

THE AESTHETICS OF SCENERY CONCEPT DESIGN

MA 3D Computer Animation
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Personal Inquiry

LAYOUT

What is concept design

Illustration & Design

Design & Photograph principles

Story-telling in scenery art work

Principles in Practice

Development of Concept Design

WHAT IS CONCEPT DESIGN

A product development perspective

The most creative stage

Soul of innovation

Problems solving

Macro design

Big picture

ILLUSTRATION & DESIGN



(García n.d.)



(Varga 2016)

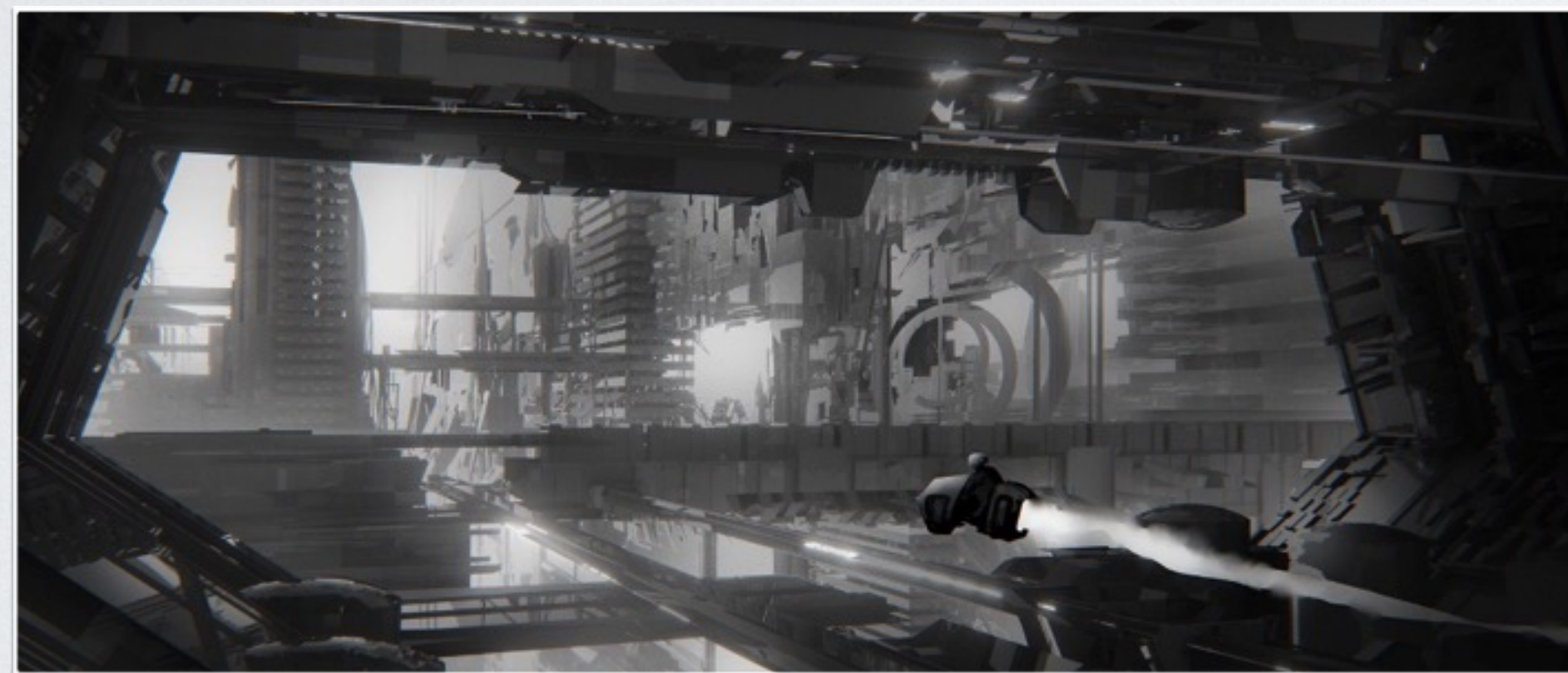
| | Illustration | Design |
|-----------|---------------------|--|
| Value | Artwork = £ | Product = £ |
| Pipeline | Artwork to consumer | Pre-production to Production to Post-production to Marketing to consumer |
| Team size | 1 person | Massive group (Character, Environments, Props, Vehicles etc.) |
| Artist | Personal style | Industry Criteria |
| Workflow | Variety | Common workflow |
| purpose | Personal brand | Problem solving |

DESIGN & PHOTOGRAPH PRINCIPLES

Composition / Perspective / Atmosphere / Texture

This is a big manual all about how to arrange images within your scenes so that they are easy to read and aesthetically pleasing to look at.

(K 2008)



(Tukker 2017)

Framing



(Tukker 2017)

Intersection



(Sarrailh 2017)

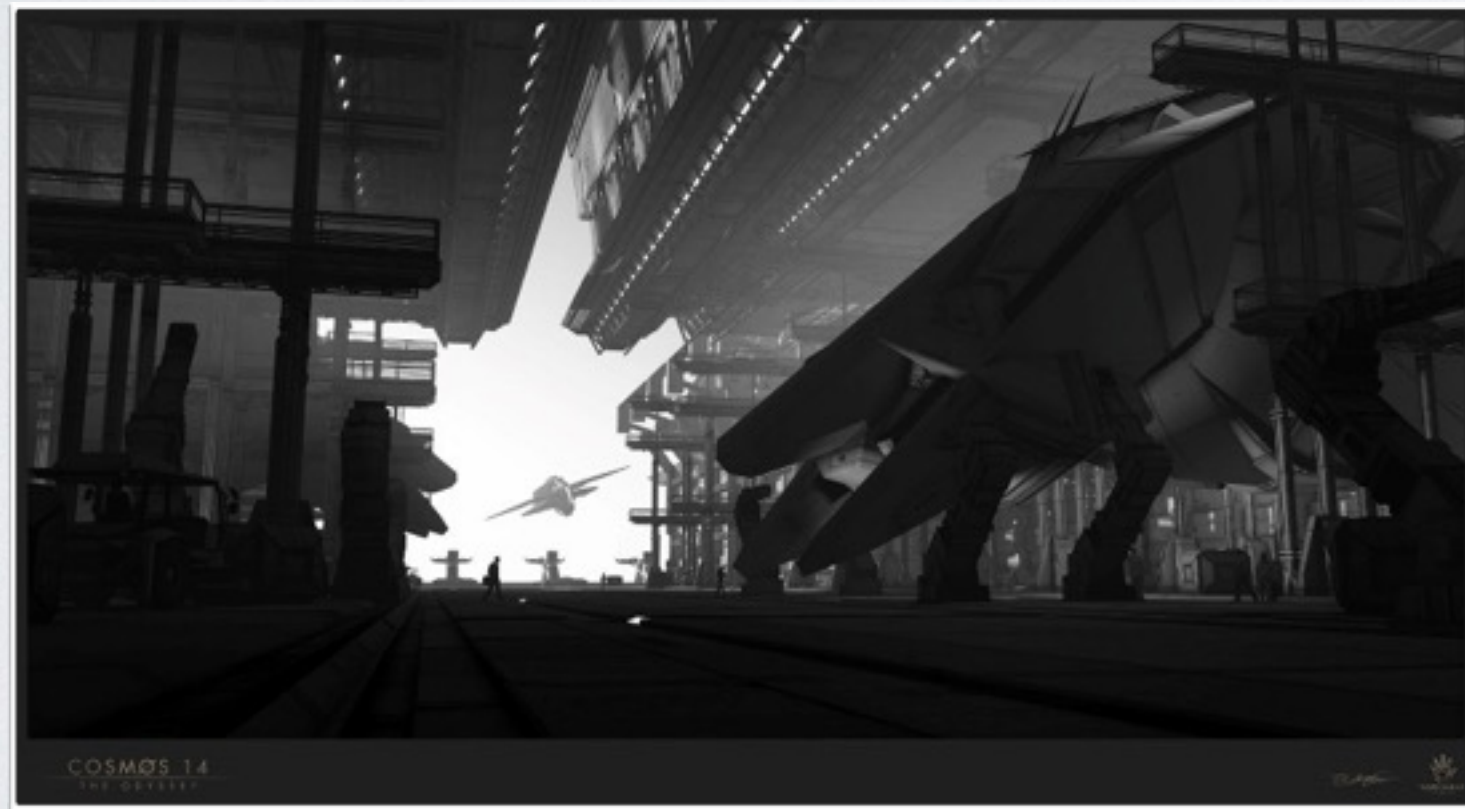
Scale

DESIGN & PHOTOGRAPH PRINCIPLES

Composition/ **Perspective**/ Atmosphere/ Texture

For the photographer, perspective is a summation of the relationship between objects in a photograph.

(Vorenkamp 2017)



(Grivet 2017)

Linear Perspective
(vanishing point perspective)



(Wang 2016)

Rectilinear Perspective



(Tukker 2017)

Height Perspective

DESIGN & PHOTOGRAPH PRINCIPLES

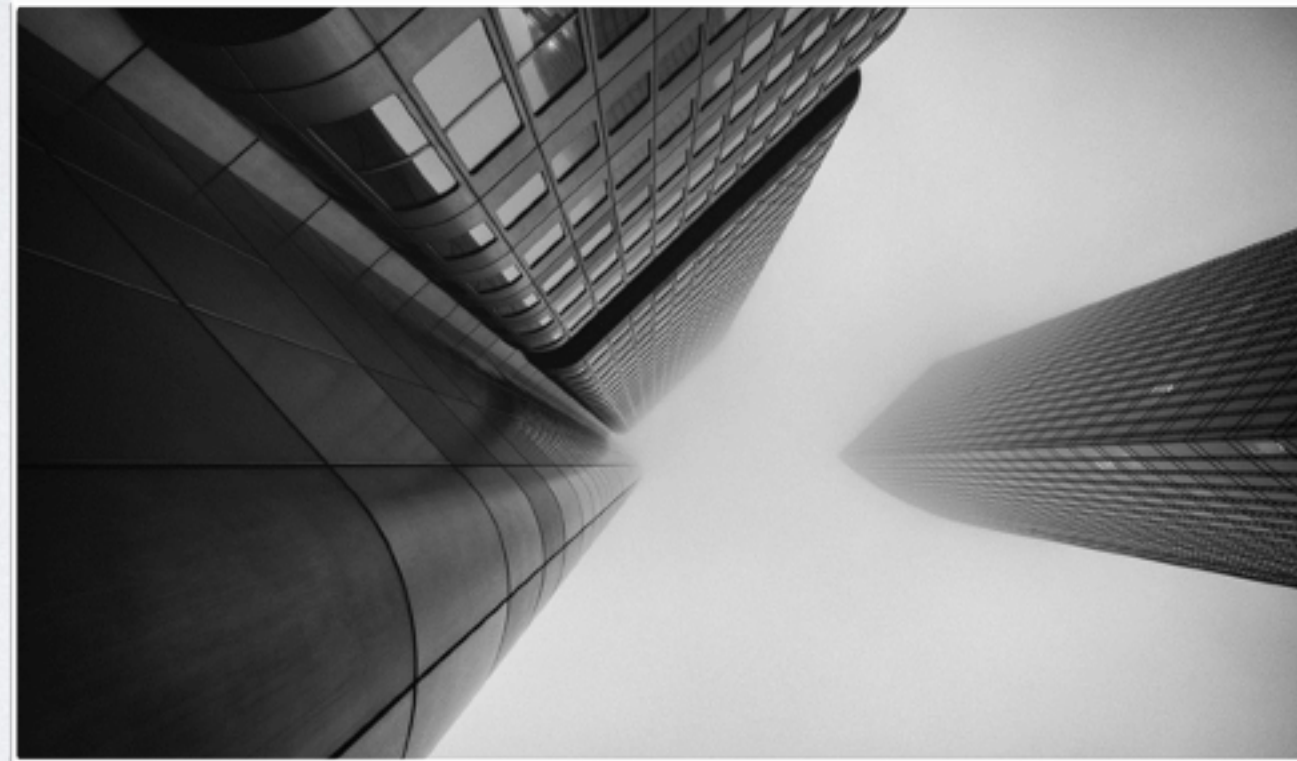
Composition/ Perspective/ **Atmosphere**/ Texture

A good photograph should elicit some kind of strong emotional response. It doesn't necessarily need to be a specific emotion – just that the image causes the viewer to feel something, to connect with it in some way.

(Creating an atmosphere | Ben Chase Photography n.d.)



(Chiang 2016)



(fr4dd 2015)



(Lisa 2015)



(Tukker 2017)

Height

Depth
Silhouette

Imagination

DESIGN & PHOTOGRAPH PRINCIPLES

Composition/ Perspective/ Atmosphere/ **Texture**

Smooth versus rough...Regular versus irregular...Texture versus no texture.

(K 2008)



Texture (Tukker 2017)

STORY-TELLING IN SCENERY ART WORK EXAMPLE 1/2

Stories can be delivered in scenery art works through the combination of multiple elements. Such as geography, weather, temperature, lighting, atmosphere, architecture and etc.



Oasis Multinational

A **hot desert** with one river flowing through it. And of course there is a **company** catching the polluted water, cleaning it and selling it for a ridiculous price. Poor people have built their **village** around the giant company building to try and get close to the heavily guarded water supplies. (Tukker 2017)

(Tukker 2017)

STORY-TELLING IN SCENERY ART WORK EXAMPLE 2/2



(Tukker 2016)

Working Nine to Five for the Power of the Hive

A personal work based on **Bee colony hierarchy**. In this image the **poor worker bees** are walking home after a hard day of work. But of course the work is worth it. They're doing it for their beloved (and kind of dictator-ish) queen. Of course our worker bees love to work in the **honey plants** for almost no salary at all as long as it makes their queen happy. (Tukker 2016)

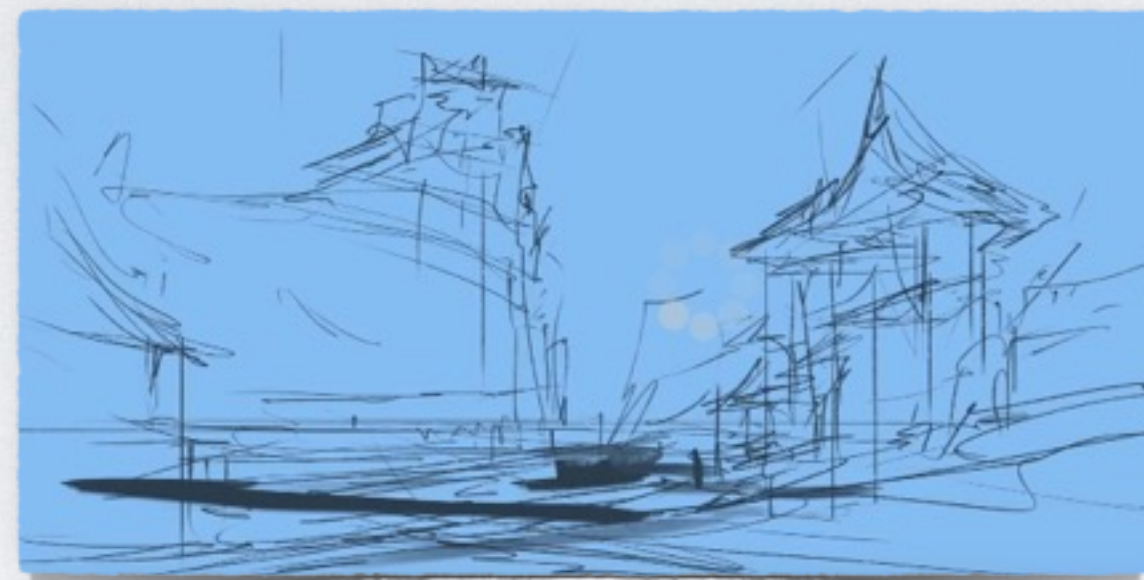
PRINCIPLES IN PRACTICE (EXAMPLES)

Value



(Paget 2017)

Sketch



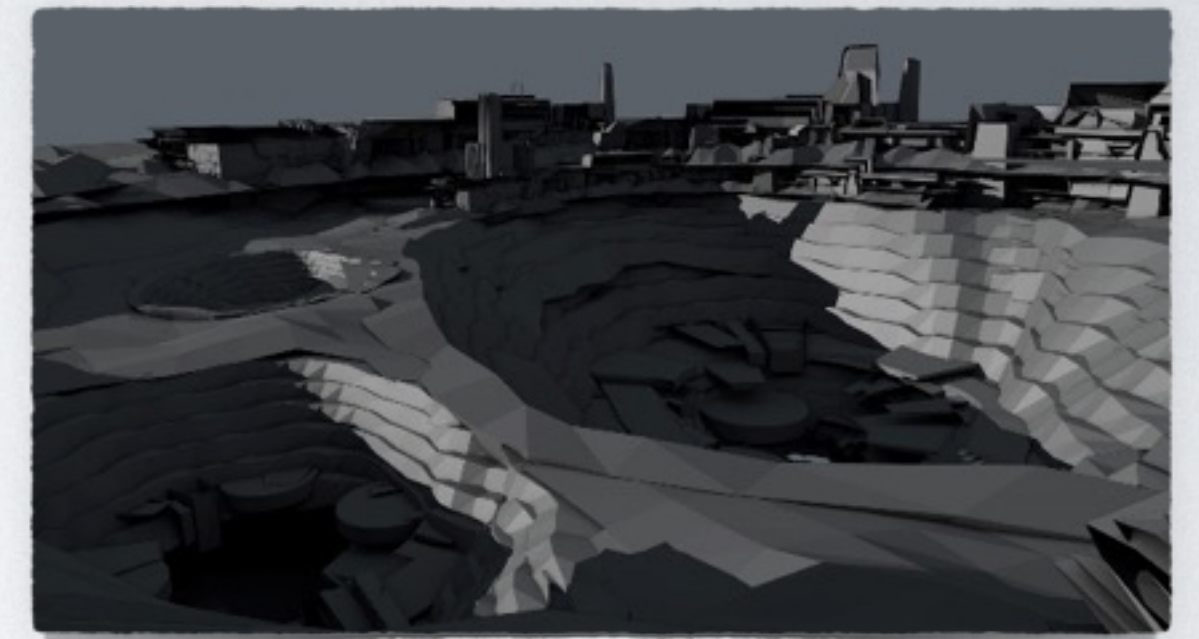
(FZDSCHOOL 2012)

Photo



(FZDSCHOOL 2012)

3D



(Tukker 2017)

PRINCIPLES IN PRACTICE (RECREATION-VALUE)

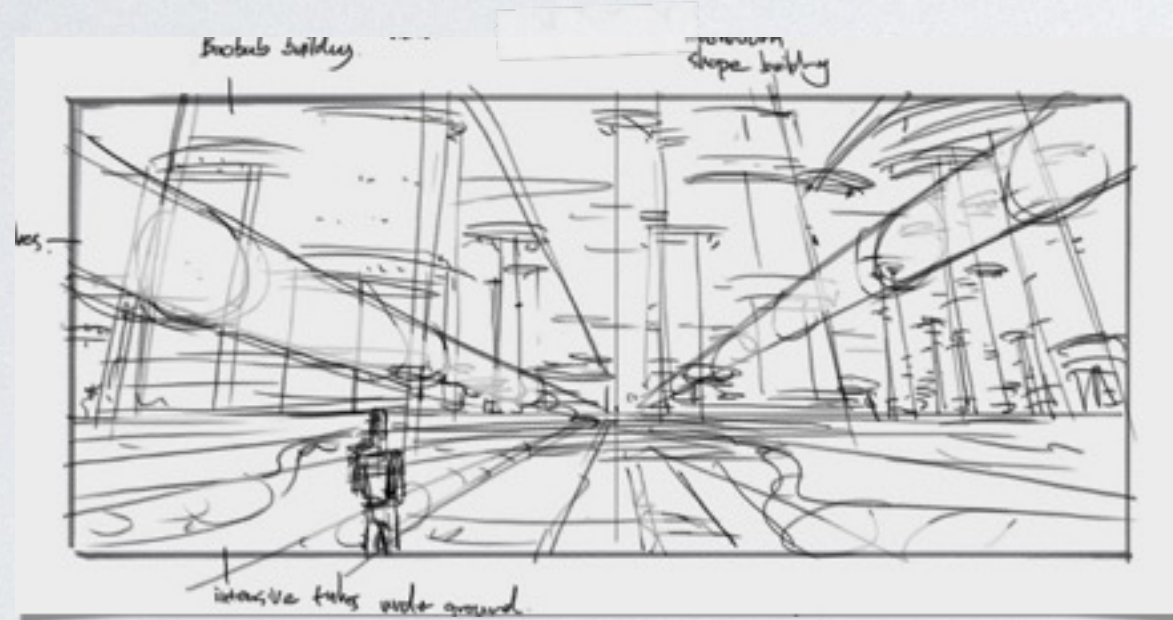
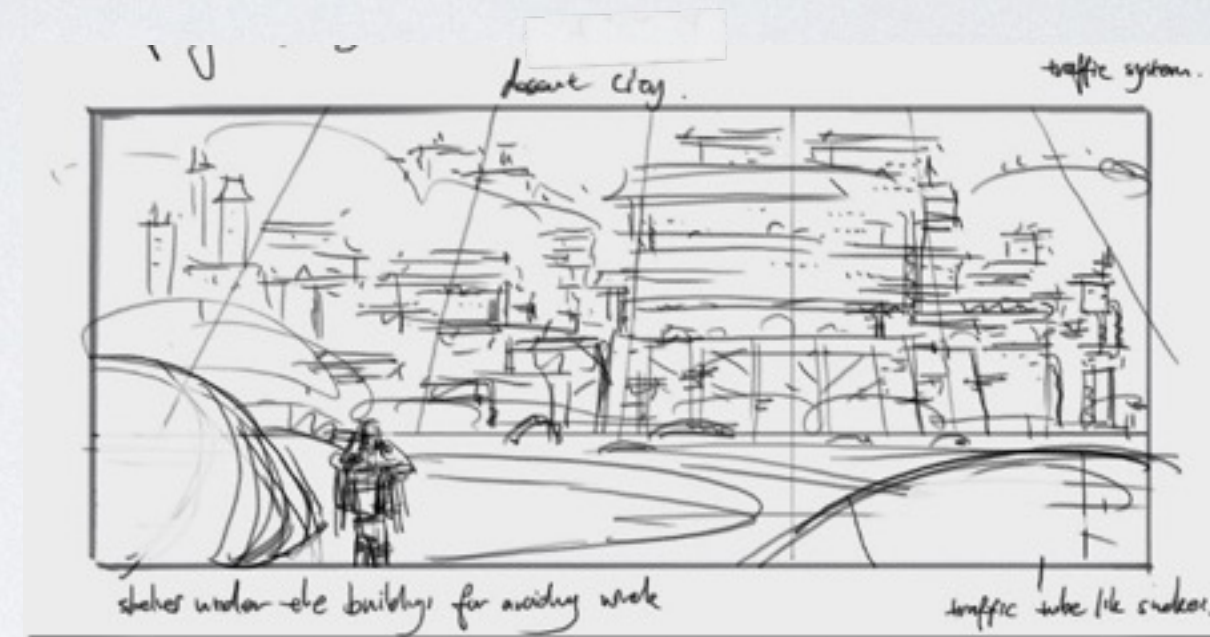
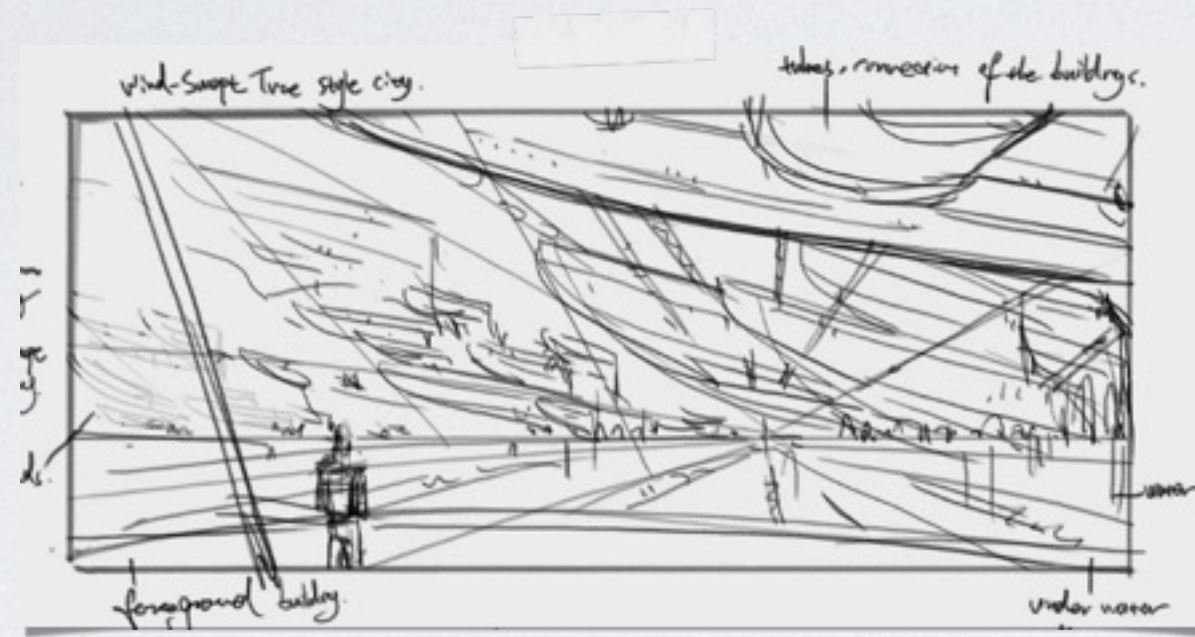
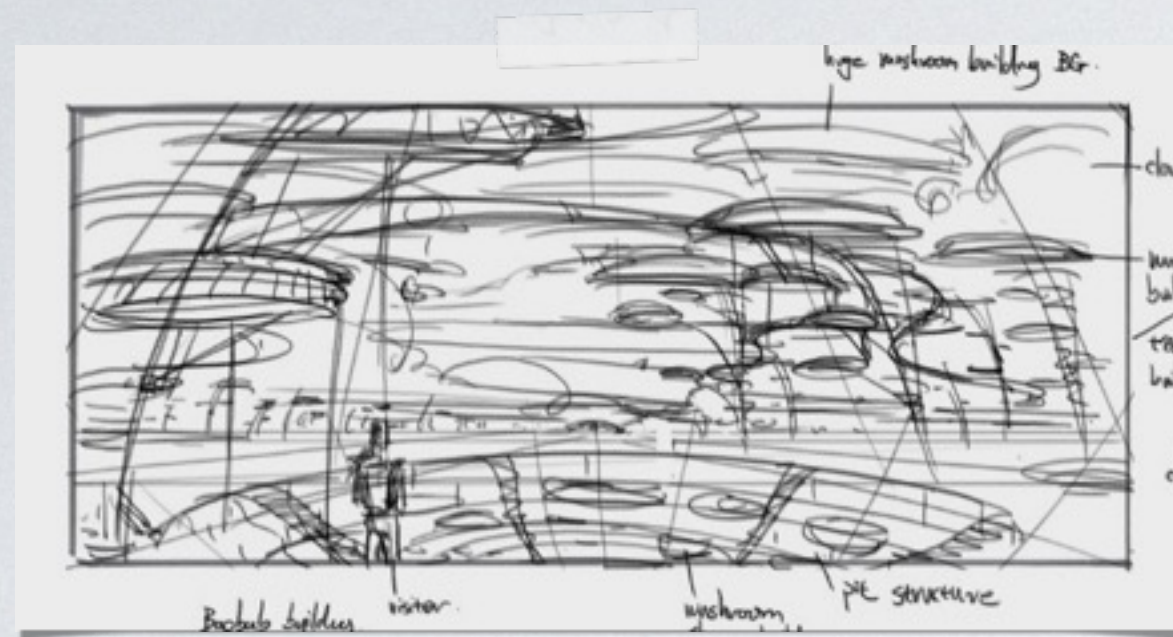


(DeBoer 2013)



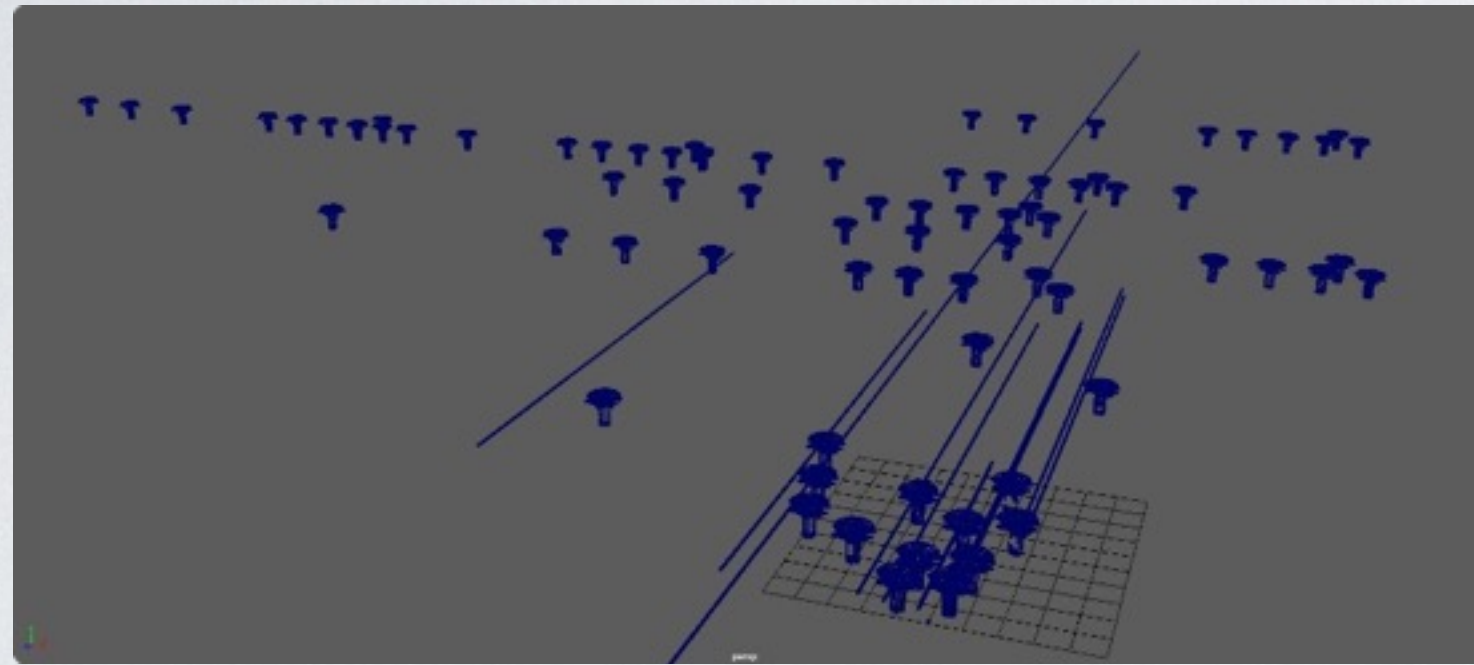
(textures.com 2017)

PRINCIPLES IN PRACTICE (MY WORK-SKETCH BASED)

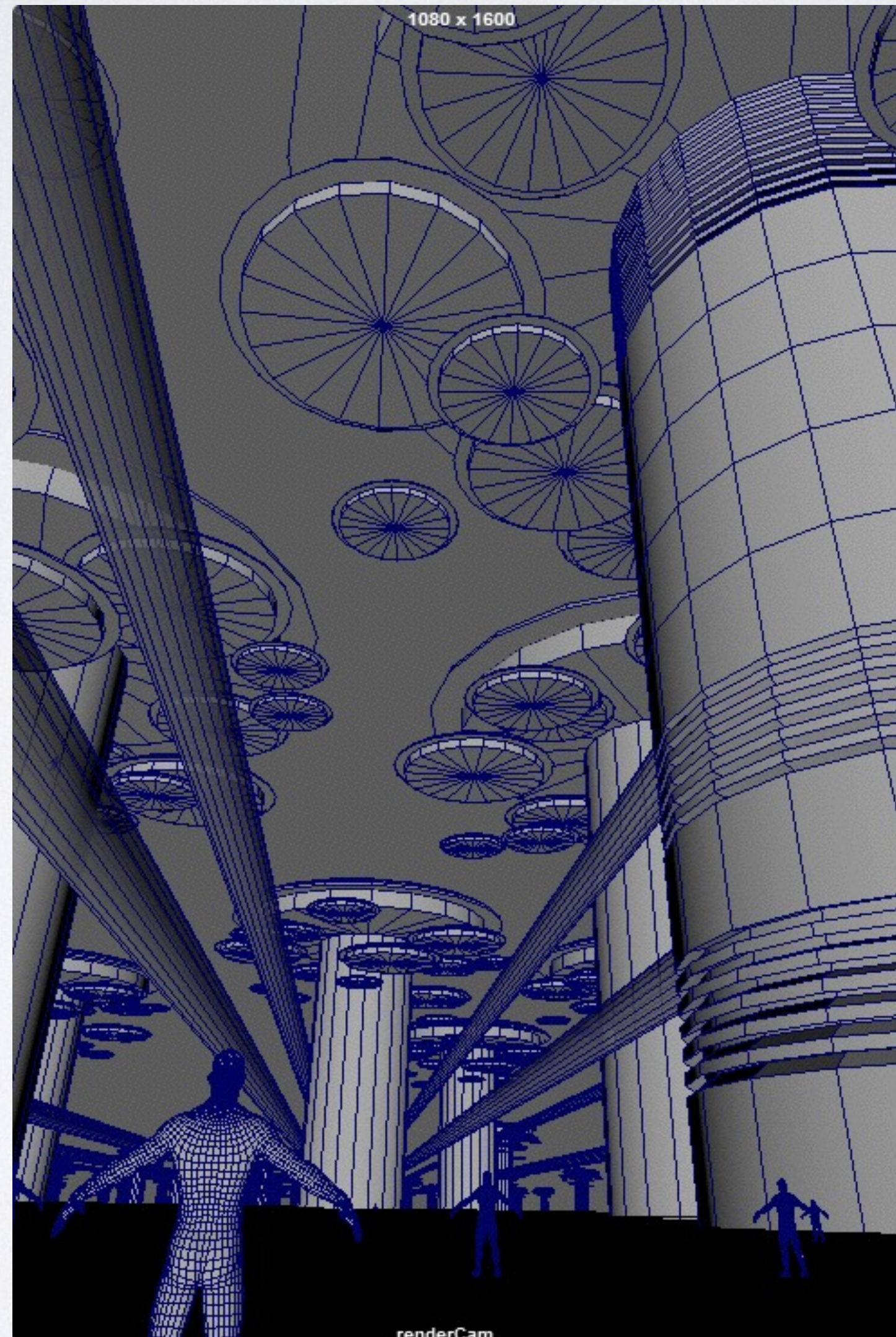


Composition/ Perspective/ Atmosphere/ Texture/ Story-telling

PRINCIPLES IN PRACTICE (MY WORKS-3D BASED)



Composition/ Perspective/ Atmosphere/
Texture/ Story-telling



PRINCIPLES IN PRACTICE (MY WORK-PHOTO BASED)






(Pinterest 2017)



Composition/ Perspective/ Atmosphere/ Texture/ Story-telling

DEVELOPMENT OF CONCEPT DESIGN

| History | Nowadays | future |
|--|---|---|
| Hand drawing | Hand drawing + Digital | Virtual Reality + ? |
|  |  |  |

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Thanks

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