BEYOND THE GAME CHALLENGES #5
BRING THE GAME TO LIFE: CREATE DIGITAL FAN ART
ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Creating fan art requires you to build on the existing lore, characters, and worlds that exist within the esports realm. Character concept artists and costume designers help bring characters and creatures to life. They draw inspiration from as little as a napkin sketch or as much as a full-blown narrative concept and generate ideas and craft designs that are compelling and iconic. Respectful digital citizens honor the intellectual property of others and give credit where credit is due.

Challenge
Create digital fan art inspired by your favorite game!

Award
Scholastic esports scholarship ($500), (1) Copic Markers 12-Piece Basic Set, (1) 15-minute mentoring session with an esports professional/collegiate athlete, and website/social media recognition.

Challenge Details
- **Research** careers in esports. What do graphic designers, character concept artists, video game concept artists and other art-focused careers in esports and gaming do in the field of esports?
- **Analyze** fan art of games or characters you admire. Identify their strengths and weaknesses.
- **Create** a plan. Before you tackle this Challenge, spend some time thinking about what you will need to do to accomplish it. Don't forget to include your selection criteria, your preferred medium, and timeline.
- **Create** artwork inspired by one of your favorite games using your preferred medium for digital art.
  - This artwork should be digital art - art, graphics, or 3D models created and presented on digital technology (i.e. Adobe Creative Suite, Canva, etc.)
- **Upload** a photo of your fan art to your Club's social media and make sure to use the hashtag **#esportsBTG**, so we will be able to locate it.
- This Beyond the Game Challenge can only be submitted by an individual student.

Judging Criteria
A panel of NASEF team members, affiliates and partners will review submissions based on the following criteria:
- **Impact**: How engaging or interesting is your artwork? Did you generate more interest in your esports Club or team?
- **Innovation**: How creative is your submission? Did you try new techniques or improve upon existing techniques?
- **Technology:** What types of technology did you utilize? Did you try a new technology, program or platform?
- **Management**: How did you manage your project? What types of tools did you use?
- **Contribution**: How does your project contribute to your esports Club and/or broader community? How much did your project benefit your esports Club and broader community on campus?

BEYOND THE GAME CHALLENGES #5 (CONTINUED)
BRING THE GAME TO LIFE: CREATE DIGITAL FAN ART
ESPORTS CAREER EXPLORATION: CONTENT CREATORS, ENTREPRENEURS & ORGANIZERS

Submission Guidelines
- **All entries must be submitted at Beyond the Game Challenges or within your Club Portal by Friday, May 8, 2020 by 5:00 pm PT|6:00 pm MT|7:00 pm CT|8:00 pm ET.**
- Please complete the following components of this Beyond the Game Challenge in our submission portal:
  - **Research** about graphic designers, character concept artists, video game concept artists and other art-focused careers (you may also research other careers in esports) in esports. Select one profession in esports based on your research and answer the following:
    - Which career did you select? How did you research the careers? Which websites did you use? What type of skills and education do you need for that career? (200-word limit)
  - **Analyze** fan art of games or characters you admire. Review a few artwork pieces, conduct your analysis, and answer the following:
    - Which fan art did you review? Provide two examples. Describe what you defined as a strength in the artwork. Describe the two pieces of artwork (name, artist, etc.). Describe what you defined as a weakness in the artwork. In other words, what did you like or not like in the artwork? (200-word limit)
  - **Create** a plan. Be sure to include your selection criteria, your preferred medium, and timeline. Upload your plan as a file (Word, PDF, Excel Spreadsheet, or Screenshot image accepted) and describe your plan. (200-word limit)
  - **Create** artwork inspired by one of your favorite games using your preferred medium for digital art. This artwork should be digital art - art, graphics, or 3D models created and presented on digital technology (i.e. Adobe Creative Suite, Canva, etc.) Upload your artwork as a file (JPG, PNG, PDF, or Screenshot image accepted) and answer the following prompts:
    - Describe your artwork. Tell us the name of the game and character you selected. Why did you select the character? Tell us about the design process. How long did it take you to create the design? What types of techniques did you use? Do you have a title for the artwork? (200-word limit)
  - **Assess** your artwork. Answer the following prompts:
    - What are the key elements of the artwork? What do you like about the artwork? What would you change in your next iteration of your artwork? How does it contribute to your Club and/or campus? How have you or your esports Club utilized your artwork? (200-word limit)
  - **Make** the career connection for yourself. How does your experience as a Content Creator (graphic designers, character concept artists, video game concept artists and other art-focused careers in esports and gaming) contribute to your career aspirations? Has this experience changed your thinking about a career in the esports industry? (500-word limit)

Questions? For any questions, email us at info@esportsfed.org or via NASEF Community Discord.