

## GameOff 2023 Art Conventions

- Art assets should follow a **painterly style** (not pixel art). Examples:



The specific art style is of course up to you, but qualities such as not having visible pixels, prioritizing a rich and visually pleasing overall scene, and aiming for “smooth” looking assets should be prioritized.

- **Image dimensions in pixels should be a power of two** (128, 256, 512, 1024, 2048, 4096).
- Images should always have the same width and length.
- **Images should never need to be scaled up in game.** Create the image to be larger than it will ever appear in game (be aware of 4k monitors; if an image is intended to take one eighth the width of the screen, it would need to be at least 512 pixels wide. Double it to 1024.). Err on the side of larger dimensions since scaling down is effortless.
- High resolution does not necessarily have to mean high detail. If you digitally paint at, say 4096 resolution with only broad details, when the image is scaled down to its in-game size it will appear more detailed. It might help for you to keep in mind both the resolution you are creating the asset at and the size you expect it to appear on screen and occasionally view it from both zoom levels while painting (I find this helpful).
- “DPI” values are irrelevant for digital assets. Leave it to whatever the default is for your software of choice. Only canvas size in pixels is relevant.
- **Parts of image intended to be opaque should have an alpha value of 255** (no transparency)
- **Animations should be delivered as individual frames or sprite sheets**
- **Do not use .gif format. Use only .png.**
- **If you have any questions at all about the technical aspects of assets you're designing, ping Blunderguy.**