Jade and Fire.

Introduction.

Target

- This machine is specifically targeted to appeal to a general slot audience, but tailored to any players that are interested in, or are intrigued by an "Asian" themed game; specifically a holistically Chinese machine.

- The machine is entirely made with only Chinese influences, imagery and styling. No cultural "fusion" of any kind (e.g. Mixing Japanese symbols with Chinese) as to not cause controversy/cultural insensitivity.

Deliverables

-PAGE 09.	One "mid-pay" icon, of the "*The Guardian Lion*."
-PAGE 10.	One "Frame background" of an Impressive Chinese Temple entrance during day.
-PAGE 11.	Four "low pay" icons.
-PAGE 12-14	Two "high pay" icons.
-PAGE 15.	1 "logo" font work for the machine.
-PAGE 16.	Lighting and closing thoughts.

The images should contain the following.

- It must appeal to a wide mature male and female audience 18-30+ years old.
- Must be realistic and contain smooth supporting details (not gritty/noisy or overly textured).
- Must contain high saturation and mid- contrast.
- Visual Effects art (VFX) can be included sparingly or if needed (sparkles/glint, wispy fog, glows, etc.)
- Not cartoon, but can support subtle thin line work if used for separating interior details.
- Is saved within the correct file name and resolution.

But first some context.

Here are some digital slot machine art found within our competitive market.
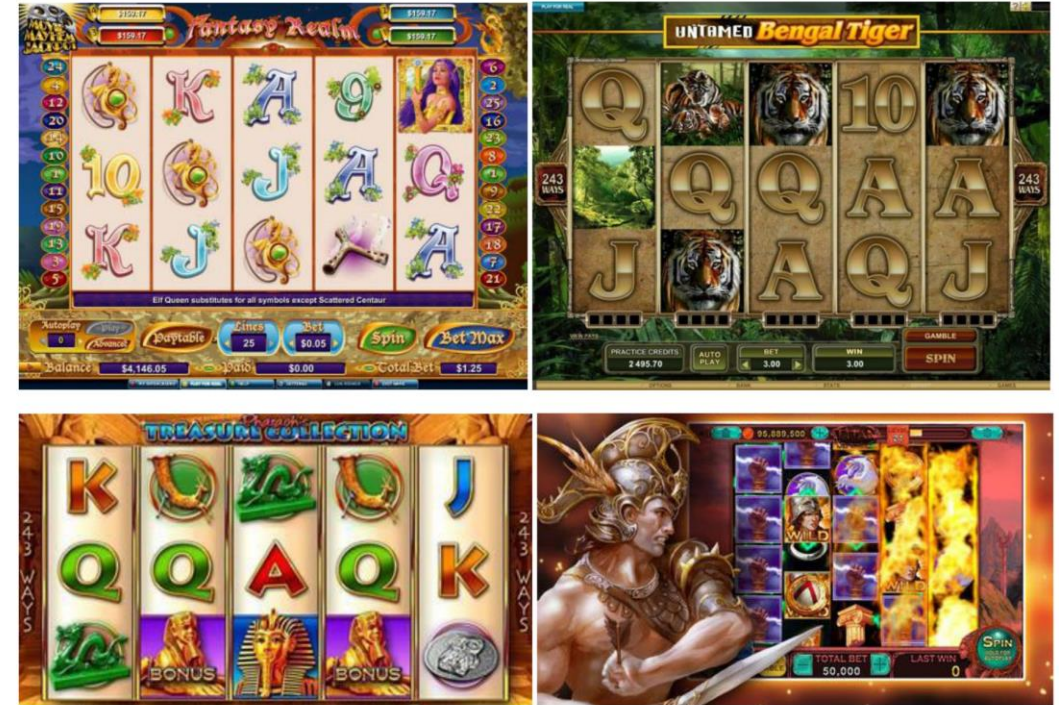
Art Styling and visual break down.

High fantasy… exaggerated radiance and beauty using a limited palette. (Images bellow are great)

Often this realistic styling will borrow of a photograph which then becomes a "paint-over", this is an acceptable practice pending the correct reference is found capturing the appropriate appeal and angles of the shot. If dealing with any theme characters, animal, objects etc. The practice is the same.

The following are also more drawn execution I Also like and along similar styling.
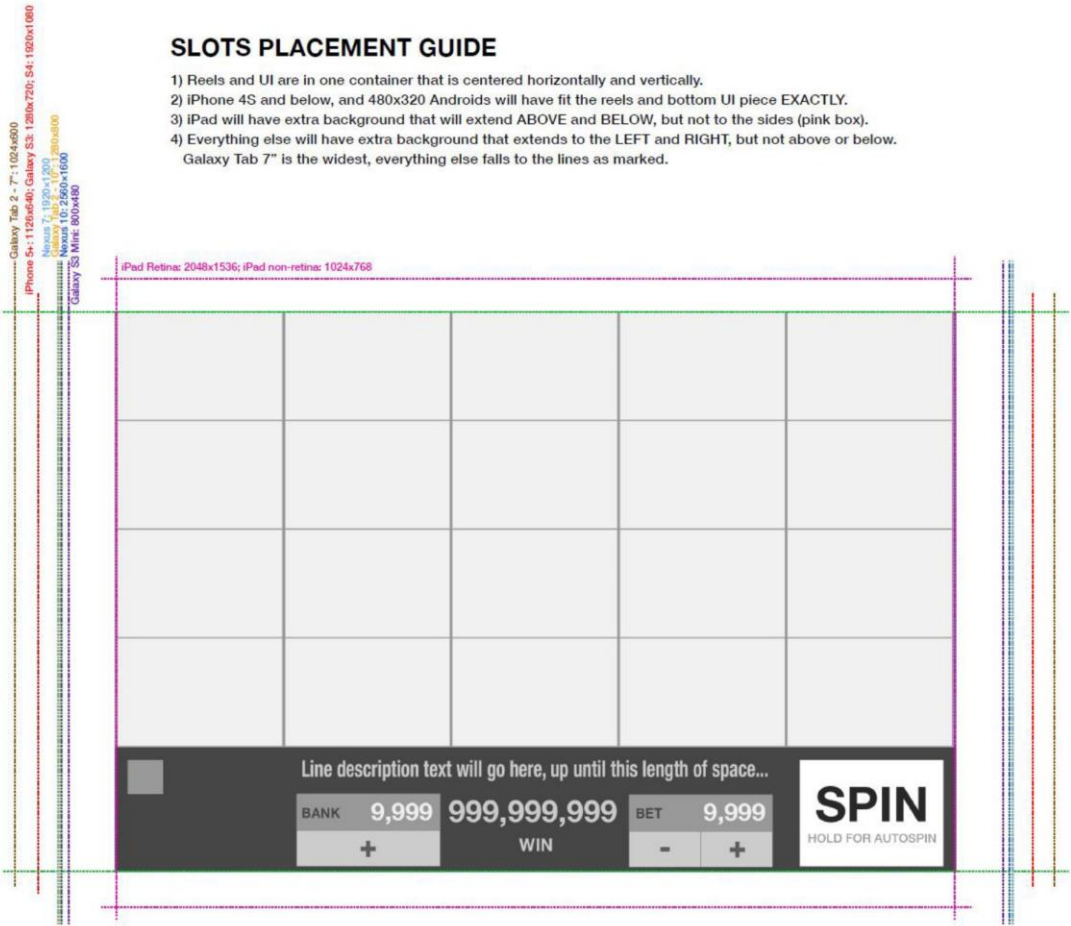

TAWA
THE SUN SPIRIT

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FAR EAST FORTUNES II
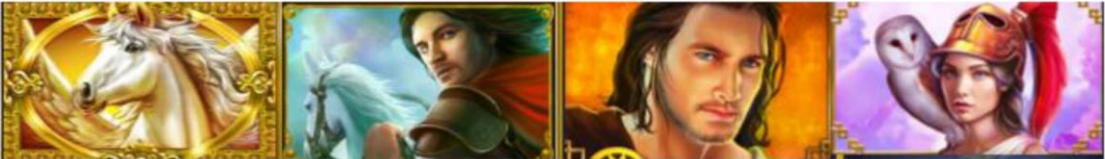
The aspect Ratio of a 5 icons wide by 4 icons high slot machine. (The one you are making)

The machine layout bellow is of the correct aspect ratio and holds specific areas of art to deliver.

1. The Area *outside* the "Shaded gray" center box is for the "Frame" to fit within.
2. The shaded central area represents the "wheel or reels" of a slot machine.
3. The shaded gray squares represent the areas for an Icon of the reel to fit within.
4. The bottom darker gray area is of a specific area the user can interact with.
5. The + and – are buttons the user can click on.
6. The "spin" button is of a protruding Jade/jewel button.
7. The area where "Line description text…" is an area to display messaging to the user, this should not blend in contrast with the frame design, the text is full white.
8. The small cube at the bottom left, is for a "setting" icon.
9. The area bellow of the "Setting icon" is reserved for the Font/name of the machine.
10. Center bellow, is an area reserved for small "win" text and animation.

SLOTS PLACEMENT GUIDE

1) Reels and UI are in one container that is centered horizontally and vertically.
2) iPhone 4S and below, and 480x320 Androids will have fit the reels and bottom UI piece EXACTLY.
3) iPad will have extra background that will extend ABOVE and BELOW, but not to the sides (pink box).
4) Everything else will have extra background that extends to the LEFT and RIGHT, but not above or below.
   Galaxy Tab 7" is the widest, everything else falls to the lines as marked.

Line description text will go here, up until this length of space...

BANK 9,999 | 999,999,999 | BET 9,999

WIN

+ | – | +

SPIN
HOLD FOR AUTOSPIN

Composition rules.

Here are example bellows on how these separate art elements can appear final.

From other themed slots.

Using the image above only as reference, the "SPIN" should the first thing that jumps at you, then the icons on the reel should appear exciting and tangible, the rest can be somewhat darker but not scary. Keep the color vibrant and bright.

The low pay icons should be more subdue in excitement, the Mid-pay should appear very exciting, and the high pay icons should be jaw dropping and awe inspiring. Color values and design inspiration for the Jade and Fire Machine are bellow.

HIGH LEVEL INSPIRATION

MID PAY

CHIZZLED LINES OF LIVING ENTITIES WHICH ARE ADORED BY PEOPLE AND ORNATED WITH GOLD ACCENTS. STILL SUPPORTING SLIGHT CONTOUR LINE WORK. RENDERING IS AUMENTED BEAUTY AND GLOWS

LOW PAY TREATMENTS

GENERIC ICON SHAPE WITH A DESIGN ACCENT INSIDE E.G.

HIGH PAY

SMOOTH REALISM OF HUMAN CONNECTING WITH THEIR MYSTICAL FORM AS ONE. WOMAN OF FIRE HAVING TAMED A CONFIDENT PROTECTIVE PHEONIX. TO A MALE EMPEROR, WAR DRIVEN HAVING GESTURES SIMILARY UNDERSTOOD BY AN ANGRY DRAGON.

The Guardian Lion. Looking at the previous color page the "Mid pay" icons and color choices are reflected in the next following 3 "Final" icon designs. We produced these 3 icons to help you along in creating a final 4th icon matching the Mid-pay icon styling and design.


The 4th icon for you to produce is of a "Guardian Lion", please following this layout for the icon.

Please fallow the color guidance's of the previous page to produce this icon for us, the background can be simpler and of a yellow golden hue, cut this background in an oval shape like the turtle, and please create some golden ornate decorations, as this represent a real living animal with Chinese design and decorated by humans with some golden armor and jewelry. It should fit at the end with the above 3 icons fully. Resolution: *1000x780 at 300dpi*. With the Lion, a background oval and a gray default bottom gray color in separate layers in Photoshop.   The name of the file should be **LION.psd,** the layers naming can be anything you'd like.

The Frame or background area.

Here is a rough guiding concept of the "frame" area "The Chinese temple", please use this as inspiration and if possible create a frame for the buttons and controls bellow that could appear connected with the frame. (The one here are floating in the air and unfinished), They should be themed too accordingly. The entrance courtyard of a Temple is important to capture. **Using the lion's statues is good; they should be of a female version on left holding a cub and a male version on the right holding a ball.**
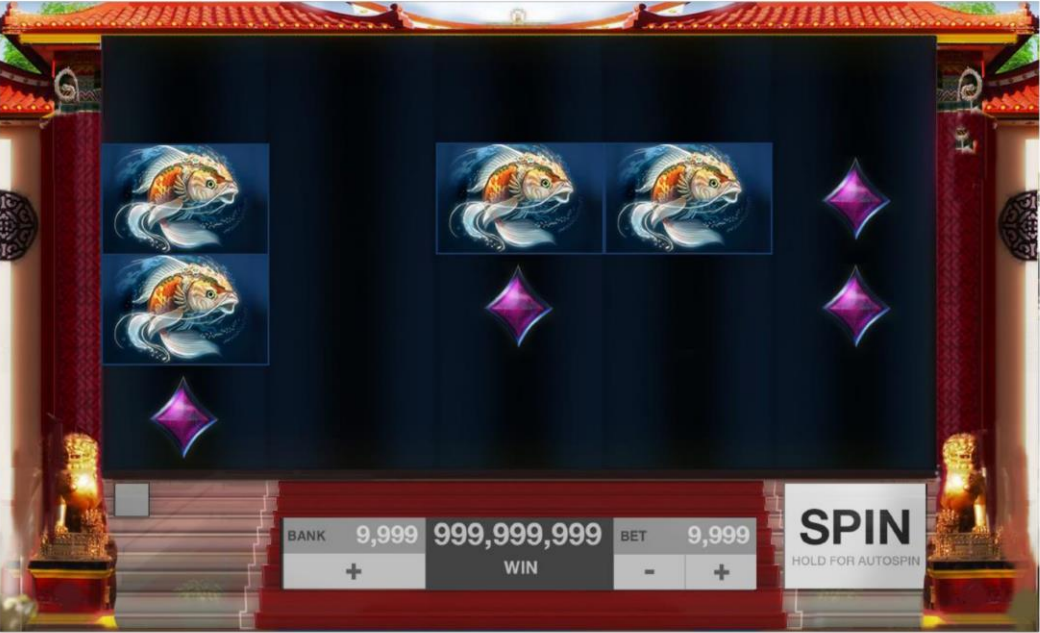
Resolution: 2530x1535 at 150 dpi, Called Background.psd, (GREAT REFERENCE OF THE TEMPLE ABOVE and colors)

The Buttons, the temple background and any text should be on a separate layer, the icons should not be included in this Photoshop file. The +and- should appear golden and click-able. The Spin icon should be jewel like and Saturated Jade, eye catcher.

4 Low Pay Icons.

LOW PAY SLOT ICONS FAST DELIVERABLE SYSTEM, WHICH CAN BE RE-SKINNED WITH AN ACCENT TO SUPPORT THE SPECIFIC THEME OF A SLOT MACHINE.

A SMALL GOLD TRIM CAN BE ADDED.
A SLIGHT DIRECTIONAL SHINE SHOULD BE VISIBLE, AS DEFINE IN THE ART DIRECTION DOC.
IT SHOULD HOLD AN INTERIOR DESIGN ACCENT.
SOME LOW SHEEN GLOSS IS OKAY, BUT USE SPARINGLY.
NO CANDY TREATMENT PLEASE

= LET'S NOT DO THIS
LET'S DO THIS, SMALL BLACK OUTLINE

COLORS OVERALL: JACKS ARE ALWAYS BLUE....ACES ARE RED/PINK......KINGS ARE ORANGE......QUEENS ARE YELLOW.....10'S ARE RED.....9'S ARE GREEN
HEARTS ARE RED.....DIAMONDS ARE PINK.....SPADES ARE BLUE.....CLUB ARE PURPLE.

BELLOW IS AN EXAMPLE AS TO THE SHAPE OF THE ICONS FOR US AND WHERE I LEFT IT., PLEASE SIMPLIFY AND PRODUCE A PSD THAT HAS A LAYER FOR THE ACCENT DESIGN INCLUDED TO SUPPORT ANY THEME E.G THE ASIAN DESIGN IN THIS CASE.

Please use the following image and design 4 icons, of spade, diamond, heart and clover, which can have a simple internal Chinese design this done as a separate additive layer. (In the future we would like to replace this additive layer to support other slots theme, only changing the minimum to do so)

Colors should be in a separate layer as well and no glows.

The icons should appear to have depth in them with a thin black outline on the inside form.

Resolution: 800x800 at 150dpi

The High pay icons.

An emperor and an empress surrounded by a dragon and phoenix.

- The time period is an *idealized* version of the Tang dynasty. Idealized meaning that all colors are still bright and vibrant. The reason why the Tang dynasty is being called out specifically is because both the cinematic inspiration (Curse of the Golden Flower) and the historical inspiration (Wu Zeitan) are both set during the Tang Dynasty. Curse of the Golden flower illustrates a very idealized and glamorized version of the Tang Dynasty. Wu Zeitan was not a looker, but Gong Li (actress in CotGF) is - e.g. an idealized version of it.

- The Emperor wears a luminous jade green robe that flow in the same motion as the Green Dragon that occupies his symbol. The emperor does not have a specific historic inspiration, because emperors skewed older, compared to their lovers. This emperor should be Late 30's to Early 40's in age. The Emperor should have neatly trimmed traditional beard and mustache with little to no hints of grey. He should be appearing wise, handsome, and a commander of a rich empire. The Dragon should share an equal amount of real estate in the photo with the emperor. The dragon should look as reel and fantastic as the emperor. It should not be scary, evil, western fantasy in appearance. Emperor Picture reference: http://oi43.tinypic.com/16m2c1z.jpg

- The Empress wears luminous red and gold robe that glows as brightly as the feathers of the Chinese fenghuang phoenix. She should be in her late 20's to Early 30's in age an appearance. She should seem friendly and kind in her expression and emit a sense of royal beauty. Her loose historical inspiration is Empress Wu Zeitan http://en.wikipedia.org/wiki/Wu_Zetian The Phoenix shares an equal amount of real estate with the empress. The phoenix should resemble more of a peacock than a blurry firebird. Individual feathers can be viewed and the phoenix moves and illustrates motion in a feminine manner.

- Cinematic Influence: "Curse of the Golden Flower" http://www.youtube.com/watch?v=A5cyivXbVgg

The phoenix and dragon inspiration

The female Character (Empress) will be accompanied with a Phoenix (bird) together in one concept.

The Male Character (Emperor) will be with the dragon as one vertical image also.

(Like in the example bellow)

Here a quick concept of the Empress with her Phoenix. (Appear to have tamed it, while be feminine).

She should follow the warm yellow/orange/red color design inspiration on page 8,

As a design accent if she touches the Phoenix then at this contact point you can produce a fire/flame VFX save as a separate Photoshop layer.

Accent in gold and elevate richness. The overall vertical image should appear tinted within the define limited palette.

The male should appear confident but not angry with a strong imposing dragon and contained within green hues(page8)


Empress and Emperor composition

Capturing a hint of the YingYang property, the Empress is position looking right and her phoenix looking left, and the opposite is observed for the emperor. Like in the image bellow.
This is to re-enforce the chance of the two characters being "Connected together" Thus they should borrow similar clothing accents from each other, or having similar "amulets/jewelry" around their neck, to make a subtle connection between them.

The palette of each icon should have a hint of color curve build into the art like the separation line bellow. To again re-enforce the ying yang contrast property.
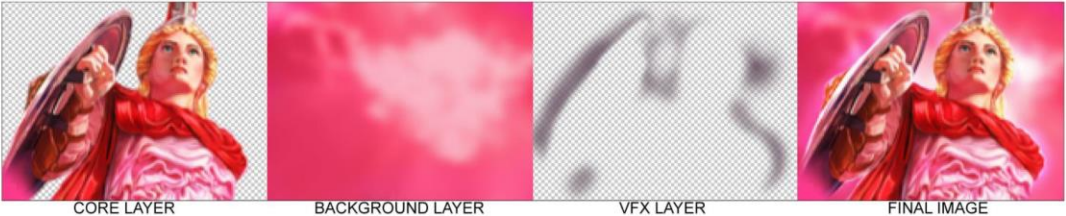Meaning, the Phoenix can have darker warm hues and the Emperor as well. And vice-versa.
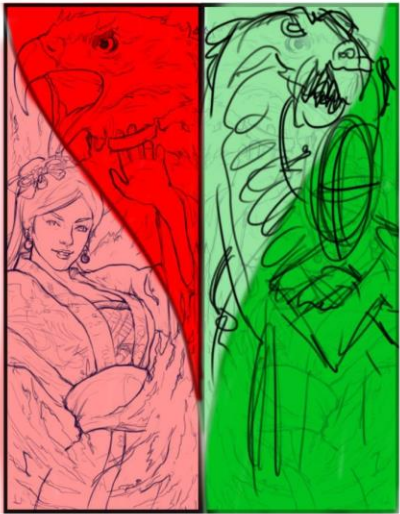
The resolution for the high pay Emperor/empress is: 780x2230 at 300dpi.
The Photoshop should be as fallow.

- Saved as one Photoshop .psd with 3 layers (Core, Background, and if any *VFX*)

CORE LAYER   BACKGROUND LAYER   VFX LAYER   FINAL IMAGE

LIGHTING DIRECTION

The lighting should be warm and the ambient alike, with a strong directional coming from the upper left side of the image to the bottom right. A rim or kicker light treatment can be given to accent the back of the form.

This is for the icons, the background can hold cooler hues.

Final word on styling and other ideas.

- Appearing believable, minimum inner lines, can have shadow, reflection etc. . (polished)
- High fidelity perfect, detailed and smooth.
- Very organic, has full depth, perception of being touched, Organic shaped/lines of orchestrated elegance, it's tactile...
- Angelic, low contrast. (magical)
- High fidelity, clean, crisp detailed where needed and smooth.

VFX ideas.

- Supporting VFX as divine capacity, sun shards, crystallic, inner glowing, Particle FX of complimentary gravitational wind and property swirl.
- Elements arrangements that seems to flow.

Other references I like.

Logo for the game.

https://www.google.com/search?q=jade+fire&espv=210&es_sm=91&source=lnms&tbm=isch&sa=X&ei=08qDU vazE8eRiALr0oGQAw&ved=0CAcQ_AUoAQ&biw=1199&bih=632#es_sm=91&espv=210&q=chinese%20restaura nt%20logo&revid=1189113231&tbm=isch&imgdii=_

Using Chinese font work inspiration, the game should elegantly spell " Jade & Fire" possibly Jade being of the green jewelry property and fire accordingly, please provide a few sketches to this logo, see if the yingyang inspiration can also be added in the design.

Resolution of the logo 800x500 at 150 dpi

Bellow is an example of what I'd like to see in the first deliverable for the logo as rough sketchs.
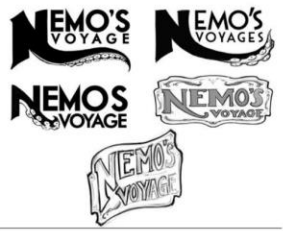
General rule, we care more about legibility of the logo more than overall design.