

Asset Designer

Description:

Asset designers work to create imagery, sounds, and any other sensory information presented to the player.

Tasks:

- Create and maintain an assets list
- Make or find visual and/or audio assets
- Research the game setting, etc., to determine appropriate assets (e.g. cultural competency)
- Work with game designer to plan and draft User Interface (UI)
- Provide example scenes or rough sketches that show how the assets should appear in the final implementation
- Check color contrast for UI and other assets
- Make sure default font and text size are readable on the targeted device

Resources:

Visual art programs and resources

- Lospec - Tools, editor, and tutorials for pixel art
- Piskel - Online animation and editor for pixel art
- Blender - Suite for 3D modeling, rigging, etc.
- Dust3D - 3D modeling software
- Adobe Illustrator
- Windows Font Maker

Audio programs

- MilkyTracker - Software package for old-style video game music production
- LMMS - Ready-to-use music production program
- Audacity - Audio editor and recording program
- BeepComp - 8 bit (Chiptune) music maker

Free Assets

- Itch.io - Indie game hosting community
- Textures.com - Supports the world's top 3D artist by supplying them with the highest quality materials and 3D assets

- Sketchfab.com - Manage 3D assets, distribute 3D & AR experiences, collaborate with others, showcase work, and buy and sell 3D models
- Freesound.org - Royalty free sounds
- DALL-E mini - AI image generation

Weekly Goals:

1. Create asset checklist and start working with team to describe ideal art style (e.g. is there an existing game you want it to look similar to?) for the game
2. Continue making/finding examples of potential styles
3. Determine method(s) for producing assets
4. With team input, finalize style
5. In collaboration with a game designer, draft User Interface (UI) design
6. List assets required for minimum viable product (MVP) and start outlining asset stretch goals