

Wallabee Unique Items - Artwork Guidelines 1.0

Introduction

A brief word about WallaBee unique or custom items.

Style

WallaBee items have a distinct style or appearance which makes them unique to the game, contributing to the game's identity and functionality.

This look is a combination of several elements:

- **Style** – Simply put, the way that the items are drawn. Items are drawn 60x60mm Square before they are formatted for the game. They are drawn at this size so that detail is kept to the correct amount suitable for viewing at a variety of sizes on various size screens and still maintaining their appearance. This is an important factor to remember when deciding upon a unique item.
- **Colour** – The items are made up of extensive but specific colour palettes. There are no gradients or textures in WallaBee items. No silver or gold effects or fancy photoshop effects. Imagine flat solid poster paint. Generally there are also no transparencies, but there are exceptions to this rule.
- **Outlines and Fills** – This is really a continuation of points 1 and 2. You will notice that when you look at an item there is a dark outline that, crudely put, is coloured in. ALL custom items will look like this. This rule applies to the main feature of the item.
- **Backgrounds** – As the WallaBee game has evolved so has the appearance of the items. (This has really been a refining and honing of the style). One of the key things to have been developed is the inclusion of backgrounds. These are generally simple and are used to indicate inclusion in a particular set or put the item in context. For Unique items these will be kept simple. (See Brief Guideline below).

Content

You will undoubtedly be considering carefully the content and subject matter of your Unique item. This probably goes without saying, but before continuing here are a couple of points to remember:

- No lewd, offensive, illegal, pornographic, racist, sexist, overtly political or religious briefs or imagery will be accepted or produced. Use your common sense!
- Any briefs that are considered in breach of copyright or are overt advertising not agreed with the game's developers will also be rejected.

Right, now that's out of the way...

Content Guidelines

This is the exciting part! Before deciding on what you want for your unique item have a browse through the game and a good look through your item sets. See which items

you like (and which you don't). Which items do you think look the best?

- When deciding on what you would like be **original** and **KEEP IT SIMPLE!**
- You are having a Unique **item** so decide upon one thing or idea. Don't be tempted to cram in lots of ideas or objects in. It really doesn't work.
- Pick something that you think will work in the style of all the other WallaBee items. (See above).
- As mentioned above the items are drawn and displayed within a square format, so something that is likely to fill more of this shape will better. Tall, thin, long or narrow Items tend not to work so well. An object like a train can work better if angle and foreshortening are considered.
- Think about the scale of your item. Try not to mix vastly different scales in an item - the detail will suffer. Also if you want a very large object (eg. A ship or large building) there is only a limited amount of detail we can fit in. Look at some of these items (Buckingham Palace, Monument Set, Cruise Ship) to see how larger items come out.
- The background to your item will be simple. Often no more than a splash of colour. It might be a suggestion of sky or landscape, or shadow.
- Pets! You love 'em! We have in the past received and produced numerous unique items depicting pets. Whilst we appreciate that your cat or dog or rabbit is very special to you, they can (in a certain light) look very similar to us. We are not in the game of pet portraiture so you won't get a pet portrait, you will get an item that is the same colour and breed as your beloved animal. If in doubt don't go there. We will not spend hours back and forth getting the length of your cat's whiskers just right.

Submitting a brief

When you order a Unique or custom item we will ask you to tell us what you would like. Here are some useful guidelines to submitting a brief .

- Once you have your idea a title or name for you item is always a good start.
- When writing us a brief again keep it simple. Try to describe in a paragraph or bullet points what you would like.
- **KEEP IT SIMPLE!** This shouldn't be too hard if you have followed our guidelines above. This really helps us and means we can spend more time on the artwork and less time trying to figure out what you want.
- **BE SPECIFIC!** If there is something particular that you want in your item make sure you tell us. There is no point being vague and us missing the point. Eg. **"A Bright Red Star with six sharp points"** is better than **"A Red Star"**.
- Photos and Sketches. Please supply us with any good supporting imagery. 2 or 3 will usually do the trick. Sketches are always helpful no matter how bad. Together with your brief these are very helpful. It helps us understand what you're thinking. Photos larger that 600pxl please.
- Know what you want and what you like. The worst kind of brief is "I don't mind; surprise me; I won't know until I see it".
- We know what works and what doesn't work. We might ask you to change your brief if we feel it is unsuitable. This might be because you idea is too complicated; will not work in the WallaBee style, or a number of reasons. Don't worry, we can help you get it right.

Proofing

Once we have your brief we will start work on your item and when ready supply you with a proof for you to sign off. In some cases we will supply a sketch first. There may be a couple of tweaks but normally if you have been clear with your brief you will be able to approve your Unique item and we will set it up for you in the App.

Once we have received your brief and submitted a proof we are unable to make any changes apart from the brief supplied without making an additional charge. Eg. “Can you just put a hat on him”, “Can I add another dog in there” etc etc.

Do's and Don'ts

DO be original and fun

DON'T be rude or offensive

DO Stick to a clear, simple and effective idea

DON'T Over complicate

DO Come up with a clear, concise brief

DO Make a sketch or supply a photo