

TIPS & RULES

PROJECT PIE 4

Tips, Tricks & What We're Looking For

● ON BRAND

Create characters that demonstrate you understand the 'craft' nature of the Flingers brand. If you make it to the Grand Finale Event, you'll have to explain yourself in front of a live studio audience, so you'd better be able to say more than, "I thought it was neat."

● CHARACTER FIRST, NOT SETTINGS & BACKGROUNDS

As a general rule, focus on creating the character(s). Don't put a ton of time into placing that character in a "setting" that finds you spending most of your time drawing a time-consuming background. Various future usages may find us eliminating backgrounds anyway. Focus on the characters.

● NO RICK JAMES, AND NO DINOSAURS!

We are shocked at how many SuperFreak submissions are Rick James, and how many wild card Carnivore submissions are a big Dinosaur. We understand those are the "obvious" first things you might think of, but please, don't do it. At least half the submissions we receive are Rick James or Dinosaurs, so it's not as original as you may think. Please do your best to come up with unique characters for the SuperFreak and Carnivore.

● CREATE WITH SIMPLICITY & VERSATILITY IN MIND

We want to be able to use these designs in various ways. One of the reasons we liked the past cast of designs done by Alex, McKenzie & Dillon is because they feature big bold outlines that easily define the boundaries of the characters and allow us the flexibility to create our own graphics with them. So for example, if you have a TON of shading, or if the whole scene is too busy, it'll be harder for us to put these characters on placemats, shirts, merch, etc. So be creative, but remember that simplicity trumps an abundance of detail.

● CONSISTENT VOICE & STYLE

Aim for a consistent style & voice throughout, so it's obvious that each piece was done by the same artist. We're not looking for you to re-invent your style with each piece. When we look at your initial submission of the SuperFreak, the Flinger Rolls, the General Cheesebomb, and your Wild Card, it should be obvious to us that they were all done by the same person.

Rules (Freedoms)



Your form of art is up to you. Paint, pencil sketch, digital, whatever type of artist you are is fine with us. As long as you can upload digital JPEGs for your submission, it doesn't matter to us what medium you use.

You don't have to write the names of the 4 characters on your design when you submit them. Just worry about creating some cool characters. We'll take your submissions and overlay the "SuperFreak," "Flinger Rolls," etc. titles on them if you make the Top 10.

Rules (Restrictions)

● FAMILY-FRIENDLY CONTENT

Nothing pornographic, or promoting anything illegal or controversial. Remember, we often have kids running around in here (and one of the uses for these characters is on Kids Coloring Sheets), so please avoid creating any character renditions that portray or glorify any substance use, legal or not (you know what we mean). This is going to be featured in our business. So use some common sense. Keep it PG-13.

● SPECS: USE A SQUARE ASPECT RATIO

Work with a square canvas (1:1 ratio). If you win, your artwork will have to fit in the picture frames on the walls, and we only have space for those to be 16" wide by 20" tall (where the bottom 4 inches is the name of the pizza). You'll be better off if you plan to design something on a square canvas. And if you're not a digital artist (but rather painting or sketching), try to find an at-scale canvas around 16" x 16" at minimum.

● LOCAL

Must be a local artist. Loosely, "local" means that you're in McLean County most of the year (either because you live here, work here, or are studying here) as of the time of this contest. If you're "originally from" here, but don't live here anymore or don't spend most of your time here, you're probably not "local" in the sense we're going for. Rule of thumb: if you have to ask whether you're local, you're probably not local. So please don't forward this to your friend who now lives in Chicago and used to come to Flingers 5 years ago when they were in college. We love ya, we love that you still love Flingers, but for this contest, we're trying to keep it to current townie artists and current student artists.

● ABSOLUTELY NO A.I.

A lot has changed since Project Pie 3 back in 2021. We're now in the age of easy-AI image gens. Candidly, whether it's GPT, Grok, Nano Banana, Runway and more, several members of our team know how to use that stuff, could easily generate a batch of new characters in a day, and we could scrap this entire contest. But that's not the Flingers way. We're craft. We make dough from scratch and pizzas by hand. Likewise, our next batch of characters will be created by a local human. In order to upload your submissions, you will be required to confirm that you did not use AI. Seriously, do not lie to us.

● RIGHTS: LEGAL STUFF

If you win, you will be expected to sign a contract detailing our usage of your artwork, which (simply put) is that we can do whatever we want with it (including selling it on Flingers merch) without any further residual compensation to you beyond the \$1000 prize associated with winning the contest. Before that, however, simply by submitting your 4 initial designs, you acknowledge that "you (the Artist) grant the perpetual exclusive license of all rights (including, but not limited to, the right to display, modify, transmit, transfer, sell, and create derivative works) of your original character artwork to Flingers (the Client), excluding only the right to authorship credit, which is retained by Artist. Artist may continue to use Work in Artist's portfolio (including, but not limited to, any website that displays Artist's works). When asked, Client must properly identify Artist as the creator of the Work, but Client does not have a proactive duty to display Artist's name together with Work."

Look, we're trying to create a fun contest for artist-fans to become a really cool part of our brand. So if you're going into this looking to get rich and famous, then you've probably got the wrong motivation. Beyond the \$1,000 commissioning prize, there will be no additional money involved for you. Obviously you'll get all the authorship credit as the artist, and you can still use your artwork in your own portfolio in whatever way you want. But as a rule, we hope you'll adopt a personal humility policy of checking yo'self before you wreck yo'self.

