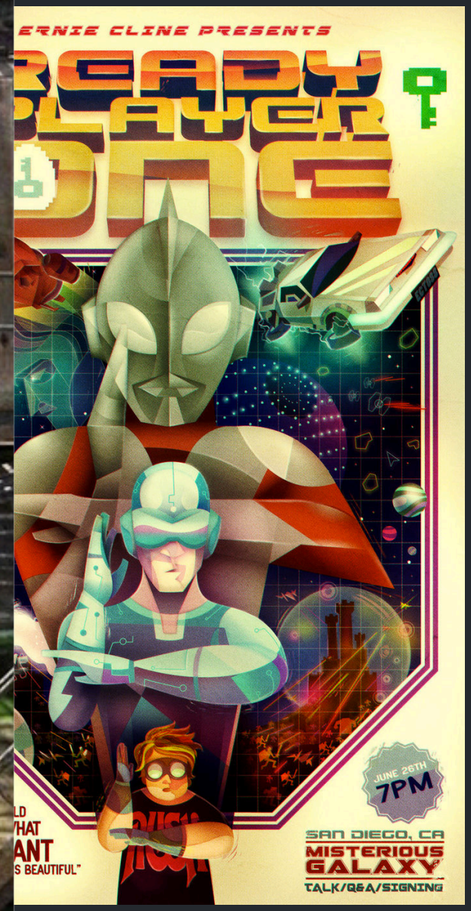
READY
PLAYER
ONE

...BOOK COVER.....

READ
PLAYE
ONE
ERNES
CLINE

New York Times bestseller
"Enchanting . . .
Willy Wonka meets The Matrix."
—USA Today
A NOVEL
READY
PLAYER
ONE
ERNEST
CLINE


ERNIE CLINE PRESENTS
READY
PLAYER
ONE
JUNE 26TH
7PM
SAN DIEGO, CA
MISTERIOUS
GALAXY
TALK/Q&A/SIGNING

PROJECT STATEMENT

Ready Player One is an adventure book that takes one on a journey to a dystopian world in the future. The story resonates with both pre-teens and “peter-pan” kids alike—meshing styles of a dystopian future with video game icons of the 80s.

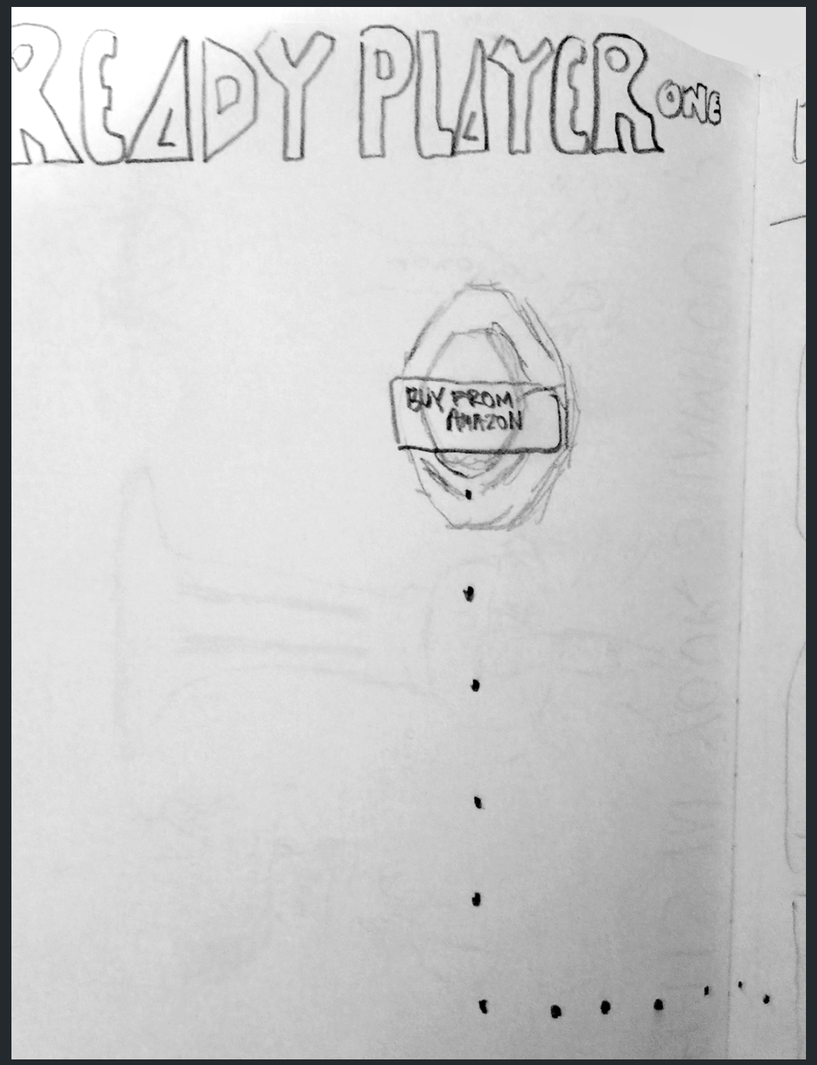
The publisher came to us in need of a promotional mini-site that additionally serves as an aggregate.

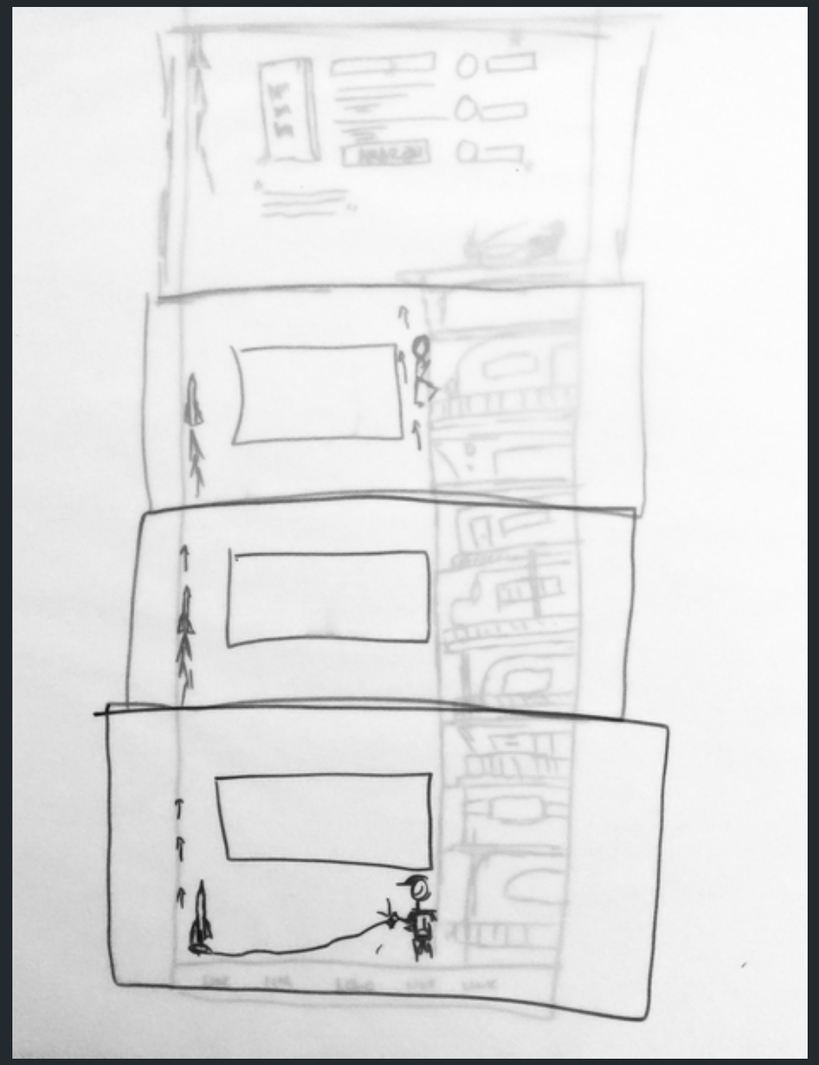
We saw an opportunity to create a narrative interactive experience, illustratively incorporating the two themes of the book, all-while serving a unique journey up the Stack. The visitor will engage in the story’s synopsis to be met with an opportunity to convert at the end.

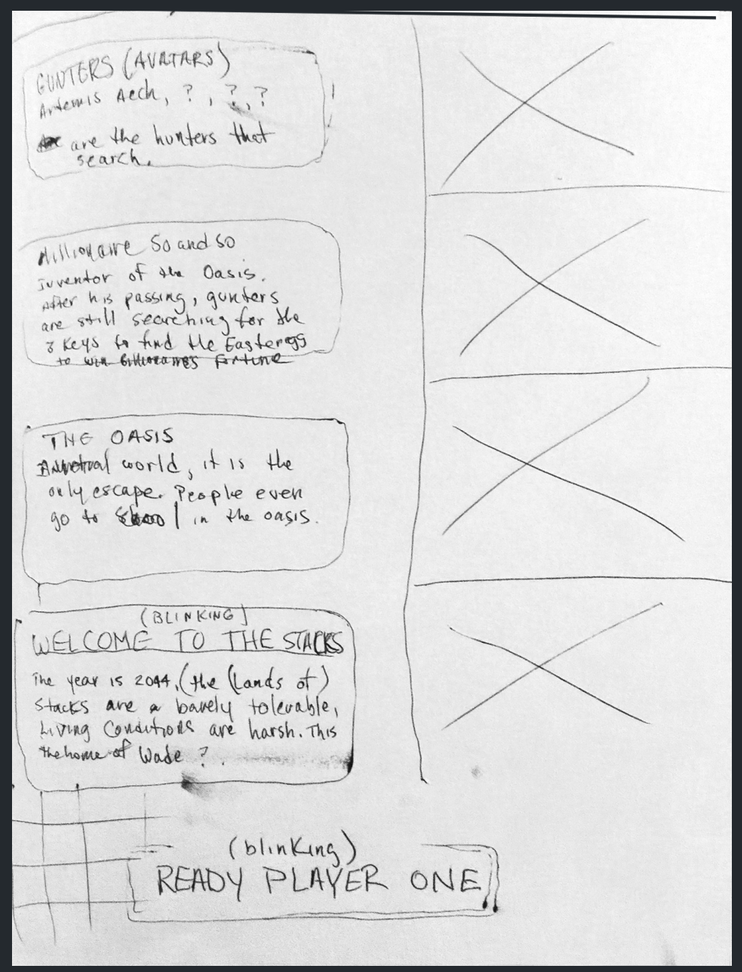
TONE

- dystopian
- nostalgic
- 80s
- gritty
- visceral
- futuristic
- 8bit
- digital

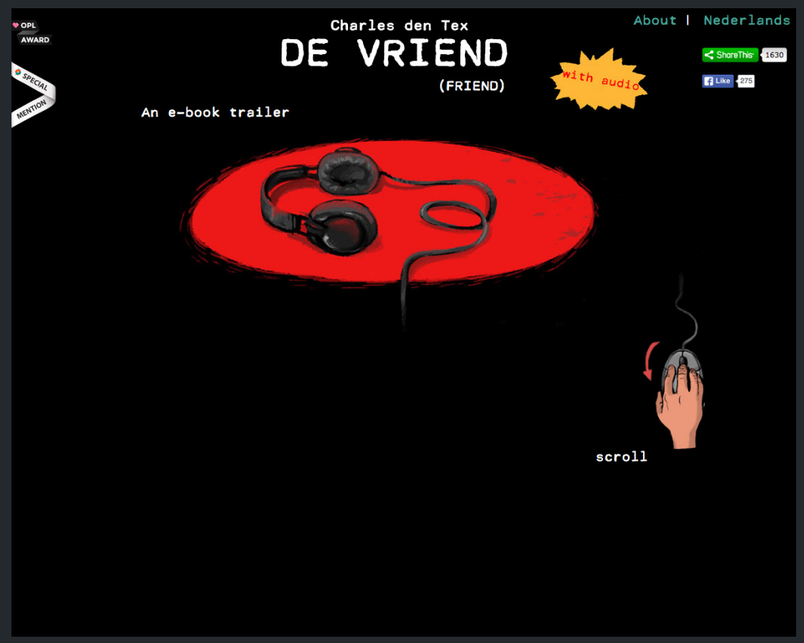
SKETCHES


READY PLAYER ONE
BUY FROM AMAZON




GUNTERS (AVATARS)
Artemis Aech, ? , ? ?
are the hunters that search.
Millionaire So and So
inventor of the Oasis.
After his passing, gunters
are still searching for the
3 keys to find the Easteregg
THE OASIS
world, it is the
only escape. People even
go to
in the oasis.
(BLINKING)
WELCOME TO THE STACKS
The year is 2044, (the (lands of)
Stacks are a barely tolerable,
Living Conditions are harsh. This
the home of Wade ?.
(blinking)
READY PLAYER ONE

DEVRIEND

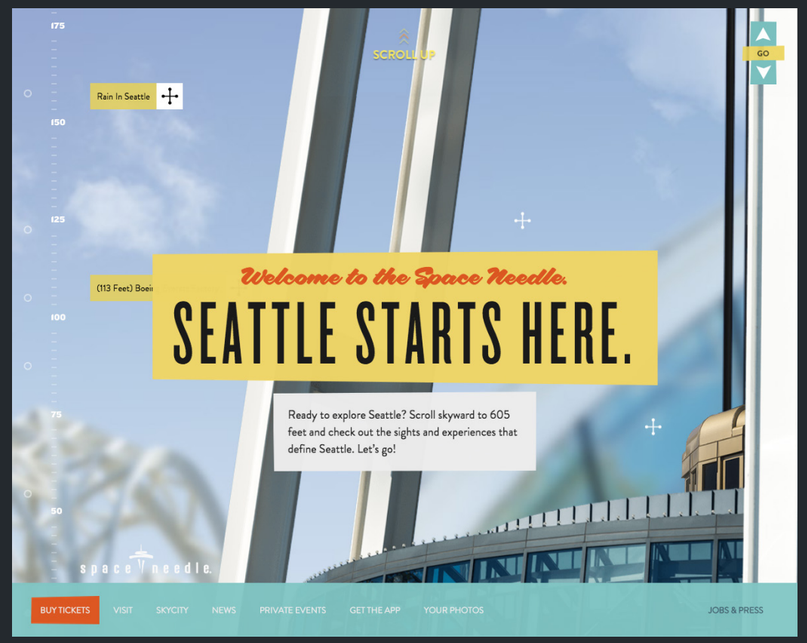


- Parallax
- Reverse Scrolling
- Narrative
- Illustrative
- Cartoony

SYLVANSPORT

- Full Width Layout
- Narrative
- Photographic
- Dramatic

SPACE NEEDLE



- Reverse Scrolling
- Demonstrative
- Photographic/Illustrative
- Parallax

MOODBOARD

COLORS

#F7E200

00EAFF

#58A142

#FF0084

TYPEFACES

H1 75PX - #FEFEFE

SQUAREFONT

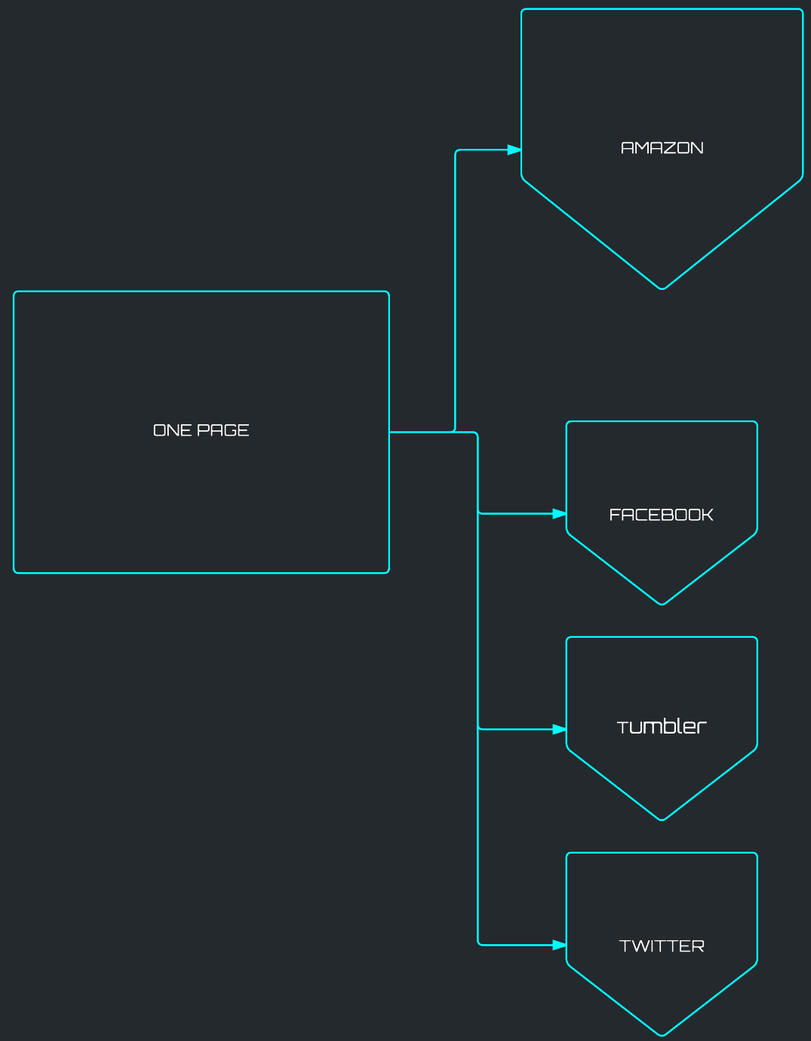
H2 50PX - #F7E200

Computer Pixel-7

PARAGRAPH - LATO 18PX - #F7F7F7

Wade's devoted his life to studying the puzzles hidden within this world's digital confines—puzzles that are based on their creator's obsession with the pop culture of decades past and that promise massive power and fortune to whoever can unlock them.

SITEMAP

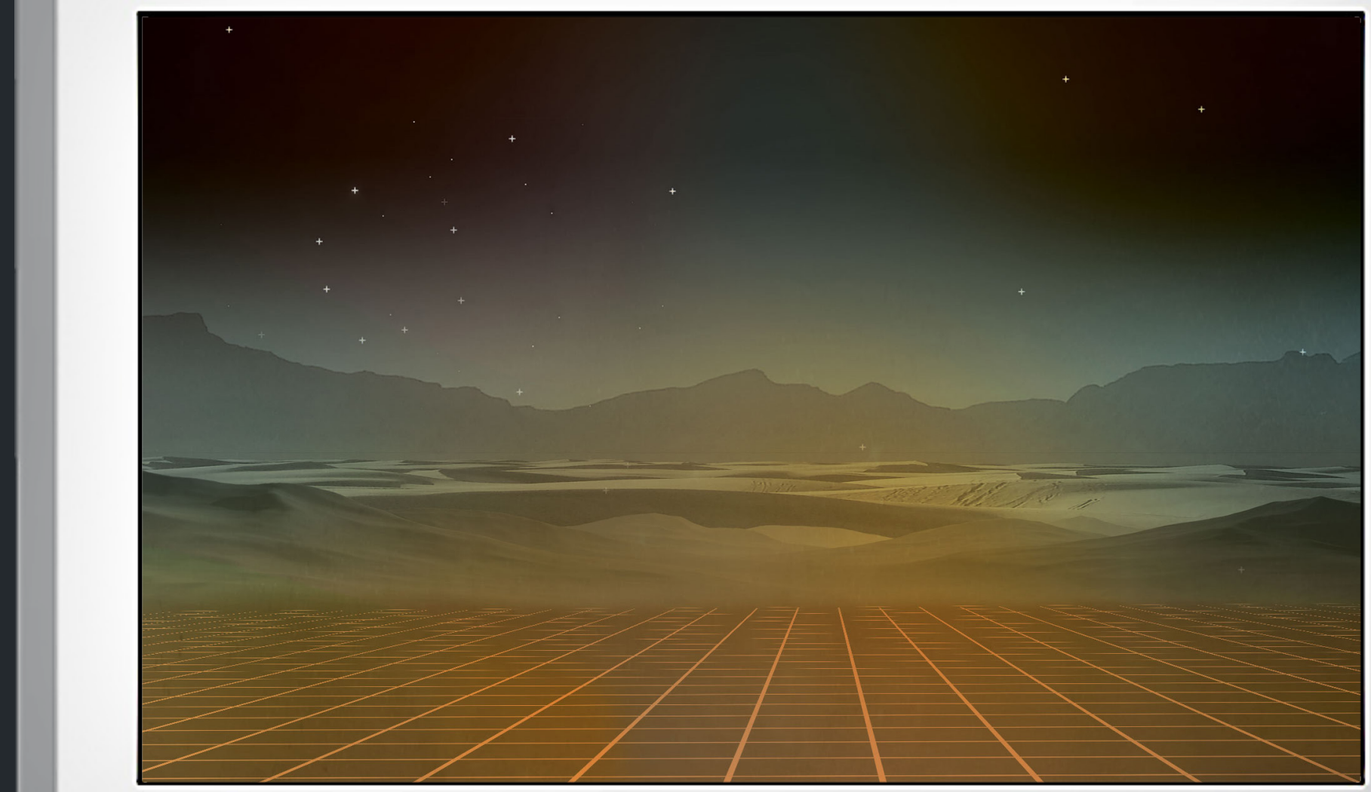


PARALLAX

...PARALLAX DEMO.....

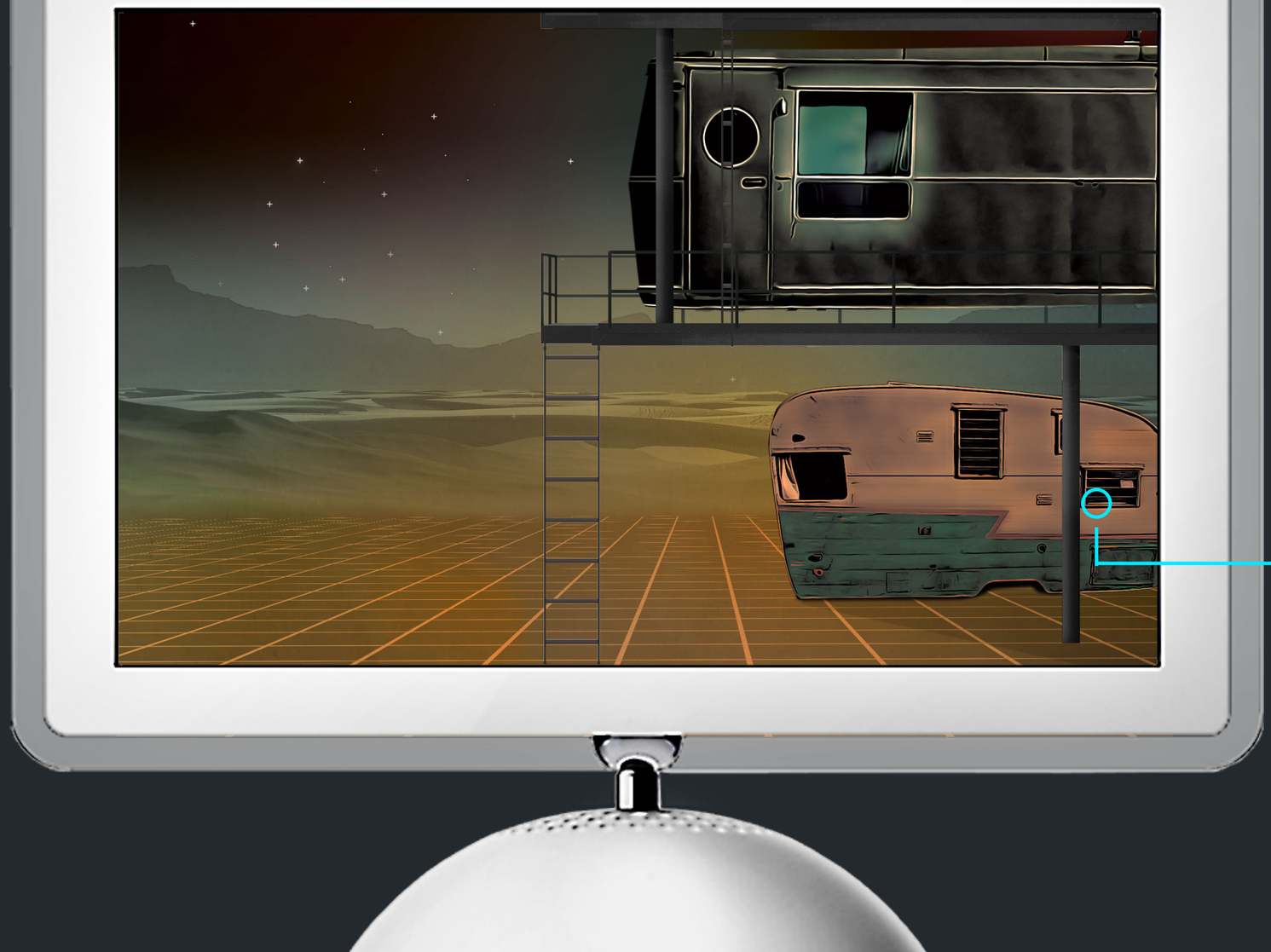
READY PLAYER ONE

BACKGROUND



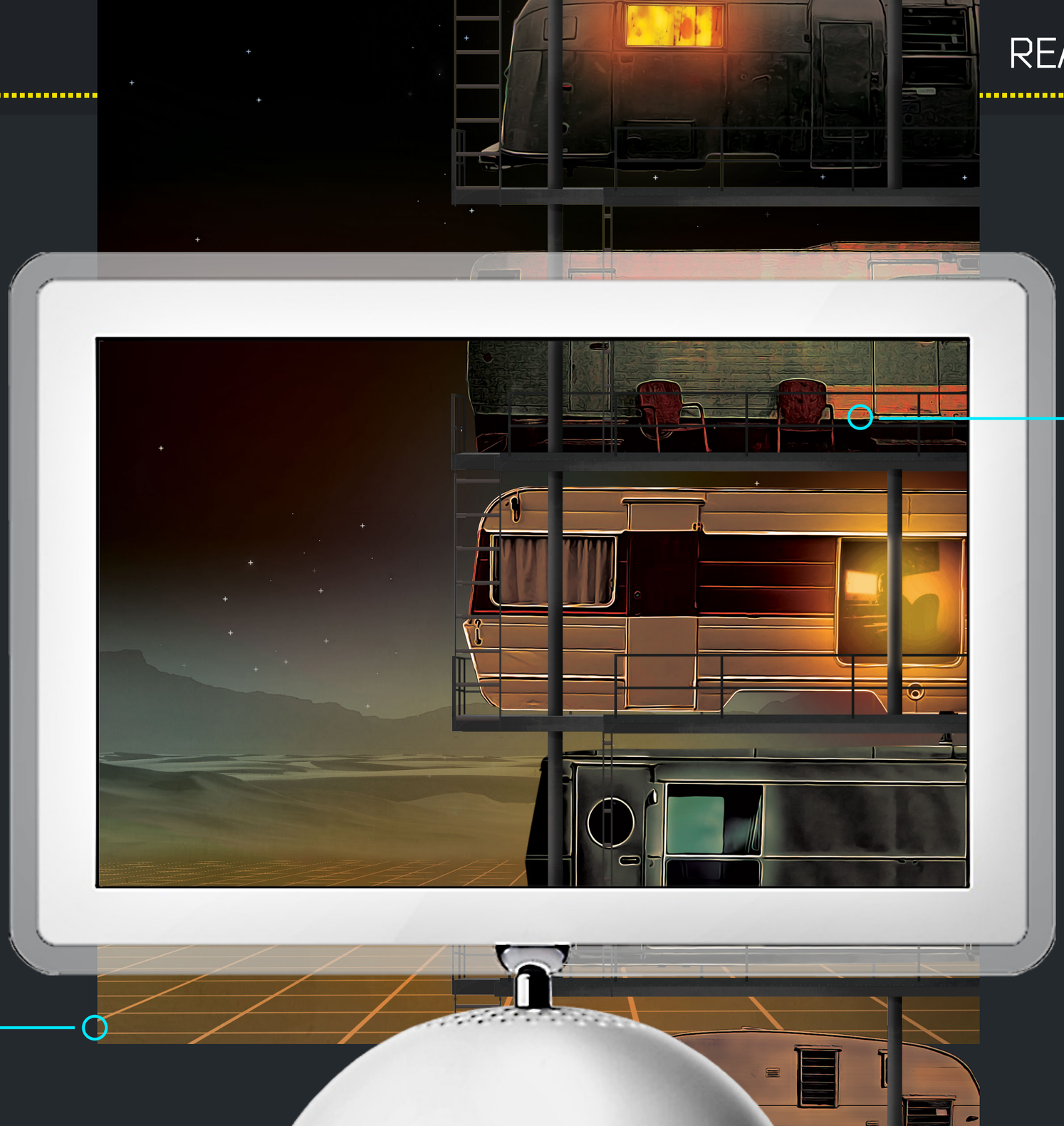
SCROLL UP

Tiffany Kosa + Alex Rivera | Reverse Parallax Website | 10



Trailers Layer

SCROLL UP



Trailers Scroll at a faster rate

Background Scrolls at a slower rate

SCROLL UP

Sky Grows Darker

Blurbs Animate onto Screen

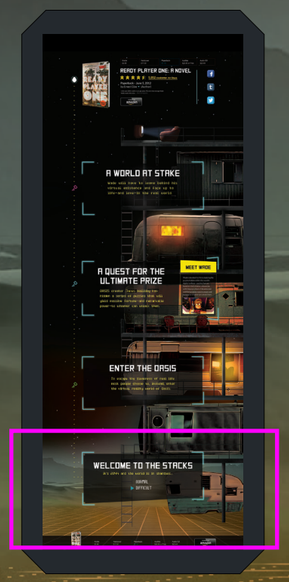
SCROLL UP

PARALLAX DEMO

SCROLL UP

READY PLAYER ONE: A NOVEL
A WORLD AT STAKE
A QUEST FOR THE ULTIMATE PRIZE
MEET WADE
ENTER THE OASIS
WELCOME TO THE STACKS

DETAIL



WELCOME TO THE STACKS

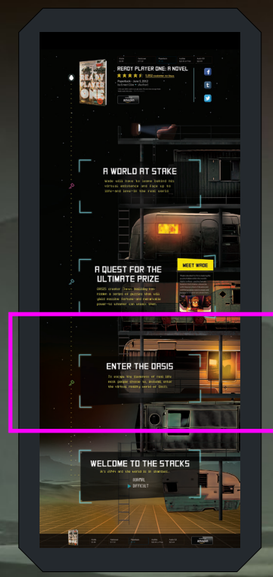
It's 2044 and the world is in shambles...

NORMAL

▶ DIFFICULT

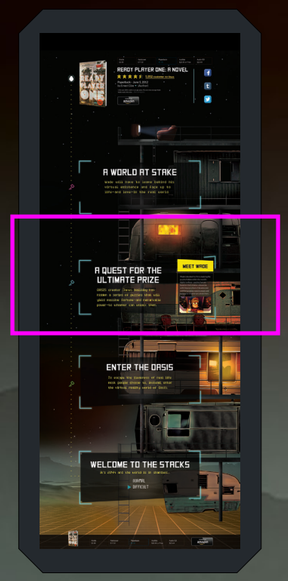
Kindle	Hardcover	Paperback	Audible	Audio CD
$3.99	$17.00	$7.70	$26.95 or Free	$23.49

Available on amazon



ENTER THE OASIS

To escape the bleakness of real life most people choose to, instead, enter the virtual reality world of Oasis.

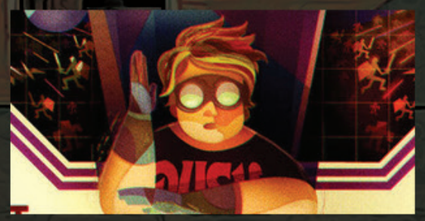


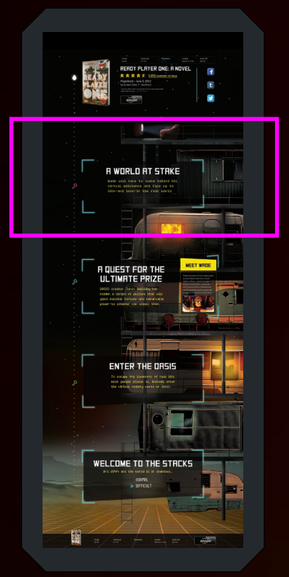
A QUEST FOR THE ULTIMATE PRIZE

OASIS creator James Halliday has hidden a series of puzzles that will yield massive fortune—and remarkable power—to whoever can unlock them.

MEET WADE

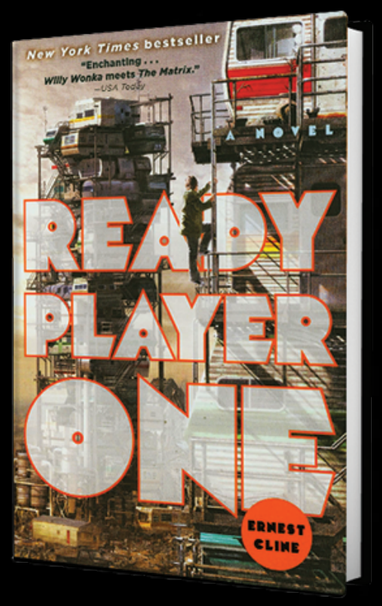
Wade's devoted his life to studying the puzzles hidden within this world's digital confines—puzzles that are based on their creator's obsession with the pop culture of decades past and that promise massive power and fortune to whoever can unlock them.





A WORLD AT STAKE

Wade will have to leave behind his virtual existence and face up to life—and love—in the real world.



Kindle	Hardcover	Paperback	Audible	Audio CD
$3.99	$17.00	$7.70	$26.95 or Free	$23.49

READY PLAYER ONE: A NOVEL

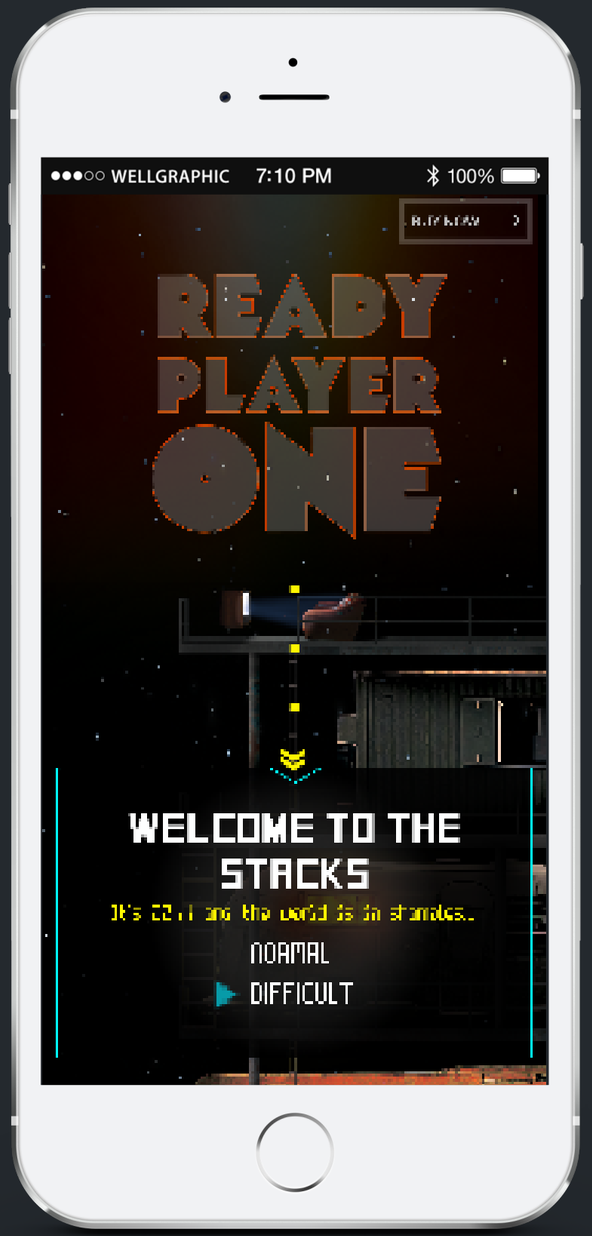
★★★★½ 5,852 customer reviews

Paperback – June 5, 2012
by *Ernest Cline* ▾ (Author)

In the year 2044, reality is an ugly place. The only time teenage Wade Watts really feels alive … *(full synopsis)*

Available on amazon

READY PLAYER ONE
WELCOME TO THE STACKS
NORMAL
DIFFICULT
ENTER THE OASIS
A QUEST FOR THE ULTIMATE PRIZE
MEET WADE
A WORLD AT STAKE
READY PLAYER ONE: A NOVEL
$3.99 - $26.95
BE SOCIAL


WELLGRAPHIC 7:10 PM 100%
READY PLAYER ONE
WELCOME TO THE STACKS
It's 2045 and the world is in shambles.
NORMAL
DIFFICULT

MOBILE

READY PLAYER ONE
WELCOME TO THE STACKS
DIFFICULT
ENTER THE OASIS
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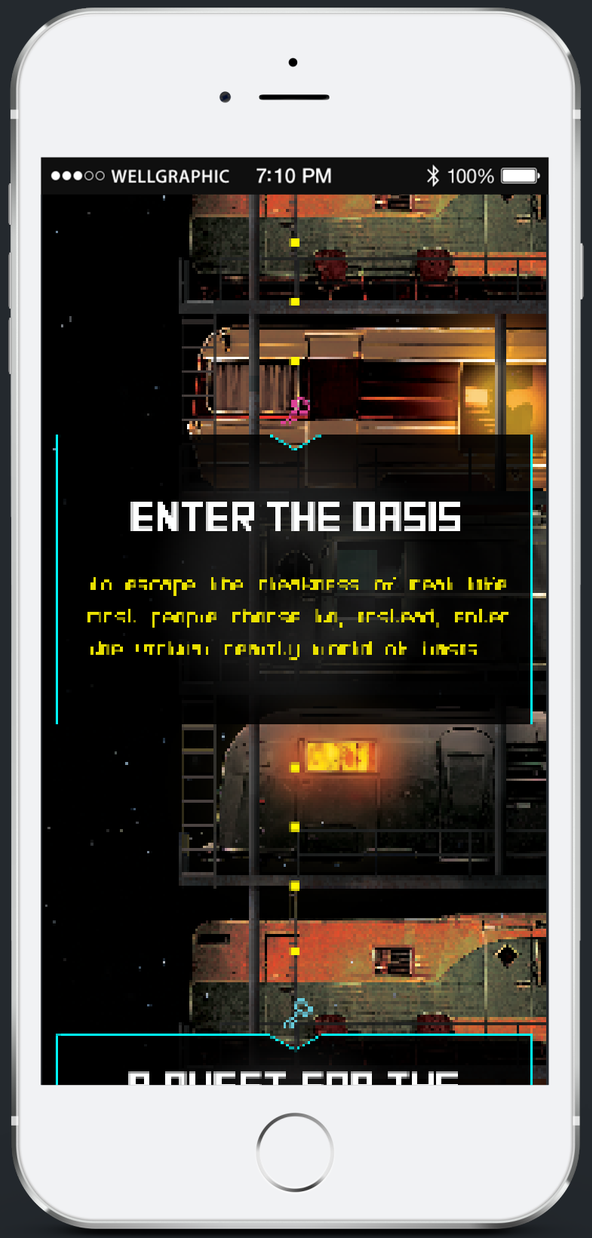
WELLGRAPHIC 7:10 PM 100%
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MOBILE

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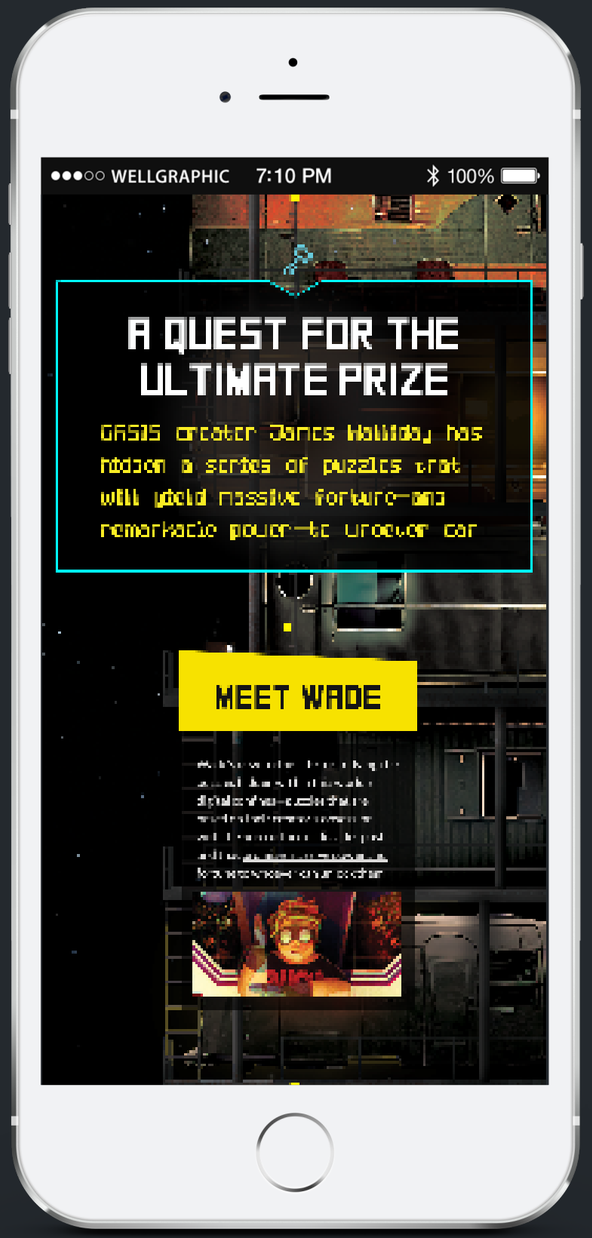
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A WORLD AT STAKE
Wade will have to leave
behind his virtual existence
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READY PLAYER ONE: A NOVEL
Paperback – June 5, 2012

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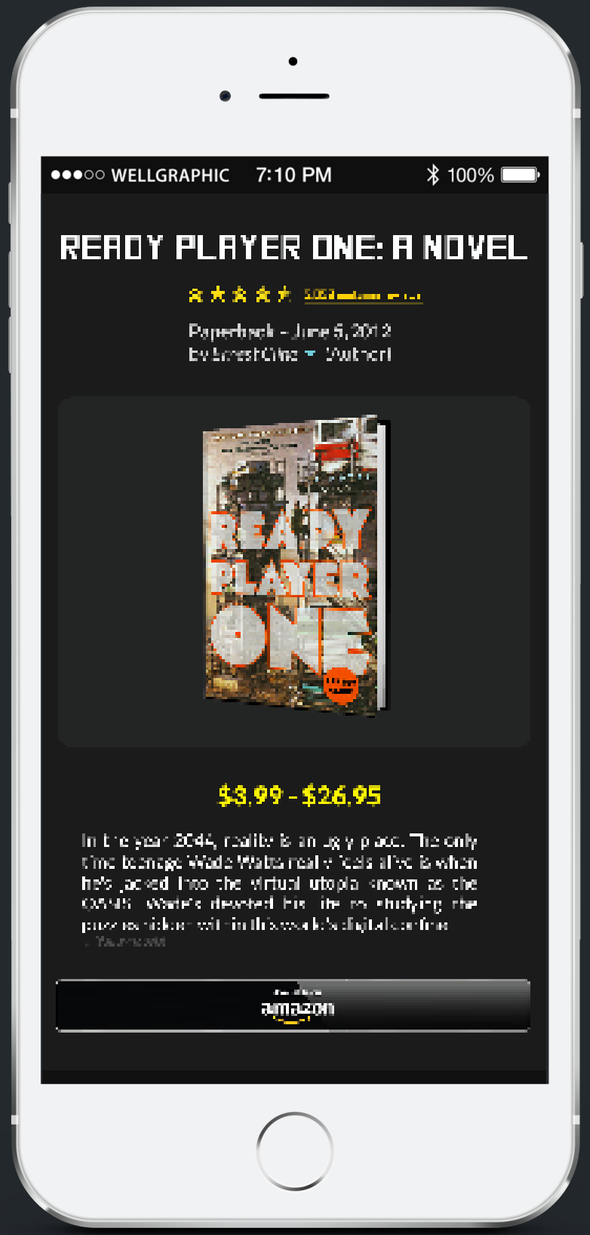
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amazon

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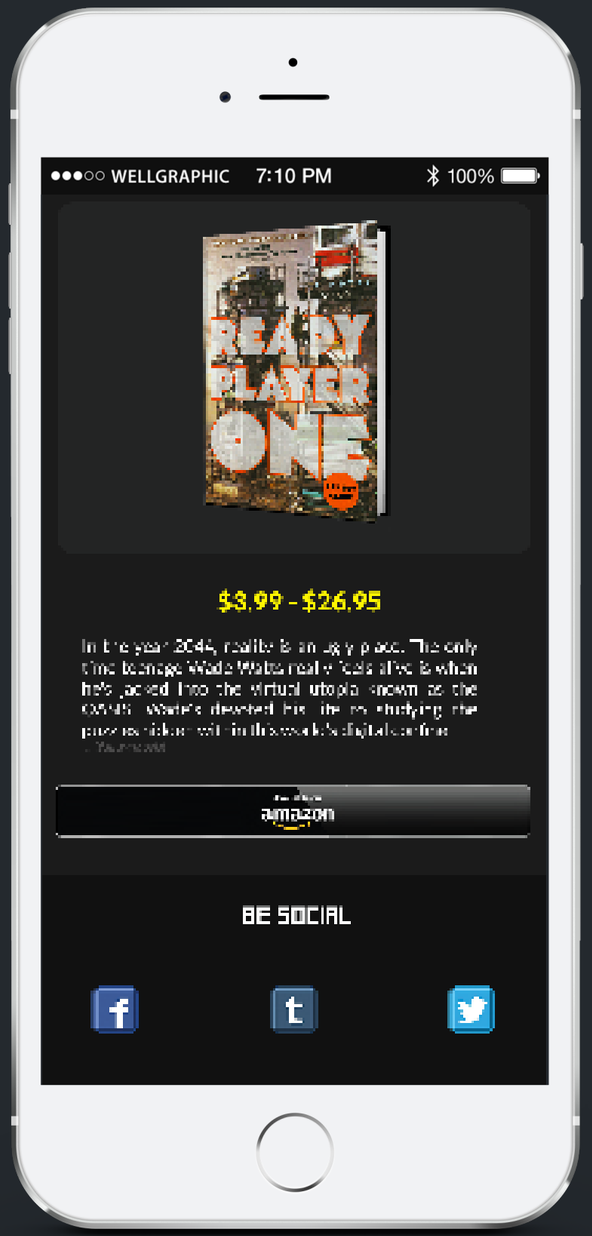
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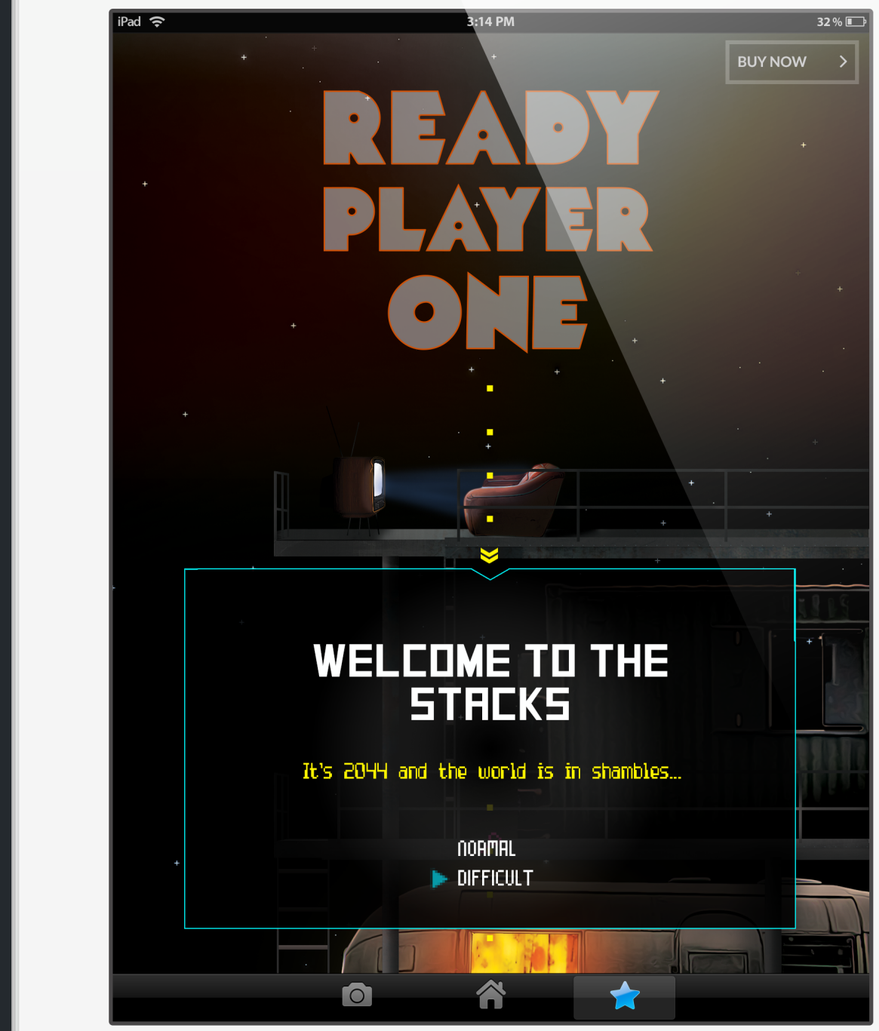
TABLET


iPad
3:14 PM
32 %
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It's 2044 and the world is in shambles...
NORMAL
DIFFICULT

LINKS

IMGs

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Elements

- https://creativemarket.com/little_pxl/8894-8-bit-Social-Media-Icons
- http://subotron.com/1064-cmod_subotron-font-free-download/https://farm3.staticflickr.com/2852
- http://www.textureking.com/dsc_4406/

Roles

Tiffany Kosa: Design, Photo Compositing, Illustration, Sketches, Interactive Design, Art Direction, Site Map, Development with HTML/CSS PHP and jQuery, Hand Coded Parallax

Alex Rivera: Concept Ideation and Sketches