[Free Platform Game Assets from Bayat Games](https://assetstore.unity.com/packages/2d/environments/free-platform-game-assets-85838)

* Chose this asset because its visual style is fun and bright; would be great for a casual platformer
* I think I’d mostly use the background pieces since they create good depth.
* This would save me from having to spend time creating my own backgrounds (which, while I could technically do, they likely wouldn’t be this cohesive and I’d inevitably spend more time than is reasonable for a poorer result)
* Asset was free; don’t think I could justify spending money currently on a first project

[Farland Skies – Cloudy Crown](https://assetstore.unity.com/packages/2d/textures-materials/sky/farland-skies-cloudy-crown-60004)

* Chose this sky set because of its art style.
* This would also definitely end up being used for backgrounds, but I think more likely for cutscenes or for a particular set of sublevels (a sky/cloud area? Could be fun with clouds becoming the platforms themselves in the foreground)
* Again, I could make this but it would take me double the time for a less than stellar result
* Free asset; if I was going to pay for background work such as this, I think I’d rather reach out to an independent artist and commission some unique work – again, not something I’d do for a small project

[2D Simple UI Pack](https://assetstore.unity.com/packages/2d/gui/icons/2d-simple-ui-pack-218050)

* These assets fulfill the “simple pixel art UI” requirement. The pixel art definitely doesn’t match the art style of the previous two asset packs, but they could be a solid placeholder if nothing else.
* I don’t know if this is a set I’d use in a full 1.0 release, but I think they’re workable for beta testing.
* The UI buttons are well defined and easy to read, so they’d be at least serviceable for alpha/beta testing.
* Saves me (the not great art person who spends way too much time and effort trying to replicate) from wasting time doing it myself.
* Free is good, especially when you’re not sure if it’s going to make it to full release