

How to Create Magnetic Promotional Artwork

Session 1

Time Index	Topic
00:04	Introduction : what is promotional art?
00:09	The father of modern advertising
00:14	Attention spans and on-line viewing stats
00:20	Netflix Study – useful results to apply for promo art
00:21	Class members favourite promo images and why
00:25	DAZ PA Esha’s tips on promo images
00:37	DAZ PA Arki’s tips on promo images
00:53	DAZ guidelines
01:00	Tips on Promo art by product types
01:00	Promo art tips : People
01:07	Promo art tips : Clothing
01:17	Class member promo art
01:27	Promo art tips: environments
01:38-01:54	Class member promo art

Session 2

Time Index	Topic
00:03	Summary points from session 1
00:08	The advantages of Sketchfab
00:15	Lighting : mood
00:18	Three point lighting rigs
00:20	Promo art tips by type : non humans
00:41	Promo art tips: hair
00:54	Promo art tips: props
01:06	Use of colour for promo art and colour tools
01:08	Tints, shades and tones
01:11	Psychology behind colours
01:19	Thumbnails study – what works best for thumbnails?
01:31	Composition with Point of view
01:35	Summary of success points for promo art
01:37-01:52	Class member promo art

Bonus tutorial by DAZ Published Artist Esha

"For a successful product release you need to present your work in the most attractive manner possible. You need to show to your prospective clients how great your product is and what it can do, and you need to make them want it.

We'll discuss composition guidelines for promo renders, dos and don'ts, lighting tricks, post work and how to create nice thumbnails"