**VALERIE  
Approved By George**

**Art Bible**

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**Here’s a good place for a pic, Something that encapsulates the game experience.**

# 1 Document Purpose

To thoroughly document the visual style of the your game ‘GameTitle (The Game)’ for the purpose of forming a cohesive artistic vision from which the art team can create visually consistent art content for the game in terms of both quality and artistic style.

2 **Aims**

To create a realistic and exiting fictional world in which players can immerse themselves, and provide satisfying gameplay experience.

Another pic, the more art the better, try

And keep the reader in mind of the visuals on each page.

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# Overview

## Genre

The broad genre of the fiction around which your game is built, eg: sci-fi, fantasy, crime, film noir, horror etc.

Fantasy Action RPG

## Visual Style

A descriptor of the type of visual treatment the game will feature- is it realistic and gritty, cartoonish and hyper-stylized? Perhaps name some famous or at least well- known visual touchstones, and include some reference pics of same.

Cartoonish that lean more to realistic proportions. The game aims to create an air of uneasiness and slight apprehension even when the player is in a safe area. Though it is not going for

## Setting & Themes

Write at least a couple of paragraphs on the fictional setup of the game. Within the context of the game, what is the name of the world/city/island in which the game takes place? What is this place like? Include an example of some sketches or environmental work.

Does the world have any thematic similarities to popular fictions, or draw on any period of history in particular? Is the visual styling intended to convey any particular feeling or atmosphere?

How will these themes affect or heighten the gameplay experience for the player overall?

## The World

What are the main visual aspects of the world? Is it shiny and new or decrepid and layered with garbage? What is life like for the inhabitants of this world? Is it harsh and unforgiving, or a lush utopia? Does it have a sense of history, or that of a young, primitive land? Do the inhabitants live in harmony with this world? Or is their technology destroying it? Is there life here at all? Or only ghosts?

## Characters

How do the main characters fit in to the world, and how do they stand out within it? How are they differentiated from enemy characters, support characters and or any NPC’s? What role does each of these groups play in the world? Are they strongly contrasted from the landscape or an organic part of it?

## Props

Are there a significant number of inanimate objects in the game that are integral to gameplay, such as vehicles, buildings, platforms or other objects without which the world as a game cannot function?

What do these mean to the player and the player character as a function of gameplay? How are they integrated into/differentiated from the world?

## Menus & HUD

How will the menu system and HUD look in your game? Will it be a complex system of animated menus, or a sparse and minimalist treatment to the visuals? Will the menus be definitively separate from other visual elements, or blended with them t give a holistic visual treatment?

Will these include any animations or special features? Will you utilize text, or icons with pop-ups with explanatory text?

## Visual Effects- VFX

What kind of VFX will be featured, if any? Will these be largely decorative, or will they have specific functions within gameplay? Will they be bright and colourful, or subtle and nuanced? Will they be a significant visual feature, as in Geometry Wars? Or used sparingly to punctuate atmosphere, such as in ‘Limbo’?

## Story/Set-up

Is the story of the game a significant aspect of the gameplay, or does the story’s involvement begin and end with the set-up? How will the story be told? As a series of stills, or animated? Will it end with the opening sequence, or be featured as interstitials throughout? How will it echo, or contrast with the visual styling of the game itself?

# Genre

## Overall

Does the game conform to a sub-genre of the overall (such as ‘dystopian’ sci-fi like Mad Max, or ‘utopian’ sci-fi such as Star Trek)?

## Basic Theme

What the story is *about*; a philosophy, a message, an idea at the heart of the story, eg: the value of family/friendship; the misuse technology; coming of age, etc.

## Why this Genre?

Why has this genre been chosen as the best vehicle for the game format?

* + 1. Does it suit the game format?
    2. Does this fictional construct enhance the game as a function of gameplay?
    3. Is the asset creation component of the storytelling aspect feasible within the context of resources and time?

## Basic Elements

Some research may be required to give a solid overview of the classic structure of the genre/plot you have chosen; the following is descriptive of the ‘dystopian sci-fi’ genre:

‘The fiction has four basic elements:

* + 1. *‘An isolated place - i.e. a setting or society removed from the influence of surrounding settings or societies;*
    2. *The articulation of the story in terms of the inner organization of the isolated place - i.e. the narrative must unfold in relation to, and in the sense of, the constraints posed by the isolated place;*
    3. *The existence of a formal hierarchical system as the supreme order and value in the isolated place - i.e. a clear power relationship between the inhabitants of the utopia, or dystopia, and those responsible for its creation and/or maintenance;*
    4. *An implicit or explicit dramatic strategy conflicting with the ‘normal’ expectations of the reader - i.e. the reader must be made to feel keenly the difference between their world and the world of the story.\**

‘This type of fiction in particular demands that:

* + - 1. *‘the setting is isolated… to prevent escape by the inhabitants;*
      2. *the formal hierarchical system is not a benign ruling system, but an oppressive totalitarian state or economic force. The reader is made to note the differences from his own society, but also the similarities’.\**

*\*From ‘Dystopian Science Fiction and Technofear’ by Andrew William Mooney’*

## Relationship to Player Characters

How does the fictional construct aid the characterisation of the character player, and other characters in the story?

## Similar Stylistic Works

Examples of other games, movies that use this particular genre.

# Visual Style

## Overall

Overall look of the game world; colourful or desaturated, busy and complex or minimalist and stark, a description of some of the main visual touches and elements you expect to include, images and concept sketches will be important throughout this section and those following.

## Visual Treatment

Realistic, rendered in earth tones and natural colours, highly stylized using hard edges and flat colours or tonal variations, some sketches showing the basic elements of colour, tone and line that will define the visual styling.

## Central Visual Conceit

A brief description of the visual imagery that most exemplifies the look and themes of the game eg: ‘Mad Max’ and ‘Dune’ both share the visual conceit of sprawling bright desert dwarfing the ugly black machinery of man.

## Player Characters

The look and style of the visual characters; they may be cartoon American style, anime style or much more abstracted. How are they dressed in relation to the theme, and the other characters (enemies, NPC’s).

# Setting & Themes

## Story Summary

A breakdown of the game story and the way you expect to structure it within the programs and flow of play. This section may include examples from and links to any script or storyboard documents separate to the art bible.

## Main Themes

This may include a number of different thematic concepts:

The main story points as they relate to a larger context, eg: man vs nature, man vs technology, man vs the unknown, etc.

The main struggle of the protagonist eg: Citizen against State, the Search for Love, etc.

Historical or cultural themes, if any.

**Visual Features**

# The Worlds

## General Look and Style

The environment of your game will have a basic elemental breakdown, foreground/background, props/platforms, landscape/skybox- how do these elements work together and how will the characters in the game stand out against them- what is the plan to ensure that the game space is legible, and the crucial elements of gameplay are clearly differentiated from one another?

## Props