



Games2win - Sr Graphic Artist Test Assignment

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YourName_Sr. Graphic Artist Assignment)**

Intellectual Property Disclaimer

Games2win values IP above all else, and we do not use work submitted for hiring purposes in our actual product/content.

If you are more comfortable signing an NDA with us, please download this draft, fill it out, sign it, and send it to us for our signatures. Then, proceed with the assignment.

The assignment has 3 sections

Section 1 - Study of Top Games + 2 submissions

Section 2 - 1 submission

Section 3 - 1 submission

Make sure you cover all 5 parts when submitting your response.

Section 1 : Graphics:

Graphics and their production will be an integral part of your job. Given that we create games mainly for US/Global markets, the graphics inside really need to be classy and international styled.

First, take a quick look at this deck that captures the screens of some of the games WE ADORE and want to be able to match up to - [Link](#)

Part 1 : Car Games

This assignment is based on our game called 'Driving Academy' :

[Android](#)

[iTunes](#)

Assignment 1 - Upsell Popup

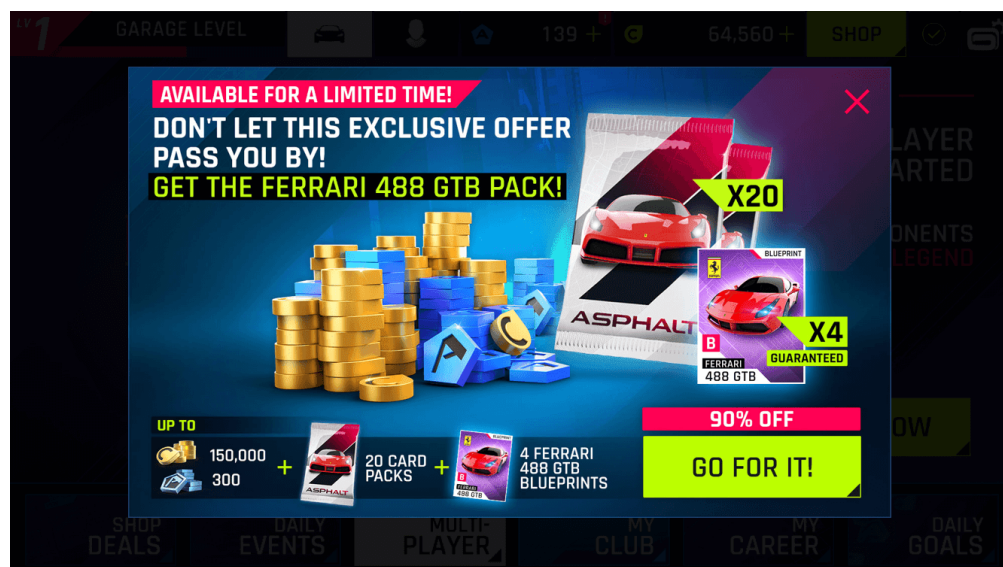
We earn revenue from in-app purchases (IAP) and in the mentioned game we upsell the IAP's through popup banners.

As a Creative Lead, we want you to design an IAP upsell popup and it should have the following information.

- Play a few levels to understand the gameplay & art style
- Starter Pack (Mention Pack name "Starter Pack" on the banner)
- Limited Time Offer (Mention "Limited Time Offer" on the banner to create urgency)
- Show in-game currency Coins, Blueprints, & Keys (Show in-game currencies that user will get in the pack. You can use assets available in this folder)
- Show amount of in-game currency user will get in this pack (Coins = **25,000** | Blueprints = **30** | Keys = **20**)
- Call To Action (A button to purchase)
- Close Button (A button to close the popup)
- Original Price \$9.99, Offer Price \$4.99 (You need to strike out the original price & emphasize on discounted price)
- 50% Off Tag (Show this on the banner wherever you think its appropriate)
- Banner Resolution 1200px X 800px
- Use the currency assets available in this [folder](#)

Below are a few upsell popup references from some of the Top Grossing games out there on the store. Do not copy, but use these references as a benchmark and try to make the banner better than these.

Asphalt 9



Gardenscapes



Coin Master

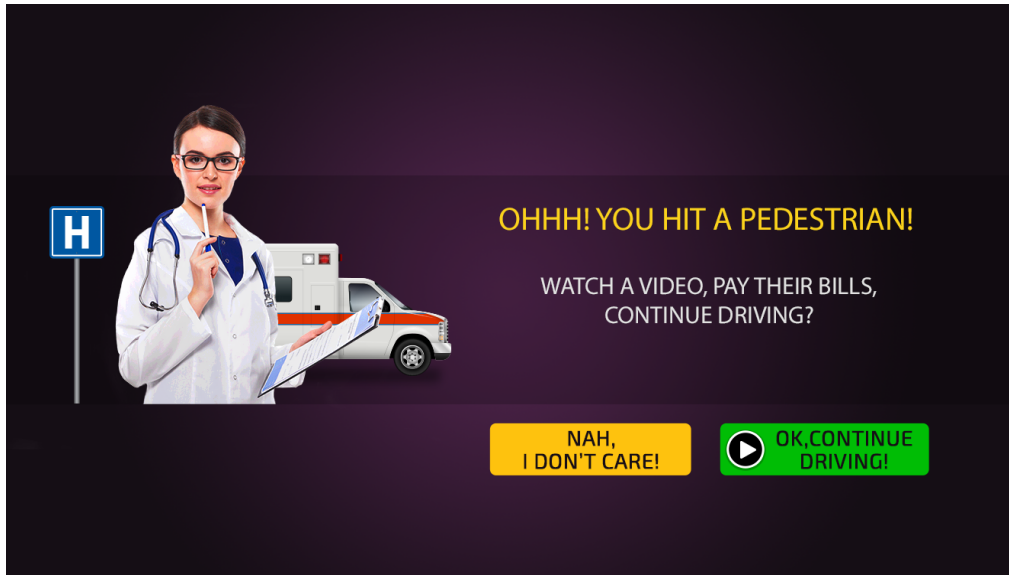


Part 2 - Revive Screen - Car Games

The screen you see below is called Revive Screen and appears when a user crashes the vehicle into a pedestrian.

The user gets two options on this screen:

- 1) **NAH, I DON'T CARE:** When the user taps on this button, his/her level progression is lost, and they need to start the level from the beginning.
- 2) **OK, CONTINUE DRIVING:** If a user chooses to tap on this option, he/she has to see a Video Ad. Once they complete viewing the Ad user can continue with level without losing the progression. For every Video Ad impression, we get revenue.



We want you to redesign and improve the presentation of this screen. The objective is to

- Maximum users should watch Video Ad
- User should be able to connect with the Graphic
- The graphic should be fun
- You can use any graphic from the web, but it should match the game art style
- Do not use a gory image
- Do not show kids on graphic

Section 2 : Art and Aesthetics:

Download and play our game “Decisions” ([Android](#) / [iTunes](#)) and play a couple of levels, also explore the store etc.

One of the “best in the world” games in this genre is “Chapters” ([Android](#)/[iTunes](#)).

Can you play both games and send a few high-level comments on what’s missing in the Art of Decisions and how we can match that of Chapters?

Section 3 : General Art improvement

The last and final assignment

Download our top “Dress Up” game “International Fashion Stylist” ([Android](#) / [iTunes](#))

Quickly point out 2-3 Art Changes you would make if you were given charge to improve the overall quality of the game?