



Art Style Guide





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Mood Board

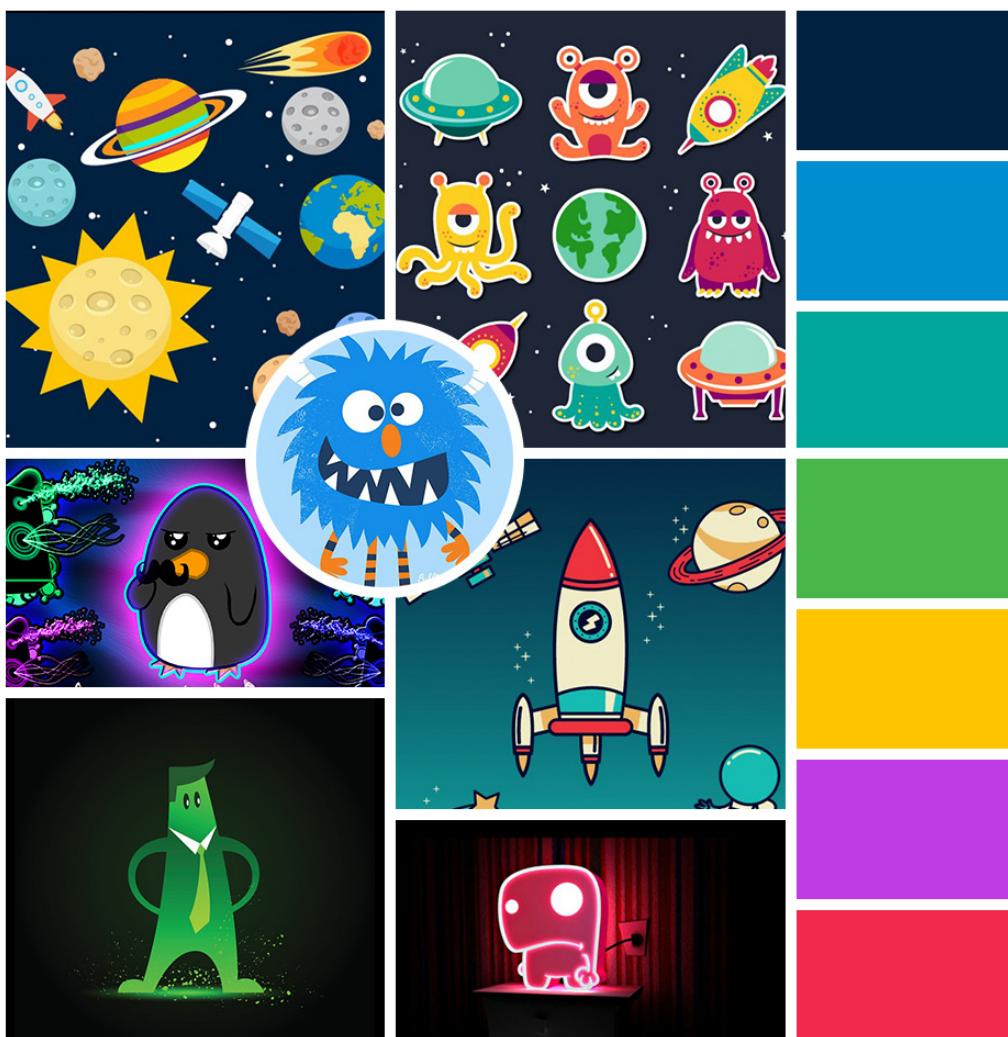




Mood Board

Initial Research

Initially, after researching through online, the Art Department have come up with several possible art styles for the storybook as well as colour schemes. The art style included cartoony shape with the outline, cartoony shape without the outline, and geometric shapes. The colour scheme included neon colours, pastel colours, and primary colours.





Mood Board

Concept Development

In order to research about what art style is most appealing to children, we came up with three different designs with three different colour schemes.



Option A (top): Geometric shapes and primary colours



Option B (middle): Cartoon design with outlines and pastel colours



Option C (bottom): Cartoon design without outlines and neon colours

After having a preference test through many children, we discovered that children preferred Option C. The reason was that they thought "the colour was very pretty". Thus, our team has decided to further develop the third option for the storybook.



Design

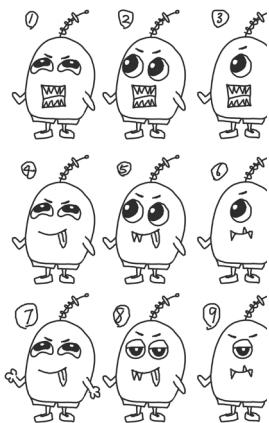
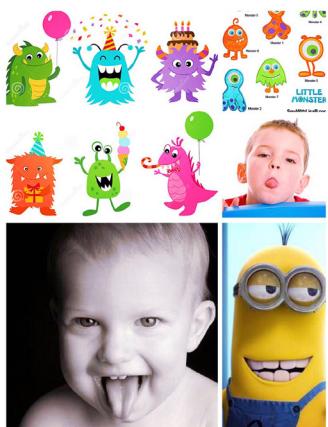




Design

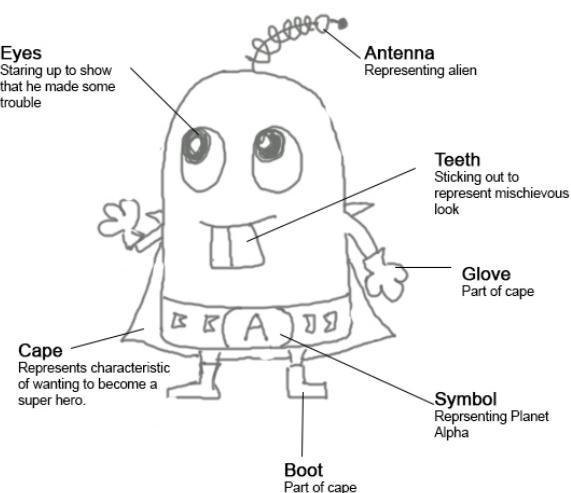
Characters - Astro

Alien Reference



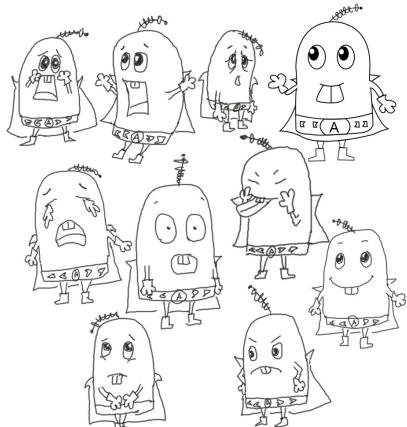
Based on characteristics of characters from the story, design elements were added. We have researched reference images and children's books to get inspirations. These researches help us design character elements.

The alien character was designed based on mischievous and childish characteristics. Our design team captured the key elements of the baby for the alien character, Astro, including baby teeth, big eyes, big head, and short arms and legs. We made different versions of characters. Next, we decided on one and developed it further. After we have decided basic character design, we dressed up the character with gloves, boots and cape. Those elements give the feeling of alien and science fiction, thus, matching our story about the solar system. Although the character is an alien, we wanted to keep a human-like shape to give friendly feeling to our target audience, children from age 6 to 8. Thus, the character has two arms, two legs, two eyes with eyebrows, and one mouth.





Design

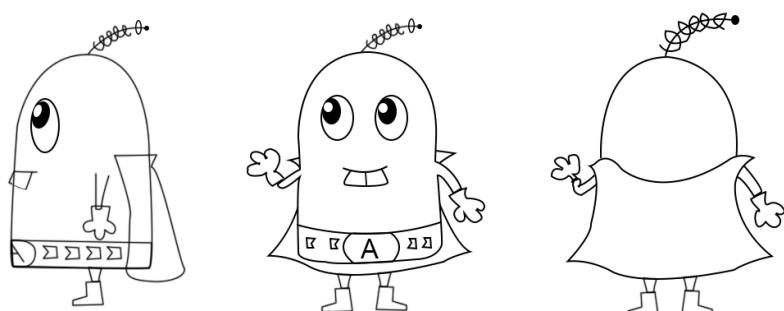
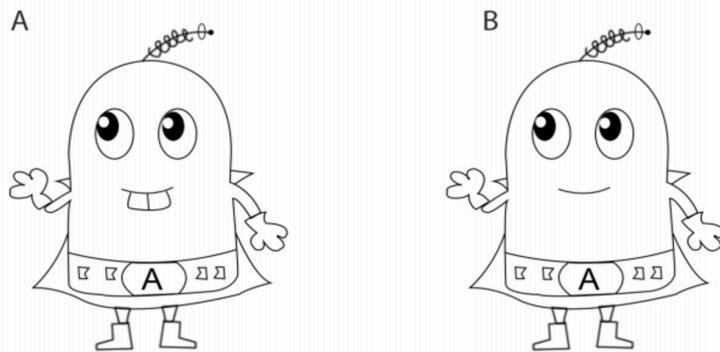


Expression

Astro was designed to have many emotional expressions such as sadness, embarrassment, shocking, smiling and so on.

A/B TEST

We had an AB test for Astro to decide whether we should keep or remove the teeth. We believed the alien's teeth represented a mischievous child; however only one of our main characters between the Astro and Max required teeth element. There were seventeen people who voted for "A" which has teeth while eleven people voted for "B" which doesn't have teeth. We then decided to keep the teeth for Astro as more people preferred the Astro with teeth, and he/she has more space on its head.



3 Views

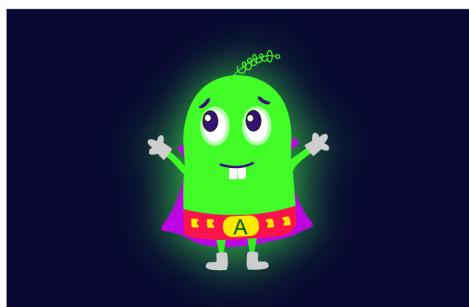
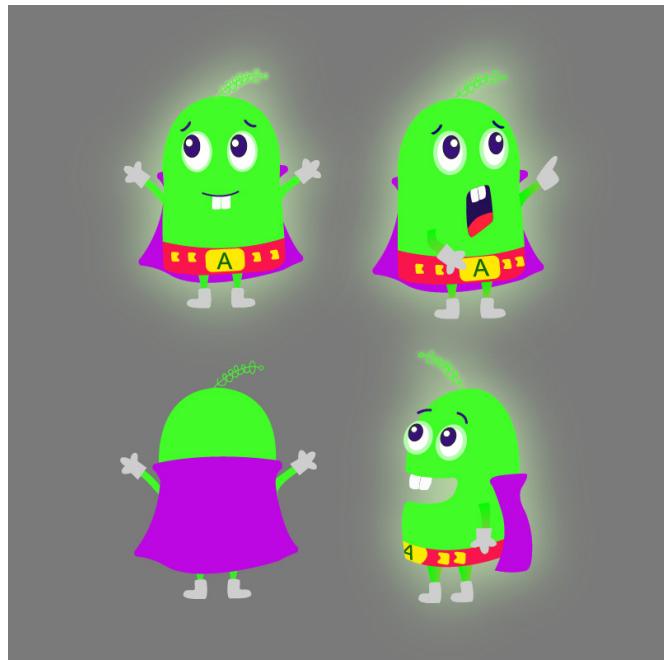
With different views of the character, other artists in our team can understand the design.





Design

Final Look



#41FC27
#BC07E2
#FFEA00
#F9154B
#38117B
#CECECE

ASTRO

Body
Cape
Decorations
Belt
Eyebrow, Mouth
Gloves, Boots

#41FC27
Outer Glow: Mode:Screen
Opacity:80%
Blur:20px



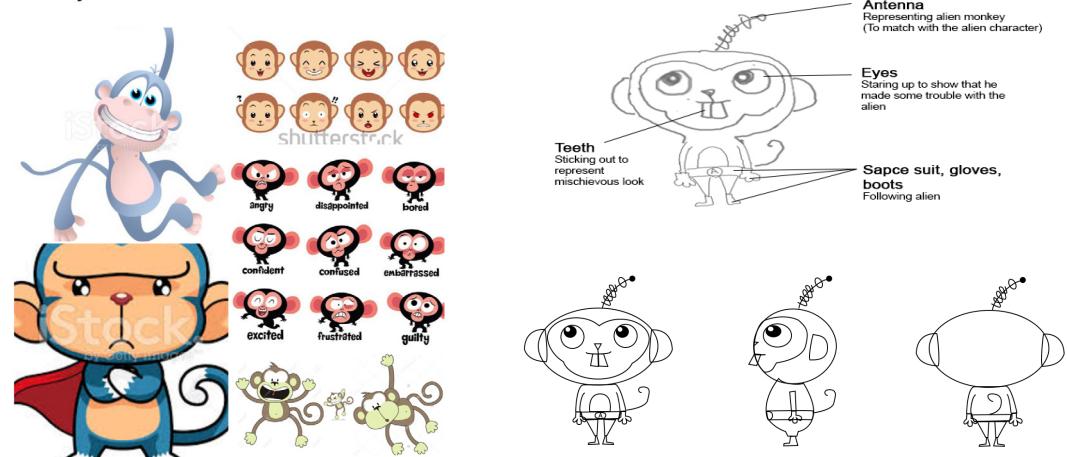


Design

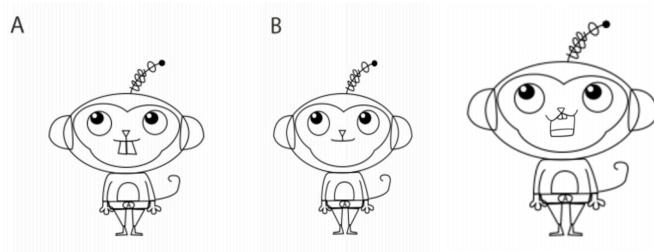
Characters - Max

Max is a companion character of Astro. Thus, our design team matched the monkey design elements with the Astro design. We applied some design elements of Astro to Max, such as antenna on its head, belt, boots, and gloves. This keeps the consistency of the design for both Max and Astro.

Monkey Reference



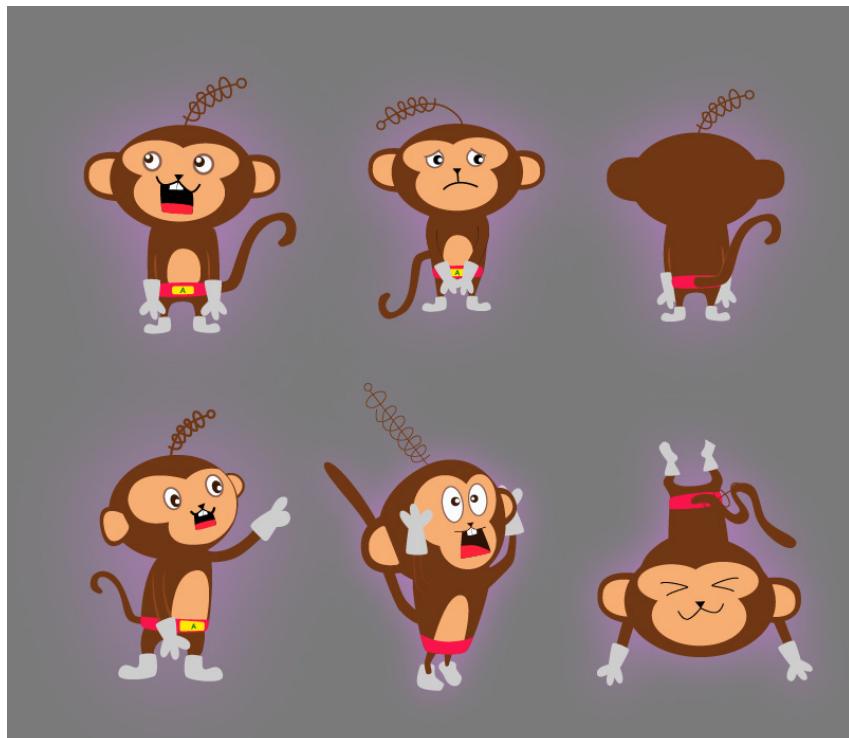
We conducted an A/B testing for Max as well to decide whether we should keep the teeth or not. Our data showed that 23 people did not like the teeth while only five people liked the teeth. Due to this result, and since many details on Max's face was making the character complicated compared to the alien, we decided to remove the teeth for Max. However, we decided to keep monkey's teeth as expressions (not characteristic teeth) when Max opens his mouth.





Design

Final Look



#703714	Body
#F7AE72	Face, Ear, Stomach
#F9154B	Belt
#FFEA00	Decorations
#CECECE	Gloves, Boots

MAX

Outer Glow: Mode:Screen
Opacity:60%
Blur:20px

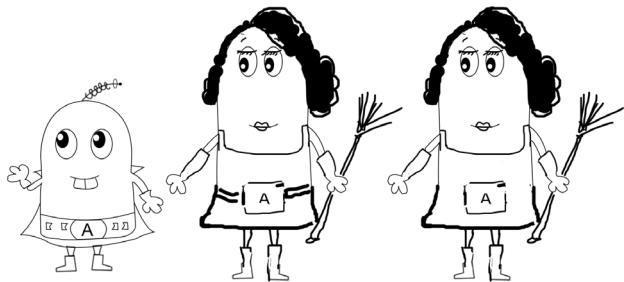




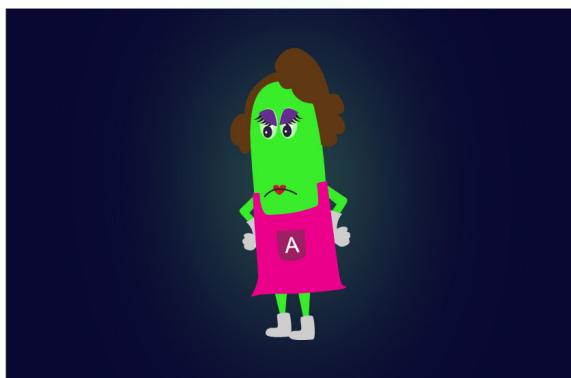
Design

Characters - Alien Mother

Mother Alien Reference



For the mother alien, considering the consistency of design, we kept similar body shape with the alien, Astro, but we designed a longer body. We wanted to represent mom features, thus mother alien's gloves look similar to cleaning gloves, and the dress is an apron-shape. We also added hair to give the feeling of female gender.



#39ED29
#603813
#EB008B
#9E1F63
#652D90
#CECECE

#74F266

Body
Hair
Apron
Pocket
Eyeshadow
Gloves, Boots

MOTHER

Outer Glow: Mode:Screen
Opacity:60%
Blur:50px





Design

Planet & Moons

We purchased planet designs from depositphotos.com, but we added new features such as eyes, arms and ice. In addition, we modified the colors and design.



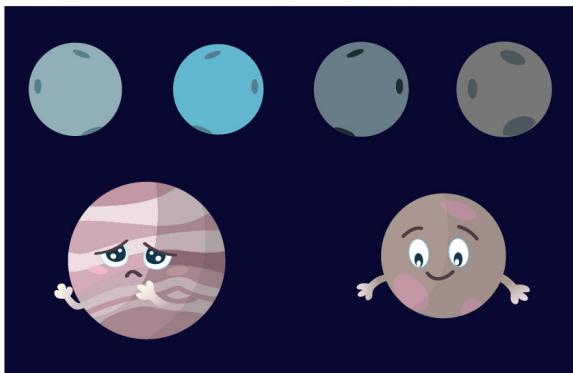
#3BC4F4
#3DA9F2
#92D5EF
#94C2ED
#D1F3FF - #3DB2F2
#75DDF9 - #3DA9F2

#61D6F2

Body
Body
Decoration-Light part
Decoration-Dark part
Ice
Hand

Neptune

Outer Glow: Mode:Screen
Opacity:75%
Blur:100px



#61D6F2
#63B7CE
#687D87
#777777
#C497A5
#EEDEE1
#AA988F

Moon
Moon
Moon
Moon
Triton
Triton
Moon

Moon



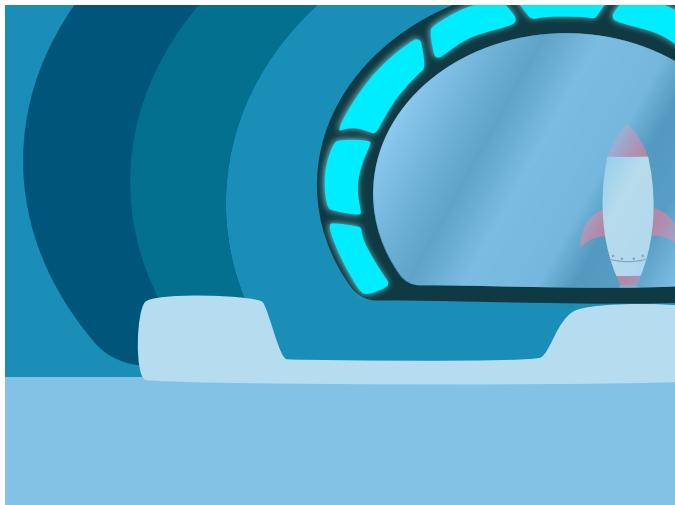
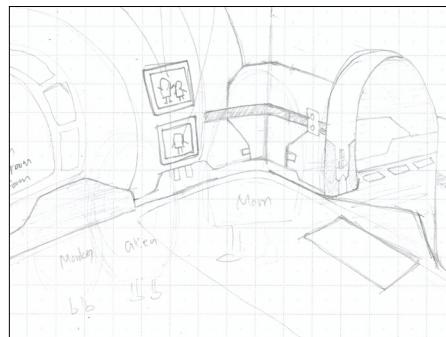
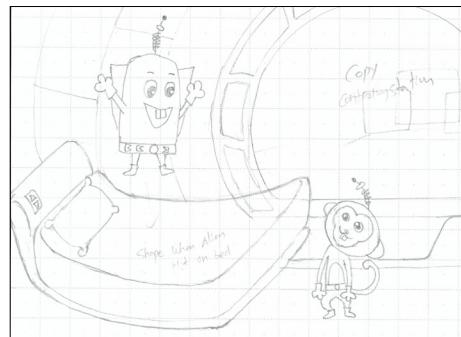


Design

Background - Bedroom



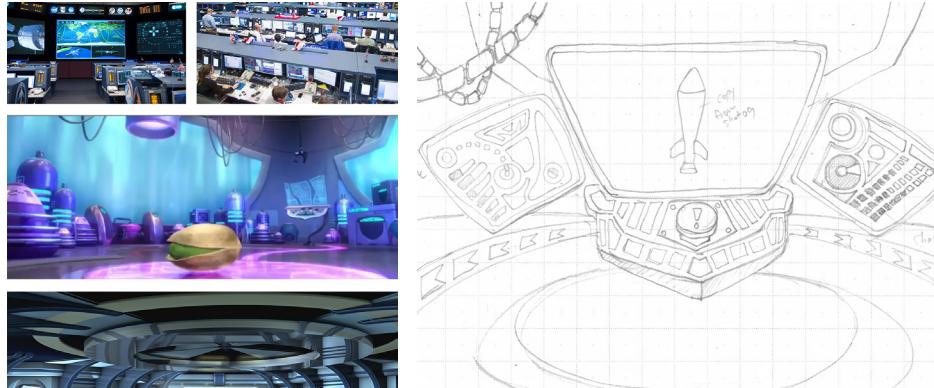
Bedroom: We have designed science fiction inspired room which includes bed, windows, interior of the house, etc. reference images gave inspirations in designing the room, such as floating bed, round shape window, and so on.





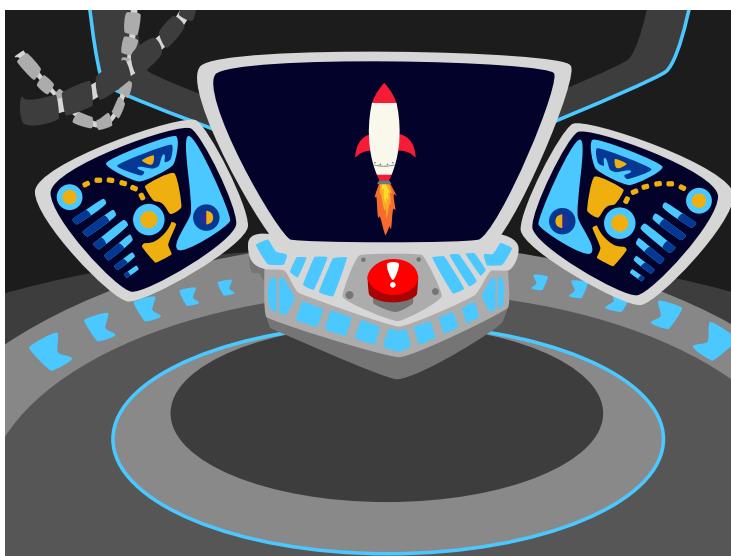
Design

Background - Control Station



The control station is where Astro and Max make trouble. Our big reference is movie Ice Age 5. Our design team watched the movie clips to capture the design element of controlling station. We found that big screen and round shape on the floor gives feeling of a spot light stage.

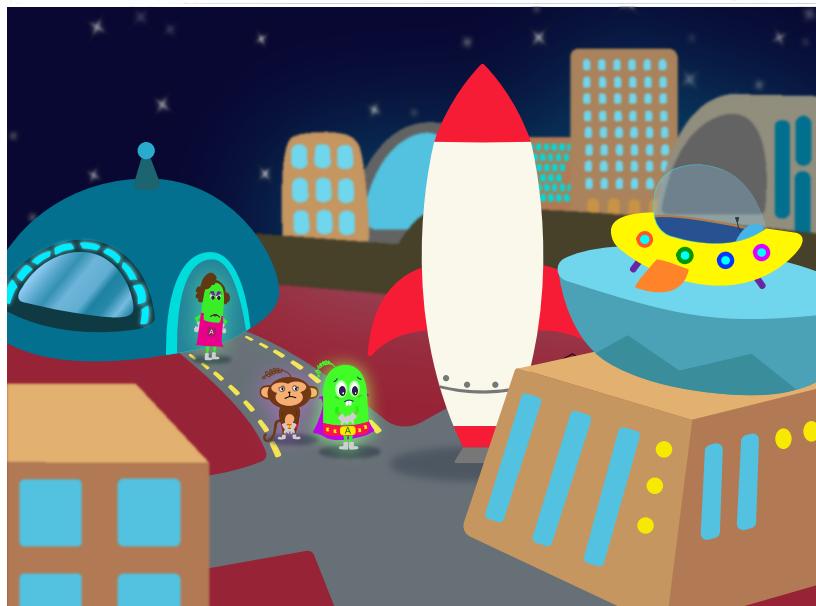
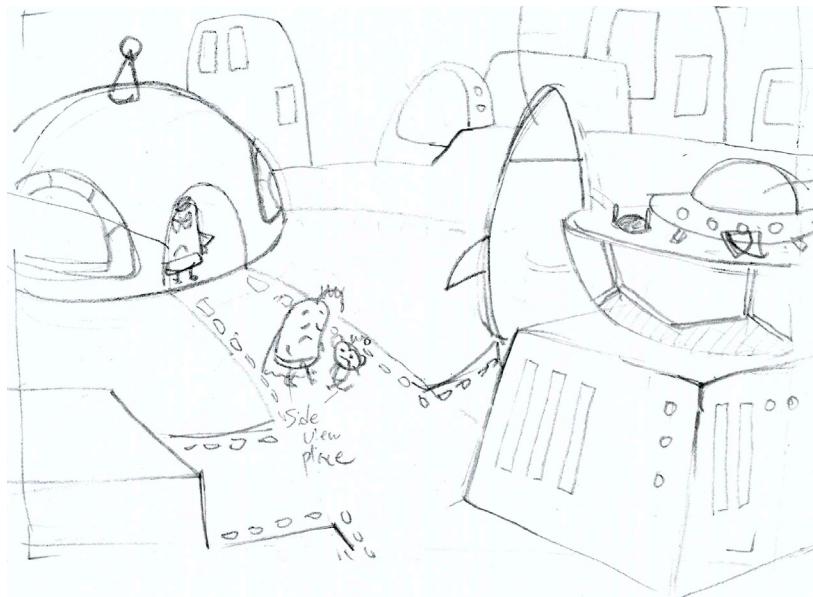
Multiple big screens are also providing information about the rocket. The big rocket launching button as a trouble trigger is red, since red symbolizes danger.



Design

Background - Exterior House

We have designed assets for exterior alien house and the controlling station as well as alien city atmosphere. This is the transition shot from exterior of the alien house to the rocket controlling station. Based on the alien bedroom assets, we have designed the exterior assets.





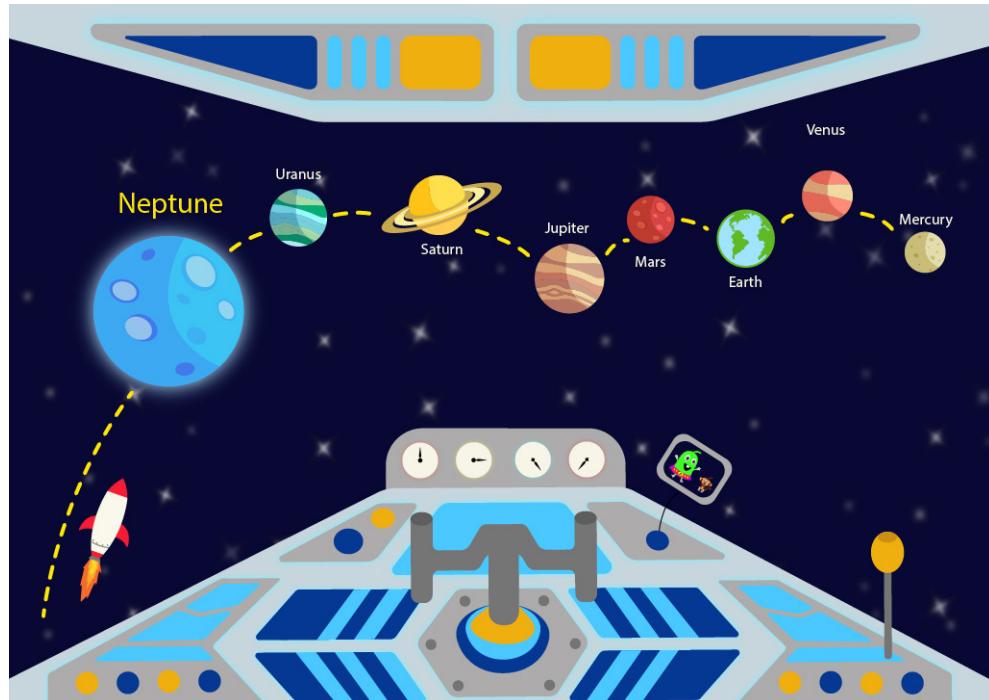
Design

Background - Spaceship Interior

The spaceship interior is the shot where the map is presented to guide users to the next planet. This is the one point perspective shot that gives an immersive feeling of spaceship interior.



There are many buttons, and the screen window displays the planets of the solar system. The screen has a large gazing space compared to the control panel. In this way, we can guide users' eye direction towards the planets.

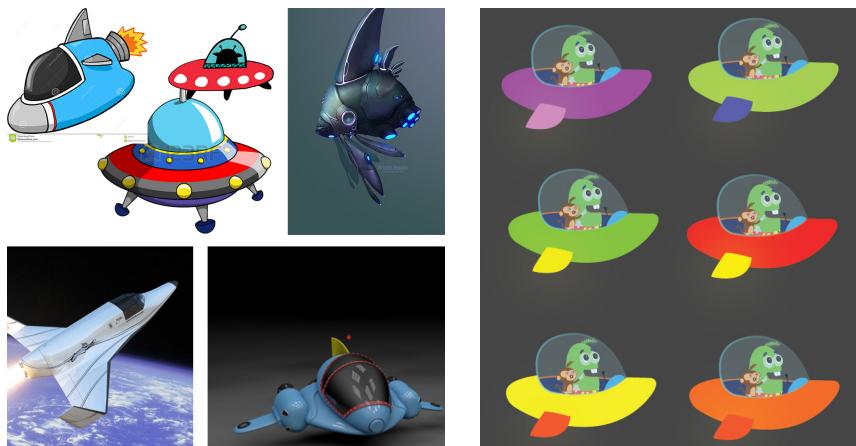




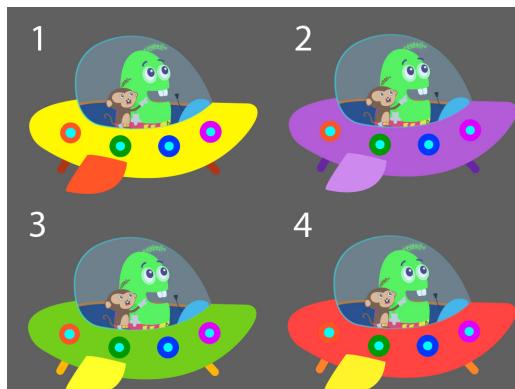
Design

Objects - Spaceship

The spaceship was designed based on the reference images. Spaceship is an important asset in our project, because alien and monkey ride on this all the time during their adventure. We added the wings, which communicates the direction of the spaceship. Initially, we had a simple design because we wanted to drive more focus to the characters riding the spaceship.



Circle on the Spaceship



However, the balance was incorrect as viewer's eye direction was heavily weighted on the characters. The spaceship looks empty. We also wanted to put some childish elements and "UFO" features for the design. Due to these reasons, we added colourful circles on the surface. We then narrowed down our choice to four variations of colour. Because the spaceship is mainly in space, which is dark blue, we wanted the spaceship to be well visible among dark colors. We finally decided on the yellow colour, which is very noticeable in space, and the colour matches with the alien colour, green. The colour scheme is in a range of "Hartreuse Yellow," which is yellow and green.



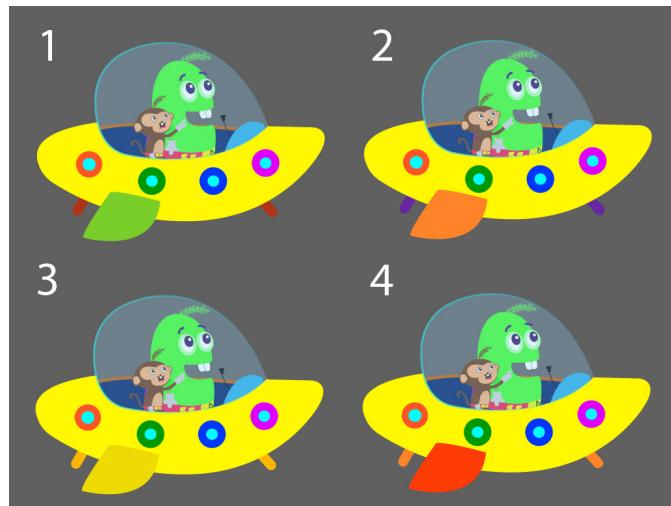


Design

Objects - Spaceship

Wing Color

After the decision was made for the body of the spaceship, we then made different colour variations for the wing. We finally chose #2, which employed an analogous color scheme.



#FFF800
#002066
#FF8429
#8FD3FF Opacity:70%
#FF5527
#009900
#0037FF
#DF00FF

Spaceship



Design

Objects - Rocket



We researched the images of the rocket and missile. We wanted to make the rocket to have a contrast to the alien's spaceship. The spaceship is an organic shape that tells positive feeling, while the rocket is the symbol of danger. The shapes are sharper and the colour is red. Also, the rocket has a fire booster while the alien spaceship doesn't have it.



#F71C36
#F9F8EA
#777777
#FCD829
#F9AA2B
#F76B2D

Rocket





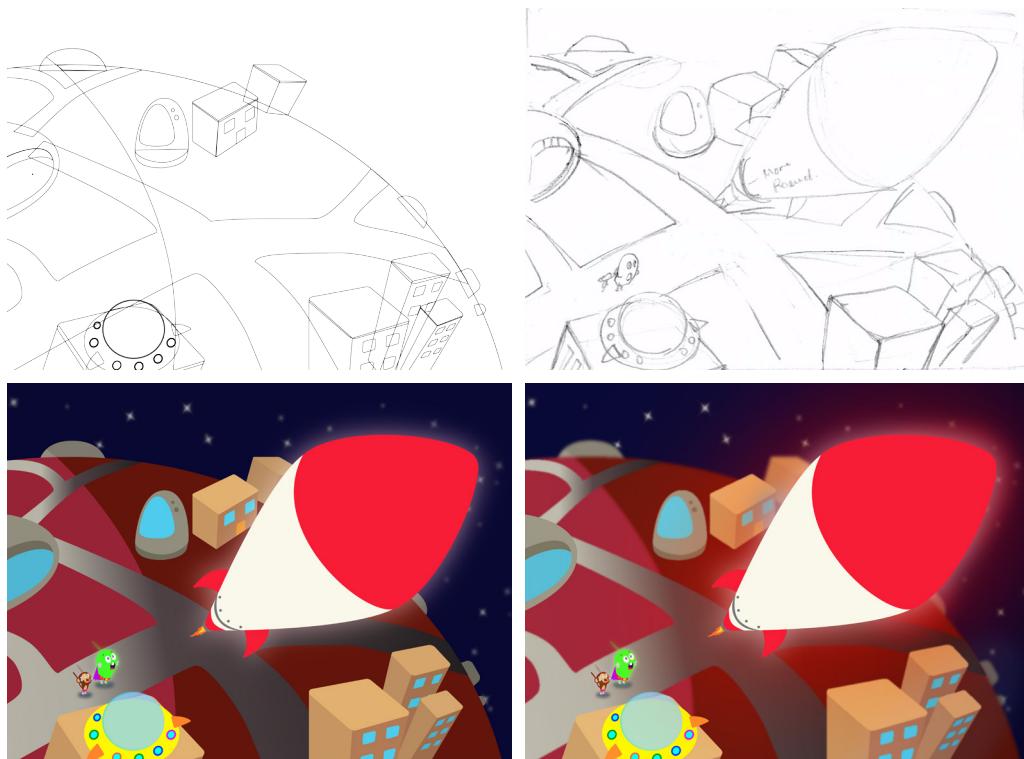
Breakdown



Breakdown

Shot Process

For consistent design, the art team was divided into three subgroups: drawing, vectoring, colouring teams. First, one artist will hand draw all the designs such as characters and backgrounds. After, the vector team takes the design and vector it using illustrator. We chose to use vector for clean lines as our drawing will not have any outline. Thus, it was important that all lines are clean and connected for the colouring. In addition, with vector, we do not have to consider resolution. After the vector team completes illustrating vectors, colour team started to coat colours onto it. After each asset were completed, we compiled each shots and added a glowing effect on the object that should be emphasized on that particular shot, and added depth as well.

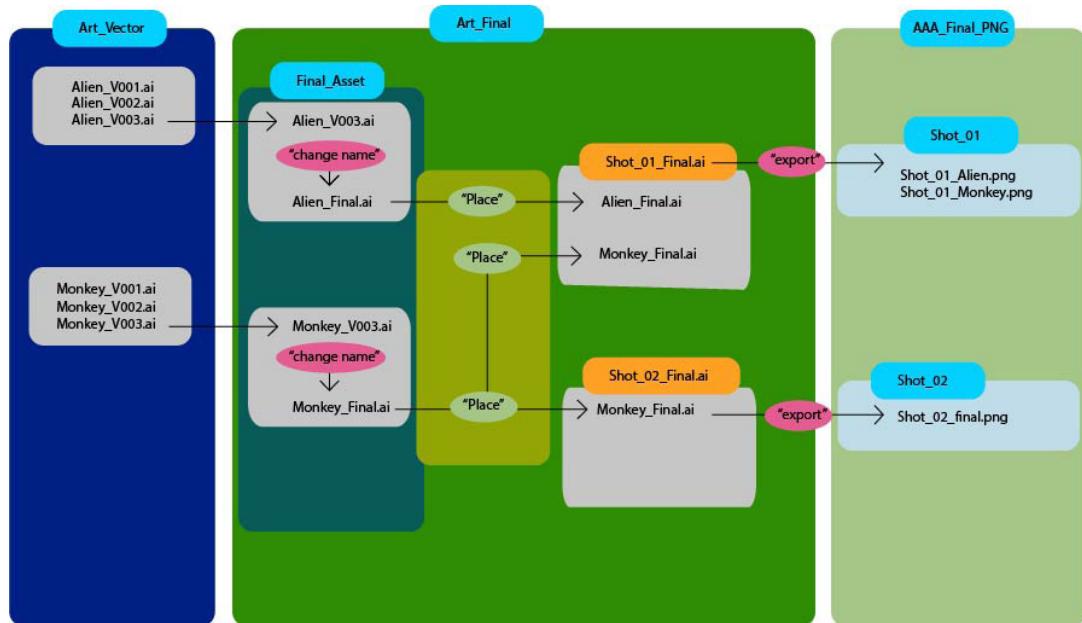




Process

Pipeline

This pipeline illustrates the process of moving from drawing to digital assets. After the drawing team draws assets or shots, we scan the drawing and hand over to the vector team. Then, vector team vectors the drawing in Illustrator, and follows below pipeline. With this pipeline, we can have the multiple version of files, allowing us to go back to the previous version if necessary. It also creates backup files. We also use "Place" tool in Illustrator, which is linking different files in the Illustrator. The advantage of "Place" tool is that each shot receives the latest assets. For instance, the alien and the monkey are in most of the shots, and when those characters have minor changes, as long as it is updated through the asset file, it will be automatically updated by using "Place" function in Illustrator.

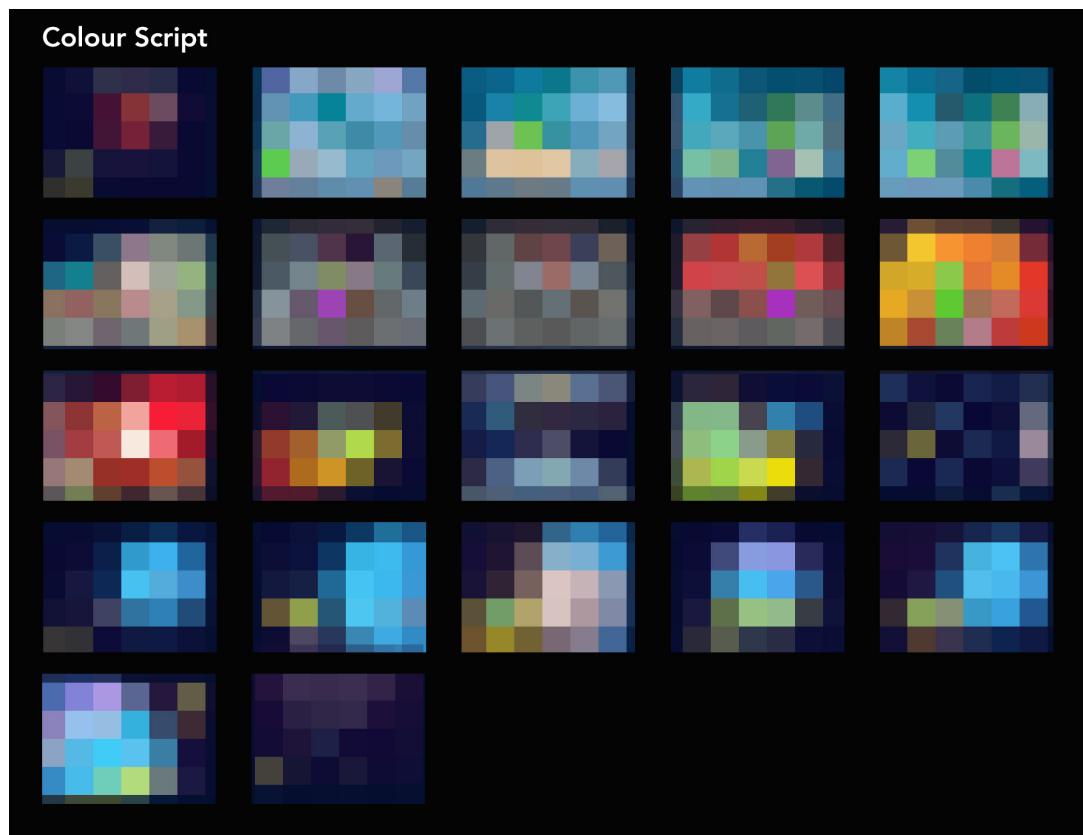




Process

Colour Script

Our colour team set up colour scripts for the entire shots to check if the look and feel of each shot is consistent. This step helps to overview the colour, emotion, and moods for the story. The color script is a great reference to develop for each shots. Because of the color script, we could keep consistent colors for each shot.





Process

Final Shots

Following the pipeline and colour script, we finalized all the shots. We then gathered all the shots together in one panel to overview the images and check the flow, feeling and mood.

