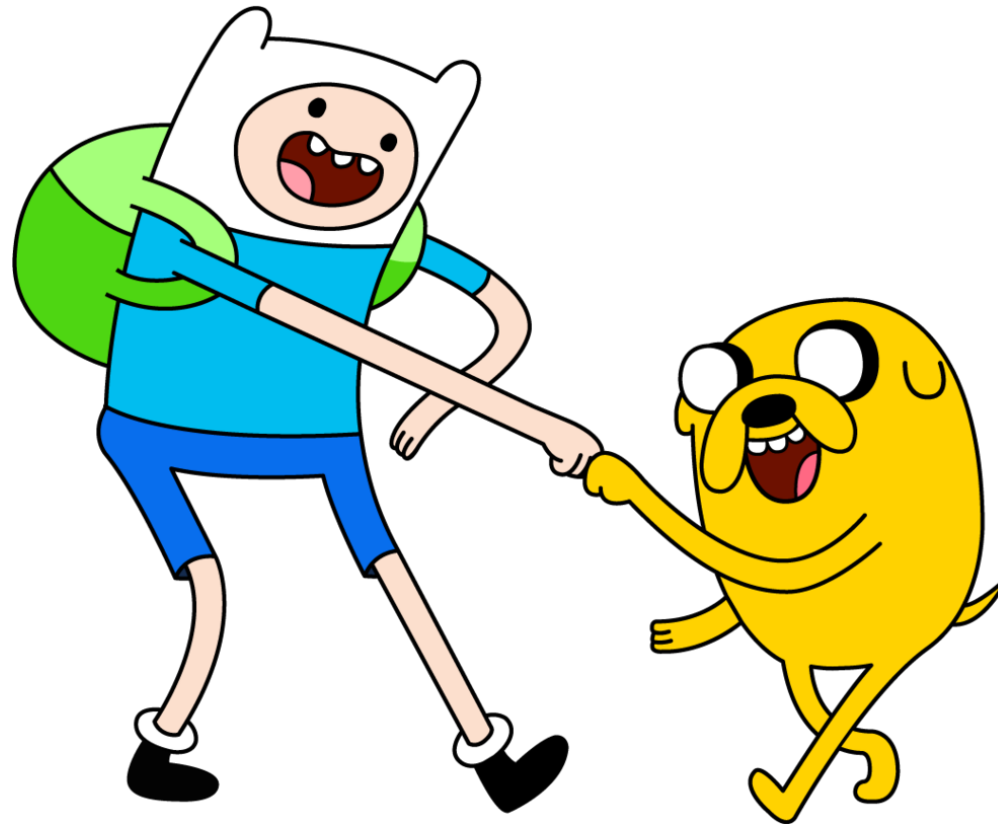# ACR101 - 2D Asset Creation:
2D Art & Games

2D Visual Asset Generation
Week 1

Danny McGillick

Icebreaker Time!

http://images.gmanews.tv/v3/webpics/v3/2013/10/2013_10_04_13_07_33.png

Welcome to ACR101!

https://41.media.tumblr.com/fa6e6c1b45080aaa142e81d557ebd267/tumblr_o22759pF5q1tr83lqo1_1280.jpg

22 February 2020

Class Expectations

- Ground rules:
  - **Do not** talk when the lecturer is speaking to the class.
  - **Do not** talk when a peer is asking a question or presenting to the class.
  - **Do** feel free to ask questions at all times – that's why we're here.
  - **Do** feel free to come to see the tutors during office hours.
  - Be respectful to everyone in the class – your peers and the lecturers.
  - **Do** take notes in every class.

- Be prepared to work hard.

22 February 2020

Lecturer Information

- **Danny McGillick**
  - **Email: daniel.mcgillick@laureate.edu.au**
  - **Discord:** https://discord.gg/nC7b5tN
  - Message on **Blackboard**
  - Twitch tbc

Class Information

Location: Ultimo Campus Room 2.02

Bring your Wacom to **every class.**

Attendance is mandatory to all classes and will be taken every lecture. Sustained absence will result in referral.

As per department policy, the only valid excuses for absence in class is **illness** (with a doctor's note provided) or an **extenuating circumstance.**

http://i.kinja-img.com/gawker-media/image/upload/s--w0qA2MKL--/18ns4xeck4kspjpg.jpg

Aims & Goals of ACR101

http://img3.wikia.nocookie.net/__cb20130828151812/dragonage/images/0/09/Inquisition_war_room_concept.jpg

- Introduce students to correct terminology and common concepts in 2D game art.

- Utilise investigation and ideation skills to develop visual concepts that support a theme or idea consistently.

- Create art assets using art and design theories, as well as creative problem solving.

Aims & Goals of ACR101

- Apply technical and theoretical knowledge of industry standard tools and processes.

- Develop the ability to reflect on success of asset creation and identify opportunities for improvement.

Assessments

- **Assessment 1 : Character Portfolio**
  - Week 6
  - 40%

- **Assessment 2 : Environmental Portfolio**
  - Week 11
  - 40%

- **Assessment 3 : Journal**
  - Week 12
  - 20%

From Concept to Production.

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SHOVEL KNIGHT

A practitioner of the ancient code of Shovelry, Shovel Knight can do almost anything with his signature weapon, the Shovel Blade. His ingenuity and quick thinking have won him many battles, even though his stature is small! Always honest and helpful, Shovel Knight lives by the creed of Shovelry: Slash Mercilessly and Dig Tirelessly!

- Pros: Kindhearted, clever, master of the Shovel Blade
- Cons: Bound by the Code of Shovelry

GAME SPRITES

◆KEY ART 1

◆KEY ART 2

◆KEY ART 4

◆KEY ART 5

DEV. COMMENTARY

This was one of the first official key arts of Shovel Knight ever made! From the start, we had the idea that Shovel Knight was a knight with giant horns and a Boba Fett-style helmet. With a clear vision, it didn't take many revisions to get to Shovel Knight's final look.
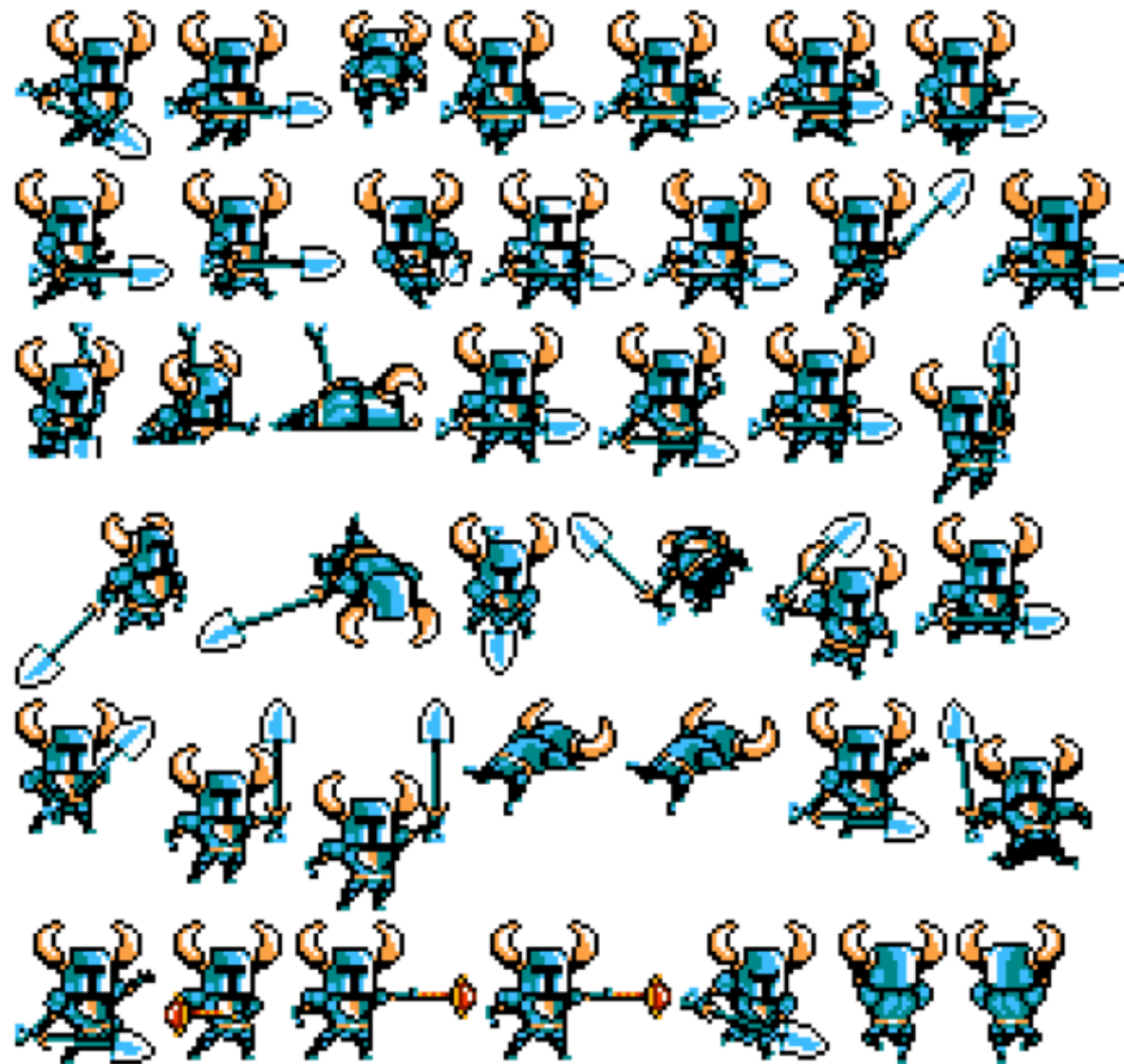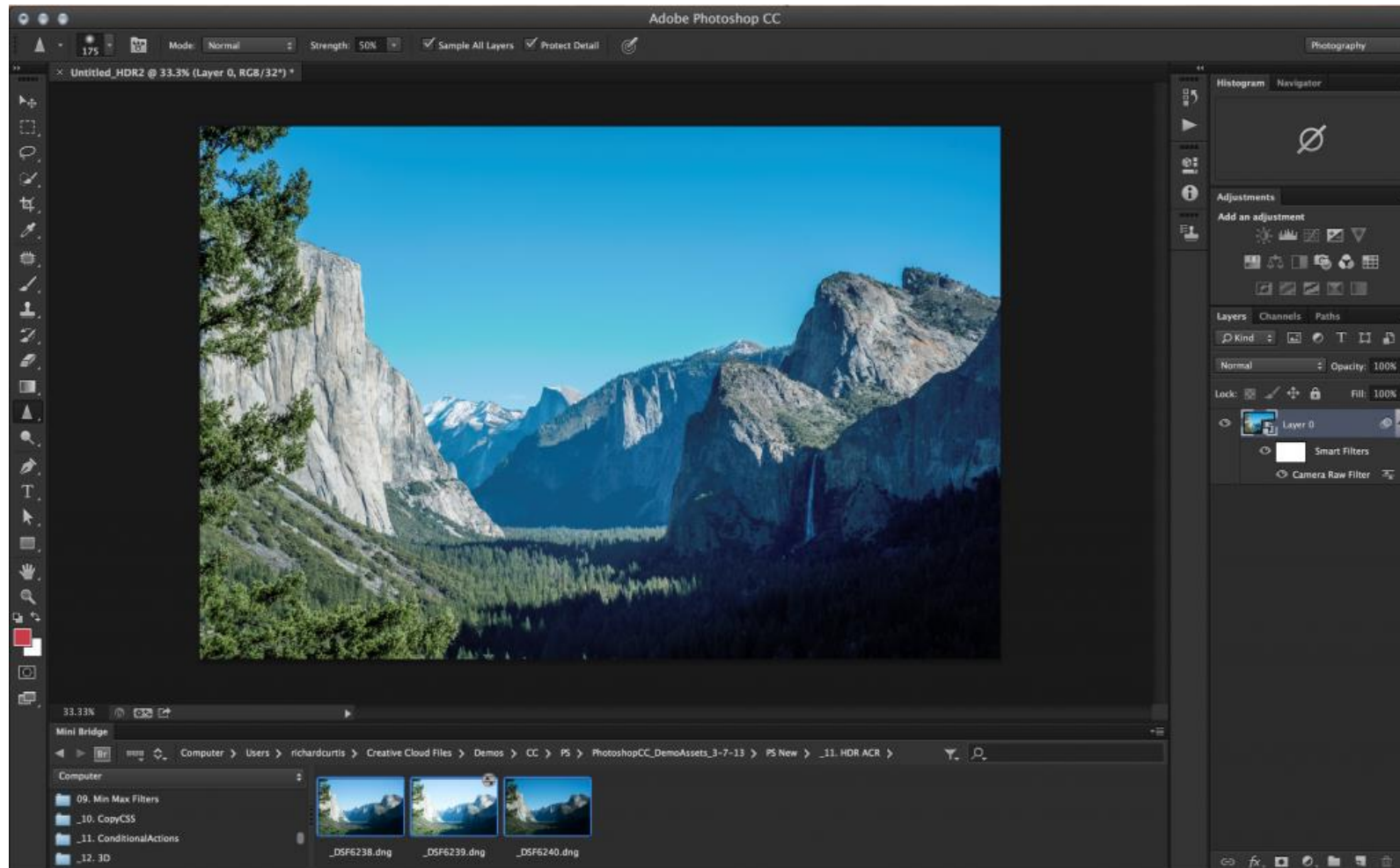
◆KEY ART 6

◆KEY ART 7

◆KEY ART 8

◆KEY ART 9

© 2015 Media Design School
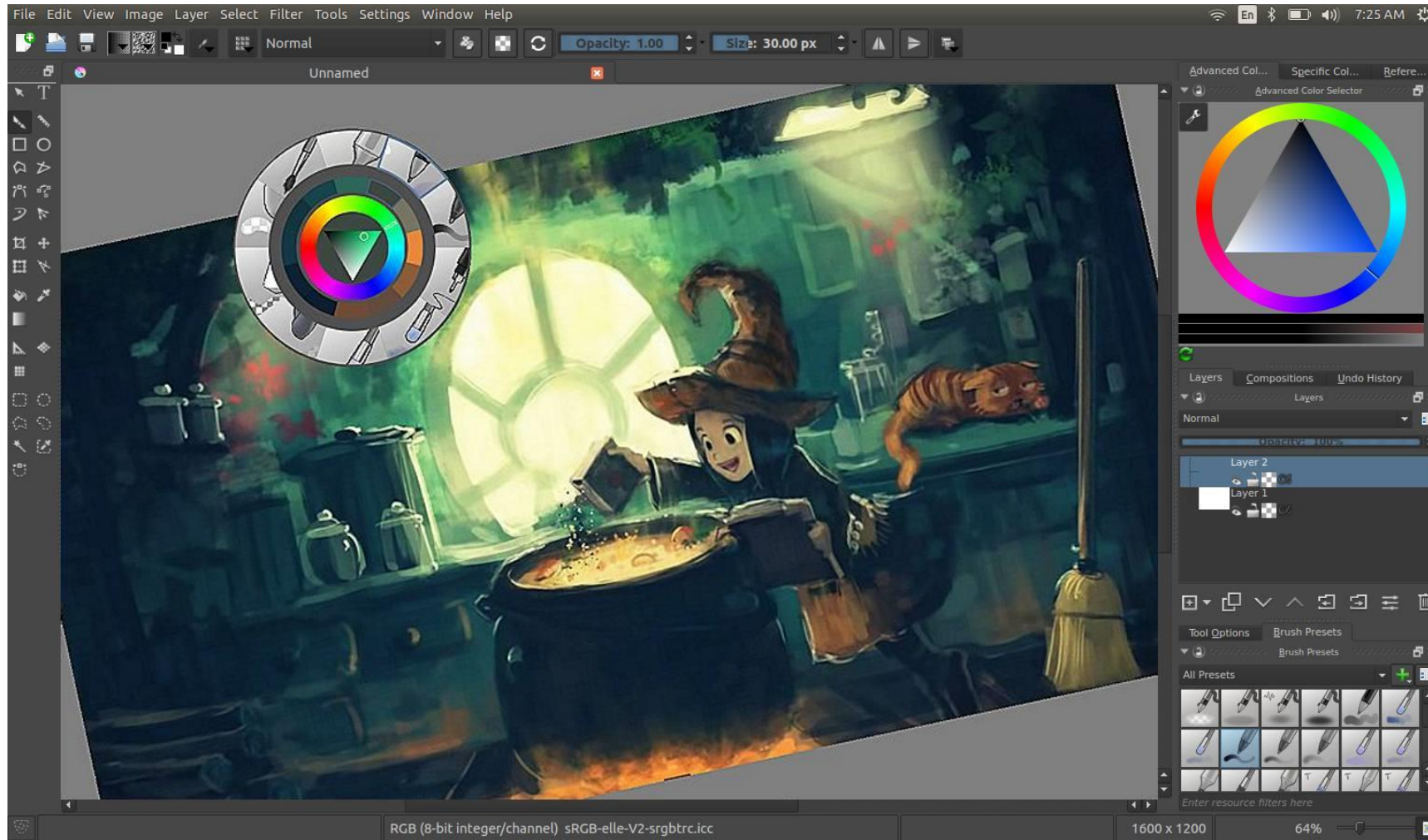
Tools (In and out of class)

- There is no right 'tool' in game art, whether you're a 2D or 3D specialist.

- There is no right software or hardware package to use.

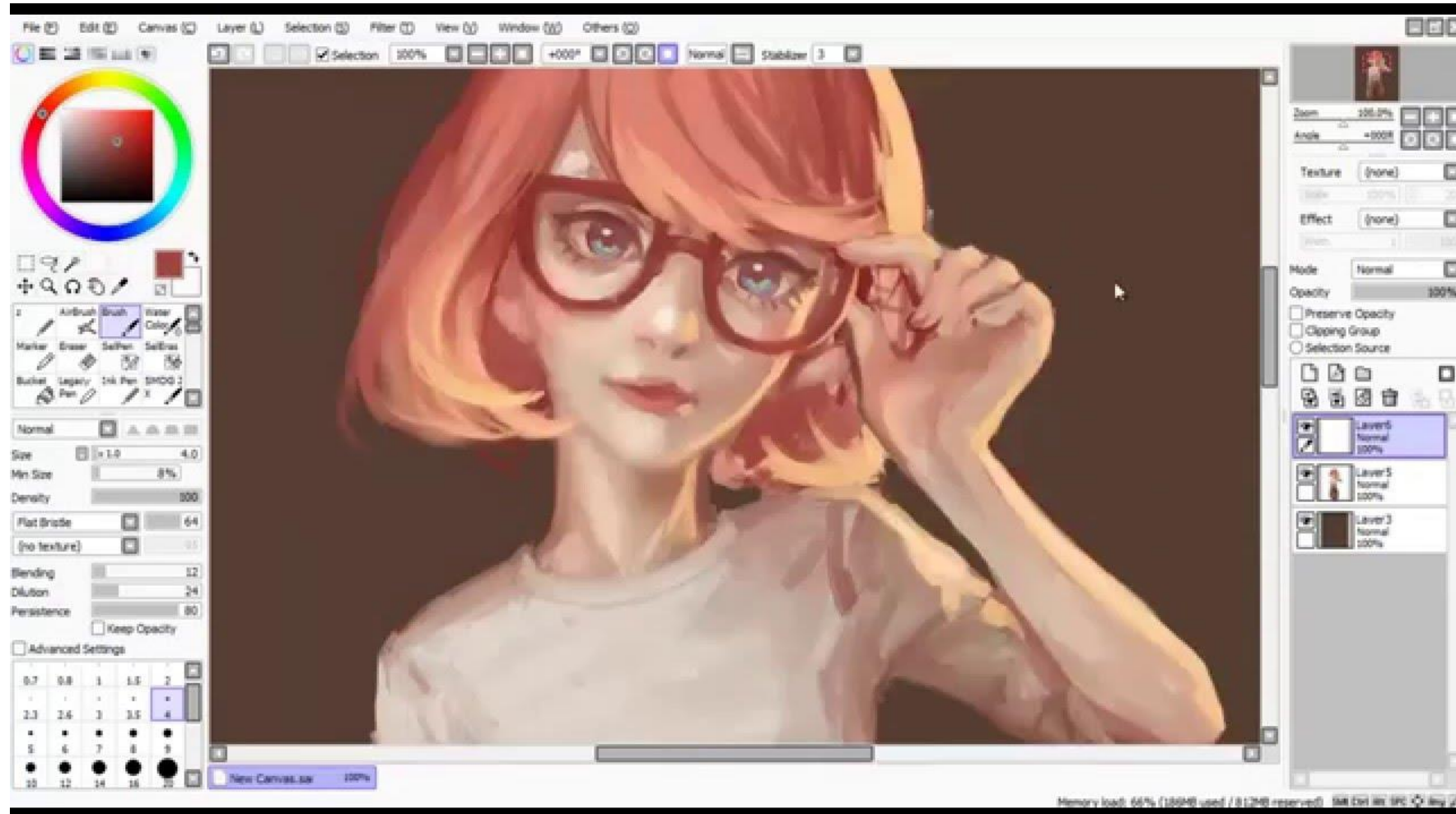- So, use whatever you're most comfortable with!

Photoshop

Krita

http://41.media.tumblr.com/17d164b45733666bf4e89fe8105f94e4/tumblr_msfgchZHGj1qdqlkxo8_1280.jpg
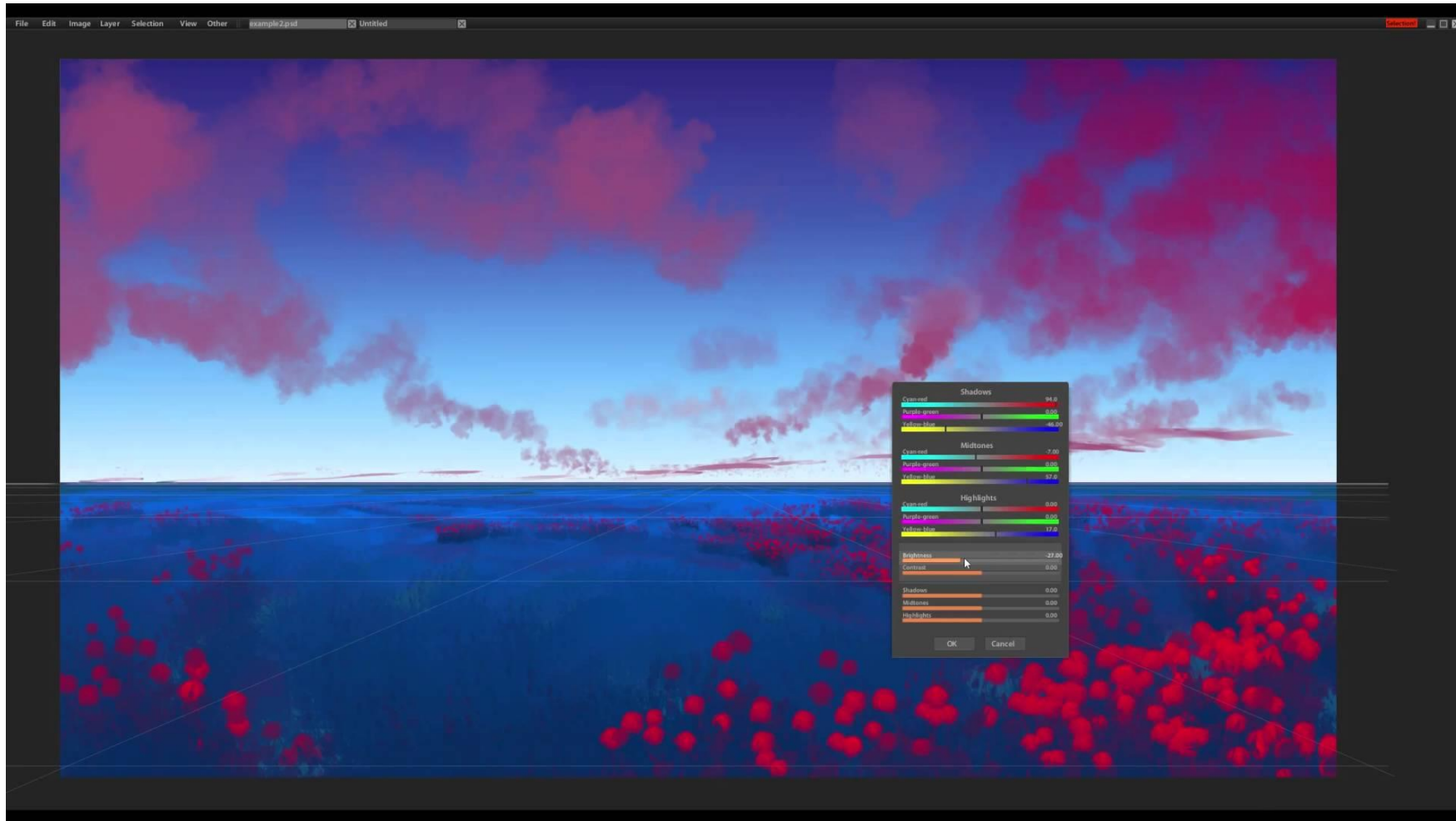
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Paint Tool SAI

https://i.ytimg.com/vi/gbKmqS9LN3w/maxresdefault.jpg

Paintstorm

https://i.ytimg.com/vi/06GL_oRkRq8/maxresdefault.jpg

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Roles in 2D Game Art

- Concept Artist
- Illustrators and Illustration
- 2D 'Generalist'
- 2D Production Artist
- UI Artist
- Marketing Artist
- VFX Artist
- etc!

Concept Artist

- A concept artist is a person who designs characters, vehicles, environments and settings.

- Usually detailed standalone pre-production and promotion artwork rather than production.

BUNGIE

http://conceptartworld.com/wp-content/uploads/2013/03/Destiny_Warlock_Armor_01b.jpg
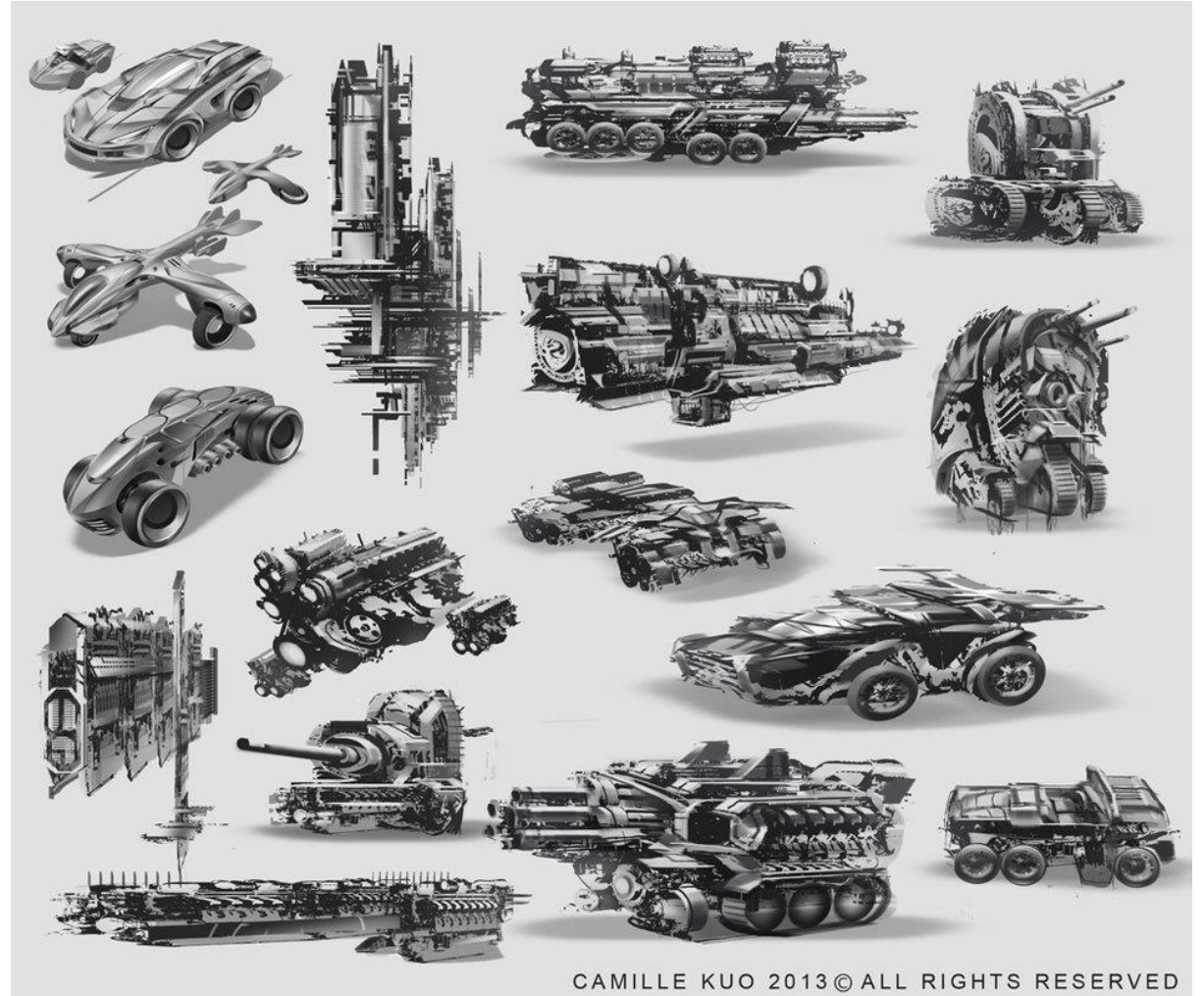
Concept Artist

- The goal of the concept artist is to provide a number of options for an art director to make a decision. You must be able to work quickly as the director will ask for numerous reworks and turnarounds.

- The art director is the vision holder on any given project.

http://www.platformnation.com/wp-content/uploads/2013/10/100_max.jpg

Concept Artist

- Majority of the concept art created will be discarded and never be seen by the outside world.

- A small portion of heavily curated development concept art does make it into art books and unlockable game rewards.

http://th06.deviantart.net/fs71/PRE/f/2013/271/d/5/vehicle_design_camillekuo_by_camilkuo-d6o8yd0.jpg
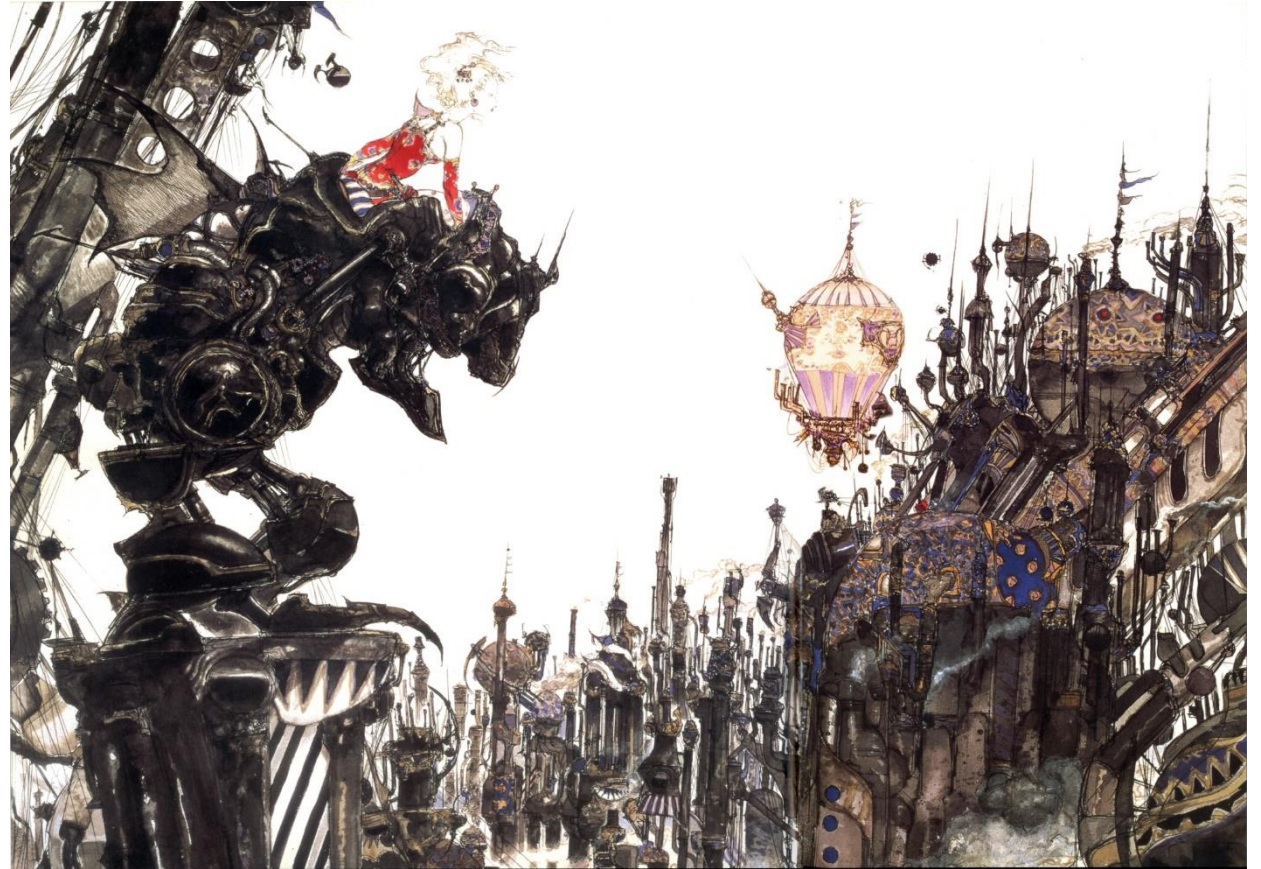
Art Director

- This is a category of concept art that can determine the look/art style of the game.

- Often time this is subcategory of tasks a concept artist will do, or the lead of the art department.

https://cdn1.artstation.com/p/assets/images/images/000/394/353/large/tim-vizesi-firewatchfanart-001.jpg?1420762879

Illustrators and Illustration

- An illustrator is a person creating art work intended to communicate a story in a single image or a sequence of images, or to create supporting art for an piece of text.

- A common type of game illustration are **splash images.**

http://vignette2.wikia.nocookie.net/finalfantasy/images/2/2c/FFVIAmano.jpg/revision/latest?cb=20120725074126

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Illustrators and Illustration

- Illustrators possess similar artistic capabilities as a concept artist, but more emphasis is placed on the design elements of the subject matter rather than stylistic or complicated visual narrative.
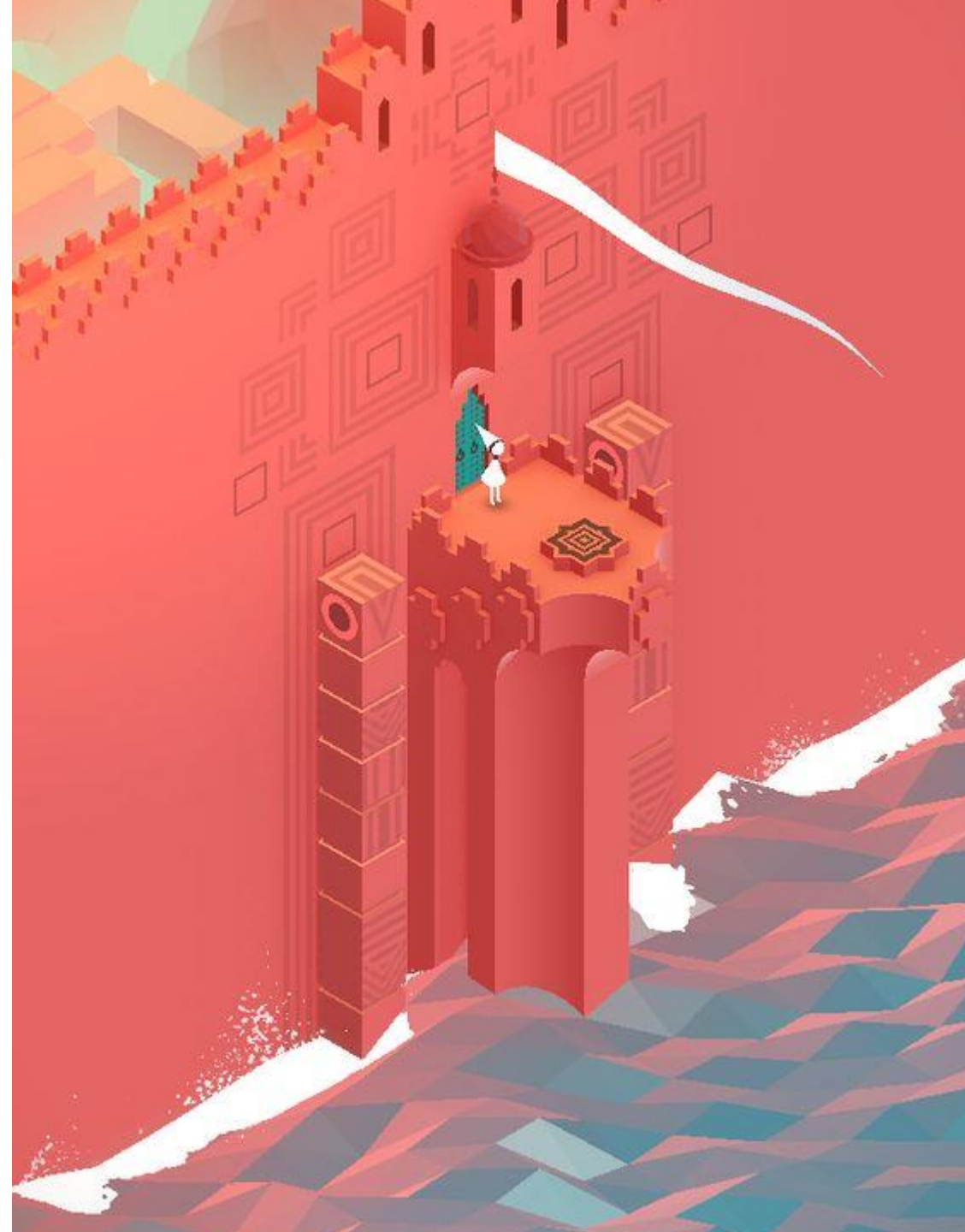

http://40.media.tumblr.com/tumblr_lzal141OJA1qf2juwo1_1280.jpg

2D Generalist

- You do **everything** – that's literally your job.

- You may be required to do any of the roles we talk about today, and also have some elementary 3D skills.

- Generalists are often entry level positions.

http://www.monumentvalleygame.com/

2D Production Artist

- A 2D production artist is entrusted with the responsibility to create visual assets that will actually make it into game.

- This is usually done from art provided from concept artists & the art director.

- Usually manifests as making in-game sprites/assets.

http://fc02.deviantart.net/fs70/i/2011/060/1/e/ghost_fox___pokemon_sprites_by_imonkiii-d3apgdr.png

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2D Production Artist

- Additionally, the 2D production artist will in many cases double as a 2D animator.

- This separates production artists from concept artists, where animation is not a must-have skill.

- This may be done frame-by-frame, or require Flash/vector skills.

http://i475.photobucket.com/albums/rr112/Keed08/Animated%20forum%20Avatars/akumar1rl.gif

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UI Artist

- The responsibility of a UI artist is to generate art that will clearly communicate to the player to game relevant information.

- A poor user interface means a poor experience for the player, so UI artists are in high demand.

http://fc00.deviantart.net/fs71/i/2012/176/e/f/game_ui_by_jyz83-d54vdgj.jpg

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UI Artist

- In the iPhone games market, the work required for decent UI development is often equal to the production artists, if not more.

- UI design also directly affects monetisation and how users pay for things in the app/game.

http://www.mauriciostudio.com/imgs/l/myempire05.jpg
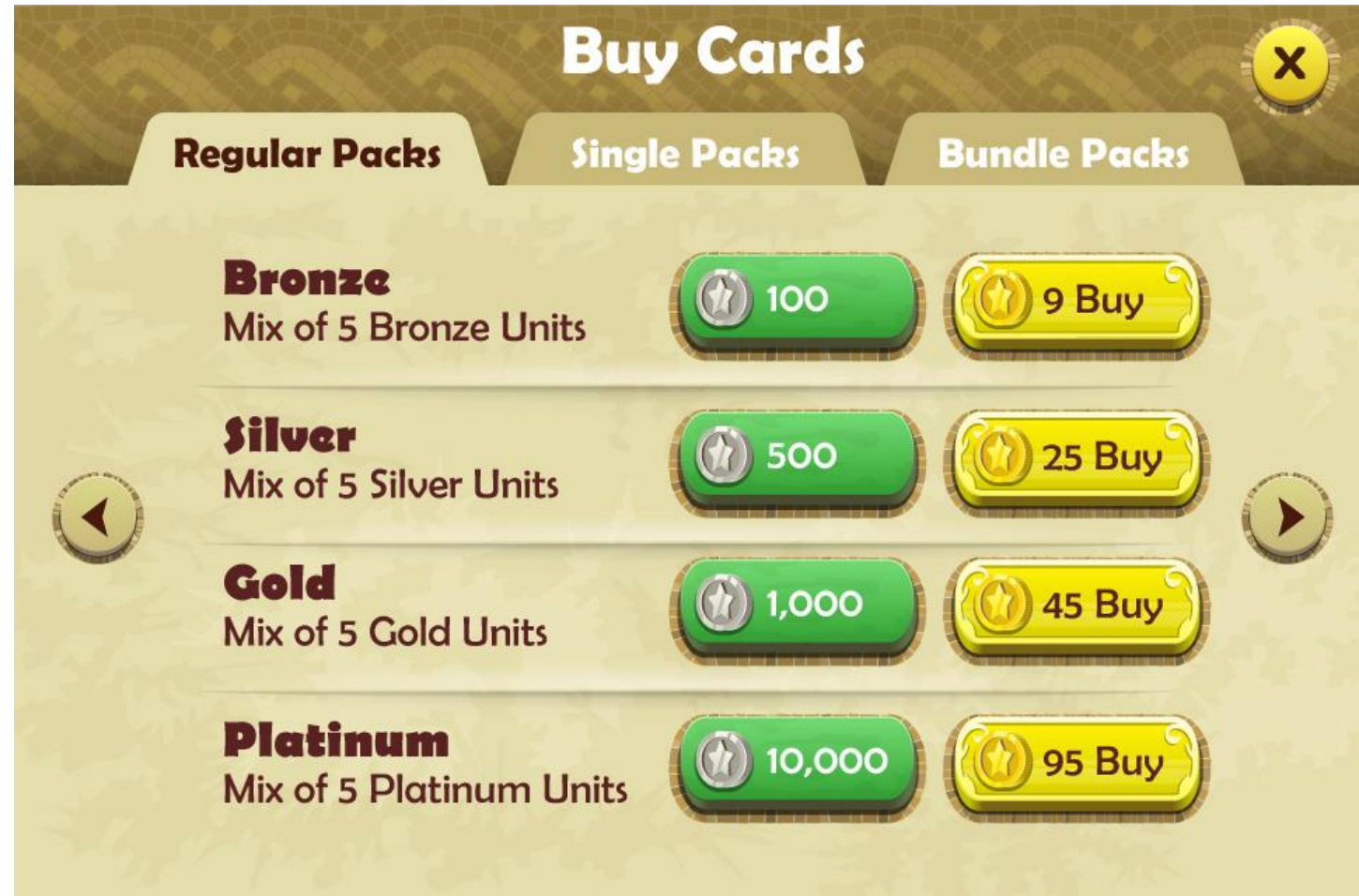
UI Artist

- UI artist need to have a good handle of graphic design skills and understand how to utilise fonts, colour and animated prompts to communicate with the player.

- There may also be some animation involved.

http://auregimon.com/wp-content/uploads/2012/01/diablo3_1.jpg

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Small Company vs. Big Company

- In a small company as an artist you will be expected to wear multiple hats and work across disciplines, usually as a generalist.

- While in a big company, you can become a specialist because your resources aren't stretched so thin.

https://wiki.teamfortress.com/w/images/thumb/5/52/Towering_Titanium_Pillar_of_Hats.png/250px-
Towering_Titanium_Pillar_of_Hats.png?t=20130602030543

Journal (for classwork)

- On Blackboard, under Assessment 3, you will have a link to your own personal Journal.

- All your in-class work is expected to be posted here during this paper – if you make a good amount of effort, it can also be the start of building assets to make a general portfolio from.

- You are expected to make a minimum of 1 blog post per module.

- However you should end up with at least 12 post.

BREAK TIME.

2D Aesthetic Analysis – Good Ol' Days

- Go to https://archive.org/details/softwarelibrary_msdos_games
- Select two games from the list and give them a cursory play.
- Analyse their aesthetic:
  - What style are they using? Comic? Realism? Minimalism?
    - NB: 'Pixel' is not a valid answer. In the 90's, this was high fidelity gaming!
  - What kinds of palettes are they using? Limited? Complementary?
  - Does the art direction fit the game's direction?
  - Do you think the aesthetic works for the game?
  - What are some common motifs or elements?
- Write a couple of paragraphs about each game and post on your Blackboard Journal (assessment 3). Accompany the post with a screenshot/example of the aesthetic of each game.

2D Aesthetic Analysis – Ultimate Challenge

- Pick one of the two games you selected for your analysis.

- Create a re-imagined, refreshed splash image for the game in your art software of choice (Photoshop, Krita etc.)

- This is a challenge! Don't simply redraw the original splash art – use inspiration, palettes and elements from the original to inspire a 2010's 'reboot'.

- When done, post to your Journal.

Homework

- Draw every single day this week – doodle or no doodle – and post these doodles to your Journal.

- Also post your doodles to the **Daily Speedpaint Forum**.
  - Under **Discussion Forums** on Blackboard:
  - We will be doing a spot-check next week!

- Sharing is caring, etc. However, the only real way to improve is to:
  - a.) receive critique, and
  - b.) **just do it.**