

Title: Ride Hard Live Free

Synopsis: **Savagery** reigns. The world has been thrown into an unrelenting dystopia of unchecked violence. Governments have dissolved. Survival has been reduced to a more primitive nature. Out in the far reaches of an isolated desert in what remains of the western United States, warring motorcycle clans compete for territory and resources. But the old ways of warfare have gone. A young girl of twelve, cunning and vicious—must contend with her entrapment by a brutal clan, known as The Skoners, in the western territory. Only through ingenuity and a reluctant alliance with a dissenting member of her enemy can she hope to survive.

Specs: 27" x 40" – 300 DPI, CMYK color space

Deliverables: PSD working file, high resolution jpeg, tiff

Website: [ridehardlivefree.net](http://ridehardlivefree.net)

Sizzle Reel: on the website

Tone: Post- Apocalyptic Biker theme. **Sons of Anarchy meets Mad Max**



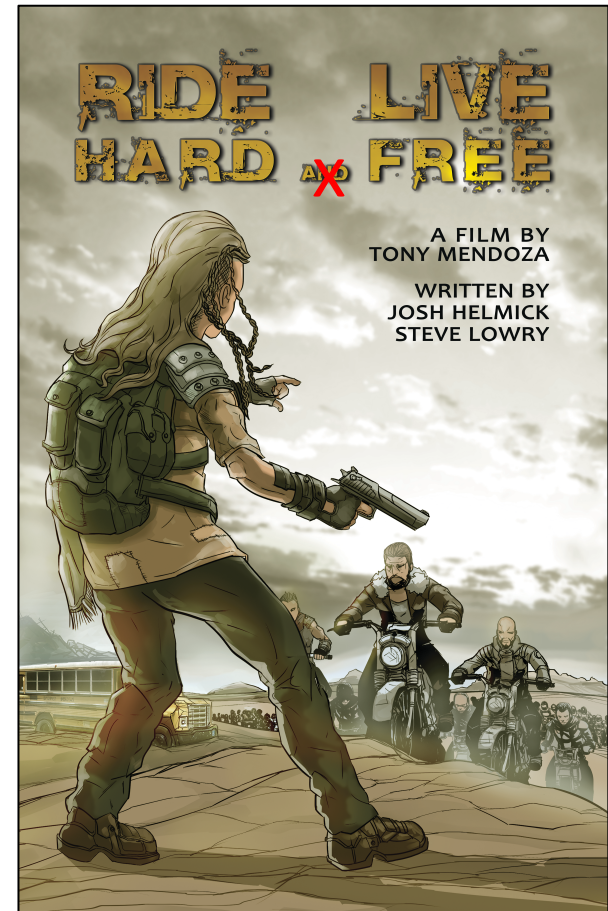
The girl character **MUST** be in the design.  
All efforts for the man character to be in the poster should be made.  
The male character should be no larger in size than the girl.

**Note: Open to concepts that does not have the male character.**

## Concept Ideas

We'd like to see something where the girl is holding her ground (gun in hand) as bikers try to run her down.

The illustration demonstrates the that idea but we would like to reverse the set up showing the girl's face and the bikers back.



# Current Poster Design



## Problems with current design:

- Extremely simple
- The color scheme is a little too “pretty” for a biker film
- Not crazy about the fonts used for the title



## Final Thoughts

General concept should be explored

If the concept doesn't work because of available assets, do something different

We are absolutely depending on the designer to create something we haven't thought off

Be bold, uninhibited with outside the box thinking

### Contact Information:

Tony Mendoza

tonymendozasvegas@gmail.com

skype id: (email address)