

Asset Request Template

Overview

Assets are created for almost every aspect of a game, from features and events to content cadence and social media posts. With so many potential asset requests hitting your artists over the course of your project, a standardized request document can be a useful tool. This template is one example, and its goals are to:

- Get all parties on the same page about what is being requested
- Keep track of who is requesting the asset, so any questions can be directed to them
- Keep track of who is responsible for creating the asset
- Get the team in the habit of thinking about all of the details of a request

Asset Requests

This form is intended to be filled out primarily by the team member who is making the request and has the most knowledge about its requirements. If the request is out of the ordinary or especially important, it is also recommended that a kickoff meeting be held between the assigned artist and feature owner, in order to ensure that the requirements are clear before work begins on the asset.

Asset Name:		
Asset Type:		
Assigned Artist:		
Dates:	Start Date	Due Date
For Feature:		
Feature Owner:		
Producer:		
Asset Description:		
Notes:		
Reference:		

- **Asset Name:** The user-facing name for the asset
- **Asset Type:** Define whether the asset is a character model, animation, item icon, social media image, etc.
- **Assigned Artist:** Who is responsible for producing the asset?
- **Dates:** When is production on the asset starting, and when is it due?
- **For Feature:** What feature is the asset needed for?
- **Feature Owner:** Who is responsible for the feature? Usually a designer or a producer, this should be the person that can answer any questions about the feature or asset that the artist might have
- **Asset Description:** This description provides art direction for the creation of the asset.
- **Notes:** Anything else that the artist might need to know about the asset (for example, dimensions or model scale)
- **Reference:** A link to an image or video that provides reference for the artist creating the asset. Take care that references are used for inspiration, not copying someone's work or likeness too closely.

- **Also potentially of use:**
 - **Asset ID:** The proto ID of the asset in the game's data, to make it easier for everyone on the team to find it, update it, and hook it up.
 - **Current Stage:** Your team may choose to use the request form as a way of tracking progress on the asset. A Current Stage field would allow the artist to update when the asset moves through stages like Concept, Production, Ready for Approval, Iteration, and Complete
 - **Approval:** If approvals are needed (for example, if art is being outsourced), this is where you would track whether the asset has been approved for use and is ready to be hooked up
 - **Feedback:** If iteration is needed, describe what changes are needed to the asset before it will be approved.
 - **Final Asset:** A screenshot of the final, approved asset. Adding the image can be especially helpful for writing strings, as well as ensuring that the asset ID, asset file, and associated strings are matched up properly.

- **Not included, because they are better suited to their own documents:**
 - **Economy and tuning information**
 - **Source:** Where the player obtains the item -- quest reward, new user shop bundle, enemy loot drop, etc.
 - **Drop Rate:** The chance that the item will be awarded to the player, if a loot table is rolled (for example, in gacha packs or enemy loot drops)
 - **Stats:** If the item has any attributes that are tunable numbers, like damage per second, durability, or weight.
 - **Price:** If the item is sold for currency.
 - **Strings:** Any text strings associated with the asset