

BMX cover art brief
02.01.14

Goal: Create a dynamic cover art piece for a feature film that will excite and entice a group of executives to fund a film idea. Piece will feature one hero character who is looking back in anticipation with two faceless other BMX athletes sitting on their bikes. Strong recognition and importance needs to be paid to main character. This should be rooted in reality with a surreal and somewhat comic element added to make it seem bigger than life. Think 300 with real life actors but with strong features in an almost too amazing to be true environment. This is to sell a feeling and excite about an idea, not to communicate what we'll actually do.

Overall environment should feel intimidating with a mixture of middle east "tatter" but not "decrepit" and urban street environments. Hero character should be prominent in frame looking anxious, not scarred back at viewer. As if they are confident but knowing they are in for the fight of their lives. Secondary characters should be recognizable (as shown in the refs) but lower in the hierarchy of placement in the frame (perhaps with forced perspective they should be smaller and "further away" from the viewer looking onwards and around. Sky should be very powerful character in the piece with moody ominous clouds but the sun streaking through with warm and powerful rays backlighting our characters.

Tech: Work on an 11x17 sized canvas, looking for a piece that is 300dpi at 11x17 approximately. Color with a "silverly monochrome type color feel" (see color references). Use a 2:40 frame as reference and then selectively break it with elements (such as our hero, sky elements, etc)

Actual references of environment to emulate (Beirut):

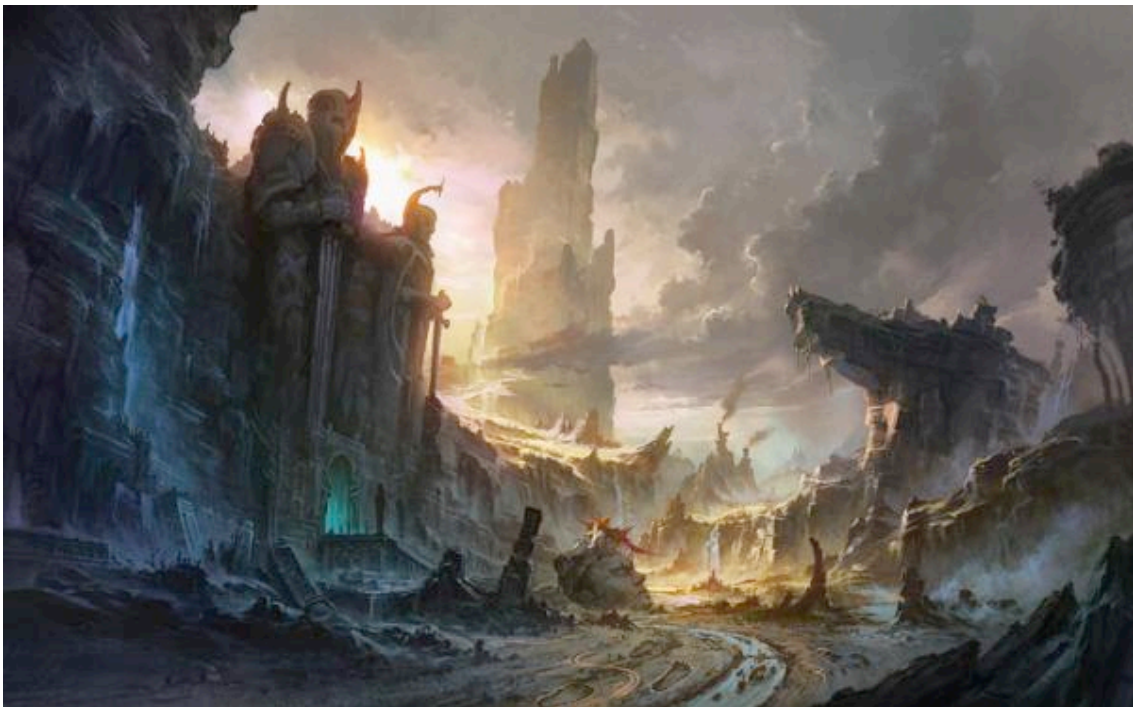






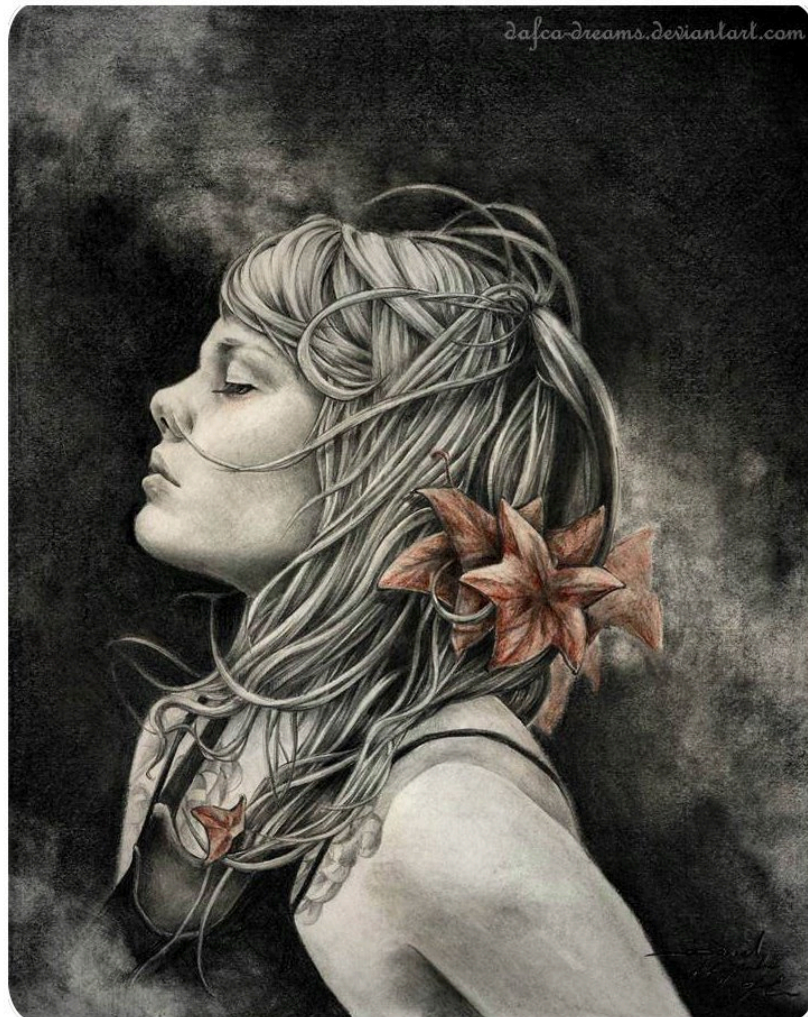
References of what environment should feel like (and framing/detail):







Style references (general artistic style):



Hero character stock (have him with a hoodie on :



Styling of hero character :
(Please make sure Nike logo is very visible on shirt along with Red Bull logo on beanie. Only have Nike “swoosh” not any 6.0 as illustrated here)



Styling/look of secondary character #1 :
(Make sure he has Oakley logo and “O” as part of their hoodie and wearing glasses as shown, preferably with some sort of “O” seen on side of them, no red bull branding)



**Styling/look of secondary character #2:
(no Red Bull branding please)**



Overall reference of hero character vs. environment for framing

