

#08 Game Item Elevator Pitch

GENRE
3rd Person Brawler



Create an **ELEVATOR PITCH** for an existing video game item.

Scroll down for
Matt's thoughts

[Ctrlpaint.com/concept-art-playbook](https://ctrlpaint.com/concept-art-playbook)

Some things to consider while working on this challenge:



“I have only made this letter longer because I have not had the time to make it shorter.”

— Blaise Pascal, mathematician and physicist.

Finding the ‘essence’ is extremely hard. Though I’ve only dedicated a single assignment to this pursuit, you could consider it the ultimate challenge for concept art. Always keep this goal in the back of you mind.

It’s not a bad idea to make a few alternate variations for this homework. As we’ve seen in previous challenges, objects can be evaluated through many different lenses. By making a few different elevator pitches, the ‘best one’ might clearly stand out.