## Sicario

**Fully layered PSD studio asset**



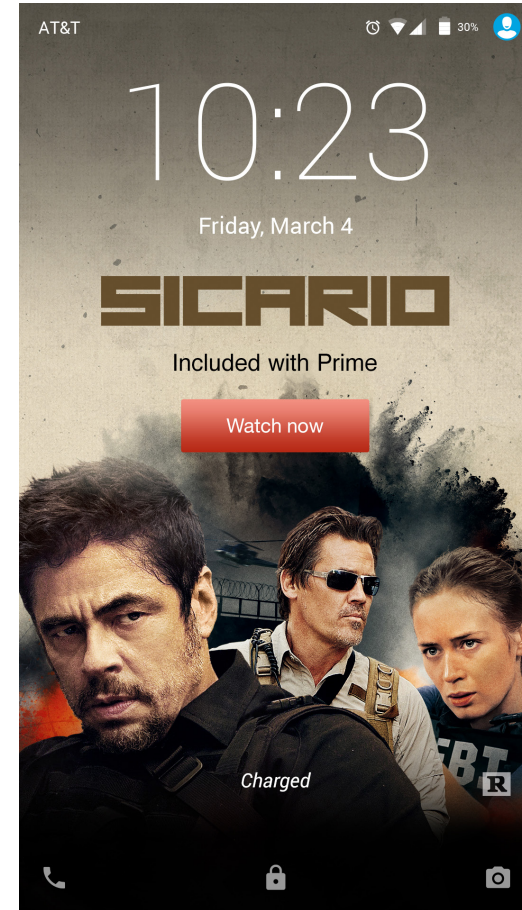**Final approved design**



## Problem

There were multiple weapons being shown in the original key art which goes against the Kindle House Ad team's creative policy.
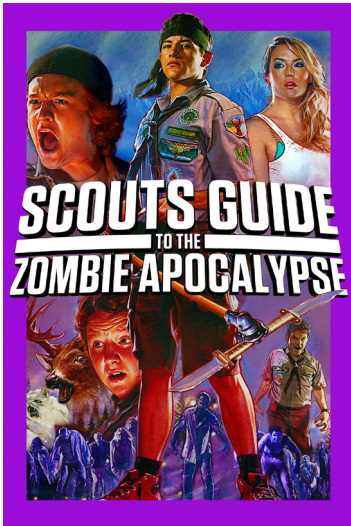
## Solution

Since it was a fully layered asset which included the characters being grouped in their own, it enabled me to resize and re-layout the characters accordingly to hide each of their weapons. I also completely hid the group of soldiers who held weapons since the weren't the main characters which didn't add much value to the design.

Tony Nguyen  |  Alpha Design Process

## Scouts Guide to the Zombie Apocalypse

**Layered PSD studio asset**



**Final approved design**



## Problem

Aside from the weapon, there is blood on the girl's shirt, also what could potentially be appear to be a nipple on her shirt will not be get approved. They also are not too big on solid colored backgrounds.

The layered asset had the title and border layered, but unfortunately not the characters.

## Solution

I sized the art enough to hide the weapon at the bottom. I used the brush tool to touch up the blood and the potential shape of the nipple.

Although the easiest solution would be to keep the art consistent to the original by keeping the borders and increasing it to be a full solid background. I masked the main characters and gradually faded out the background and blended it with a texture from the art that I scaled up.