

GAME ART BIBLE

THE SECRET SAUCE TO MAKING GREAT GAME ART





INTRODUCTION KSHIRAJ TELANG





NIGHTMARE MODE



INVINCIBLE MODE

ART BIBLE

WHAT



A REFERENCE DOCUMENT / GUIDE THAT
CONTAINS THE DETAILS OF WHAT THE GAME
IS GOING TO LOOK LIKE

WHEN



CREATED AFTER GDD AND
BEFORE ART PRODUCTION

WHO



MADE BY THE ART DIRECTOR
WHO STARTS WITH A CLEAR VISION OF
THE GAME VISUALS

WHAT DOES AN ART BIBLE DO?

- TELLS ABOUT WHAT THE GAME IS GOING TO LOOK LIKE
- MAINTAINS CONSISTENCY THROUGHOUT DEVELOPMENT
- HELPS THE ART TEAM UNDERSTAND THE DIRECTION OF ART
- EXPLAINS HOW AND WHY STYLISTIC DECISIONS WERE MADE
- GETS NEW MEMBERS UP TO SPEED
- HELPS IN MARKETING AND COMMUNICATION

ANSWERS TO KNOW BEFORE YOU BEGIN

- **WHAT WOULD A NEW TEAM MEMBER NEED TO KNOW TO CONTRIBUTE TO MY PROJECT?**
- **WHO IS THE TARGET AUDIENCE FOR THIS DOCUMENT?**
- **IF SOMEONE WANTED TO SPONSOR OR FUND THIS PROJECT, WHAT WOULD THEY NEED TO KNOW ABOUT ITS ARTISTIC DIRECTION?**
- **HOW COULD I MAKE ALL ARTISTS UNDERSTAND AND SHARE THE SAME VISUAL INTENT?**

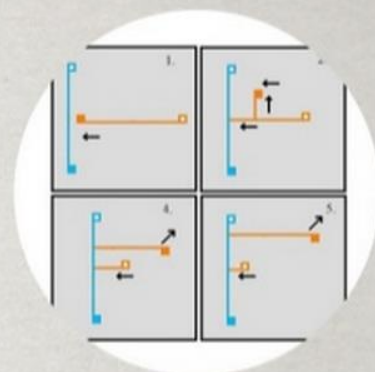
VISUAL SOURCES TO PREPARE YOUR ART BIBLE



CONCEPT ART



PHOTOGRAPHS



DIAGRAMS



COMPLETED ASSETS



WORK FROM OTHER MEDIA

CONTENTS OF AN ART BIBLE



ART STYLE



**CHARACTER
ART**



L.O.D.



CAMERA



**COLOR
PALETTE**



**ATMOSPHERE/
ENVIRONMENT**



**USER
INTERFACE**



**TECHNICAL
GUIDELINES**



REFERENCES

ART STYLE

ENVIRONMENT
SCALE

WHO LIVES IN
THE ENVIRONMENT

ARCHITECTURAL
PROPORTIONS

TIME PERIOD

CHARACTER
PROPORTIONS

CLIMATE

TECHNOLOGIES IN USE FOR
HINT OF ADVANCEMENTS

METHODS OF
CONSTRUCTION

COMMON/PRECIOUS
MATERIALS



ART STYLE PAGE EXAMPLE

BE-TAAL ALWAYS SINGS IRRESPECTIVE
OF BAK-KUM'S ACTIONS



STYLIZED GEOMETRY FOR BACKGROUNDS



CHARACTER ART

EXPRESSIONS

STYLE AND
CONSTRUCTION

POSING



COSTUME/
DRAPERY

HEIGHT SCALE
COMPARISON

COLOR
PALETTE

CHARACTER ART PAGE EXAMPLE



TEMPLATE

~ 70% HEAD - 30% BODY

"BARBARIAN"



LARGE SIZED WEAPONS
FOR THUMBNAIL VISIBILITY



"KNIGHT"



NO OUTLINES

"ARCHER"



COOL (BLUE) → WARM (YELLOW)

LEVEL OF DETAILS

DIFFERENCES OF DETAIL IN
NARRATIVE, GAMEPLAY AND UI

ARCHITECTURAL
DETAILS

HOW TO ACHIEVE
INCREASE/DECREASE
IN DETAILS

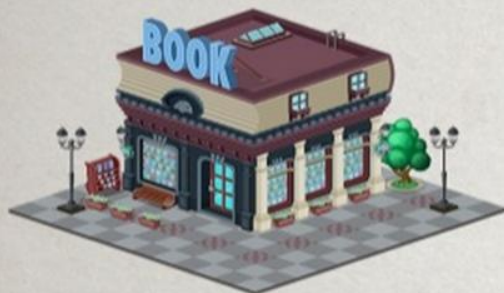


CHARACTER
DETAILS

WHAT AND WHAT NOT TO DETAIL

L.O.D. PAGE EXAMPLE

WELL DETAILED TO ALLOW
EXTREME CLOSE PINCH ZOOM-INS



DOORS AND FLOORS SUPPORT AVATAR HEIGHT



ASSETS CAN BE FLIPPED IN GAME,
SO SHOULD NOT HAVE STRONG SHADOWS
(EVENING 5 PM WORLD)



READABLE TEXT IS PERMITTED

CAMERA

CAMERA FX

GAMEPLAY ANGLE AND
CHARACTER POSITION

NARRATIVE/STORY
SEQUENCES



FIELD OF VIEW

HANDLING MULTIPLE
OUTPUT FORMATS

CAMERA PAGE EXAMPLE

PATHS AND GROUND LEVEL ARE
SEEN RIGHT FROM TOP

CHARACTERS AND PATH ITEMS ARE TO BE DRAWN
IN CHEATED PERSPECTIVE



BUILDINGS AND PROPS ARE DEFORMED
AT THE BOTTOM TO HINT PERSPECTIVE

TOP-DOWN ANGLE WITH CHEATED PERSPECTIVE

COLOR PALETTE

COLOR SWATCHES

HUES

VIBRANCE AND VALUES

SATURATION



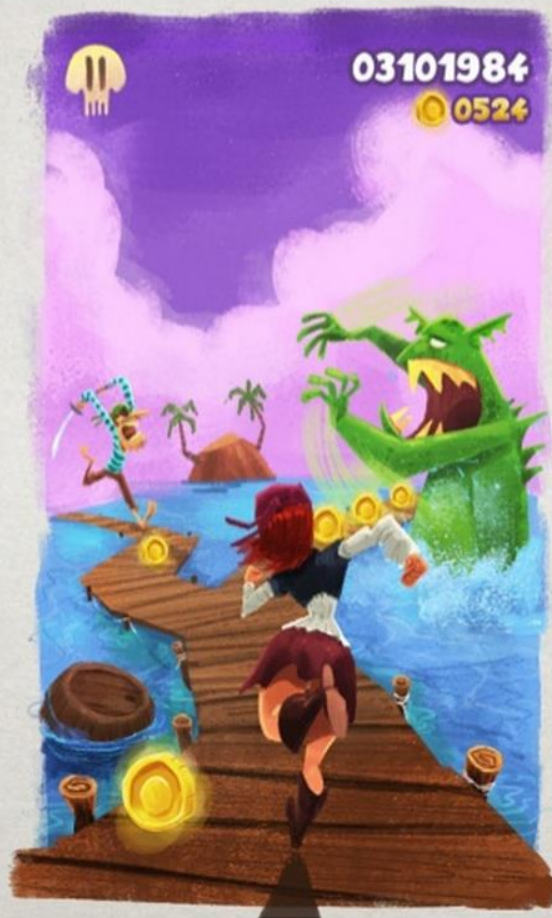
ENVIRONMENTS WITH
DISTINCTLY DIFFERENT PALETTE CHOICES

COLOR PALETTE PAGE EXAMPLE



USE RICH COLORS
THAT MAY WORK FOR CASUAL AUDIENCE
AND MAKE THE GAME FEEL ACTION PACKED

OVERALL SCHEME CAN STAY NON-UNIFORM
(NO OVERLAY OF TINT REQUIRED)



ATMOSPHERE/ENVIRONMENT

SCALE

SCHEME



OPENNESS

WEATHER CONDITIONS

ATMOSPHERE/ENVIRONMENT PAGE EXAMPLE

AVOID OUTLINES, BLACK FILLS
AND HARD SHADOWS



USE FRIENDLY, BRIGHT COLORS



AVOID DARK, STRONG COLORS



COLOR SCHEME SHOULD
LET BIRDS OF DIFFERENT COLOR STAND OUT

← KEEP HORIZON LINE
AROUND FOURTH ROW
TO NOT TO LET THE BGS APPEAR BUSY

USER INTERFACE

ANIMATIONS

INTERFACE DESIGN
TECHNIQUE



MENU ITEMS AND HUD

UX (USER EXPERIENCE)

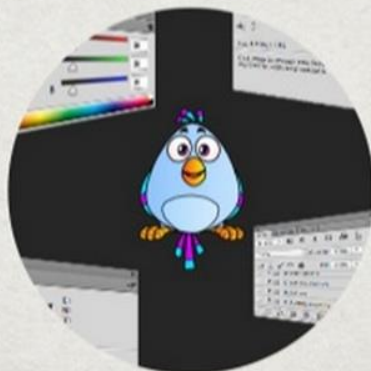
USER INTERFACE PAGE EXAMPLE



TECHNICAL GUIDELINES

EXPORTING

TOOLS TO USE

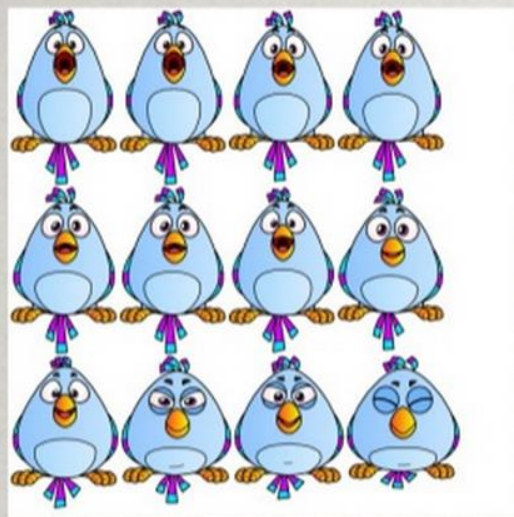


NAMING CONVENTIONS

LIMITATIONS

RESOURCE COLLECTION AND
STRUCTURING

TECHNICAL GUIDELINES EXAMPLE

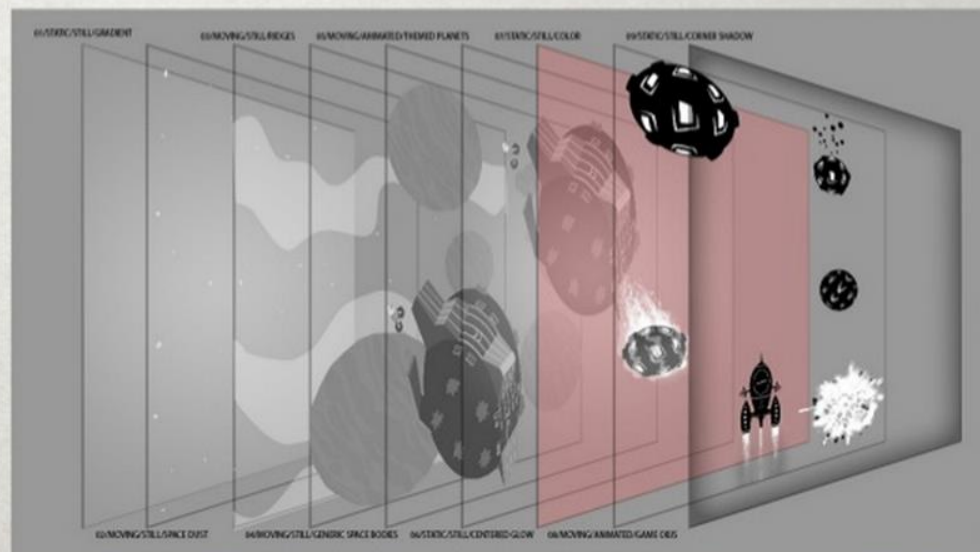


SPRITE SHEET: 512X512



BEANBAG BIRD	BEANBAG_DEATH_LEFT_SEG1	BEANBAG_DOWN_RIGHT_SEG1_1.#40
SPARTAN BIRD	BEANBAG_DEATH_LEFT_SEG2	BEANBAG_DOWN_RIGHT_SEG1_2.#40
	BEANBAG_DEATH_LEFT_SEG3	BEANBAG_DOWN_RIGHT_SEG1_3.#40
	BEANBAG_DEATH_RIGHT_SEG1	BEANBAG_DOWN_RIGHT_SEG1_4.#40
	BEANBAG_DEATH_RIGHT_SEG2	BEANBAG_DOWN_RIGHT_SEG1_5.#40
	BEANBAG_DEATH_RIGHT_SEG3	BEANBAG_DOWN_RIGHT_SEG1_6.#40
	BEANBAG_DOWN_LEFT_SEG1	
	BEANBAG_DOWN_LEFT_SEG2	
	BEANBAG_DOWN_LEFT_SEG3	
	BEANBAG_DOWN_RIGHT_SEG1	
	BEANBAG_DOWN_RIGHT_SEG2	
	BEANBAG_DOWN_RIGHT_SEG3	
	BEANBAG_DOWN_STRAIGHT_SEG1	
	BEANBAG_DOWN_STRAIGHT_SEG2	
	BEANBAG_DOWN_STRAIGHT_SEG3	
	BEANBAG_SEDESTEP_LEFT	
	BEANBAG_SEDESTEP_RIGHT	

NAMING CONVENTION:
(BIRD NAME)_(ACTION)_(DIRECTION)_(SEGMENT)



REFERENCES/MOOD BOARDS

ADS

GAMES

ILLUSTRATIONS



VIDEOS AND MOVIES

PHOTOGRAPHS

COMICS

THINGS TO KEEP IN MIND

- ARTISTS DON'T WADE THROUGH LARGE BLOCKS OF TEXT
- COMBINE IMAGES TO COMMUNICATE MESSAGES IN ABSENCE OF PERFECT EXAMPLES
- PREFER FORMAT SUITED TO THE TEAM (PDF, PRINTED, PRESENTATION, HOSTED HTML)
- VERSIONING
- CAPTION YOUR IMAGES
- SOURCE YOUR CONTENT

IN CASE OF LIMITED/NO ART BACKGROUND

- **GATHER AND INCLUDE GOOD REFERENCE EXAMPLES**
- **PREPARE PALETTE USING VISUALS YOU LIKE**
- **USE COLOR SCHEME DESIGNER FOR COLOR CHOICES**
- **BROWSE PINTEREST, BEHANCE, DEVIANT ART, ETC.**
- **NEED A HEADSTART? WRITE TO US TO GET A FREE ART BIBLE TEMPLATE:**

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QUESTIONS?



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