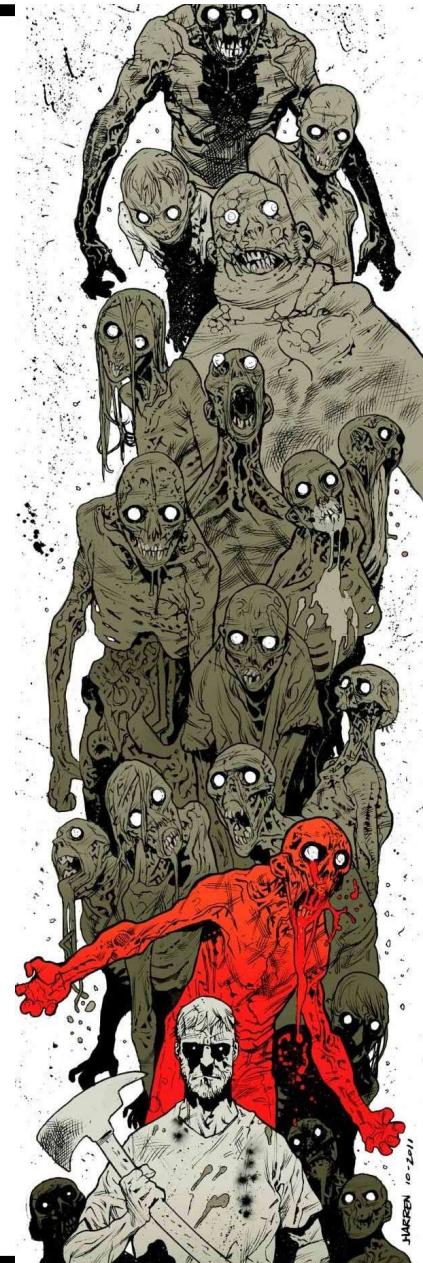




# ART DIRECTION DOCUMENT

By Matt Richardson



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# Introduction

I firstly started thinking on what art direction I wanted to use in my game, by reflecting on what my own interests are and the game I would enjoy creating. This led me to my first love and kind of obsession with the zombie game genre.

It all started for me when I first watched the George A Romero Zombies films. The reason why I love these films, are that I feel zombies depict the basics of society of what it is to be human and social constructs can be manipulated. This is especially noticeable in Dawn of the Dead, which is my favourite out of the series as it shows zombies venturing to a shopping mall and consumerism is the makeup of their basic construct.

From watching Dawn of the Dead, this has led me to dedicate most of my life to reading Zombie comics, graphic novels watching zombie movies, tv series and most importantly playing zombie games.

The best zombie game I have ever played until recent years was a DLC from Red Dead Redemption called Undead Nightmare. I love the DLC so much, I have a custom sleeve of the game tattooed on my arm.



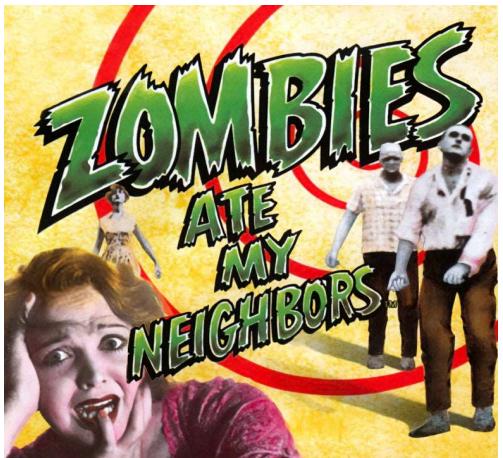
# Zombie Game Mode Board



I put together a mood board of zombie games I really enjoyed playing, to research some of the art styles used in the games to see if there was a way I could adapt an art style for my game.



# Zombie Game Research



From researching the games art directions in the mood board, I really like the vibrant cartoon art style for the characters of the game and think it would be interesting to find the angle of the Zombies ate my neighbours maze map as a top-down map I could use for my prototype game.

## Reference

[Zombies Ate My Neighbors and Ghoul Patrol on Steam  
\(steampowered.com\)](https://www.steampowered.com/app/2111/Zombies_Ate_My_Neighbors/)

# Zombie Game Research



I really liked how Dead Island was so visually bright and had great materials used on the objects that create the levels. The last image showed that this was in artistic style and game mode of a first-person shooter work well together. I feel I would like to use this option as it really goes well with the player movement within this art style.

## Reference

[Dead Island Definitive Edition on Steam \(steampowered.com\)](https://store.steampowered.com/app/1010/Dead_Island_Definitive_Edition/)

# Artistic Game Styles for Top - Down



I researched art styles of top-down game modes, The games I found that worked best where games such as 2urvive and project zomboid. I found that either pixel or low poly characters worked best with the top-down element and to either use pastel colour palette or have vibrant colours to make the game visually striking.

## References

[Project Zomboid on Steam \(steampowered.com\)](https://www.steampowered.com/app/101300/Project_Zomboid/)

[Buy 2URVIVE | Xbox](#)



# Artistic Game Styles for FPS



[Left 4 Dead on Steam \(steampowered.com\)](#)



I also researched into artistic styles of Left for dead and Back for blood, I am really liking the look of low poly characters and visuals but to have bright colours like Back For Blood and to include a player hud visual into my prototype.

## References

[Back 4 Blood on Steam \(steampowered.com\)](#)

[Left 4 Dead on Steam \(steampowered.com\)](#)



# Game mode research from art direction.

This has been a different type of journey for me when creating a game as I normally use the MDA method, which lets you start with the mechanics, then dynamics and this then leads to the aesthetics. This time round, I feel that from looking into the art direction of my game has helped me decide what game mechanics and dynamics I want to use from choosing the aesthetics of the levels in my game prototype.

I have found two courses to help me develop my understanding of Unreal Engine 5.3 using a low poly map and characters that feature in the top-down Zombie Game below that I have followed to create the game.

To help me understand the mechanics of an FPS from the ground up, I went to one of my favourite franchises DOOM. I have always loved the 28 bit look and feel to the game and the way you pick up guns and shoot the enemies. This look was also in recent game BoltGun.

The reason why I wanted to complete these two prototypes was not only to learn programming techniques, but to also see what the game play artistic style I prefer better to use.



# Game mode Courses – FPS & Top Down

Development > Game Development > Unreal Engine

## How To Make A Retro FPS Game In Unreal Engine 5

Learn how to create a Retro FPS with multiple different guns, enemies and assets like explosive barrels

4.6 ★★★★★ (88 ratings) 602 students

Created by [Unreal University](#)

Last updated 02/2024 • English • English (Auto)

You purchased this course on Feb. 12, 2024

Go to course

30-Day Money-Back Guarantee

**What you'll learn**

- ✓ Learn how to create an Old School Retro FPS like the Classic DOOM Game in Unreal Engine 5
- ✓ How to make FPS weapons we will go over how to create many different weapons including: Pistols, Miniguns, Rockets, Launcher and More
- ✓ How to make actors we can place in the world like explosive barrels, sliding doors, door which require key cards, lava and more
- ✓ How To Create Dynamic AI Using Behaviour Trees

This course includes:

- ✓ 7 hours on-demand video
- ✓ 3 articles
- ✓ 2 downloadable resources
- ✓ Access on mobile and TV
- ✓ Full lifetime access
- ✓ Certificate of completion

Share Gift this course Apply Coupon

## Reference

<https://www.udemy.com/share/1099M03@RQMCKevz8IKxtiEJuEOAq5AAxTkfEmNwt4QIIHo07JTQG19LA-8HLkcySobE3U/>

This course really helped me to understand that the game mechanics for FPS was great, but I didn't really like the assets and colour scheme used in the game but really liked how the player had to go round the map collecting keys to be able to access the next level.

Development > Game Development > Unreal Engine Blueprints

## Unreal Engine 5 Learn How To Create A Top Down Shooter Game

Learn How To Use Unreal Engine 5 By Making a Top Down Zombie Shooter Game From Complete Scratch

4.7 ★★★★★ (117 ratings) 792 students

Created by [Unreal University](#)

Last updated 02/2024 • English • English (Auto)

You purchased this course on Nov. 01, 2023

Go to course

30-Day Money-Back Guarantee

**What you'll learn**

- ✓ You will learn how to make a full game from start to finish with: Menu Systems, AI, and more
- ✓ Develop your understanding of Unreal Engine in this course we will use a variety of different tools in the engine to help build this game
- ✓ Learn how to create a pistol weapon which has limited ammo and can fire bullets
- ✓ Learn how to make games without writing code!
- ✓ Learn how to create enemy AI which can chase and attack the player

This course includes:

- ✓ 4.5 hours on-demand video
- ✓ 5 articles
- ✓ 3 downloadable resources
- ✓ Access on mobile and TV
- ✓ Full lifetime access
- ✓ Certificate of completion

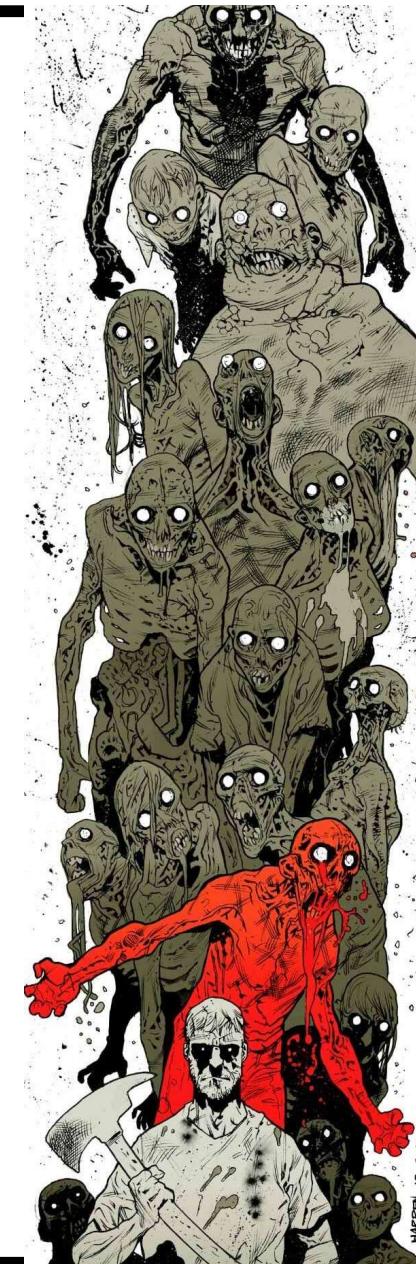
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Training 5 or more people?

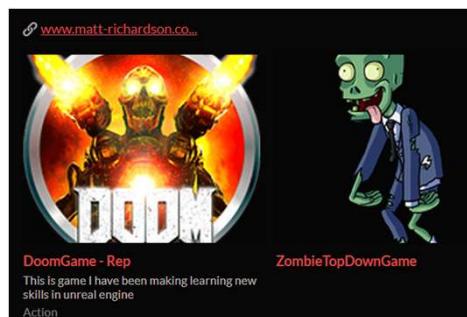
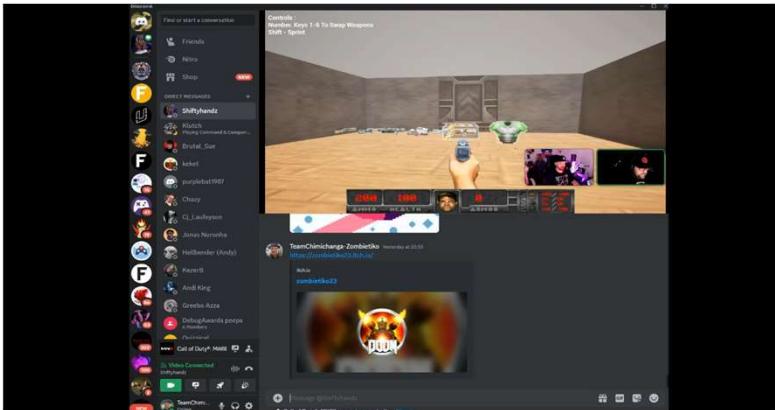
## Reference

<https://www.udemy.com/share/108ro23@oDZY2dU0fF1k76OCItdjfVp8d5KNFgnB5gv40EYK5cl4RGcexqs1CKOFkyC8NK/>

I really liked the Low Poly artistic style of the assets and the town used in creating the level for the player to play. I didn't like the look of the movement that the player had when it came to the top-down game mode.



# Game mode Courses – FPS & Top Down



If you head over to my itch.io page ( this needs to prettier with more content) but you can download the game prototypes .exe files I created for the FPS and Top-down game to the play the game after you have extracted the zip file. I included a video of my friend and streamer Shiftyhandz playing the doom prototype I made.

Reference [zombietiko23 - itch.io](https://zombietiko23.itch.io)



# Artistic Direction Reflection and Game Mode Selection

From completing the two courses for different game modes and the art direction that has is being used in both games. I have chosen to use Low Poly assets and level design for my game.

Also, I feel that this will help me source bright colourful materials to use in the game this is to help distinguish between who the player is and who are the zombies as the player character will have a more skin like tone then to the enemies to help with this differentiation between the two.

I am hoping to combine this artistic style into an FPS game as I preferred this to the Top-Down game for when it came to shooting the enemies and I feel that it looks visually better for the player to interact and move around the level.

All the research into the artistic direction and the journey it has led me to by choosing the artistic direction first to create a Zombie Low Poly FPS Game and in the next section I have created an artistic direction document to help me with the game design document to achieve the prototype of my game that is aesthetically pleasing with hopefully great game play.



Low poly



FPS

Game Prototype



# Prototype Zombie Low Poly - Level Map & Assets

CONTENT DETAIL

Home Browse Industries Free On Sale Vault Help Search Products..

Low Poly FPS Map Vol.1  
JustCreate - Environments  
Not Yet Rated 2 of 2 questions answered  
Modular city based FPS map for VR and other projects.

Open in Launcher  
OR  
Write a Review

Supported Platforms: Windows, Mac, Linux, Android, iOS, VR  
Supported Engine Versions: 4.24 - 4.27, 5.0 - 5.3

I researched into various Low Poly FPS Maps. I chose this asset pack as I felt that it was a good quality created assets to use as my main level and helped me to determine what colours and visuals I would need to use for the zombies and FPS Character.

## Reference

[Low Poly FPS Map Vol.1 in Environments - UE Marketplace \(unrealengine.com\)](https://unrealengine.com/marketplace/environments/low-poly-fps-map-vol-1)



# Prototype Zombie Low Poly Characters

[CONTENT DETAIL](#)

Home Browse Industries Free On Sale Submit Content Help Search Products..   



POLYGON - City Zombies - Low Poly  
Urban Zombie Character Pack

Synty Studios - Characters

★★★★★ 13 3 reviews written | 6 of 6 questions answered

An Epic Low Poly asset pack of zombie characters to create an apocalypse themed polygonal style game.

Add To Project OR Write a Review

Supported Platforms: Windows, Mac, Linux, iOS, Android, Unreal Engine 4.25 - 4.27, 5.0 - 5.3

Description Reviews Questions Report product

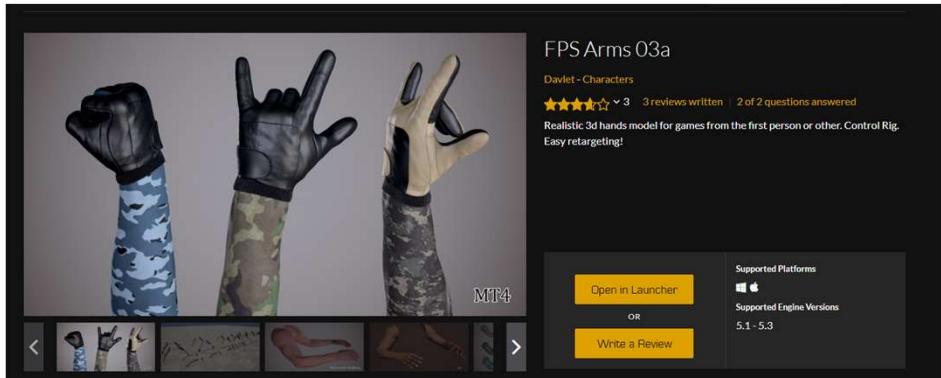
I have found and purchased these low poly character assets that I want to use for the Zombie Low Poly FPS game. The reason why I chose this asset pack was not only for the design but because of the vibrant colours and cartoon aesthetic to the characters as I want the game to be fun and vibrant.

## Reference

[Polygon - City Zombies \(Unreal\) \(youtube.com\)](#)



# Prototype Zombie Low Poly – Player Assets



From the research into the art direction of Left for Dead and Back For Blood. I really liked the first person with just using the arms. I wanted to give the player a choice of colours that they can choose for their characters arms.

## Reference

[FPS Arms 03a in Characters - UE Marketplace  
\(unrealengine.com\)](https://unrealengine.com/marketplace/characters/fps-arms-03a)



# Prototype Zombie Low Poly - Weapons & Ammo

CONTENT DETAIL

Home Browse Industries Free On Sale Vault Help Search Products...

**INFIMA GAMES**  
**LOW POLY SHOOTER PACK**  
VERSION 5.0

**MAIN FEATURES**

- FPV & TPP Mode
- Basic AI Enemies (Attack, Roam, Chase)
- Mazequin Ready
- Replicated
- Simple Respawning & Loadout System
- Fully Customizable Blueprints
- 50+ Weapon Presets
- 18+ Animated Weapons
- Multiple Attachments
- 240+ Weapon Materials

\* Showcases Videos & Demo Available in the Description



Low Poly Shooter Pack v5.0

Infima Games

4.45 stars 445 reviews written | 1239 of 1239 questions answered

Advanced shooter pack with a cool low poly style and a focus on polished mechanics and high-quality animations. Built to be used as a starting point for your game projects, for prototyping or for learning!

[Open in Launcher](#) Supported Platforms  
OR  
[Write a Review](#) Supported Engine Versions 4.26 - 4.27, 5.0 - 5.3

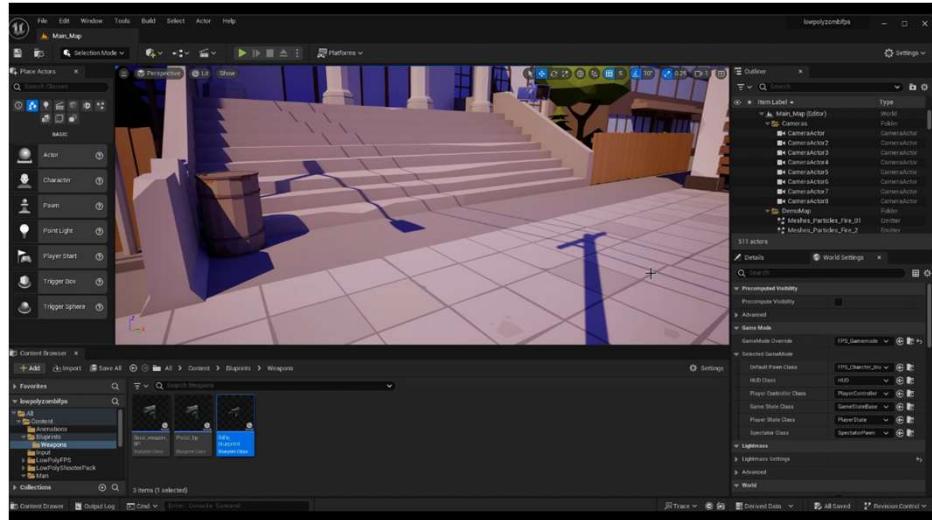
This was a great asset pack to find as it has a lot of content that I can use for this and other games. I chose this pack as I really liked the vibrant colours and schemes used for the characters and weapons. I am looking to possibly add some of these assets and animations to the game for the guns.

## Preference

[Low Poly Shooter Pack v5.0 in - UE Marketplace](#)  
[\(unrealengine.com\)](#)



# Prototype Zombie Low Poly - Weapons & Ammo



I have been able to make a great start on creating the prototype by being able to add the assets I have purchased into the game. Please see a video run through of where I am with the game so far. I was happy to learn about line traces as this helps with the firing mechanics.

I feel that my can make the game innovative by adding some quirky guns such as a banana gun and pigeon drone that drops grenades. For making the game play innovative I am going to have different spawning zombies that the lay must kill but by section of zombies of the same character until these zombies have been destroyed to reveal a key to progress to the next wave of different zombies.

Reference – Video By Matt Richardson



# Reflection

I found this process of putting together an artistic direction document really useful to determine what art, by having a visual representation of the game would look like if I chose these materials to set up the levels in my Zombie Low Poly game. This also helped me to see that I could combine the low poly art style to an FPS game.

From previous feedback I also wanted to see what type of art direction I could use for the keys for the player to collect for to progress to the next wave. Along with learning what artistic direction you choose can sometimes dictate what game mode you choose for your game.

The next steps for me is to source these items to make the game stand out and gives the player a great experience visually and highlights of the game.

