



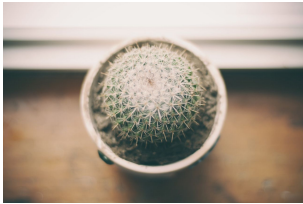
Hi, I'm Chris Robinson, senior art director of World of Warcraft, and welcome to a special edition of Artcraft focused on environment and zone design.

Previously we showed you what it was like to create the Spires of Arak from a purely art-focused perspective, but over the coming days we'll be releasing a series of articles focused on exterior level design, using Nagrand as a focal point.

You'll be hearing from the team who works with the artists, as well as the quest designers, systems designers, historians, and more to craft and create not only the zones we adventure in, but the visual story that is told about these locations and the creatures and races that inhabit them. For this first article, I'm pleased to introduce Julian Morris, our lead level designer.

Hey everyone, Julian Morris here, lead level designer for the World of Warcraft exterior level design team.

Exterior level design is the process of designing and constructing the zones of World of Warcraft, from Azeroth to Draenor and everything in between. Our team has planned, plotted, and designed the rise and fall of ancient cultures, as well as shaped mountains, forests, seas, lakes, rivers, roads, ruins, and every land feature imaginable. In addition to the land itself, we also design and create cities, towns, and Battlegrounds (with the random exterior dungeon or two in there every now and then, too).





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