

Steer Elite Internship Program

Skills Assessment – Motion Design Track

Congratulations! If you are reading this, you have passed the first step of the Savvy Kickstarter Program application process! The second and last step of our application process includes the below skills assessment for the **Motion Design** track for our 2025 cohort.

DIRECTIONS:

Your studio is designing a marketing strategy for a new mobile game that is targeting 20-35 years old casual gamers. Pick one of the highest-grossing mobile video games of the past 10 years and create two marketing assets targeting this specific audience. The first asset is an animated marketing video of 20 to 30 seconds in MP4 of 50Mb maximum with sound for the advertising campaign on Facebook; the focus should be on motion design principles, 2D animation, and visual storytelling. The second asset is a 1024x500px image in JPG or PNG of 5Mb maximum to promote the content on Google Play Store; the focus should clearly reflect your 2D design style and branding consistency.

DELIVERABLES:

You are expected to provide: 1 video + 1 image + 1 PDF brief explaining the specificities of the targeted audience and how these justify your design & marketing choices.

ABOVE & BEYOND (OPTIONAL):

If you want to overdeliver and stand out from other applicants, you may add a 2Mb maximum, 300x1050 portrait in GIF targeting the same game, same audience, same website than the above JPG deliverable. The picture should be 5 seconds long and looping twice.

WE ARE LOOKING FOR CANDIDATES ABLE TO DEMONSTRATE:

- Strong 2D animation and motion design fundamentals.
- Creativity and storytelling through visual media.
- Solid grasp of game marketing principles.
- Proficiency in graphic design and video editing tools (e.g., After Effects, Photoshop, Illustrator).
- Cohesive and well-structured visual communication.
- An eye for detail and the ability to follow creative guidelines.
- Understanding of the mobile gaming landscape and its audiences.

PROCESS:

- Generate a MP4 file (maximum 50Mb) of the first asset.
- Generate a JPG or PNG file (maximum 5Mb) of the second asset.
- Generate a PDF file (maximum 5Mb) of your brief.
- (Optional): Generate a GIF file (maximum 2Mb) of the third asset.
- Upload all files to the link you were provided for the 2nd step of the application process.

DUE DATE:

Refer to instructions received by email. Any late submissions will be withdrawn.