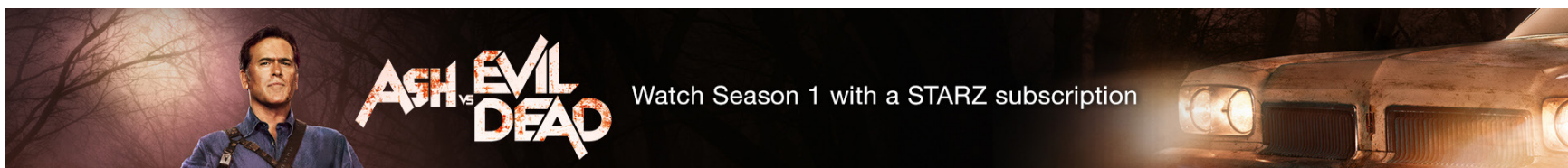**Ash vs Evil Dead Season 1**

Layered PSD studio asset

Final approved design

Problem

The Kindle House Ad team has strict policies against blood, gore, weapons and everything violent in that nature.

The asset only had the copy and title layered whereas the art is a flat JPG.

Season info lockup with the title would create tension in the short height of this placement.

Solution

I scaled up the key art so that the main character's chainsaw is hidden and touched up his face and clothes from the blood with the brush tool.

Duplicated the art to have the car outside the safe-zone to fill up the negative space. Also masked out the other characters holding the weapon.

Included the season info to be part of the CTA.

Pawn Sacrifice

Layered PSD studio asset

Final approved design

Problem

The original key art from the studio did not meet the Kindle House Ad team's high bar for design.

The asset only had the title layered whereas the art is a flat JPG.

Solution

Duplicated the art and masked out the character's faces with the pen tool.

Also duplicated and masked out the American flag to be placed in the negative space outside the safe-zone adding a subtle gradient to blend the head and flag.

Followed up with the Russian flag to keep the design cohesive on the other end.
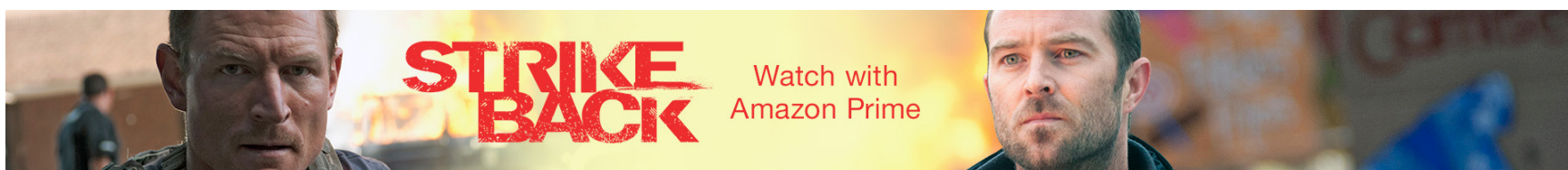
Strike Back

Fully layered PSD studio asset

Stills from studio asset

Final approved design

Problem

Although the key art has layers to turn off the bullets in the background, it would end up not meeting the design bar. Too much solid background will not be approved.

The main characters are holding weapons which can not be masked due to they will look odd in the pose/position that they are.

Solution

Instead of using the key art, I ended up using 2 of the stills provided.

I masked the character on the right and placed it on top of the other still. While duplicating the other still and scaled it up to create a cohesive background.

Also created a larger explosion to allow the copy to be more legible.

Defiance

Original layered PSD studio asset

New layered PSD studio asset

Stills from studio asset

Final approved design

Problem

The weapon in season 3 asset is too prominent and the only thing layered was the title where the art was a flat JPG.

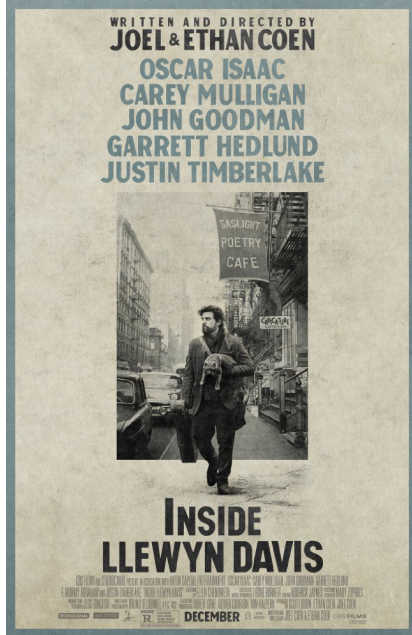Had to fill up the right side's negative space while keeping the art cohesive.

Solution

Pushed back to get alternative art that meets out guidelines, gave us permission to use season 2 art with the call out for "Complete series" instead of season 3.

Used a still from the show and used a red multiple layer to marry the art.
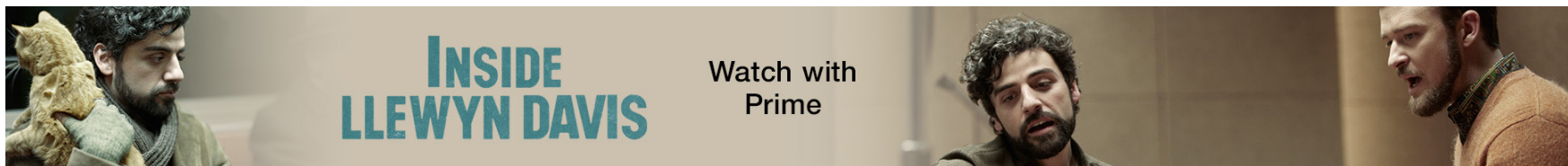
Inside Llewyn Davis

Original layered PSD studio asset

Stills from studio asset

Final approved design

Problem

Original layered key art didn't meet the Kindle House Ad's team for high quality image.

Cigarettes are not approved with their strict guidelines as well.

Solution

I used 2 of the 3 stills that meets the guidelines for approval.

Clipped out both of the stills with the pen tool and gradually faded in the subtle background.

Made sure to have the main character within the safe zones.