The Futuristic elements can be dark and sinister, like the work of H.R. Giger or more of a techno feel like the work done in the hit movie, The Matrix. George Lucas' Star Wars was the starting point for many of today's young SciFi artists. Many times SciFi images depict Man vs. Machine in the form of robots or cyborgs. Scifi.com has a gallery of images that would be considered more "purist" in nature.

References:

The Art of Michael Whelan - Official Site. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.michaelwhelan.com/index.asp?vsPage=gallerycollection>

Fairy Art: Amy Brown Fantasy and Faery Art. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.amybrownart.com/>

Vallejo, Boris. (1978) Tarzan. Retrieved by Lonnie Johnson 06-16-2007 from: <http://vallejo.ural.net/1978/show.php?030>

Science Fiction Weekly Art Gallery. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.scifi.com/sfw/gallery/gallery3.html>

H.R. Giger's Official US Site. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.giger.com/>



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Inspirational Sources & References

World of Warcraft. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.worldofwarcraft.com>

The Art of Michael Whelan - Official Site. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.michaelwhelan.com/index.asp?vsPage=gallerycollection>

Fairy Art: Amy Brown Fantasy and Faery Art. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.amybrowart.com/>

Vallejo, Boris. (1978) Tarzan. Retrieved by Lonnie Johnson 06-16-2007 from: <http://vallejo.ural.net/1978/show.php?030>

Science Fiction Weekly Art Gallery. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.scifi.com/sfw/gallery/gallery3.html>

H.R. Giger's Official US Site. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.giger.com/>

Spectrum Fantastic Art. Retrieved by Lonnie Johnson 06-16-2007 from: <http://www.spectrumfantasticart.com>

All images shown in this presentation were designed and created by Lonnie Johnson, ©2007.



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We are pleased to have the opportunity to work with Killology on the Blind Justice: A Fantasy War Game project. We are excited about the synergies that we have with your company and look forward to seeing the creations we develop benefit your marketing plan and bring success to your endeavor.

It is general policy to have a signed agreement prior to developing creative concepts in order to make record of the clear communication of intellectual copyrights and expected deliverables.

Please read the following carefully and sign at the bottom of this page. Thank you.

OWNERSHIP RIGHTS:

a. The following shall be the sole and exclusive property of the Client:

(i) Any text, photos, graphics, audio components, software, documentation, images, or other materials of any kind or nature made available to the Agency by the Client for use in development or publication of the Work.

(ii) The Client's trademarks, service marks, copyrighted materials, and all materials listed in (i) above shall remain the property of the Client.

b. The following shall be the property of the Agency: All text, photos, graphics, audio components, programs, routines, subroutines, interfaces, navigational devices, menus, menu structures or arrangements, icons, help and other operational instructions, computer code, procedures, scripts, software designs, database designs, or other materials of any kind or nature originally developed by the Agency or licensed to the Agency for general use by the Agency. Client shall be granted an exclusive license to use the Work created by Agency for Client subject to the terms and provisions in (c). However, Agency shall own all copyrights to the Work and retain ownership of the original Work. Agency is under no obligation, whatsoever, to provide software, software training, processes, databases, mailing lists, links, files, e-mails, fonts, backgrounds, calibrating equipment, printing equipment, computer equipment, photographs, icons, special effects, vendor information, personal contact information, original un-flattened artwork to Client. Agency chooses all software, hardware, vendors, processes, etc. at its own discretion. Agency is not responsible for Client compatibility with the aforementioned and is under no obligation to transfer information over to non-standard Agency platforms (all transfers will occur at Client expense).

c. Agency grants Client an exclusive license to the original artwork for Client's business/ personal use provided Client understands and is authorized by you Company to agree to the following: Client is granted an unlimited use license however Agency retains the exclusive right to use the artwork in Agency portfolio and promote Client design as a sample of Agency work at Agency discretion for any purpose Agency chooses for as long as Agency chooses.

I am an authorized legal representative of Killology Gaming, Inc. and I agree to the above mentioned terms and the proposed costs and deliverables discussed in this proposal.

Signature: _____

Date: _____

Print Name: _____

Blind Justice

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Design Presentation



Index of Content

1. Logo Design, Colors, Slogans and Typeface
2. Concept Sketches
3. Website Design
 - a. Home Page
 - b. Strategy Page
 - c. Freebies Page
4. Poster Designs
 - a. Battle with Nybras
 - b. Leaping Attack
 - c. Dragon Fight
 - d. Dance of Death
5. Playing Card Designs
6. T-shirt Designs
 - a. Battle with Nybras
 - b. Leaping Attack
 - c. Dragon Fight
 - d. Freak Fight
7. CD Label Design
8. CD Packaging Design



Typeface, Colors, Concepts & Logo Sketches

Blind Justice
A Fantasy War Game

Slogans:

“Evil will never hear her coming.”
“Justice is swift...and final.”

Colors:

	C:0 M:0 Y:0 K:100		C:30 M:94 Y:100 K:40		C:100 M:72 Y:15 K:3
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Alternate logo design for dark background situations.



Full color logo design for standard light backgrounds.

Typestyle: **Black Chancery**

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



Additional Concept Sketches

The images on this page were created in order to show additional game-play scenarios that might be used for product marketing. Since the heroine will face a variety of opponents, it is recommended that we incorporate battle scenes for several of them in order to create a sense of diversity and help gamers know that there is depth to the gameplay.



Website Design – Home Page



This basic website is designed as a “teaser site” in order to provide basic information and begin developing a general sense of the game graphics and plot.

The Home Page contains a general “Welcome” and “The Latest”, in order to keep visitors up to date on the development of the game as well as entice interaction visitors to return regularly by giving away prizes.



Website Design – *Strategy Page*



Blind Justice
A Fantasy War Game

Home
Strategy
Freebies

Evil will never see her coming.

Strategy

Blind Justice is a game of strategy, skill and cunning. Played either as a stand-alone action game, or as an online arena battle where you can choose to be on the dark side or the one with Dark Sight.

Just kicking the butt of evil guys won't win this game. You need to have a strategy. Get your wits about you and prepare to solve the riddle of how the darkness arrived in Blind Justice's town and land.

Through a series of battles, clues and puzzles, you will find the key to vanquishing the darkness once and for all...or die trying.

Prepare for adventure, action, killing and Justice... Blind Justice!

The Story...

She has no name. No sight. Yet, she sees evil in the hearts of the men and beasts that have taken her land captive. The peaceful village of her childhood is no more. The last vision her eyes would see was the burning and death of everything she loved.

Now she's taking the one thing her enemy loves...his life. Justice is what she sees, and to bring the scales back into balance, the evil must die! Beware the darkness. Those who dwell there are not safe from Justice.

Set in a richly lush 3D environment, with stunningly realistic fighting and action, this new title is a must have for all fantasy gamers that love

Justice is swift...and final.

The Strategy page includes a basic overview of the game strategy as well as the storyline of the game.



Website Design – *Freebies Page*



The Freebies page is filled with a variety of computer wallpaper designs so that gamers can put their favorite game characters on their computers and send them around the web to friends--stirring up a grassroots awareness of the upcoming release.



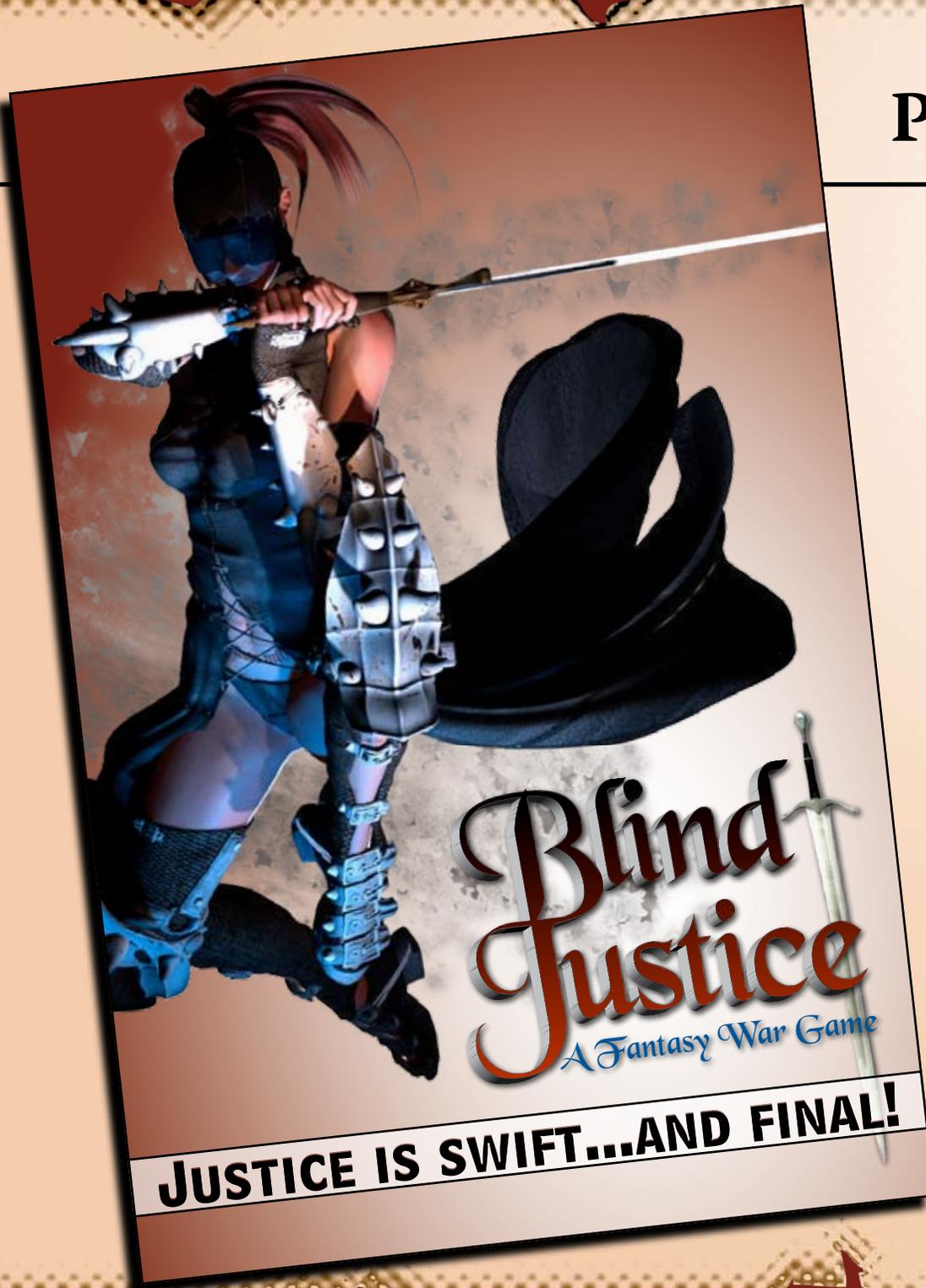
JUSTICE IS SWIFT...AND FINAL!

Poster Design – 1

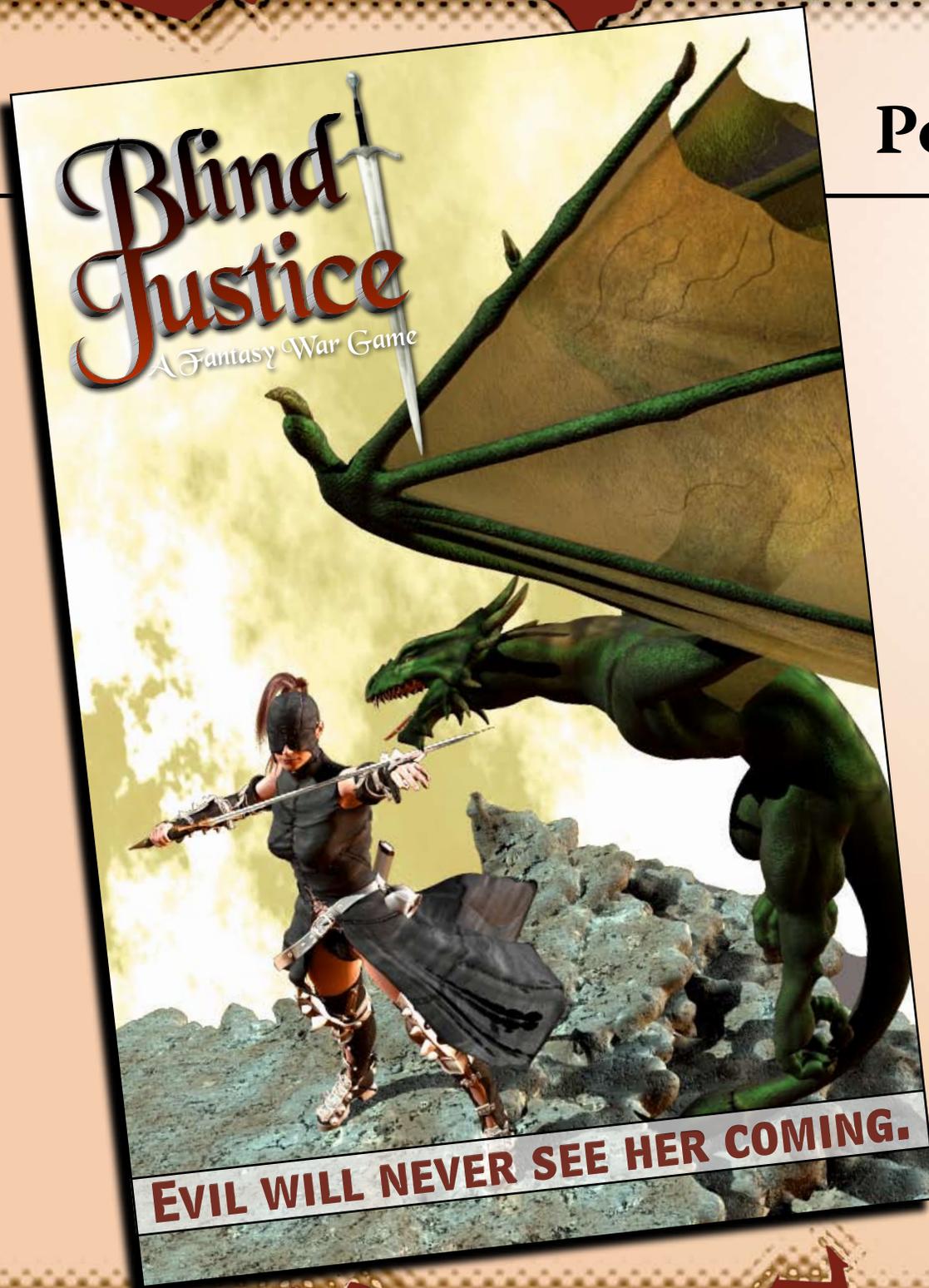
Blind Justice
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Poster Design – 2

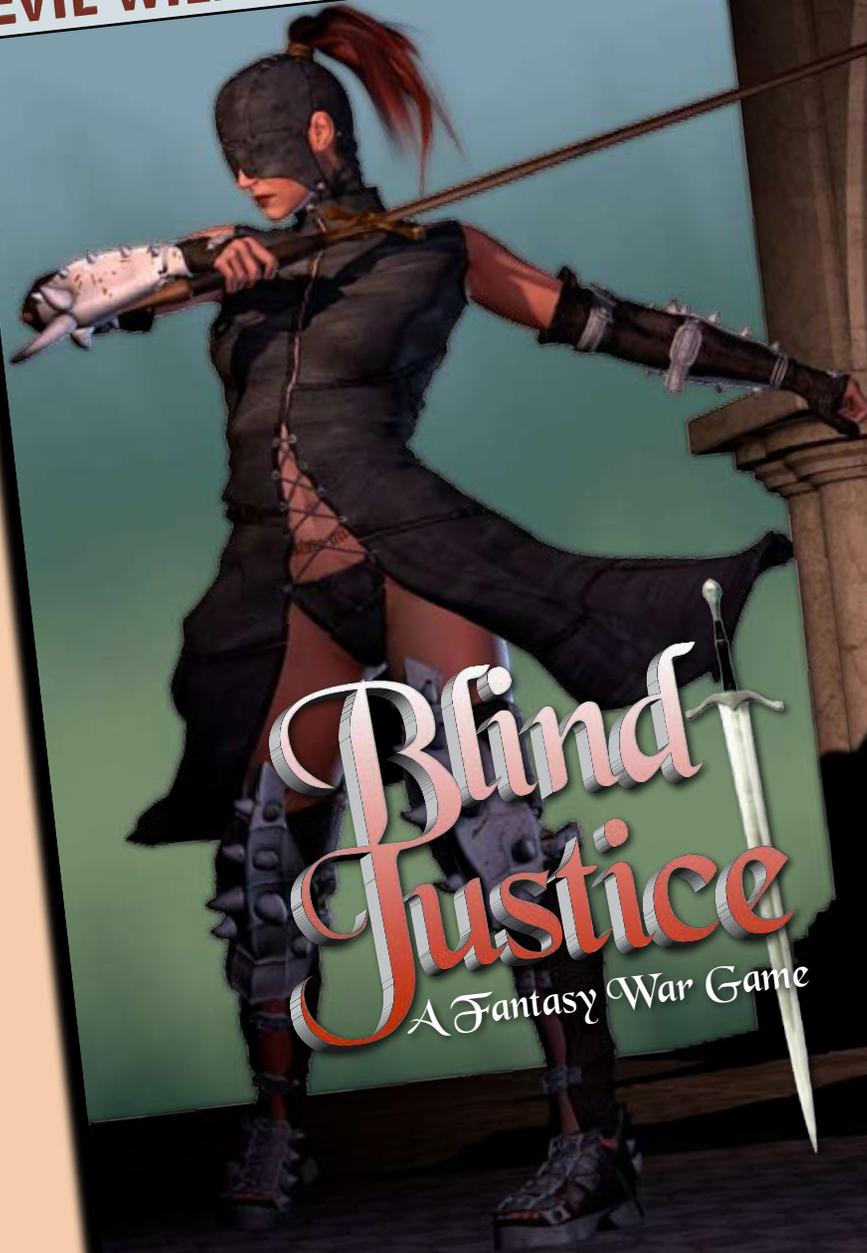


Poster Design – 3



EVIL WILL NEVER SEE HER COMING.

Poster Design – 4



Playing Card Designs



T-Shirt & Sweatshirt Designs



T-Shirt & Sweatshirt Designs



T-Shirt & Sweatshirt Designs



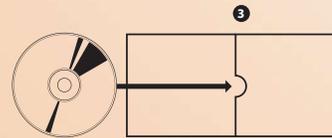
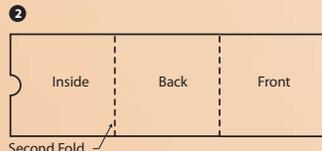
T-Shirt & Sweatshirt Designs



CD Label Design



CD Packaging Design



Inside Panel

Back Panel

Front Panel

