

A full-width background image at the top of the page shows a fantasy landscape. In the foreground, a character with long hair, wearing a dark tunic and a hood, stands on a rocky outcrop, looking towards a large, ornate, multi-tiered stone structure that resembles a castle or temple. The structure is built into a cliffside and is surrounded by lush greenery and vines. In the background, there are more cliffs and a body of water under a bright sky with some clouds.

## Success Story

### iXie Designs Out-of-the-Box Game Art for a Match-3 Game within Breakneck Deadlines

#### A Brief Snapshot

The client, a beginner in game development, wished to create a pirate-themed Match-3 game and wanted all their assets to have an easy-going casual look to attract their target audience. As their art outsourcing partner, we took complete ownership of creating all the art assets as requested by the client.

#### Value Delivered:

- ❖ Concept sketches
- ❖ 5 Character Sketches
- ❖ 5 Environment Sketches
- ❖ 31 Other Art Assets

#### Key Highlights

- ❖ Created a total of 41 art assets for the client within deadlines
- ❖ The project was extended to create assets on a regular basis

#### About the Client

The client is a start-up from the Middle East that wanted to create a Match-3 game that was based on a pirate theme. The client wanted all assets to have an easy-going casual look and feel that would attract the match-3 demographic.



## 1 Roadblocks in the client's gaming journey

As it was the client's first time entering the gaming industry, they had very little idea of the end-to-end game development process. They had the game concept ready and had an in-house programming team. However, they were looking for partners who could create all the art assets for the game and collaborate with their in-house programming team.



## 2 The iXie Fix

Our Art Director along with our Art Lead held initial discussions with the client to fully understand the vision for the game. Our concept artist was also present during these preliminary discussions to create quick sketches of some of the characters or props and would showcase it to the client in real-time to ensure that both the parties are on the same wavelength regarding the theme and vision of the game.



Once the art style and the color palette were finalized by the client, our team of concept artists started creating concepts of all the assets that would be present in the game. Each concept also had 2-3 variations to give the client multiple choices for each asset. Once a concept was finalized, the artists would then create the final art and then prepare sprite sheets for assets that required animations.

The team also created mock screenshots of the gameplay screens to ensure the UI (User Interface) is clean and user-friendly. The team also collaborated with the programming team to discuss the technical feasibility and tweaked elements that weren't feasible for the programmers to develop.

### 3 The iXie Impact

We created end-to-end game assets within the milestone deadlines and were requested to create assets regularly for the game's future events and features.

5 characters each with multiple animations: Win, Lose, Use Powerups, Retry, Idle

Game UI art

24 match elements

3 power up animations

Shop screen

Map Screen

Gameplay Screen

5 World themes





## Customer Testimonial

I highly recommend iXie to anyone seeking exceptional art for their game. Their passion, creativity, and commitment to excellence are unparalleled. From the very beginning, the iXie team showed an exceptional ability to understand and bring our vision to life. They carefully listened to our ideas and preferences, and then combined them with their expertise to create an art style that perfectly captured the spirit of a pirate adventure exactly like what we wanted. The level of attention to detail and creativity demonstrated throughout the process was truly impressive. We look forward to working with them again in the future!

- Art Production Manager





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