

Goals:

Create a cheeky superhero poster that represents some (4) of the core tenants of Mozilla.
Have an overall vibe of being earnest but not taking itself too seriously.
Draw inspiration from cheesy superhero designs and exaggerated anatomy/expressions
Make a fun image that employees and fans of Mozilla would enjoy having or sharing .
Avoid visual clutter, create well-rendered figures, but bold colors, distinct shapes, and clean negative space.

Visual Inspiration:

Costume design more akin to the Minutemen from Watch Men or the old Batman TV series, cheesy, bright, fun, non-shiny or ornate materials, to give it a light-hearted vibe.



Well-rendered figures like those of Alex Ross but with more exaggerated proportions and more personality.



Color + Composition:

A very rough blocked in sketch of the poster composition with four heroes, two male, two female, of varying races and body types representing tentatively: truth, transparency, security, and speed., grouped together with varying scales looking to page left. Possible type integration.

Use slightly faded/vintage versions of commonly associated Mozilla colors

