



# DRAGONS DEN

## ASSETS GUIDE

## Table of contents

<i>Chapter 1: Introduction</i> .....	4
<i>Chapter 2: Assets, what is that?</i> .....	5
2.1 What are assets? .....	5
2.2 Why use assets?.....	5
2.3 Types of assets .....	5
2.4 When are assets used? .....	5
2.5 Assets for livestreaming.....	6
2.6 Visual consistency and theme .....	6
2.7 Do's and dont's when using assets.....	6
2.8 Who should be responsible for the assets?.....	6
<i>Chapter 3: How to prepare assets for the event?</i> .....	7
3.1 Where to begin? .....	7
3.2 Which assets does the event need? .....	7
3.3 How to design the assets .....	7
3.4 When to create the assets .....	8
3.5 Testing the assets.....	8
3.6 Organizing the assets .....	8
<i>Chapter 4: Creating the assets</i> .....	9
4.1 What programs should be used?.....	9
4.2 Designing static assets (Photoshop) .....	9
4.3 Creating animations .....	9
4.4 Adding sound or effects .....	10
4.5 Exporting assets.....	11
<i>Chapter 5: Using the assets</i> .....	14
5.1 Which programs to use for showing assets? .....	14
5.2 Setting up the assets in Vertex.....	14
5.3 Using the assets during the event.....	14
<i>Chapter 6: Design guidelines for assets</i> .....	15
6.1 Why design guidelines are important .....	15

6.2 Visual consistency .....	15
6.3 Readability (ones more) .....	16
6.4 Backgrounds .....	17
6.5 Banners .....	17
6.6 Transitions.....	17
<i>Chapter 8: Advice</i> .....	<i>19</i>
8.1 Which program to use.....	19
8.2 Slide design .....	19
8.3 Preparing for the live event.....	19
<i>Chapter 9: Advice</i> .....	<i>20</i>
9.1 Test everything on the real setup.....	20
9.2 Work closely with presenters.....	20
9.3 Prioritize important assets.....	20
9.4 Start with setting a theme (new group) .....	20

## **Chapter 1: Introduction**

In this guide you will learn more about using different assets, in many different ways, to enhance the overall experience of the Dragons' Den-event.

It will introduce you to practical ideas and examples that show how these assets and projects of these, can be used before, during, and after the event.

The goal is to help create a more engaging, organized, and memorable experience for both participants and the audience, using clear and accessible approaches that are easy to understand and apply. By doing so, participants, viewers, teachers and everyone else, will remember the event forever.

## **Chapter 2: Assets, what is that?**

### **2.1 What are assets?**

Assets are visual and graphical elements that are used to support and enhance the overall look and feel of the Dragons' Den event. These can include stream overlays used on platforms such as Twitch or YouTube, as well as background designs, logos, lower thirds, and other themed visuals shown on screen.

The purpose of using assets is to create a consistent and professional appearance while helping the audience better follow what is happening. Well-designed assets can highlight important information, support the event's theme, and make the live stream more engaging for viewers both in the room and online.

### **2.2 Why use assets?**

Using assets helps improve the overall experience of the Dragons' Den event for both the audience and the presenters. Visual assets make the event look more professional and organized, which can increase credibility and engagement.

Assets such as overlays and themed backgrounds help clearly present important information, guide viewers through the event, and create a consistent visual identity. For online viewers, these elements make the live stream easier to follow and more enjoyable to watch. Overall, assets support clearer communication, stronger branding, and a more memorable event experience.

### **2.3 Types of assets**

There are different types of assets used during the Dragons' Den event. Common examples include stream overlays, background images, logos, lower thirds with names or titles, and screens for breaks or transitions. Also some assets as small rectangles, where the timer or chat could be put on. Each type of asset has its own purpose and helps support the presentation or the live stream in a clear way.

### **2.4 When are assets used?**

Assets can be used at different moments during the event. Before the event starts, assets can show a welcome screen or countdown. During the pitches, assets help display names, teams, or the interactions such as "yay", "nay", "time's up" etc.. During breaks, assets can be used to show a pause screen or background. At the end of the event, assets can be used to close the stream in a clear and professional way.

## **2.5 Assets for livestreaming**

Should the same assets be used for both livestreaming and the event in the media lab? Yesn't.

The correlation between the style of those assets should be as similar as possible, but the dimensions of livestream-assets are mostly in the aspect ratio of 16:9 where the aspect ratio in the media lab is 20:7, which clearly is different.

## **2.6 Visual consistency and theme**

It is important that all assets follow the same style and theme. This includes using the same colors, fonts, and design style. Visual consistency makes the event look organized and professional, and it helps create a strong identity for the Dragons' Den event.

Thus, making brand guide, will help achieving this goal even easier.

## **2.7 Do's and dont's when using assets**

When using assets, it is important not to use too many at the same time. Too much text or too many visuals can be confusing. Assets should be clear, simple, and easy to read. Always make sure that the presentation content stays visible and is not covered by other graphics or animations.

## **2.8 Who should be responsible for the assets?**

The assets are usually prepared and managed by the media or technical team. The person responsible for the assets should have experience with programs such as After Effects, some form of Premiere Pro, and Photoshop. This helps ensure that all assets can be created and adjusted properly, without needing to learn these programs during the event preparation.

## **Chapter 3: How to prepare assets for the event?**

### **3.1 Where to begin?**

Before creating any assets, it is important to first discuss which assets the event actually needs. This discussion should happen early in the planning process and involve the people responsible for the event and the media or technical team.

### **3.2 Which assets does the event need?**

During this discussion, decisions can be made about what type of assets are required, such as stream overlays, background visuals, name tags, break screens, or closing screens. It is also important to think about when these assets will be used and how they will support the flow of the event. Planning this in advance helps avoid unnecessary work and ensures that all assets are useful and relevant.

#### **From the research of Loosey Goosey, the Dragons' Den should at least contain:**

- Main (Unreal Engine) background, that is animated.
- A placeholder for the presentation of the contestant that can be projected on.
- Yay, Nay, and Time's Up animations
- Animated banners of the dragons
- Transition to "wipe" the screen
- Intro
- Screen with timer at the beginning and during the break
- A break or pause screen for moments between pitches.
- Same assets as above for the livestream on Twitch/YouTube but in 16:9 ratio.

#### **And some extra type of assets to spice the immersion up:**

- Animated, small elements in the background (mascot, shapes, lines etc.)
- Custom main-background for each contestant in the style of their game.
- Animated banners with the photos of the groups/contestants.
- Sound-supported animations, for better immersion.

### **3.3 How to design the assets**

When designing assets, it is important to make them clear, simple, and consistent.

- Use the same colors, fonts, and style for all assets.
- Make sure text is easy to read.
- Avoid too many moving elements at once, so the audience can focus on the presentation.

### **3.4 When to create the assets**

Assets should be prepared well before the event. This gives time to:

- Make adjustments if needed.
- Test the assets on the actual screens or stream setup.
- Avoid stress and last-minute problems.

### **3.5 Testing the assets**

All assets should be tested before the event:

- Check that they are visible and readable on the screen.
- Make sure animations and transitions work smoothly.
- Ensure the timing is correct, especially for countdowns and decision animations.

### **3.6 Organizing the assets**

Keep all assets organized and easy to find:

- Use clear file names for each asset.
- Separate assets in folders by type (backgrounds, overlays, animations, etc.).
- Keep a backup of all files in case something goes wrong.

## **Chapter 4: Creating the assets**

### **4.1 What programs should be used?**

For creating assets, the main program to use is After Effects. After Effects is ideal for making animations, transitions, and all the moving elements that make the event feel dynamic and professional.

Photoshop is also very important. It is used to cut out pictures, create backgrounds, and prepare other static visual elements that will be used in the animations.

Using these two programs together ensures that assets are high quality and ready to use during the event without extra work.

### **4.2 Designing static assets (Photoshop)**

Static assets are the visual elements that do not move, such as images or backgrounds.

- Use Photoshop to cut out images or objects from photos, such as banners with the dragons.
- Make sure backgrounds and elements are clean and clear and in dimensions of the screen in the media lab.
- Prepare all images so they can be easily imported into After Effects for animation, preferable in .png for better quality and with transparency (alpha channel).

### **4.3 Creating animations**

After creating static assets, animations are made in After Effects.

- Animate banners, transitions, countdowns\*, and decision animations like Yay, Nay and Time's Up.
- Keep animations simple and clear so they do not distract from the presentation.
- Test animations on the actual screen to make sure they look correct.

*\*Note: It's recommended to make the timers/countdowns in Vertex/OBS, so that these can be easily changed even during the ongoing event.*

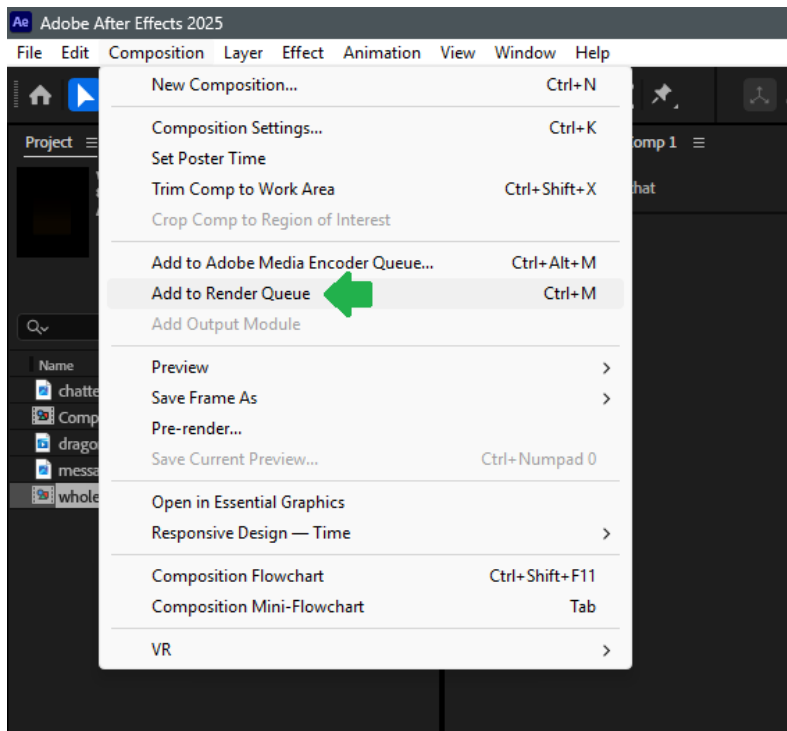
#### **4.4 Adding sound or effects**

Some animations can be enhanced with sound effects or small visual effects:

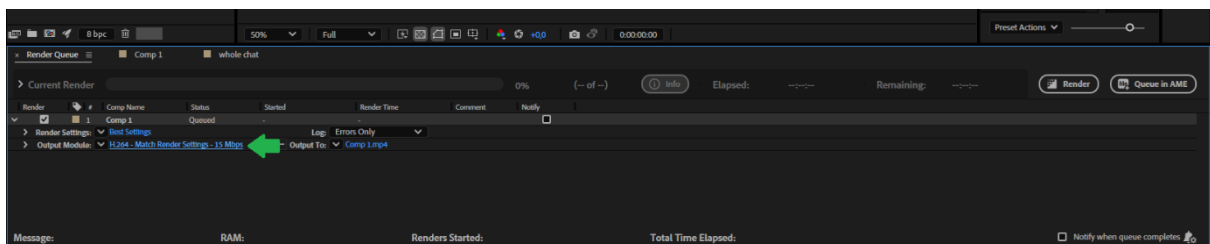
- Short sounds for decisions or transitions help viewers notice important moments, especially in the animations with Yay or Nay.
- Visual effects like small highlights or motion lines can give that extra touch to the Dragon's Den event, even more if they would be dragon themed.
- Adding sounds to assets can be done withing After Effects itself, or if the asset doesn't have to be transparent, also in Premiere Pro or other editing software.

## 4.5 Exporting assets

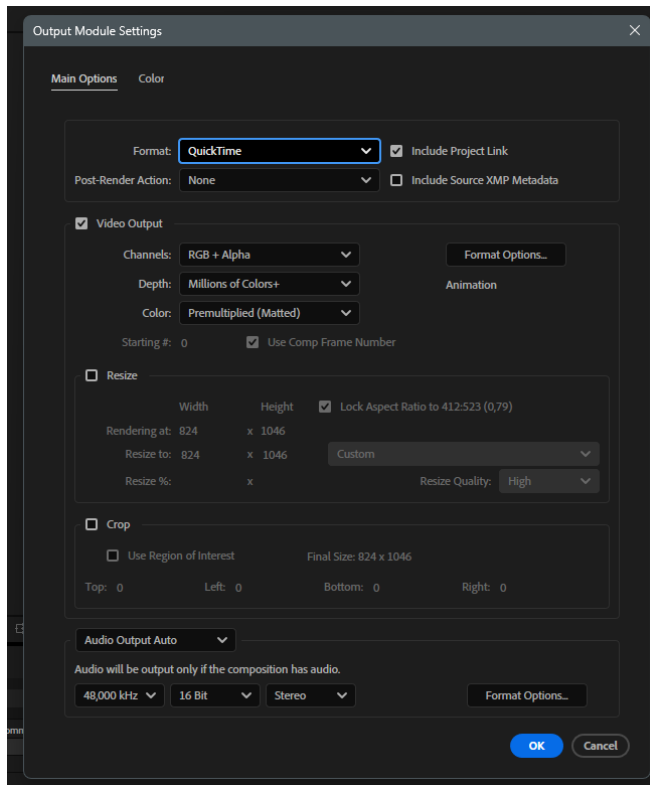
Once all assets are ready, they need to be exported correctly, they need to be rendered:



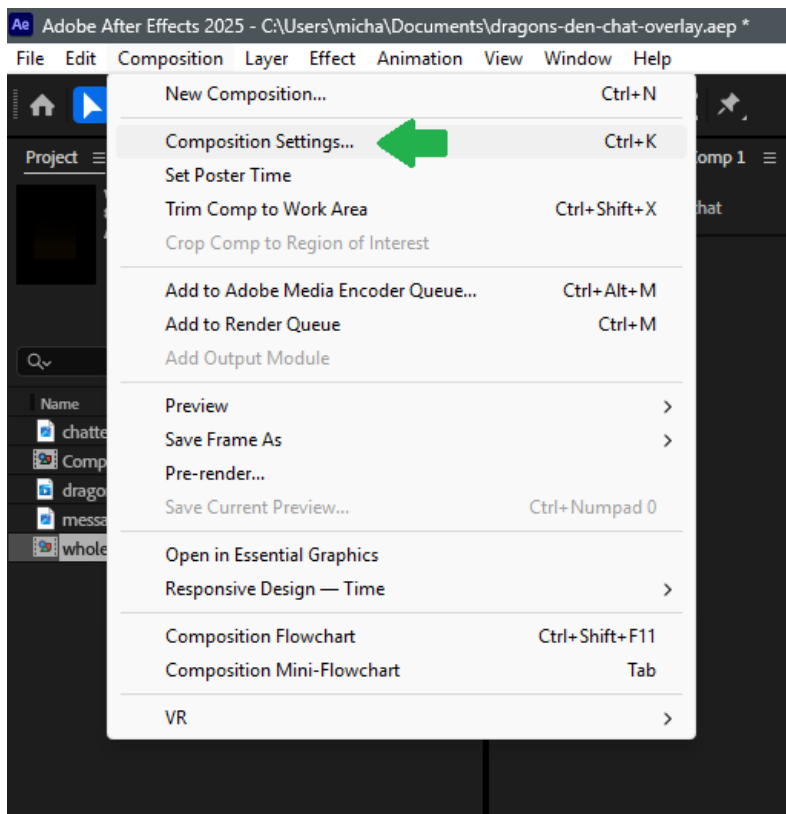
- Using **Composition > Add to Render Que**, will export your composition to the render sequence.

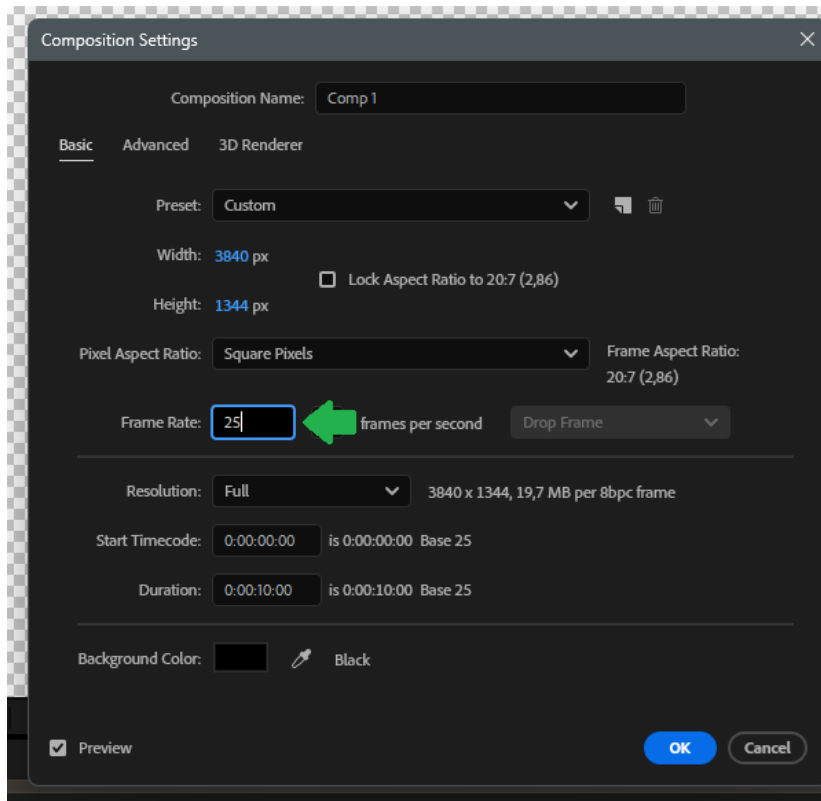


- Clicking on **Output Module** gives the window where you can choose the format and change render settings.
- For rendering animations with transparent background, use the format Quictime and select RGB + Alpha in the Video Output tab. PNG Sequence or TIFF Sequence are also recommended to use to render animations.



- Keep in mind to render the animations in 25fps, as this is the supported resolution of the big screen in the media lab. This framerate can be changed in the composition settings at the top.





- What also is important, is setting the resolution to match the big screen in the media lab, which is 3840x1344.
- Also, keep a backup of exported files so they are ready to use during the event.

## Chapter 5: Using the assets

### 5.1 Which programs to use for showing assets?

To use the assets during the Dragons' Den event, the main program is **Vertex**. Vertex is a tool that allows you to play animations, overlays, and all types of assets directly on the screen or stream. It is designed for live events, so everything can run smoothly and in the correct order.

OBS is mainly used for live streaming and can play overlays, background visuals, and other assets, just as Vertex. However, Vertex is recommended for this event to display and "play" the whole show in the media lab. OBS is mainly for streaming purposes.

**You can find more information about both Vertex and OBS in the other section of the guide.**

### 5.2 Setting up the assets in Vertex

Before the event:

- Import all prepared assets (animations, backgrounds, overlays, banners) into Vertex.
- Organize them in folders or playlists according to when they will appear (before the pitch, during the pitch, break, or after the pitch).
- Test each asset inside Vertex to make sure it plays correctly and fits the screen.

Ofcourse, do the same for OBS.

### 5.3 Using the assets during the event

During the event:

- Make sure all assets are ready to play at the right moment.
- Use Vertex to trigger animations and transitions as needed.
- Keep an eye on timing, especially for countdowns, Yay/Nay decisions, and contestant presentations.

## Chapter 6: Design guidelines for assets

### 6.1 Why design guidelines are important

Design guidelines are rules that help make all assets look **professional, clear, and consistent**.

Using the same style for all visuals makes the event easier to follow and more enjoyable for the audience. It also helps the event feel polished and organized, whether people are watching live or online.

### 6.2 Visual consistency

All assets should follow the same visual style:

- Colors: Use the same main colors for backgrounds, text, and animations. Avoid using too many different colors.
- Fonts: Use one or two fonts only. Make sure the font is easy to read, even from a distance or on a small screen.
- Style: Keep the same design style for all assets. For example, if backgrounds are flat and simple, don't mix them with 3D or cartoon-style elements.

Example:



Background scene in a specific style.



Here a different screen for the beginning of the show, with the timer. Same style.



And here as an example, dragons banner, in the same style as the rest of the assets. This is important so that every assets matches.

### 6.3 Readability (ones more)

All text and important visuals must be easy to see and read:

- Text should be large enough for everyone to read, even online on the livestream.
- Use high contrast between text and background. For example, white text on a darker background.
- Avoid putting too much text in one area. Short, clear words work best.

## 6.4 Backgrounds

Backgrounds are very important because they set the tone and theme for the event:

- Main backgrounds should be animated but not too busy.
- Custom backgrounds for each contestant should match their game or project style. But custom backgrounds are just optional.
- Avoid backgrounds that are too bright or full of details, which can make text or overlays hard to see, especially the presentation that is going to be in front.

## 6.5 Banners

Banners for both the dragons as contestant (if applied), should match the theme of the event and also:

- Be consistent in animation flow and size.
- Be placed in a position where they do not block the main presentation or important visuals.
- Use clear, readable text, with enough contrast against the background.
- Appear at the right time, for example when introducing a dragon or a contestant.

## 6.6 Transitions

Transitions are animations or effects used to move from one scene or moment to another. They also help clear the screen and reset other animations that are no longer active, such as Yay, Nay, or Time's Up animations.

Also:

- Be consistent in style with the rest of the event assets, just as mentioned before.
- Clear the screen of any active overlays, banners, or animations that are no longer needed after the transition plays.  
Be smooth and fast, so the audience does not notice long pauses between moments while playing the transition.
- Be placed at the correct time, for example before a new contestant or after a decision is made, not just randomly.
- Avoid being too flashy or distracting, since the focus should stay on the content and the presenters and not the transition.

## 6.7 Accessibility and audience considerations (media lab + live stream)

Keep in mind that not all viewers see the same way:

- Avoid color combinations that are hard for people with color blindness if possible.

- Make sure text and important visuals are visible for viewers of the livestream on smaller screens, like phones.
- Keep everything simple and clear for both the live audience and online viewers.

## **Chapter 8: PowerPoint guidelines**

In this section, we share some advice and observations from this project. These are suggestions that the next group can take into consideration to improve the event and make their work easier.

### **8.1 Which program to use**

All presentations should be created in PowerPoint.

- PowerPoint is the only program that has been tested with Vertex (and OBS)
- Make sure the presentation file is saved in a compatible format, like .pptx.
- Bring a backup copy on a USB or cloud storage in case of technical problems.

### **8.2 Slide design**

- Keep slides simple and easy to read. Avoid too much text.
- Use large fonts and clear colors for all text.
- Make sure visuals like images, graphs, or charts are easy to see from a distance.
- Make the presentation match the theme of the background of the Dragons' Den or the custom background of the project.

### **8.3 Preparing for the live event**

- Test the presentation on the actual computer and screen setup before the event.
- Make sure all text, images, and animations appear correctly on the projector or live stream.
- Presenters should practice with the technical team so they know when to trigger slides or animations.

## **Chapter 9: Advice**

In this section, we share some advice and observations from this project. These are suggestions that the next group can take into consideration to improve the event and make their work easier.

### **9.1 Test everything on the real setup**

We recommend testing all assets on the actual screen and stream as much as possible. Please, this will help a lot.

### **9.2 Work closely with presenters**

It is important to coordinate with presenters before and during the event. This will make the event go smoothly, especially when the presentor(s) know when and how something will appear on the screen.

### **9.3 Prioritize important assets**

- Focus first on core elements: backgrounds, contestant placeholders, decision animations, and banners.
- Extra animations or effects are nice, but never delay the main assets.
- Make a priority list so the most important assets are ready first.

### **9.4 Start with setting a theme (new group)**

It's strongly advised, next semester a new group can start with this project, and create a totally new theme for this Dragon's Den event. It would be a branding project, just as making a branding or stream-overlay for a streamer.

Even more additional Info:

Some additional points to consider:

- Plan a main background style that fits the theme and can be adapted for different contestants.
- Design banners, overlays, and transitions to match the theme, making the event feel cohesive.
- Think about animations and small background elements (shapes, mascots, or patterns) that enhance the theme without being distracting.
- Consider how the theme works for both live audiences and online viewers, making sure text and visuals are clear on all screens.
- Create a style guide for the theme, so everyone in the team knows how to design new assets correctly.
- Experiment with optional extras, like themed sound effects or animated logos, to make the event more immersive.