

Range 15 Campaign

Studio Assets

Layered PSD studio asset



Flat JPG studio asset



Problem

Although these placements aren't going to the Kindle House Ad team but only on-site non-gateway placements. The Amazon Video category are little more lenient, they still have guidelines on keeping the violent nature at a minimum, especially weapons pointed at something prominently. Only layered asset provided was the title.

A same day turnaround rush priority to go live the next day.

Solution

Picked the asset that was lesser of 4 evils and that required not as much work done to complete efficiently.

Web Banner Hero 3000x600



Amazon Fire TV 500x500



Problem

How to efficiently apply a single design to be cohesive yet compatible with all other sizes.

Mobile placements with larger minimum font size forces art to scale down more which reveals a lot of unwanted casts with prominent weapons to display.

Mobile Web Hero 640x300



Solution

I initiated on first designing the 2 largest wide and squared placements, making sure they are smart objects that I can then freely resize and making it compatible with the rest of the suite of graphics.

After scaling down the art for some of the mobile placement, I gradually faded out the unwanted casts with prominent weapons while still maintaining visual hierarchy of the main characters.