

Champion Reveal

Via Facebook
For Riot Games

Project Objective

Build a workflow that we can use for revealing champions to players via Facebook.

Image 1: Strike a Pose

The photogenic side of our champion

Image Objective:

The intent of this first image is to be a hook. The hook is really the only chance we have to grab the user's attention in her or his Facebook feed.

Our champion should be striking her or his most epic/alluring pose. Showcase the features that *define* that champion. They have a huge ax? Well showcase it. **Try to replicate game camera.**

Notes:

All the elements in this image should be appropriately themed for the Champion. If you have limited time this image should be what you spend all your time on. Background should be theme appropriate. It can be as simple as a 10px blur of the feature art.

1. Our Champion
2. Champion Name
3. Champion's Moniker
4. LoL Logo
5. Call to Action to move to next image.
6. Image number out of X Images in gallery
7. Quote from the champ

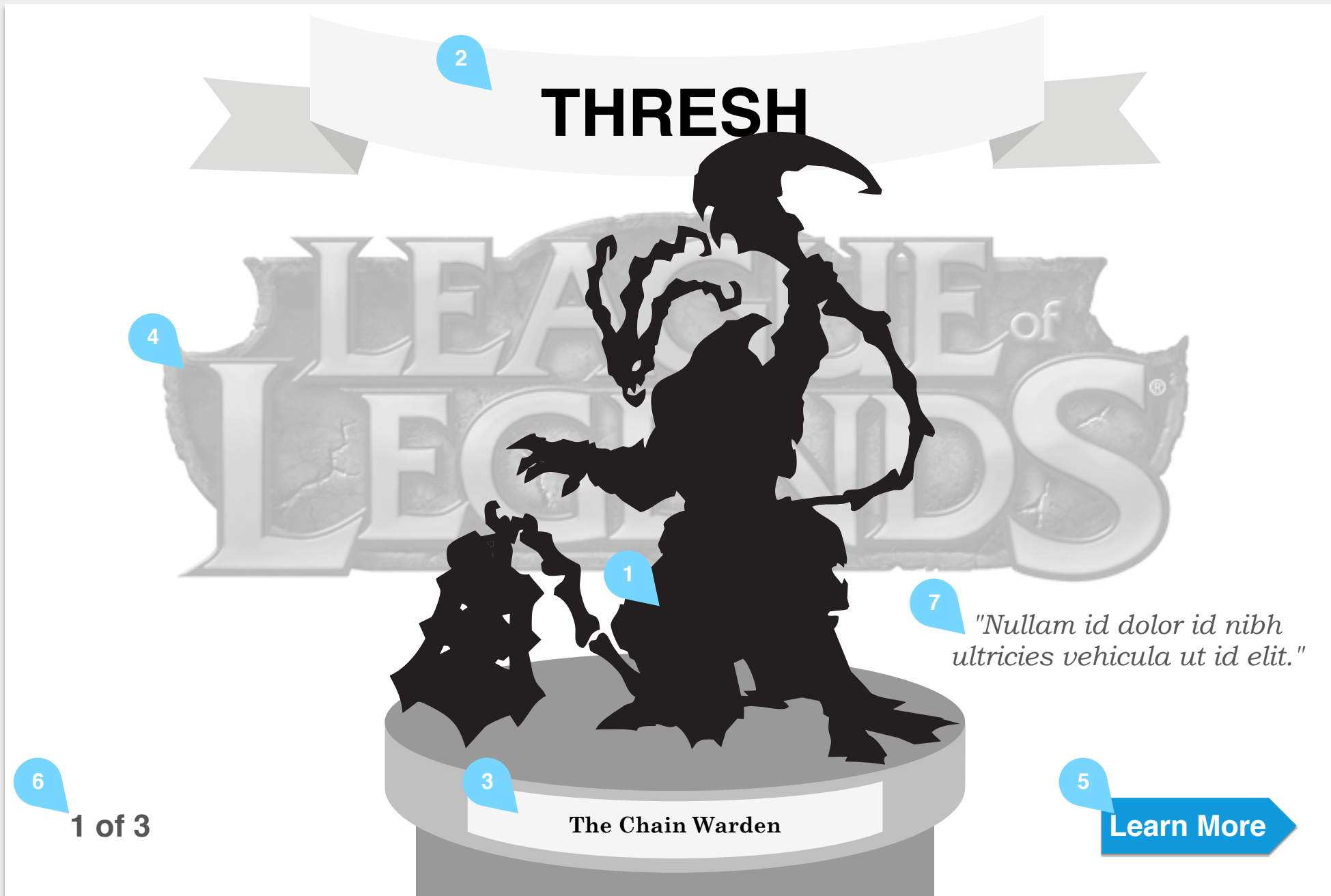


Image 2: The Showcase

The Champions "Signature Move"

Image Objective:

The Showcase is the payoff for the interested player to get a slice of the gameplay, witnessing the defining ability for our champion, in a mini comic, using screenshots. This is the ability that is so cool, you can't miss it. It doesn't need to be the "Ult". It can even be the Passive (Teemo is a great example of this). As long as it's character defining.

Notes:

The comic layout is up to the artist to figure out. The goal is to clearly highlight the movement, and the action, and pulling the eye to the CTA. Try not to extend past 5 frames. Be discerning, not verbose.

1. Limited Tool-tip: Only displays ability icon, ability name, map'd key, and description
2. Call to action; see the rest of the champions abilities
3. LoL Logo
4. Page Number out of X
Number of pages
5. (Optional) Quote/Taunt from Champ

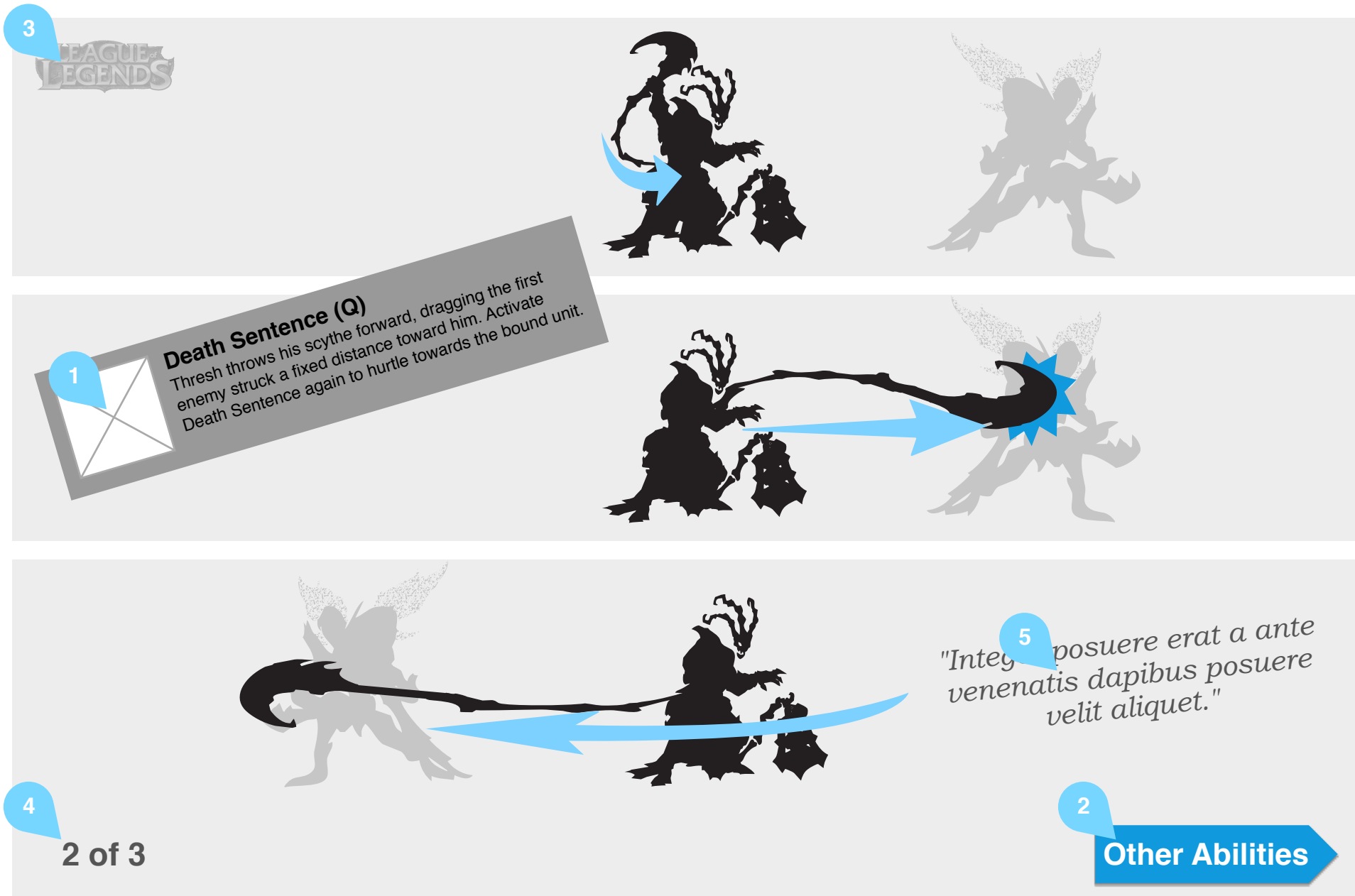


Image 3 & 4: The Rundown

All the nitty-gritty details

Image Objective:

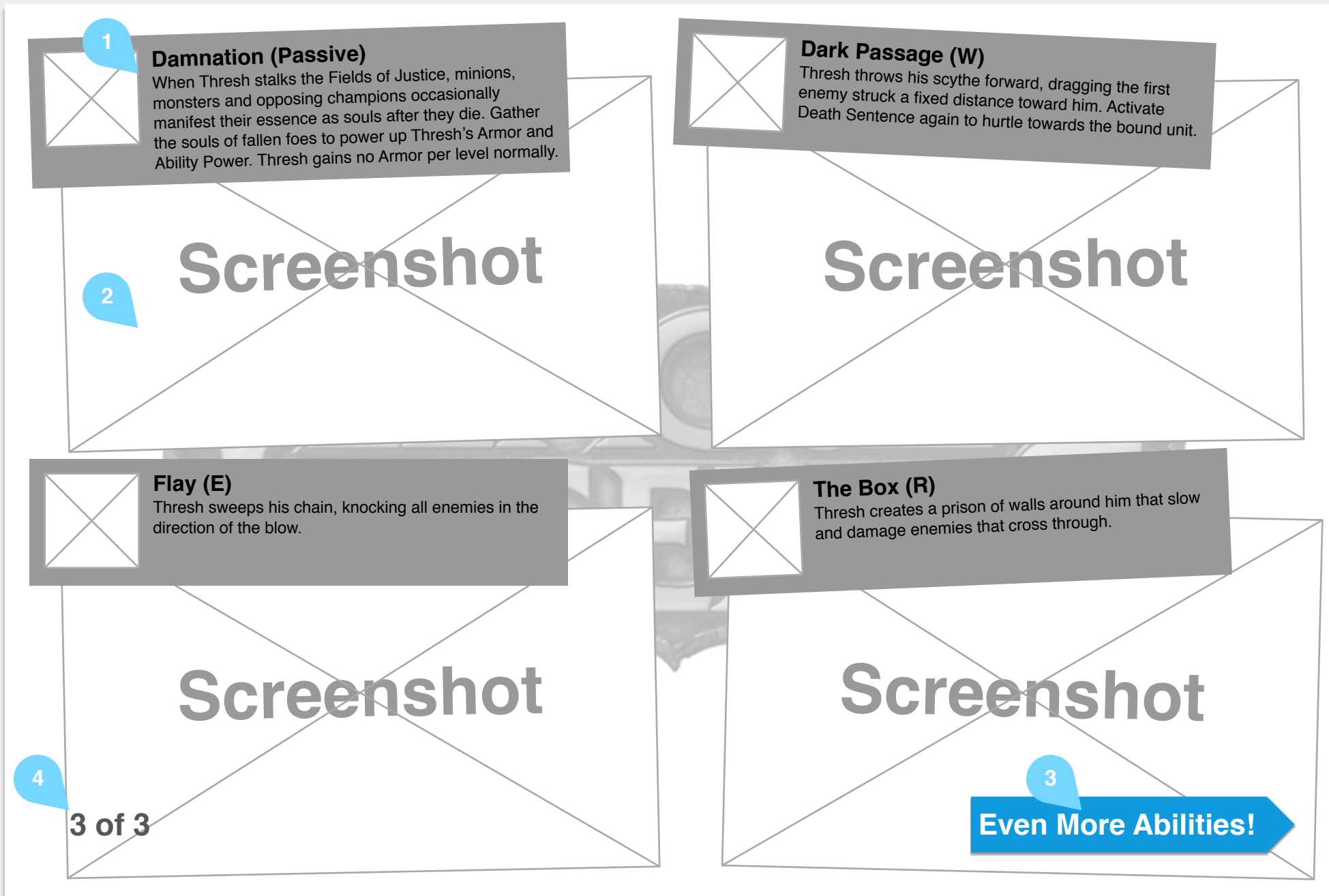
"You've got me," the customer said, "Show me everything else! I must know the details!"

That's what we're going for! We're going to showcase snippets of the rest of the Champion's abilities, including Passive. We're going to use detailed, in-client screenshots; clear and well photographed. If the champion has two states, we can bleed over to an additional fourth image.

Notes:

Please make sure to list all additional abilities and the champs passive. One is out of the way, so we needn't repeat ourselves. Just focus on the rest.

1. Limited Tool-Tip: Displays name, ability icon, bound key, and description of ability
2. A clean screenshot
3. Additional Call to Action: *If required*. For champs with an additional state (Evolve, Stance, Transformation)
4. Page Count





Production Recommendations

Stuff you should really consider.

Resolution Recommendation

Prioritizing pixel width and height for Facebook image Lightbox

Image Objective:

If you don't use landscape photo resolutions you'll get a very strange Lightbox experience with images that have a buffer region. It just doesn't look classy.



640 Pixels

960 Pixels

Content Safe Region

How social media post-processes images in gallery views

Image Objective:

When social networks process images server-side for display in a gallery view, they, more often than not, tend to crop to square from the center.

While not critical for images three and perhaps, if warranted fourth, it's an important rule of thumb to have content's primary focus remain centered in the safe zone.

Notes:

1. Content safe-zone. Cool stuff that people want to see goes here.
2. Crop-zone. Stuff you don't think is so very important.

