



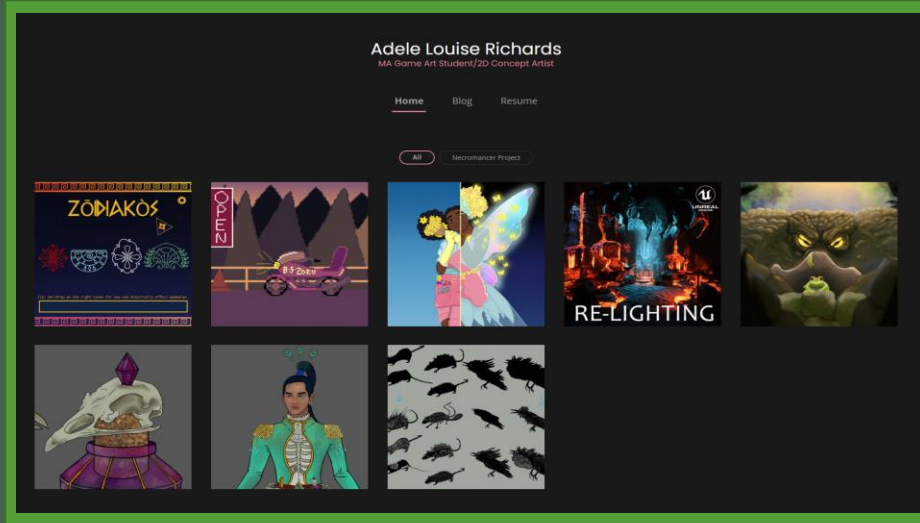
# GAM705 Proposal Pitch

Adele Richards



# Project Elevator Pitch

- Individual Project - 2D Concept Art, focusing on application of workflow research.
- Re-vamp old character and concept an environment around this design.
- Design a 'human' version of this character and create two illustrations of the environment in daytime and subverted nighttime – depicting the human and necromancer version of this character respectively.
- Aim for this project is to address job requirements not currently visible in my portfolio, strengthening my art fundamental skillset.



<https://adelelouiserichards.artstation.com/>

## Job Requirements

- An outstanding portfolio showcasing your knowledge of design, shape language and stylization through a variety of concepts and illustrations
- A great sense of color, lighting, storytelling and technique, showcased in your illustrations

- Create characters for our unique fantasy IP. You may also be asked to concept environments.
- Work directly with our Art Director to create thumbnails, sketches and concept art for the 3D team. The ideal candidate will have a love for fantasy art and be well versed in creating character and environment artwork.
- Concept fantasy creatures and environments, for our very own IP.
- This role is based in London, UK. We may consider remote applications if you are based within a 2 hour time difference from London.

### YOUR WEEK.

- Create compelling characters and stunning environment concepts
- Ideate quickly on ideas from the Art Director, and wider team, and transform them into tangible sketches, drawings and paintings
- Take sketches and thumbnails through to clear detailed artwork, ready for the 3d team.

- Strong understanding of lighting, composition, color theory, atmosphere, materials and textures.

- Excellent art skills with a strong eye for composition, perspective, color, and lighting.
- Capacity to use your art skills to portray a wide range of moods in your concepts.
- Anatomical, mechanical and architectural knowledge.

- Expert in at least three areas of 2D artistic production.
- High level of drawing and illustration skills, able to work in both digital and traditional medium.
- Have a high understanding in human anatomy, perspective, lighting and rendering. Ability to visualize perspective and 3-dimensional space.

### Requirements

- Traditional fine art skills such as composition, perspective, lighting, anatomy, architecture, texture, painting, etc
- Knowledge and understanding of 3D software such as 3D Studio Max or Maya
- Knowledge and understanding of 3D sculpting packages such as Zbrush or Mudbox
- Knowledge and understanding of Photoshop or other 2D packages
- Understanding of composition and visual story telling
- Able to develop resolutions to basic problems
- Able to effectively communicate information, whilst building long-term, trusting relationships with a wide range of people

### Key skills we're looking for...

- Highly skilled, creating high quality 2D art and illustrations from scratch with the portfolio to match!
- Ability to draw characters, eye-catching logo concepts and excellent compositional skills.
- Adobe Suite (Photoshop, Illustrator or After Effects) expertise.
- Able to receive and act on constructive feedback.
- Ability to work in different styles and be willing to learn new ones.

## Narrative

- Barista by day, powerful Necromancer by night: This is the life of Wynn, manager of 'Déjà Brew' Café - but not of his own volition.
- Cursed from a young age, Wynn's powers awaken at dusk, attracting nearby souls and reviving and reanimating all nearby. Despite this, Wynn's mortality remains.
- Seeking to hide his identity and powers, Wynn sought out the most discrete and pedestrian location he could think of: An Artisan Coffee Shop.

## Deliverables

### ➤ Artstation post featuring:

- Two full concept illustrations.
- A 'human' character sheet.
- Prop callouts and development sheets.
- Environment development sheets.
- Speedpaint showing progress.

### ➤ Reflective Blog:

- Kept throughout the project.
- Updated at key points in the project.
- Documenting thought process and development.

## WEEK 1-5: Research

- ❖ Develop Narrative
- ❖ Moodboards
- ❖ Workflows
- ❖ Initial Experimentation
- ❖ Identify Ethical Issues

## WEEK 5-10: Practical

- ❖ Focus on creation
- ❖ Aim to finalize ideas
- ❖ Apply research into workflows etc
- ❖ Seek Feedback on a weekly basis

## WEEK 10-12: Polish

- ❖ Participate in Peer Review Session
- ❖ Final iteration
- ❖ Adding final touches
- ❖ Layout on presentation sheets

## WEEK 12-13: Finalise

- ❖ Finalise work
- ❖ Post to Artstation etc
- ❖ Submit assignments
- ❖ Prepare and present for final presentation

# TIMELINE

[shorturl.at/etvO0](https://shorturl.at/etvO0)

## Feedback

- To ensure I stay on track, and I am achieving what I need to according to my timeline, I will consult with my supervisor every supervisor meeting/studio practice.
- I also plan to seek feedback from other staff members such as Phoebe Herring if possible, as she is most knowledgeable about my subject area of 2D Environment Art.
- I will also seek feedback from peers – potentially in the form of an anonymous questionnaire with non-leading questions eg how does this image make you feel, what material is this image depicting etc.
- Aim to get feedback on a weekly basis so I can rapidly iterate and improve.

# Key Blockers



MOVING HOUSETWICE



LEARNING NEW  
WORKFLOWS



MAINTAINING MOTIVATION  
DURING AN INDIVIDUAL  
PROJECT



## Backlog

- WEEK 2: Create Character Human Outfit Moodboard  
🕒 14 Jun
- WEEK 2: Create Environment Moodboard  
🕒 14 Jun
- WEEK 3: Start 'Human' Outfit Concepting - Aim for 5  
🕒 21 Jun

+ Add another card

## To Do

- WEEK 2-5: Research Workflows  
🕒 28 Jun 📧 0/6
- WEEK 3: Begin Prop Concepting - Note Key Ideas and Sketch  
🕒 21 Jun
- WEEK 4: Start Environment Thumbnails - Aim for 10-20  
🕒 28 Jun
- WEEK 4: Get Feedback  
🕒 28 Jun

+ Add another card

## Doing

- WEEK 4: Propose Project  
🕒 22 Jun
- WEEK 2: Create Character Biography to inform my piece  
🕒 17 Jun

+ Add another card

## In Review

+ Add a card

## Done

- WEEK 3: Refine Powerpoint  
🕒 21 Jun
- Week 3: Roughly Design Shop Sign/Logo  
🕒 22 Jun
- WEEK 3: Get Feedback  
🕒 21 Jun
- WEEK 2: Research interior design. - look at cafes in particular  
🕒 14 Jun
- WEEK 3: Identify Key Ethical Issues  
🕒 21 Jun
- WEEK 2: Create Prop Moodboard  
🕒 14 Jun
- WEEK 2: Begin Proposal Pitch  
🕒 17 Jun 📧 2/2
- WEEK 2: Create a SMART plan for the Project.  
🕒 14 Jun

## Ethics

### ➤ Depictions of death:

- Taboo subject.
- Keep 'body horror' and similar imagery to a minimum.
- Keep stylised, not realistic.
- If depicted realistically, mature setting on ArtStation.

### ➤ Myanmar inspiration:

- Character was originally inspired by Green Peafowl from Myanmar.
- Myanmar coup.
- Do not portray character in a negative light.
- Separate from reality as much as possible.



NISPIRA Belgian Balance Syphon



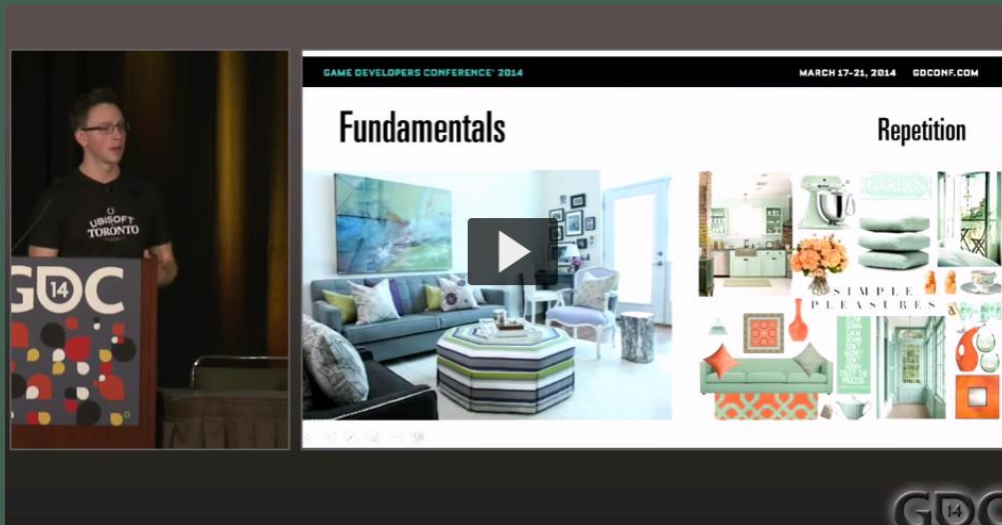
Images: <https://www.pinterest.co.uk/gdelichan8/necromancer-props/>

<https://www.beanground.com/siphon-coffee-maker/>





# Work Done So Far – Workflows

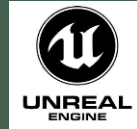


What Modern Interior Design Teaches Us About Environment Art – Dan Cox, Ubisoft Toronto. GDC 2014.

- Learnt about Interior Design in relation to Games.
- More for 3D Spaces, but has provided a key insight into designing effective and appealing spaces.
- Learnt how to utilise key features of Interior Design such as Emphasis and Order to express narrative about a character who lives in that environment.



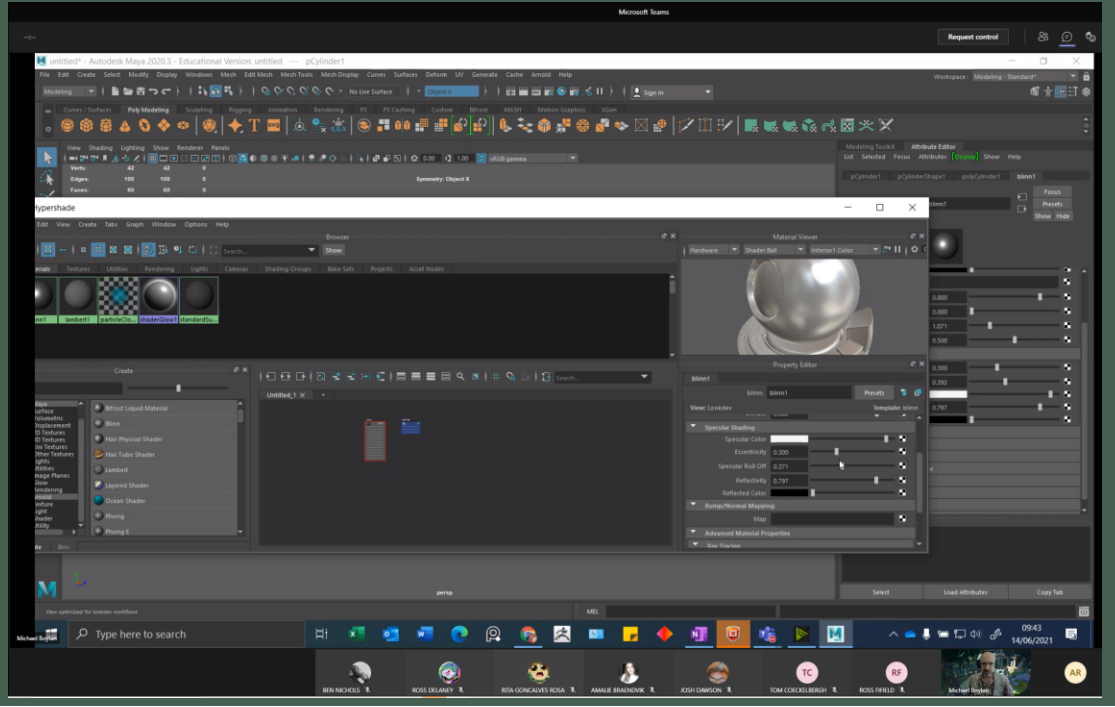
Interior Design and Environment Art: Mastering Space, Mastering Place – Dan Cox, Ubisoft Toronto. GDC 2015.



# Workflows



[https://www.youtube.com/watch?v=NYK2\\_GBvIGQ](https://www.youtube.com/watch?v=NYK2_GBvIGQ)



THE  
**BAZAR**

**SPEED  
PAINTING**

LABORATORY

**#1**



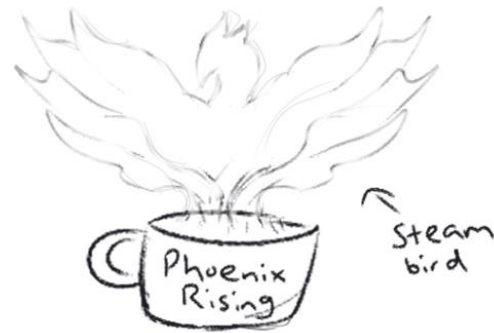


## Experimentation

### CAFE LOGO CONCEPTS

NAMES:

- 'Phoenix Rising'
- 'Déjà Brew'
- 'Daily Grind'
- 'Frappe Place'
- 'Buried in Beans'
- 'Death by Decaffeination'



## Game Context

- Character was originally developed for a 2D Visual Novel context – personal project of my own.
- Inclusion of turntable in deliverables – could research into 3D game contexts.



"Necrobarista is a cinematic visual novel set in a magical Melbourne cafe where the dead are granted one last night to mingle with the living."

<https://www.necrobarista.com/>

## Game Context

- Time-management game.
- Mix of 2D and 3D.
- Aim is to provide excellent customer service, to dampen down your anxiety and guilt around being a Necromancer.
- The worse you perform, the more your true identity becomes apparent to the customer.
- Game tackles thoughts and feeling around death and overcoming/coping with these.



[Papa's Freezeria - https://www.coolmathgames.com/0-papas-freezeria](https://www.coolmathgames.com/0-papas-freezeria)



<https://www.theverge.com/2018/1/7/16853780/morticians-tale-video-game-death-positive-movement-indie-short-play>

## Recap

- Aim for this project is to address job requirements not currently visible in my portfolio, strengthening my art fundamental skillset.
- Perspective, lighting, textures, anatomy, etc.
- Achieved through deliverables: environment illustrations with two different lighting conditions and a character inside them, character turntable, prop callouts.
- I will learn and explore new workflows to strengthen my skills as a 2D Concept Artist, increasing my employability.



Questions?