Example of Mission Card

Mission for Artists

Our team mission is to deliver a fresh and unique mobile experience on the market for the casual audience (non-gamers, majority female), by identifying and creating our own segment where we can be the leaders with the capabilities of Company XYZ.

The role of the Artist is to deliver the Art vision and content, supporting the holistic game vision and partnering with the Game Lead and Designers.

The Artists are responsible for the following outcomes:

1. **Crystallizes the Art vision and direction**
   a. Own and maintain the art vision document.
   b. Design the art style, color palette, theme, background story.
   c. Map out the player journey in the game progression loop, from the onboarding to the long tail.
   d. Communicate clearly the art vision to the team.
2. **Deliver strong Art directions to test fast on the market**
   a. Design and mockup several art directions to test.
   b. Prototype the mockups in a week. Delivers to market tests in a month.
   c. Deliver relatable and emotional art, validated by playtests and usability tests.
3. **Produces and delivers art content for the game(s)**

a. Create and/or ensure the delivery of art assets: concept art, game assets, UI, FX, animations, graphics optimizations, marketing assets.
b. Manage the art quality and production pipeline with outsourcing parties.
a. **Focus on delivery:** is making sure the assets are delivered in time and agreed quality (with PMs, art and design). Communicates with the Product Managers if there is a delay in the sprint, finds creative solution to be able to deliver in time in the sprint,
c. Iterates art content in collaboration with the team, experts and stakeholders.
d. Implements art assets in Unity when no new code is required.
e. Produces features in collaboration with the designers with great UX, validated by playtests and usability tests.

4. **Builds a solid art team and frameworks (specific for the Art Lead)**
    a. Ensure that we have the proper workflow, tools, and process to deliver the best art in our games and outcomes listed above.
    b. Supports the Game lead in hiring new art talents. Gives critical and rigorous feedback on candidates, following the hiring framework.
    c. Onboards the new artists. Successful onboarding means that the new hire has passed the probation period of 6 months and performs great in the role.
    d. Coaches and helps their peer artists to grow and perform in their role.

5. **Is on top of the market and art practices**
    a. Is playing regularly the top games from the market (top 50 mobile grossing)
    b. Is testing regularly the new games that are noteworthy, regardless of the platform.
    c. Deconstructs successful game art styles and can comprehend why they work for that game.
    d. Applies and translates the best art practices into our game.

6. **Delivers a marketable game by 2021 with these KPIs (Team goals)**
    a. CPI < $X (below the avg of the market in the same category)
    b. High funnel and store conversion (above the avg of the market)
    c. D1 > YY%

Team Attributes

1. **Growth mindset**
    a. Shows a passion to learn new things and takes time to grow in their craft.

      b. Shows a positive learning attitude from a hard or negative past experience.

2. **Team player**
   a. Regularly seeks feedback from the team. Respects and values other viewpoints even if they disagree with it.
   b. Doesn't blame or criticise others for mistakes but rather helps and coaches others.

3. **Open for feedback and failures**
   a. Can take critical feedback on their work and art, without taking it personally or acting defensive.
   b. Can turn the critical feedback into problem solving and into concrete actionables improvements for the game.

4. **Conflict management**
   a. Handles and acts professionally in a situation of conflicts.
   b. Brings forward the issue to the parties involved and offers solutions.
   c. Can communicate respectfully with others even in situations of conflict.

5. **Test-fast mentality**
   a. Can get closure on an art decision fast, and not dwell on it too long.
   b. Implements ideas fasts. It should happen within the next week after the decision was made.

6. **Player-centric**: is passionate about creating value for others and will do what it takes to understand the audience and deliver the best game experience for them.