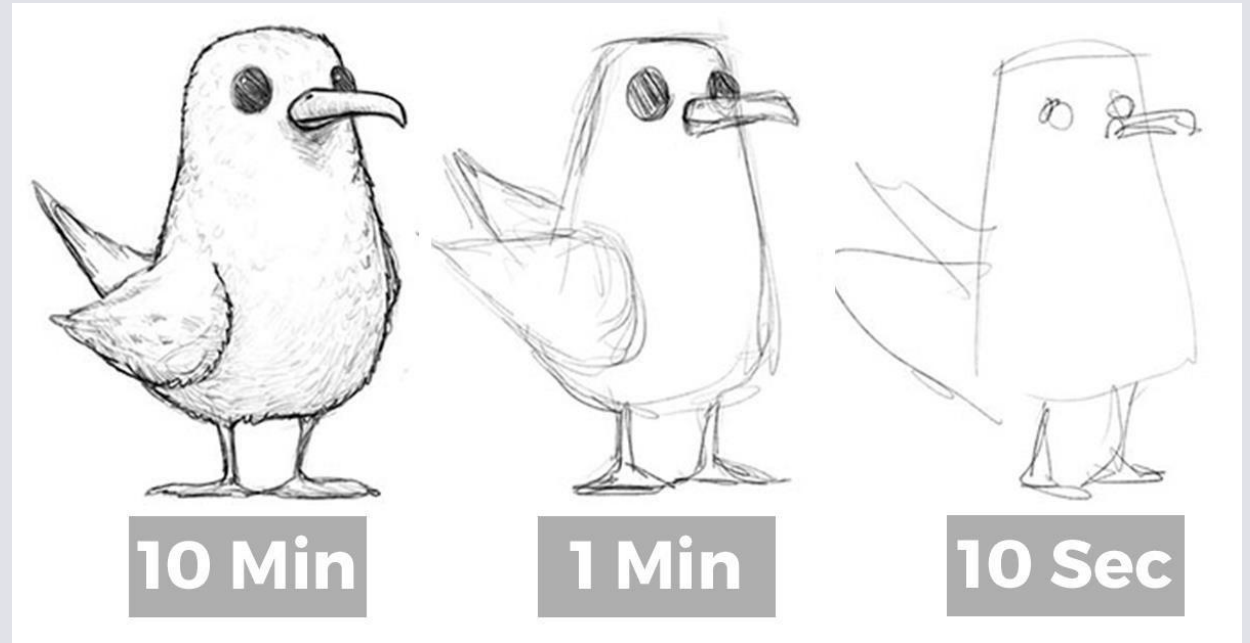


CONCEPT ART & CHARACTER DESIGN

Within this presentation we will go over the basics in what it means to design a character.

MINI TASK!

- You have 1min, 5mins, and 10mins to draw a character of choice within the 3 set times. You should have 3 drawings by the end of the 16 mins. These should be Done on paper or digital.
- Your final result should be uploaded to your blogs under the practical tasks section along with a short explanation on what you did.



WHAT IS CONCEPT ART?

Concept artist is one of the easiest roles to obtain. Its range in level, number of roles, and vastness across the entire media sector allow it to

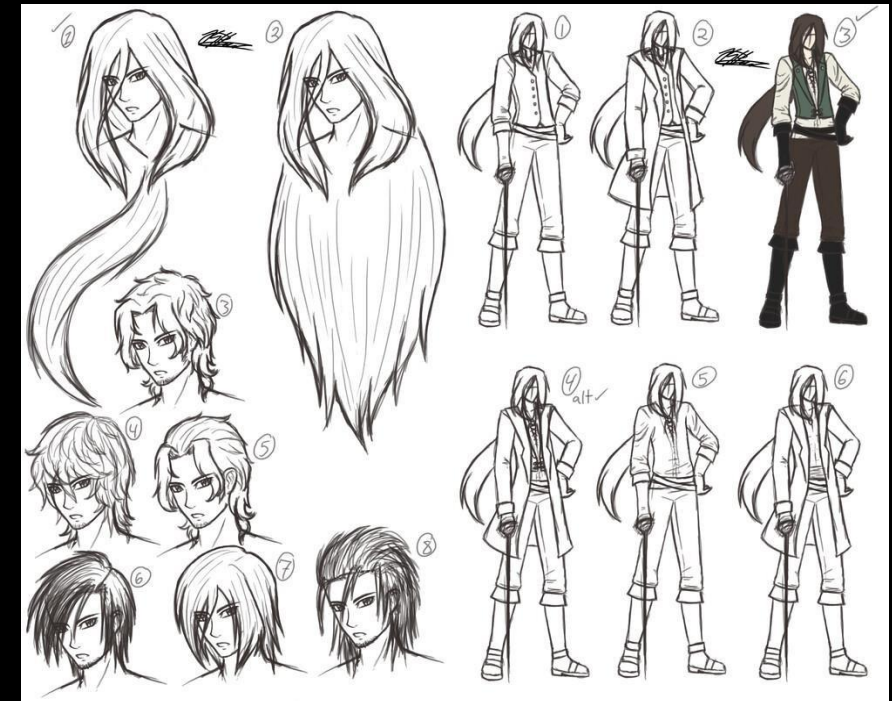
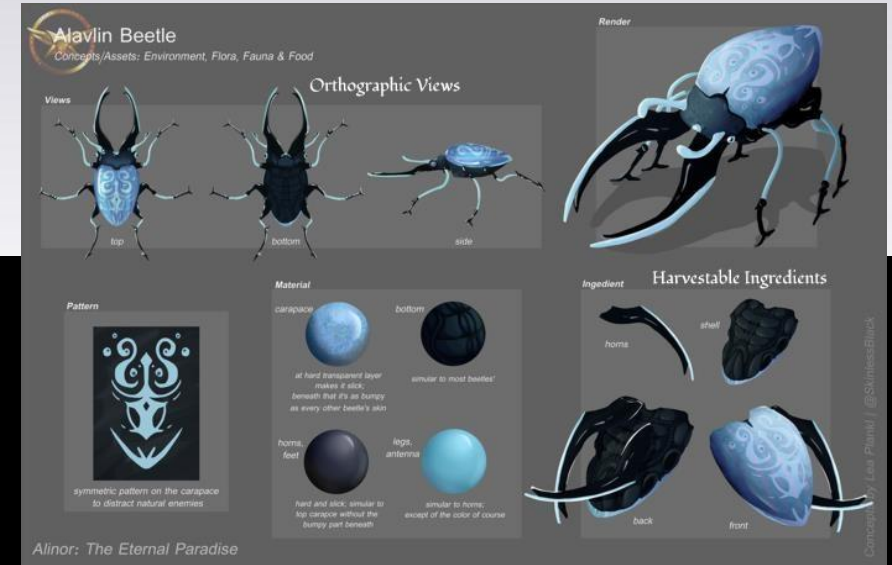
Concept art is the 2nd stage of designing an asset, this applies across all media whatever artistic industry you are in, concept art will always be a required role.

Concept artist cover the 2nd stage of design. After initial sketches, concept artists begin to put together the ideas to form a cohesive asset for the design management to review. Concept art is ranging from fully finished pieces to just a simple concept sheet. The role ranges in style and level fitting your artistic skills at whatever point.

WHAT IS CHARACTER DESIGN?

Character design is one of many different roles of a concept artist. A character design isn't just a simple drawing of the asset in question, it is the emotion and perception that asset will present to the audience.

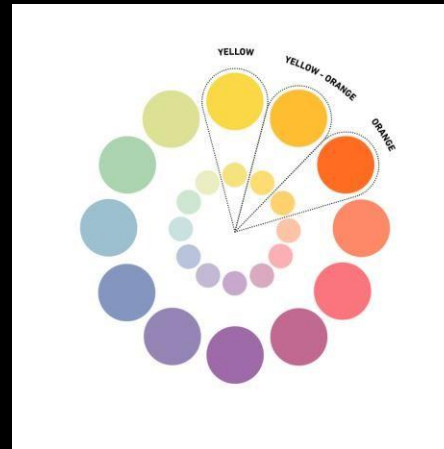
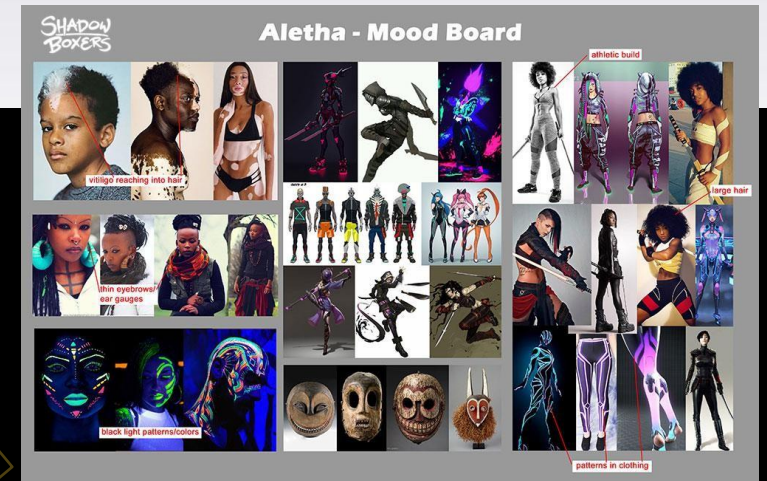
Character art is the most emotional of the concept art as it shows the emotion and expression of a living asset. It is important to keep in mind your drawing is alive in its world and must have thought and feeling put into it to make it feel alive within that environment.



THE STAGES OF A CONCEPT SHEET

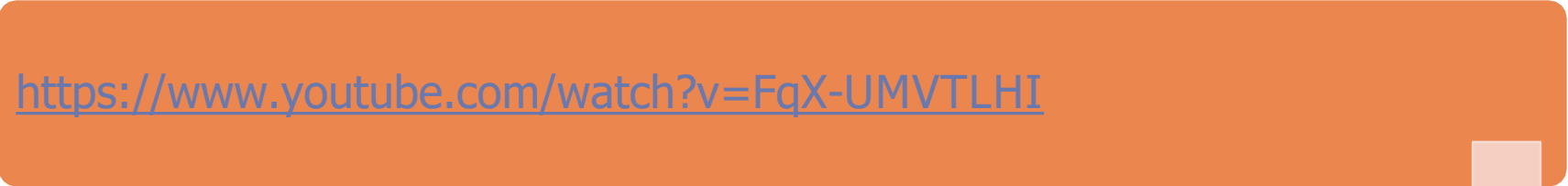
There are a few stages a concept artist must cover before starting a concept piece. These are broken down commonly into these 5 steps:

- Referencing and initial drawings
- Moodboard and Research
- Style and palette
- Depth of asset (its meaning to the world, is it a background character or the star of the show?)
- Emotion and layout (what is the emotion of this asset?)

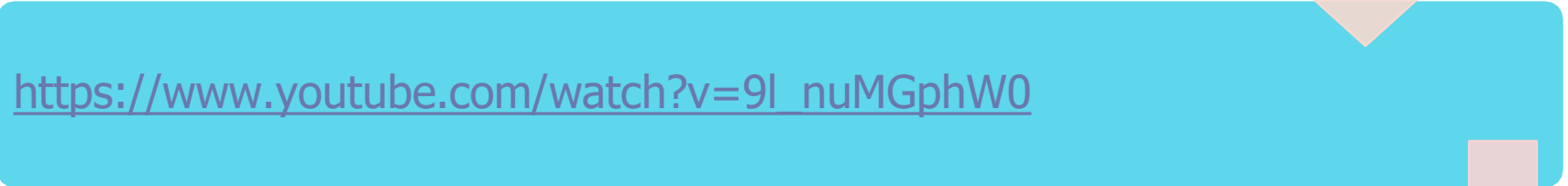


LETS WATCH THESE VIDEOS!

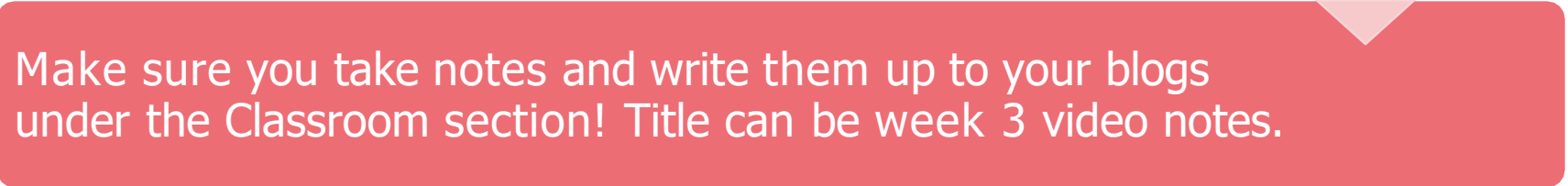
<https://www.youtube.com/watch?v=FqX-UMVTLHI>

A horizontal orange rounded rectangle with a light beige downward-pointing arrow on its right side.

https://www.youtube.com/watch?v=9I_nuMGphW0

A horizontal blue rounded rectangle with a light beige downward-pointing arrow on its right side.

Make sure you take notes and write them up to your blogs under the Classroom section! Title can be week 3 video notes.

A horizontal red rounded rectangle.

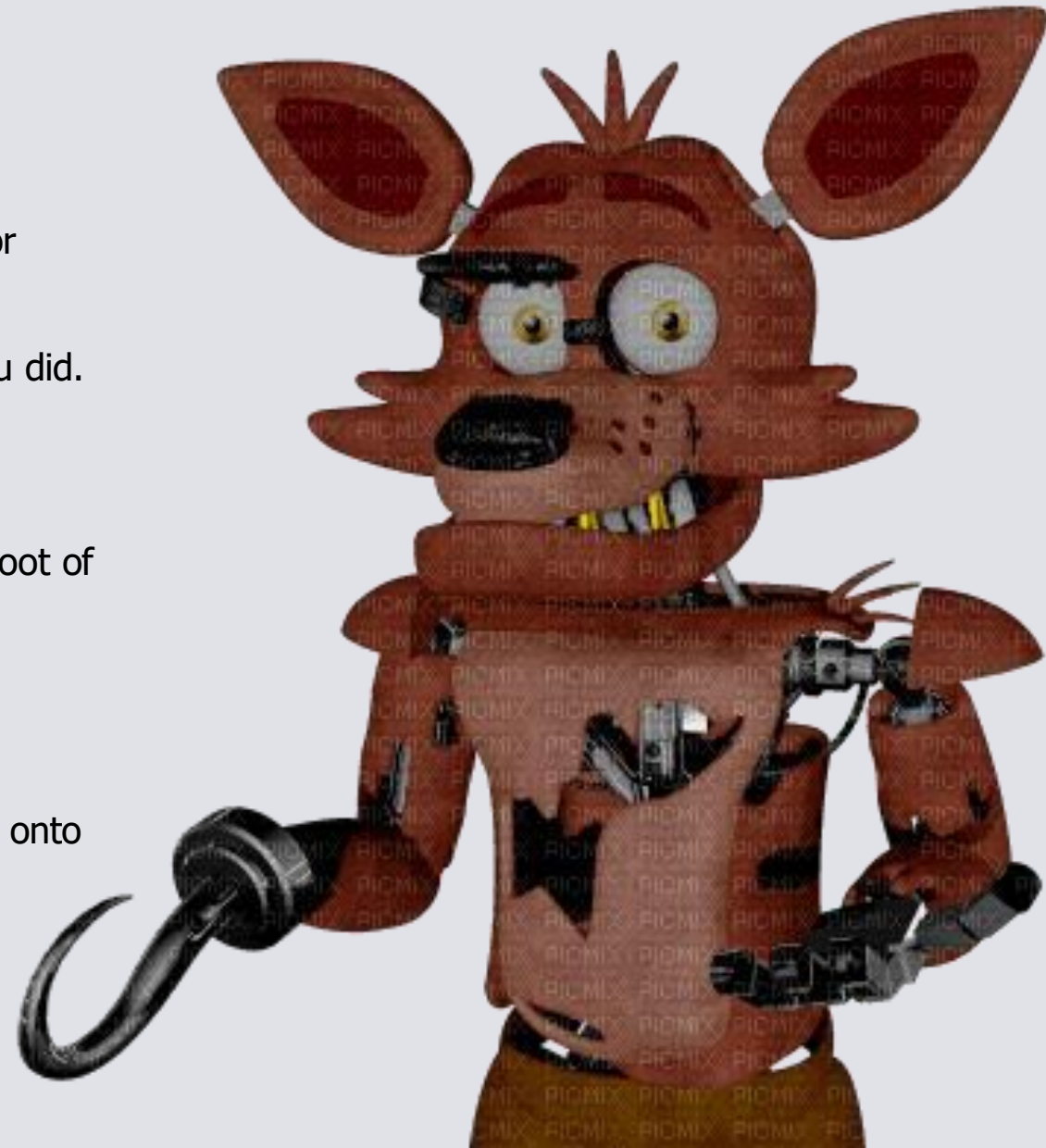
MINI TASK 2!

For this task we are going to pretend you are a concept artist for a game or animation studio.

You just submitted the 10-minute character drawing from the first task you did. Here is the notes.

- The character needs some sort of new accessory.
- The idea is a reboot. Please create the character again as if it was a reboot of the game/animation
- Change the colour palette

You now have 1 hour to complete this re-draw. Put the final piece of work onto your FINAL ASSETS section of your animation page with the previous challenge.

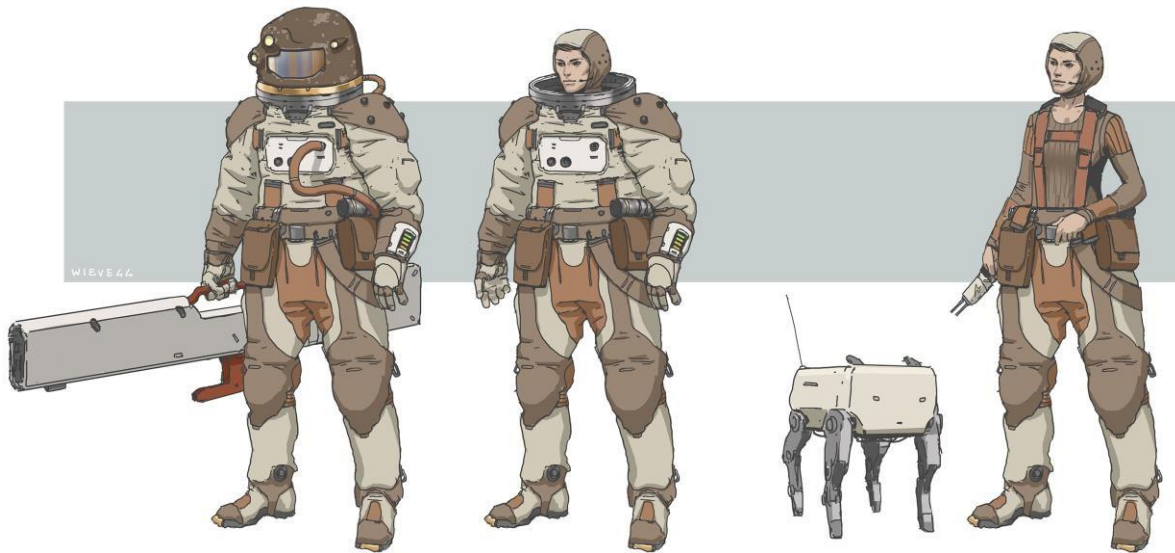


BUILDING A CHARACTER

When looking at creating your own concept idea for a character you will always have a prompt to help you begin developing the idea for such a project. Typically, within the industry you will either be prompted by the project theme or by a client's request.

A clients request typically happens more when working freelance or on a independent project or an "Indie" project. These are prompted by a client and usually are requests and more open to interpretation than a industry prompt.

An Industry prompt or project prompt will be given by the design document. After initial research and ideas are given, a theme is selected. You will use mood-boards and the theme to put together a concept for the character designs.



STYLISATION & APPEAL



Stylisation and appeal comes under a lot of principles when it comes to the basics within artistic fields. All art is a stylisation and will reference previous works for that. Stylisation can be as simple as using thicker lines whilst drawing or as complicated as possible. There are no rules to stylising an art piece, using references is the only guide, the rest is up to the artist.

Appeal also plays into development of a concept. Appeal of the art needs to be at the forefront and comes from researching the type of audience you will receive for your project. If the audience is more contemporary, the art should be more realistic with a lot of detailing. If the audience enjoys cartoons, the art should be simplistic whilst exaggerating the design. Appeal is grabbing the audience attention as well as balancing your prompt design.

PRACTICAL TASK

For part 1 of your final outcome, you will need to complete the following task.

For your Fortnite level or drawn-out level you did last week, you will now need to create an original character (oc) concept for this level idea.

This will need to be a reference or turn around sheet. Look at the resources for examples of Reference and turn around sheet.

This needs to be fully completed. You can use traditional means or digital to complete this idea.

REMOTE LEARNING

For your remote learning task this week I ask you to please research a Game of your choice that you think fits your project idea/Character. Please put your research in the Research section answering the following questions:

1. What is this game? Give a brief introduction
2. What audience do you think they were aiming for? Why?
3. Do you like the stylisation they used? Why?
4. Is there anything about the visuals you would change? Why?