

Client: Tick Tock Escape Room
Type of Work: Graphic Design
Role: Graphic Designer
Tools Used: Photoshop/Illustrator

Tick Tock Escape Room Green Screen Background

Project Goal:

The goal of the project was to create backgrounds for each escape room to use in the photos taken after each escape room. The backgrounds need to fit the brand of each room that included the name of the game played and the company logo. The backgrounds had to be appealing and visually represent the game.

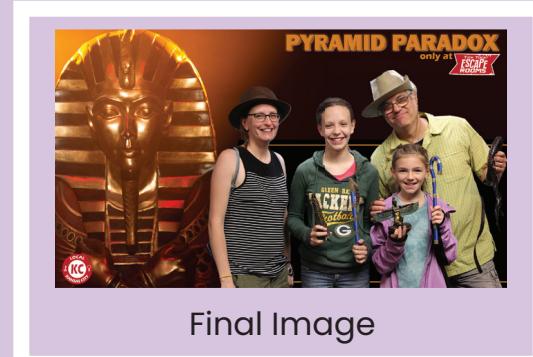
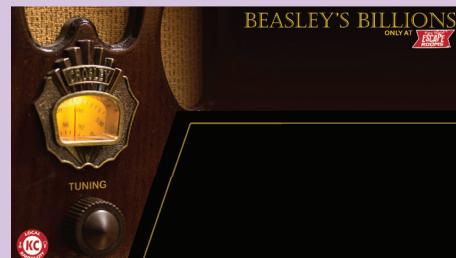
Original Green screen Backgrounds:

After discussion with the owner on the direction of each background, we decided to use part of the room they just played as the background for their photo. From there I took a photo in each room that was visually appealing while not giving away any clues for the escape room.

The problem we ran into however was the proportions of the photos. When we had large groups very people often would look dwarfed compared to the rooms, making the photo look unprofessional.

We then pivoted and decided to highlight one element from the room and then have a space designated for the players. Since we were removing the backgrounds by hand we also could position the players to fit inside the blank space and look proportionally correct.

Original Green screen Backgrounds:



Technology Upgrades:

After a couple of years of removing the green screen from every photo by hand, Tick Tock upgraded its software in 2023 allowing for the green screen background to be removed live. This was done to allow workers to do other tasks than remove green screens and it allowed players to download their photos before they left the building.

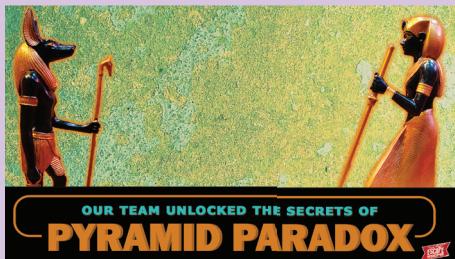
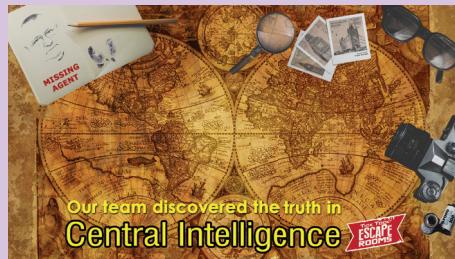
With this upgrade in technology, the backgrounds needed to be updated. The background needed to work for all group sizes and ages. The name of the game also has to be easy to read and not be covered up by any one.

Updated Green screen Backgrounds:

For the upgrades, we removed the black box on each photo, allowing the players to position themselves how they want in the photo. To make sure the text is always seen, the text was made into an overlay that is on top of the players. The text overlay was designed in Illustrator while the new backgrounds were made in Photoshop.

With these new backgrounds, we can allow for groups with various number of players to join in the photo and it is still clear what game they just escaped from.

Updated Green screen Backgrounds:



Final Images

Kid Player Problem:

With the name of the escape room becoming an overlay, it produced a problem that if any kids were a part of the escape room, their faces were covered by the text. This does not make a great photo that parents want to keep. To over come this we created a separate background and overlay just for kids so that way you can see all their faces and read the name of the game.

Kids Green screen Backgrounds:



Final Images

Reflection:

As I have gained new graphic design skills and learned new technology in removing green screens, I can see the growth I have made over the years. This project has shown me to never stop evolving and growing and that products can continuously be updated as new skills are learned.

The next update I would like to implement in the future would be a way to have overlays for special occasions, such as birthdays or team building. Another update to do in the future would be to have a way to add their times on their photos. We have had lots of players ask if their time could be included, so as we continue to develop new ways to take their photos, having an option where we could add their time would be something players would want.