DEFINITIONS

ART BIBLE / STYLEGUIDE / LOOKBOOK

Art Bibles are made up of multiple styleguides. Individual styleguides are created for every category of visual element such as: characters, environments, lighting, animation, visual effects and so on. Styleguides for these elements are the “BOOKS” in the ART BIBLE.

Art Bibles include final game art showing how the art style for those categories are realized in final in-game assets. The Art Bible is the complete record from reference to concept to final in-game asset…including the technical elements such as rigging, texel density, tool workflow and process etc.

Art Bibles are “LIVING” documents which grow and change throughout the entire creative process. It all starts with a reference StyleGuide/Lookbook

A Lookbook can also be thought of as the very first styleguide used to set the initial direction for a project. The term can be used interchangeably with Art Bible at the beginning of the creative art development

The purpose of these work-products is to articulate the Art Direction for your project, sharing the direction with all members of the production team.

REFERENCE

Click on these links to access reference examples

- WITHIN

TEMPLATE

Choose a simple graphic PPT template

- Avoid busy, noisy graphics
- Beware the Clown Who Explosively Vomits all over your PPT (Noisy, too many colors, busy backgrounds, ick) - Avoid Word Salad
- USE PPT or Google Slides
- Use Blinkable (easy to remember) bullet points
- Lean into AI Generative content
- Composition: 75% Imagery – 25% Text

REFERENCE

Click on these links to access reference examples

- WITHIN

COVER

The Cover Slide elements include the following

- Cover Image showing:
  - In-Game environment OR
    - Project Logo
  - The title of the document with Project Name
    - Art Bible
    - Lookbook
    - Styleguide
    - Version
  - Date
  - Course – GLO + Year – or Studio Identification

REFERENCE

Click on these links to access reference examples

- WITHIN

CREATIVE PILLARS

Creative Pillars define the pillars of the GAME. Art Direction Pillars are discussed beginning on Slide 6. See the WITHIN reference.

Describe the FIRST Creative Pillar of your Project.

Add Reference images using AI Generated content, Reference Material from the Web, and later, as you develop this document, add actual Art from the game your team is creating.

Name your pillars:

1. Short Sentence Identifying the pillar

Describe the meaning of the pillar. Use memorable, measureable list of 4-5 examples

...

The main question you seek to answer in this pillar of the game

Images illustrating this pillar

REFERENCE

Click on these links to access reference examples

- WITHIN

CREATIVE PILLARS

In the next slides, following the format shown in Slide 3 above, describe the remaining Creative Pillars of your Project. Each Pillar gets it's own slide. You can also use additional slides as needed to expand and inform the remaining creative pillars

Template:

Name your pillar:

1. Short Sentence Identifying the pillar

Describe the meaning of the pillar. Use memorable, measureable list of 4-5 examples

...

The main question you seek to answer in this pillar of the game

Images illustrating this pillar

REFERENCE

Click on these links to access reference examples

- WITHIN

ART DIRECTION

List the 5-6 main pillars of the look of your game. Answer these questions:

- What is the vision you want to create?
- What spiritual, emotional, intellectual, story vibe do your visuals portray? Give FORM to FEELING
- Describe the emotional atmosphere vibe of the world?
- Describeb the art direction for:
  - Characters
  - Visual effects

REFERENCE

Click on these links to access reference examples

- WITHIN

ART DIRECTION

Just as you did for the Creative Pillars, use 1 (or more as needed) slide(s) expanding on each Art Direction pillar you've listed. If you have 5 pillars you'll create 5 (or more) slides – aty least1 for each pillar.

See the Within styledguide for reference.

You can also "fictionalize" the context of this doc by telling a story in the context of the world. Refer to the GDI Engineering Styleguide to see an example of creating a fictionalized Lab Book from the GDI Chief Engineer.

Include reference imagery as examples to illustrate the look/vibe for each Art Direction Pillar.

Professor Hicks will define the deliverable for the UX/UI Design for the project.

REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide

CONCEPT ARTWORK

Create at least 1 concept illustration showing the look of a game screen incorporating the Art Direction elements you've identified.

Use a "collage" work flow enabling artists working collaboratively to create individual assets to be composited together. You can use found imagery (internet), AI Generated content, and original artwork. The intent is to establish a complete "look" for a key moment of the Game...as if it was an actual screenshot.

With Professor Hick's approval you could also include the UI in this image.

REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide

SIMILAR GAMES

Provide at least 3 reference images from existing games showing the level of Art Style and quality you find inspirational. 1 Slide per each reference.

When choosing these references pay attention to how they inspire your work. When viewing these references, you may say to yourself, “I want to make a game as good as this!”

Evaluate these references by answering these questions:

- What makes the visuals support the fun of the game?
- Identify a Film, or Episodic Show embodying the same vibe for you.

REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide

PLAYER PERSONAS

Do some research on current Market Trends. Focus on who is playing the game and write a short player persona for 2-3 player profiles. In other words, who will embrace and enjoy your art direction? Describe why each persona will respond positively to your work.

Persona is a semi-fictional character created to represent a type of user, based on research into a target audience's needs, behaviors, and pain points. These characters help teams design user-centric products by grounding decisions in empathy and a shared understanding of the user. Personas typically include a name, a photo, and details like demographics, goals, and motivations, and are a key tool in user experience and marketing

Use AI generative content to create player persona portraits, and give them names.

REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide

FINAL SLIDE

Add the following here:

- Team credits
- Ai Artwork Tools Attributions
- Contact Information
- Thank You’s

REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide

FINAL NOTES

This, then, is the skeleton of your Art Bible. As you progress in visual development for the game, you'll expand each section to include evolving art work and in-game elements.

Have Fun! Enjoy the process.

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REFERENCE

Click on these links to access reference examples

- WITHIN
- GDI Engineering Styleguide