

# CONCEPT ART:

Diseño de Portfolio

# Portfolio digital ventajas:

- Portabilidad: Permite que cualquier persona pueda acceder a él. Poder enviar por correo.
- Facilidad y velocidad con la que se pueden modificar detalles y contenidos
- Permite incluir vínculos a otra información relevante, webs, proyectos en curso, colaboradores
- Contribuye a modernizar tu propia marca

# Estrategia:

- Conoce tu sector
- Conoce a tus directores: creativos DC, arte DA y de diseño DD
  - DC: responsable de todo el proceso de creación del concepto, comunicación y estrategia creativa
  - DA y DD: responsables de la ejecución de las ideas
- Crea tu discurso-carta de presentación (max. Unas 25 palabras)
- ¿Cómo usaras tu portfolio? Vas a ser autónomo, empresa (hazte un dominio) o buscas trabajo?
- Claridad y Menos es mas. Entre 10 y 20 proyectos.

- Aspecto profesional de tu trabajo

- Cuida la maquetación, las jerarquías, la tipografía

- Describe tus trabajos.

- De manera breve y concisa con pies de foto con:

- Título del proyecto

- Nombre del cliente

- Tu función y la de colaboradores si hay

- El briefing

- Idea clave

- Tu solución

- Resultados

- Enlaces relacionados

- Minimalismo, colores apagados, funcionalidad

- Capta la atención, busca un punto fuerte. Usa algún concepto

- <https://www.okaysamurai.com/portfolio/atmosphir.html>

- Prepara un showreel

- Para navegación usa una ilustración con secciones de tu portfolio

- [http://chucku.com/Chuck\\_U.html](http://chucku.com/Chuck_U.html)

# Pasos para crear el portfolio:

1. Prepara tu trabajo. Buena resolución, buenas fotografías o escaneados.
2. Selecciona:
  - Si no te gusta a ti menos a los demás
  - Si es un proyecto que no te gustó pero te quedó bien puede salirte trabajo de eso, tenlo en cuenta.
  - Evita repetirte
  - Si lo haces por disciplinas ten suficiente de cada
2. Crea una cuenta gratuita
3. Personalización.
4. Sube tu trabajo a la Red. Selecciona según el puesto de trabajo, si es importante el proceso de creación incluye bocetos o secuencias.
5. Anota tu trabajo. Ficha técnica del encargo-cliente-técnicas...
6. Evalúa y pule.

Busca para empezar servicios de portfolio online gratuitos, blogs, redes sociales.

## Servicios de creación y alojamiento de portfolios:

- Carbonmade.com
- Portfolio.deviantart.com
- Krop.com/creativedatabase
- Cargocollective.com (muy bien valorado)

### Redes sociales

- Artstation
- Behance.net
- Coroflot.com
- Deviantart.com
- Flickr.com
- Pinterest.com

### Reproductores de video

Vimeo y Youtube

# Diseño de Portada

- Poner el nombre
- Tipo de artista
- Curso
- Se puede poner una imagen de fondo propia que tenga baja opacidad o un logotipo

## Índice:

### PARTE DIBUJO

- Cubicado grafito
- GESTALT-Figura-fondo: este ejercicio puede ir en la misma hoja que el anterior
- Isofotas
- Dibujos del Natural: MODELO: hacer una selección de 5 dibujos modelo masculino desnudo (una hoja), 5 dibujos modelo masculino vestido (una hoja) y 5 dibujos modelo femenino desnudo y 5 vestidos (otra hoja)
- Autorretrato de frente y 4 expresiones (misma hoja)
- CONCEPT ART personajes:
- Personaje Protagonista FORMAS BASICAS a LInea, Silueta y breve historia del personaje
- Turnaround en 3 vistas, (opcional en 5 vistas)
- Claroscuro del personaje

## PARTE COLOR:

- Triada complementarios
- Colores Complementarios: este ejercicio puede ir en la misma hoja que la triada
- Diseño de naves a partir de objetos cotidianos
- Diseño de personajes a partir de objetos cotidianos
- Ejemplos de fotografías basadas en planos cinematográficos
- Color en Personajes
- Practica Thumbnails(siluetas) B/N y COLOR
- Fondos Cónica para un videojuego de plataformas

## Bloque 3: Sketchbook

- Bocetos variados realizados a lo largo del curso de personajes, escenarios, temas libres, armas, detalles etc
- Ejercicio diseño de arma
- ANTAGONISTA:
- Ficha descriptiva del personaje
- Dibujo del antagonista
- Libre PROTAGONISTA:
- Poses de acción
- Hoja de expresiones



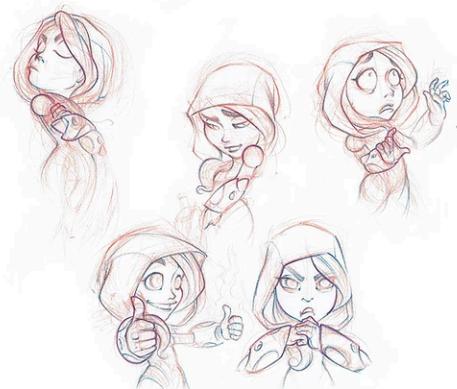
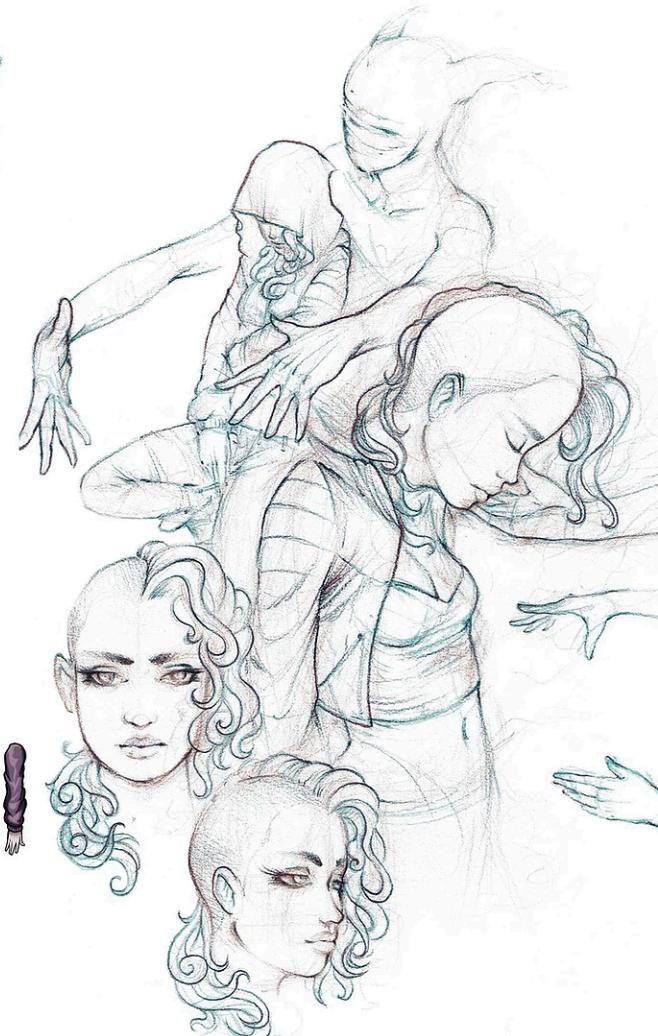
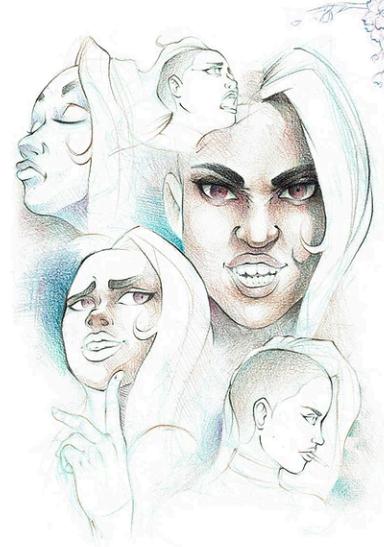
## IDEAS DE MAQUETACIÓN

A continuación se muestran ejemplos de maquetación

Alumno: Arnulfo Ortegón Martínez 2016-2017

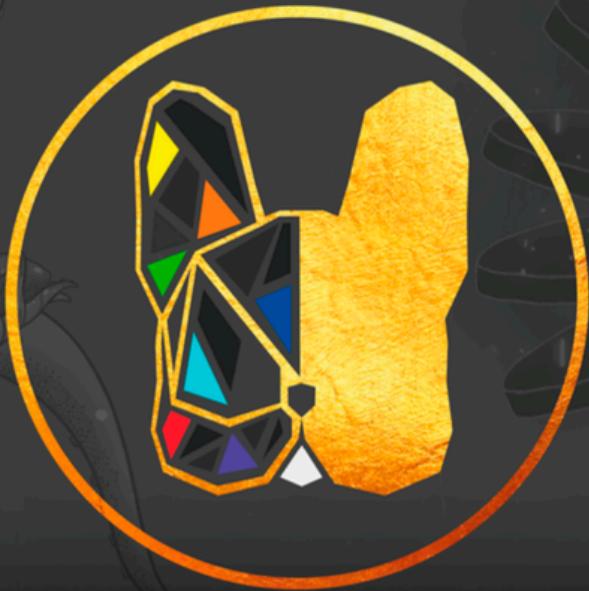
## Diseño personaje y maquetación Portfolio

Freiya es una intensivista que trabaja en el hospital de su ciudad, adicta a las drogas y tras algunos acontecimientos que cambiaron su vida, despierta en un lugar que no conoce y al que no sabe cómo ha llegado, poco a poco se irá dando cuenta qué hace allí y por qué.



Alumno: Fernando Gutiérrez Imaz 2017-2018

Creación de Logotipo para PORTADA



CONCEPT ART

Alumno: Fernando Gutiérrez Imaz 2017-2018

Creación de Arma



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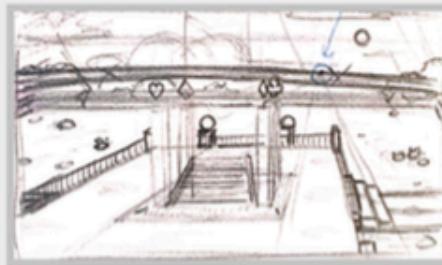
## Creación de Escenario

Portfolio: Fernando Gutiérrez Imaz (3.1 VJO)

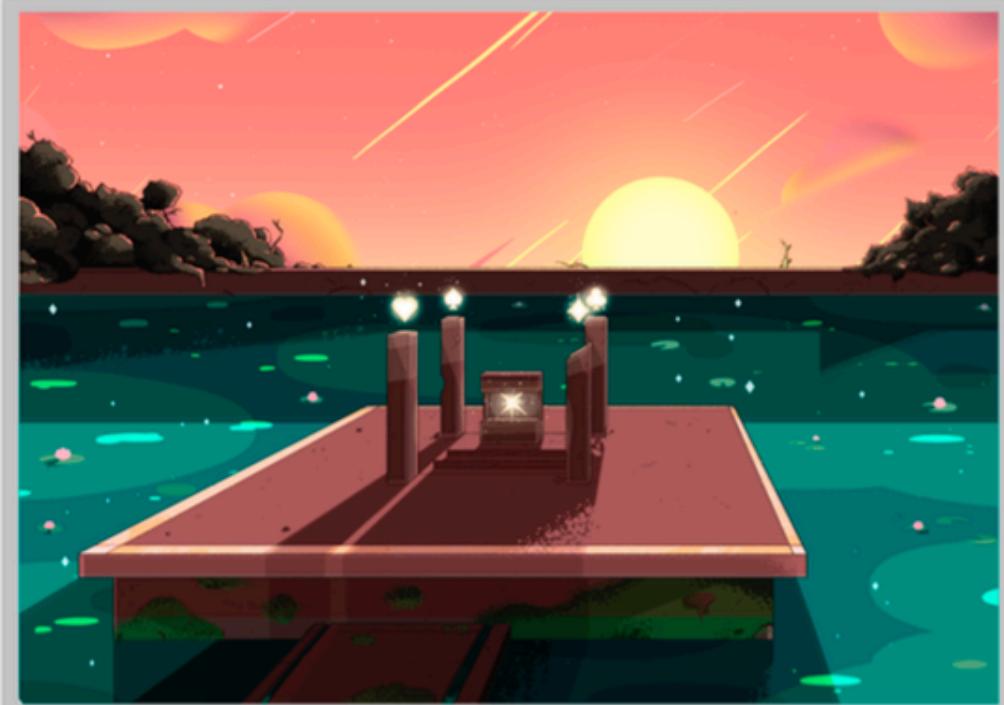
Página 14



Uno de los muchos templos que usé como referencia, además también el agua supone el elemento central.



Boceto de concepto.



## INTERIOR - EXTERIOR: TEMPLO DE AGUA

En cuanto a la práctica de exterior; desde el primer momento me imaginé un templo de agua. Decidí inspirarme en distintas estructuras que encontraba que se asemejaban a templos con fuentes, estanques (uno de los ejemplos era el templo de Debod), o también estanques y piscinas turcas y árabes.

El concept final apenas varió del primer boceto que hice, aunque con lo que no me decidía era con el momento del día: si hacer mediodía, alba, atardecer....  
Al final me decidí por este último.

## CONCEPT

Sigo una estética basada en el arte que hasta ahora es el que me más me gusta, me define y he adaptado a mí: Steven Universe.

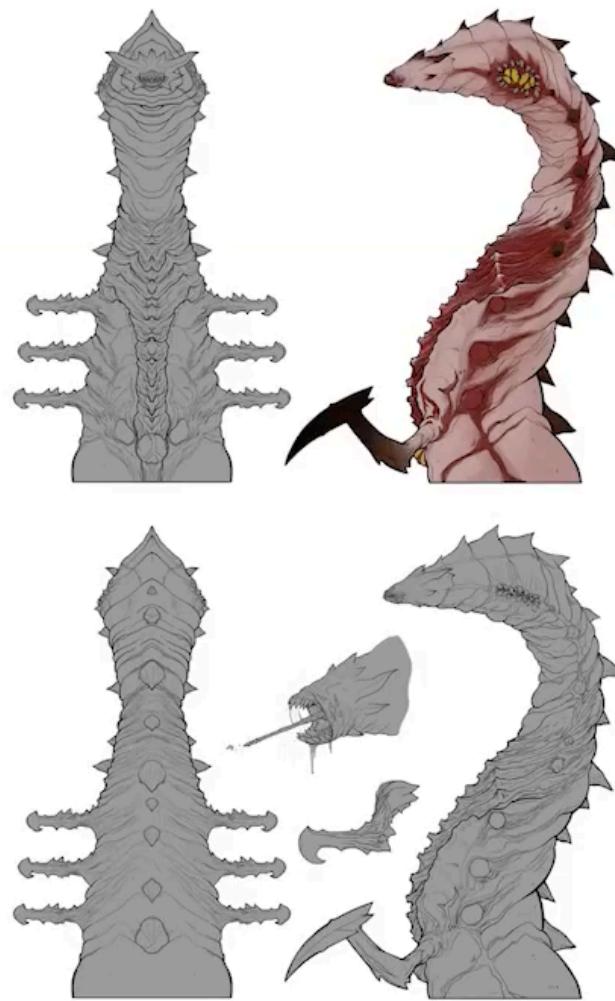
# Estudio MONSTER PIT: estudio de personaje, vistas técnicas



MAX MAYO 2020

## 04. CHARACTERS

VIPERISH DEMON  
STYLE - REALISTIC/FANTASTIC  
PROJECT - CASTLEVANIA 2  
COMPANY - MERCURY STEAM  
MEDIUM - 2D DIGITAL  
SOFTWARE - PHOTOSHOP



CONCEPT ART



#AN.MAYO2020

## 06. CHARACTERS

- A. HEADS STUDY
- B. ARMS STUDY
- C. WEAPONS
- D. CYBER PIRATE
- E. SKETCHES

STYLE - COMIC  
PROJECT - PERSONAL WORK  
COMPANY - NONE  
MEDIUM - 2D DIGITAL  
SOFTWARE - PHOTOSHOP

A



A



B

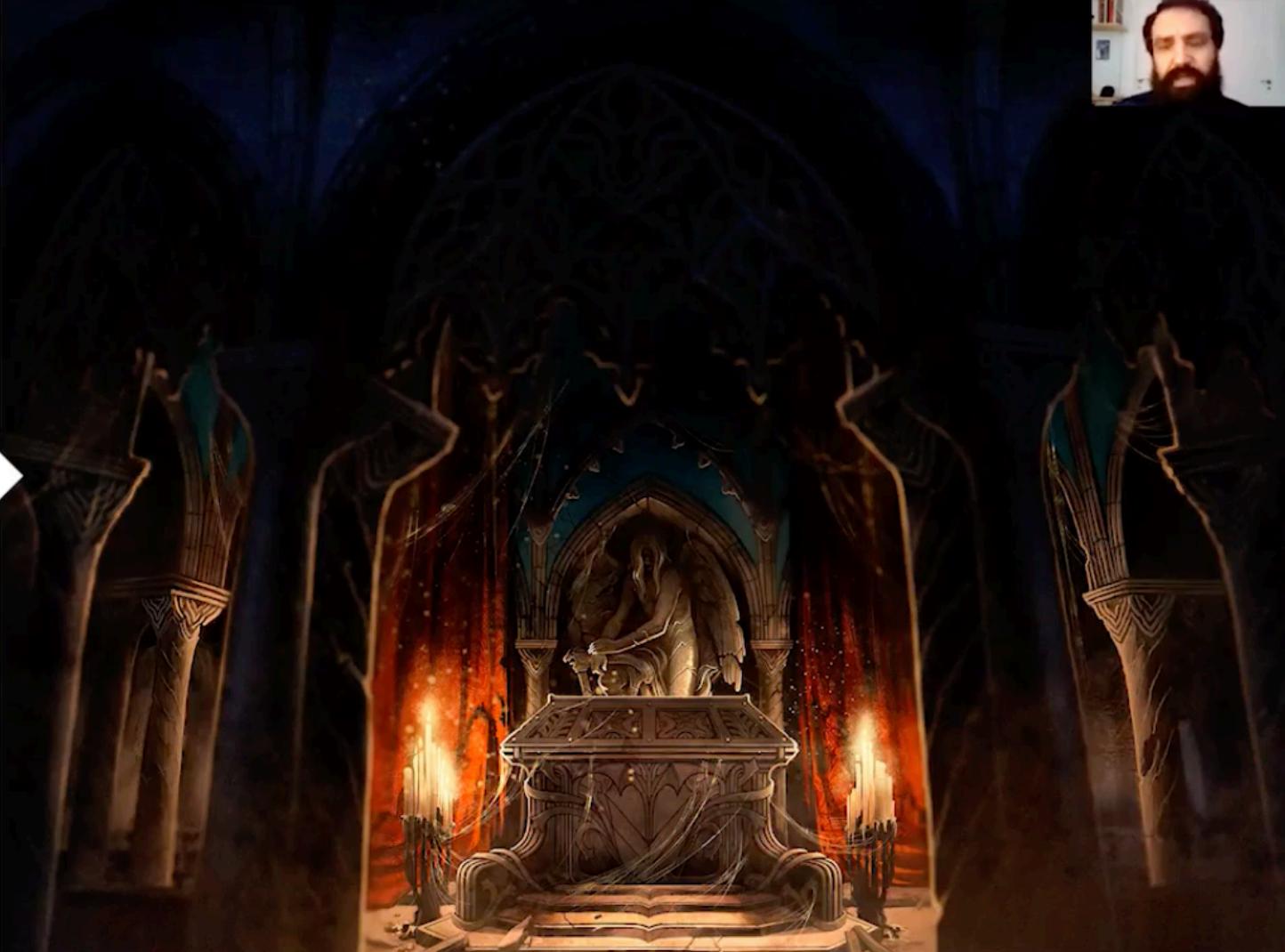


C



D

# Estudio MONSTER PIT: maquetación estudio de escenario



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Estudio MONSTER PIT: maquetación Ultima página, con logo, redes sociales, correo, etc



MANO A MANO 2020



PHONE +34 678 498 497  
[hello@monsterspit.com](mailto:hello@monsterspit.com)

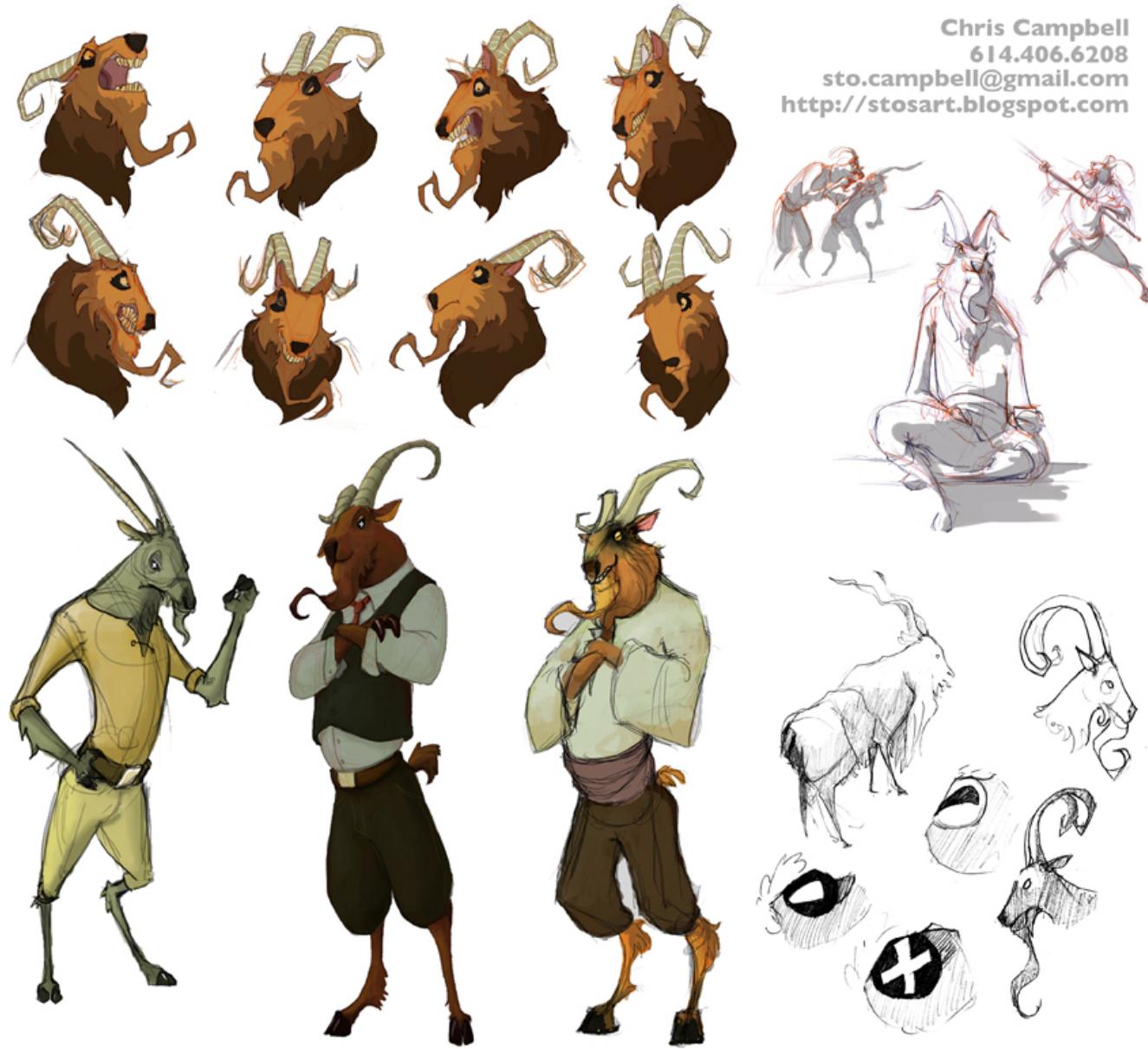
CONCEPT ART

# Chris Campbell: maquetación



**Clement**

Billy Goats Gruff



Chris Campbell

614.406.6208

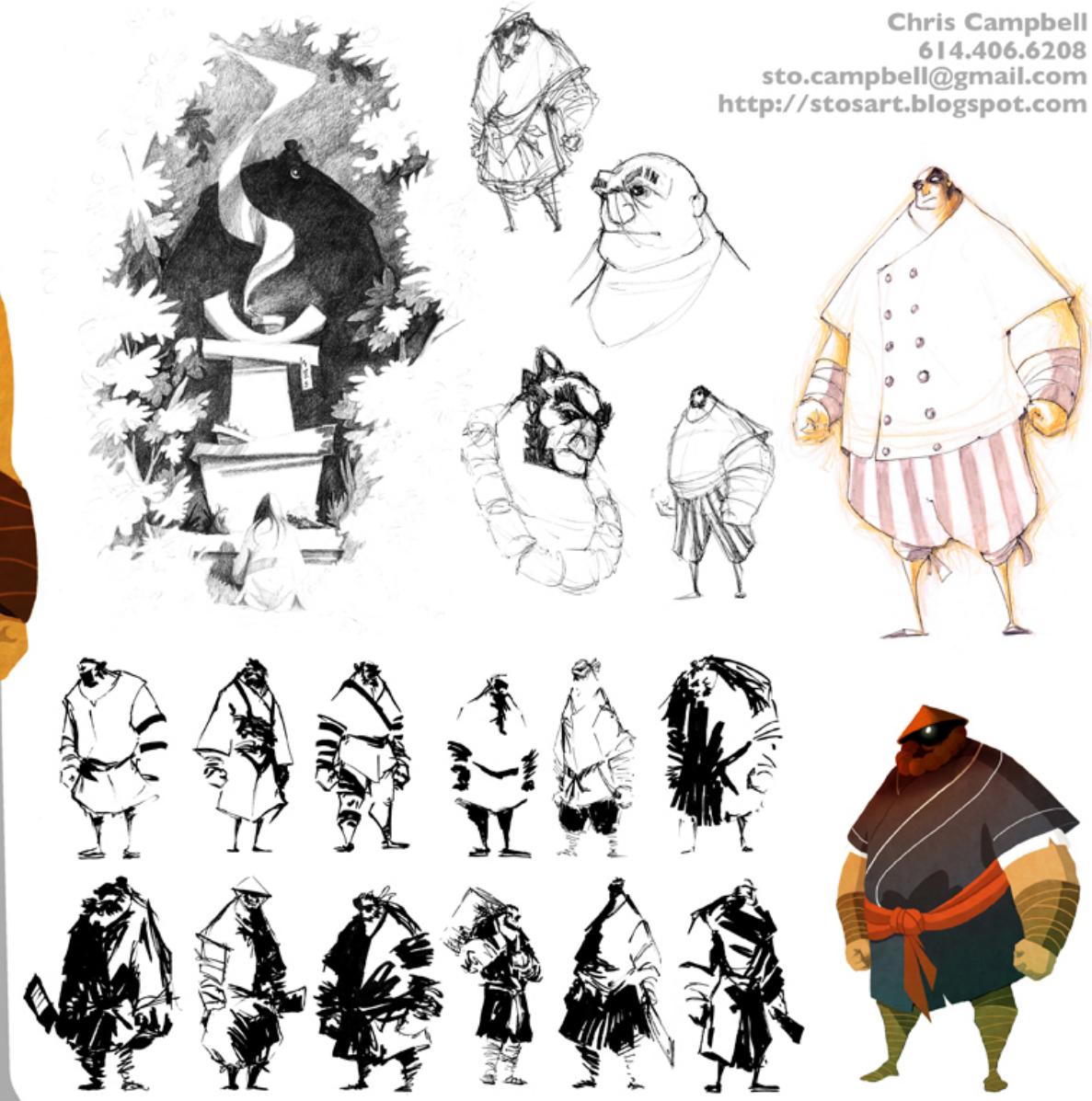
sto.campbell@gmail.com

<http://stosart.blogspot.com>

# Chris Campbell: maquetación

**Tong**

Oni Roll



Chris Campbell

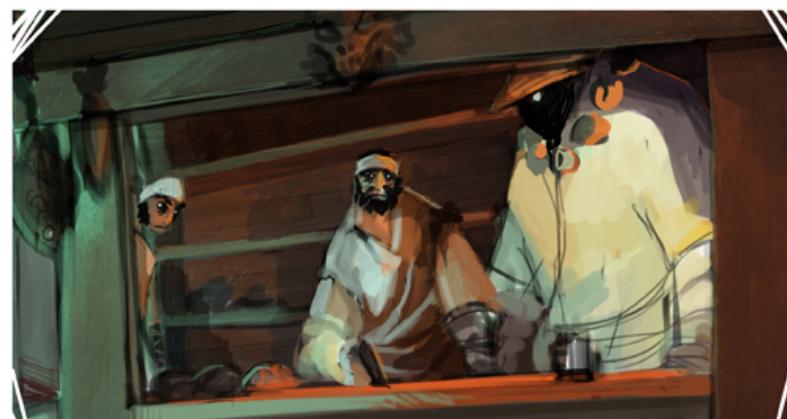
614.406.6208

sto.campbell@gmail.com

<http://stosart.blogspot.com>

# Chris Campbell: maquetación

Mac  
Oni Roll



Chris Campbell  
614.406.6208

sto.campbell@gmail.com  
<http://stosart.blogspot.com>

# Overwatch: maquetación



## SKINS

### ANA

Among the influences for Ana were post-apocalyptic themes and imagery. The designers wanted her to feel rugged and resourceful, like someone who lives on the outskirts of society. The team took this core inspiration and crafted an entire skin—Wasteland (below, left)—around the idea. Strap, pipe, and canister designs were used to emphasize that the character had been scavenging up whatever materials she could find to survive.



WASTELAND

CAPTAIN AMARI



TOP LEFT: ANA, TOP RIGHT: BEN ZHANG, LOWER LEFT: ANA, LOWER RIGHT: DAVID KANG

## SKINS

### BASTION

For Bastion's skins, the developers created concept art for each of the robot's configurations: recon, sentry, and tank. It was crucial that each mode felt not only unique, but also consistent with the skin's overall theme. These designs also had to fit Bastion's existing animations so the new skins would flow seamlessly during transformation.

Another factor to consider when creating Bastion's skins was adjusting the look of the robot's feathered companion, Ganymede. Changes to the bird were usually made after the hero's concepts were finalized. This way, the team could tie Ganymede's appearance into Bastion's design, such as with the woodpecker and the Antique skin (bottom).



STEAMBOT



ANTIQUE

# Ideas maquetación hoja

## FL4K

### (BEASTMASTER)

FL4K, an enigmatic Vault Hunter with a deep affinity for nature, has a history that's as strange and surprising as the augmented animals who fight at the player's side. As these early images show, a robotic Beastmaster was only one of many possible designs that the team explored during development.

Several early variants depicted the character as almost a woodland native: a cowed figure, lithe and mysterious like a high-tech Robin Hood. This path of exploration led to a series of images in which the Beastmaster not only tamed the animals, but also absorbed elements of their genetic makeup, becoming more mutated and bestial as the design underwent further iterations. Ultimately, this incarnation was considered to have too much of a fantasy aesthetic and was put aside.

Throughout the exploration phase, Art Director Scott Kester remained adamant that a robot would resonate with players: "Some people weren't fans of the character, but to me the Beastmaster was my oddity. I say I'm always allowed an oddity. Brick was sort of the oddity in the first game, but more [because the] scale of his body was so ridiculous and huge—he was still a human."

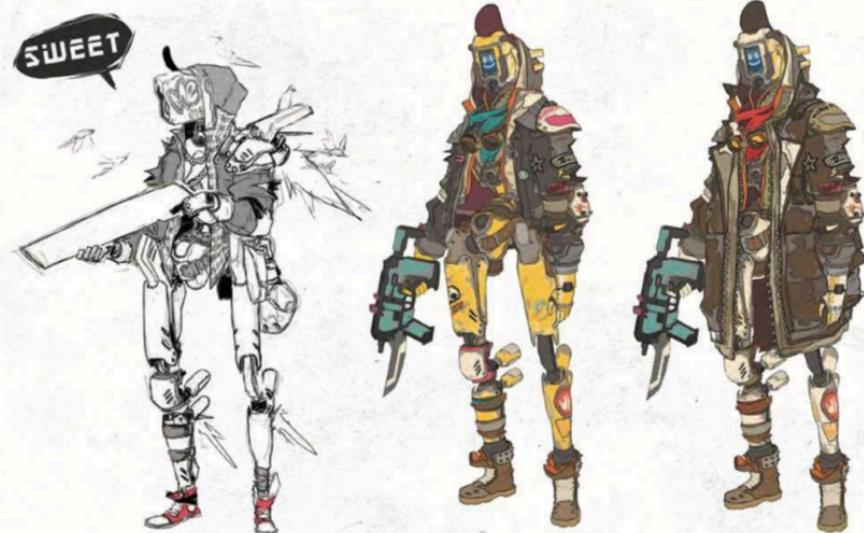
"For *Borderlands 2*, I fought really hard for Zer0 because as a child of the '80s, growing up with Storm Shadow and Snake Eyes [from *G.I. Joe*], I said, 'I have to have a character like that.' Zer0's character was met with some opposition and almost didn't exist. [FL4K's concept] might be 'Anime 101,' but I thought a robot that loves animals is way stickier of a thing than a human that loves animals, you know?"

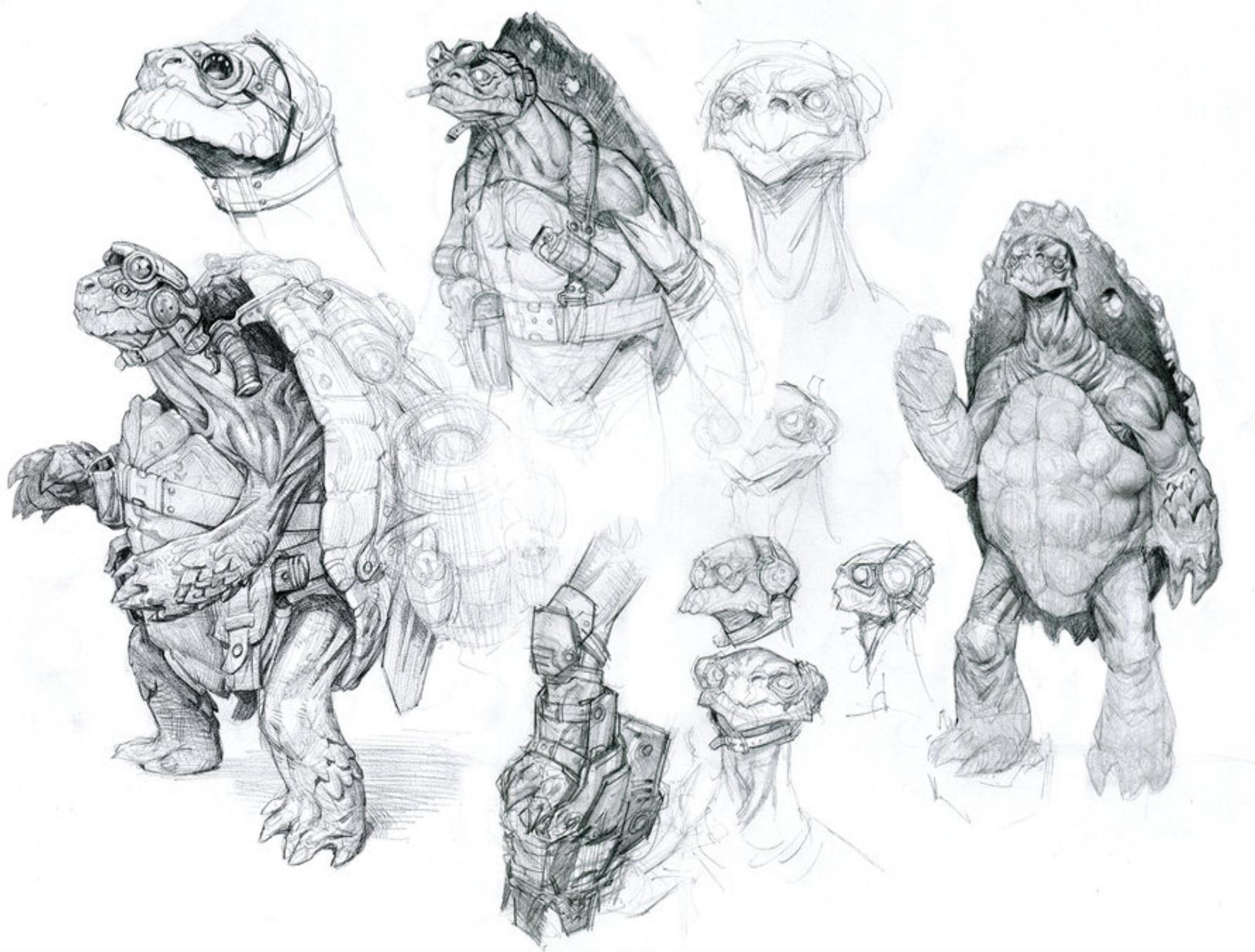
Once FL4K's artificial nature had been settled upon, more work was done to find a suitable costume for a character who doesn't really need to wear clothes at all. In their final form, a tough, bulky outfit ideal for the wilderness helps disguise the Beastmaster's appearance and keeps FL4K's true identity suitably ambiguous.

**RIGHT:** A final render of FL4K.

**TOP AND OPPOSITE TOP:** Concept sketches for an elf-like Beastmaster. While these designs are drastically different from FL4K's final form, the hood shown here persisted to the finished design.

**OPPOSITE BOTTOM:** FL4K is depicted with a digital display—complete with emoticons—instead of a physical face, much like the enigmatic assassin Zer0.





**AIRBORN**  
STUDIOS

Client: Airborn® Studios  
Project: Internal Project  
Asset: Turtle  
Artist: Johannes Figlhuber

# Amy Chen Jr.

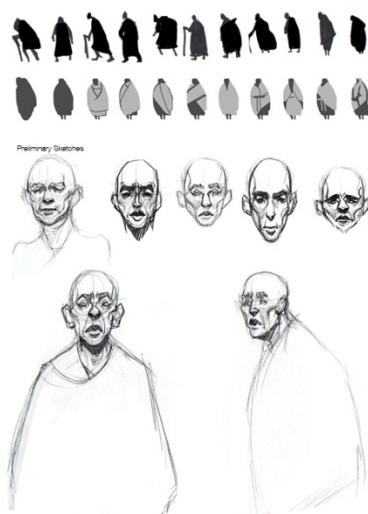
## Alphonse Frankenstein

Alphonse Frankenstein is the father of Victor Frankenstein and the uncle to Elizabeth. He cares about his children deeply and constantly writes to his son, Victor Frankenstein, updating him on news of the family back at home.

He later dies in anguish over the death of his wife and while awaiting death in a fine straw hat, Frankenstein then devotes the rest of his life to hunting down his creation.



Frankenstein



Preliminary Sketches



## The Monster

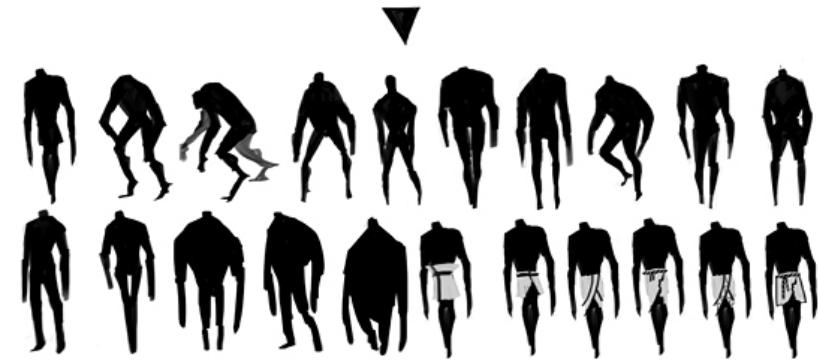
The monster is based off the reflected shape of his creator, Frankenstein. He is an upside-down triangle that balances awkwardly. The shape is analogous to his plight because he is thrust into the world and although wanting to stand on his own, it proves to be extremely difficult given his appearance.

The scars that appear on his body are scars that are specific to those that occur when one is struck by lightning. Although Frankenstein intended his creation to be perfect, he did not realize the scarring that would occur.

The Monster is repeatedly represented as a monster and although his abnormal height might make this true, in the novel he is actually described as beautiful.



Frankenstein



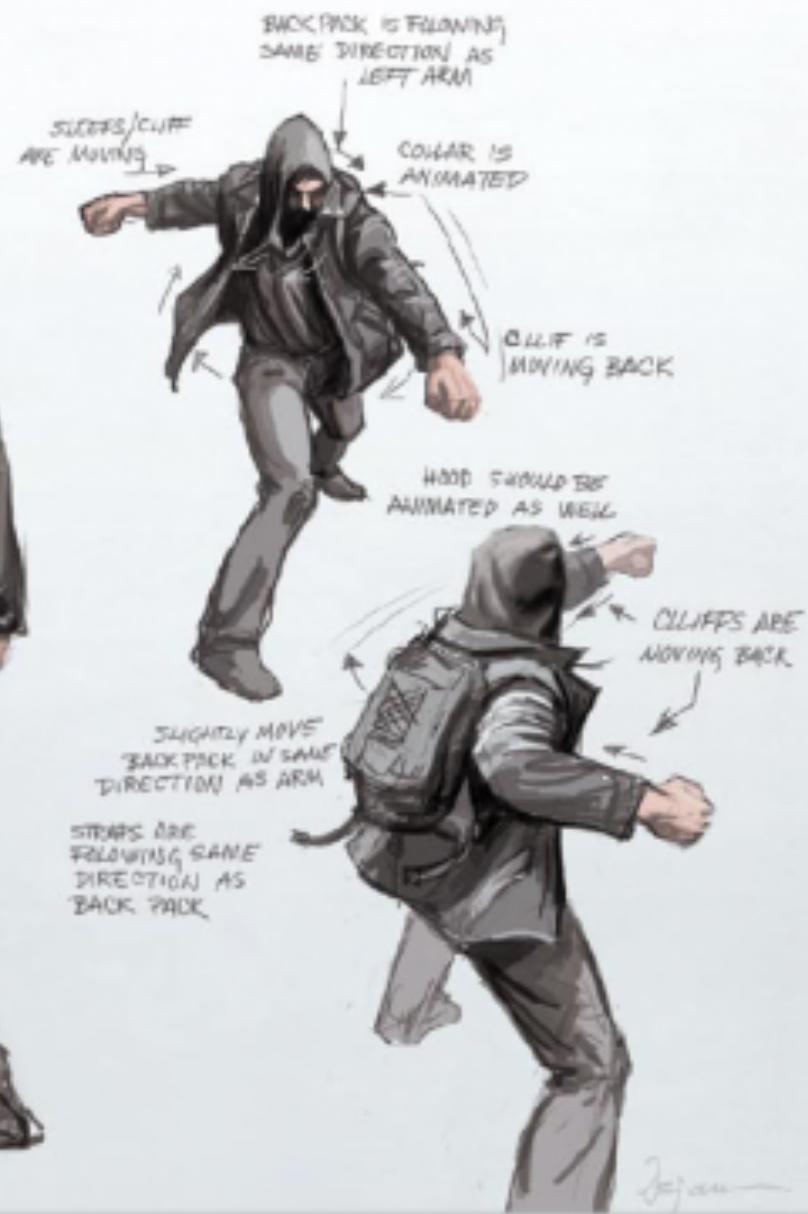
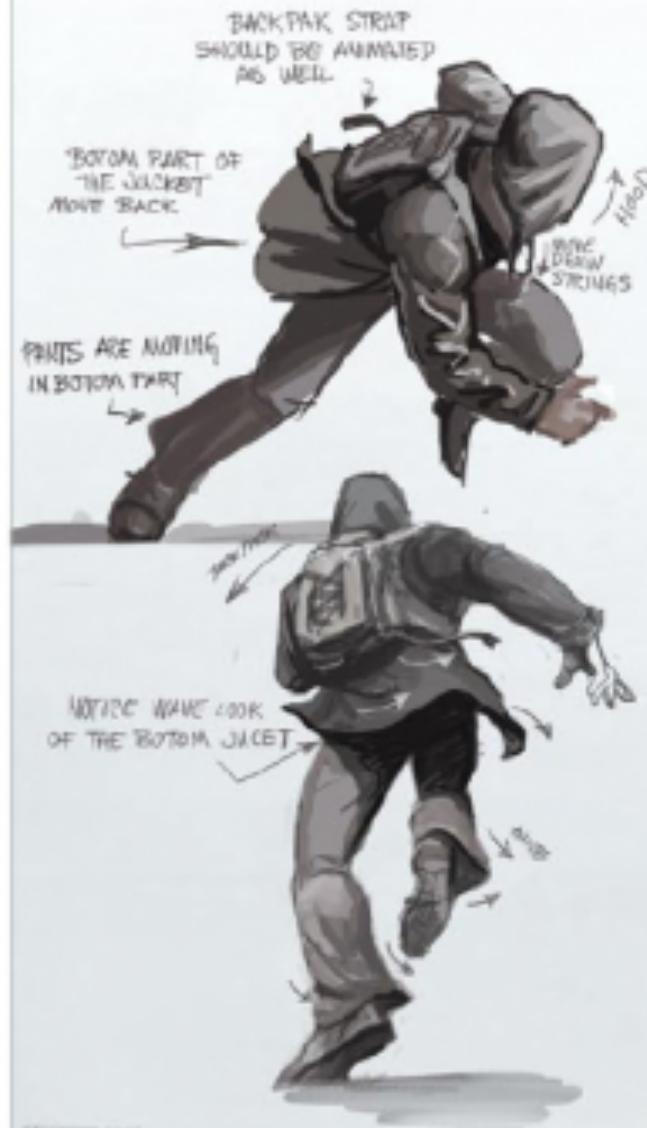


CONCEPT ART

Edu Alonso



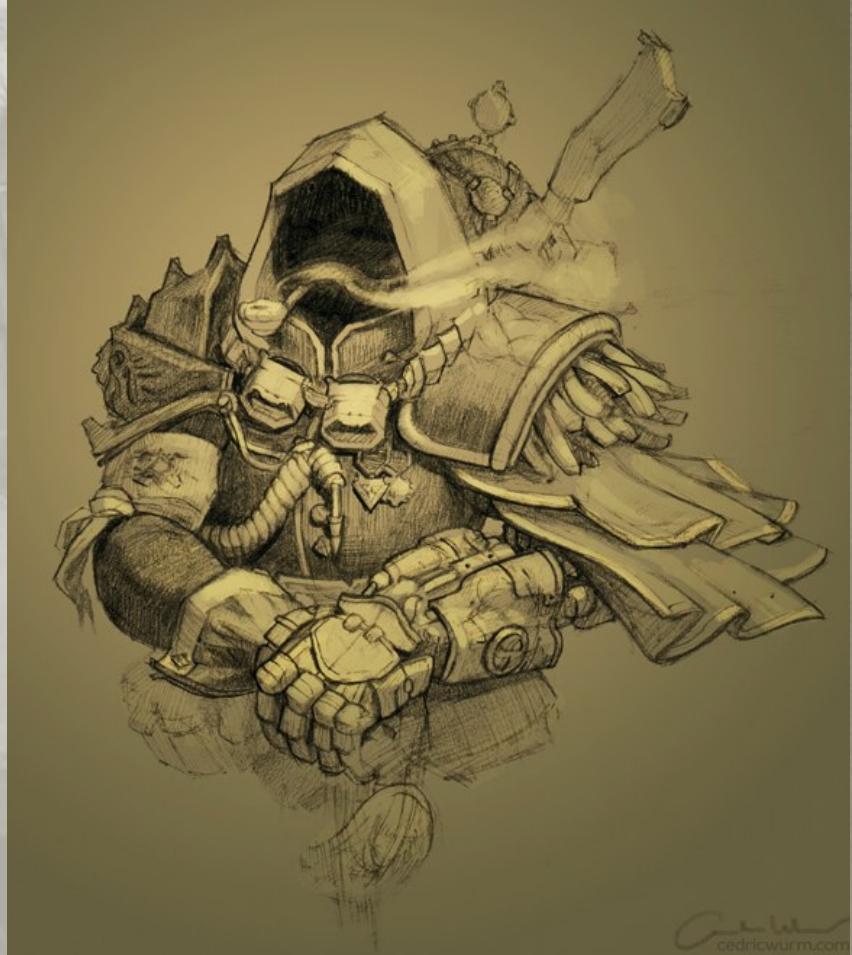
CONCEPT ART



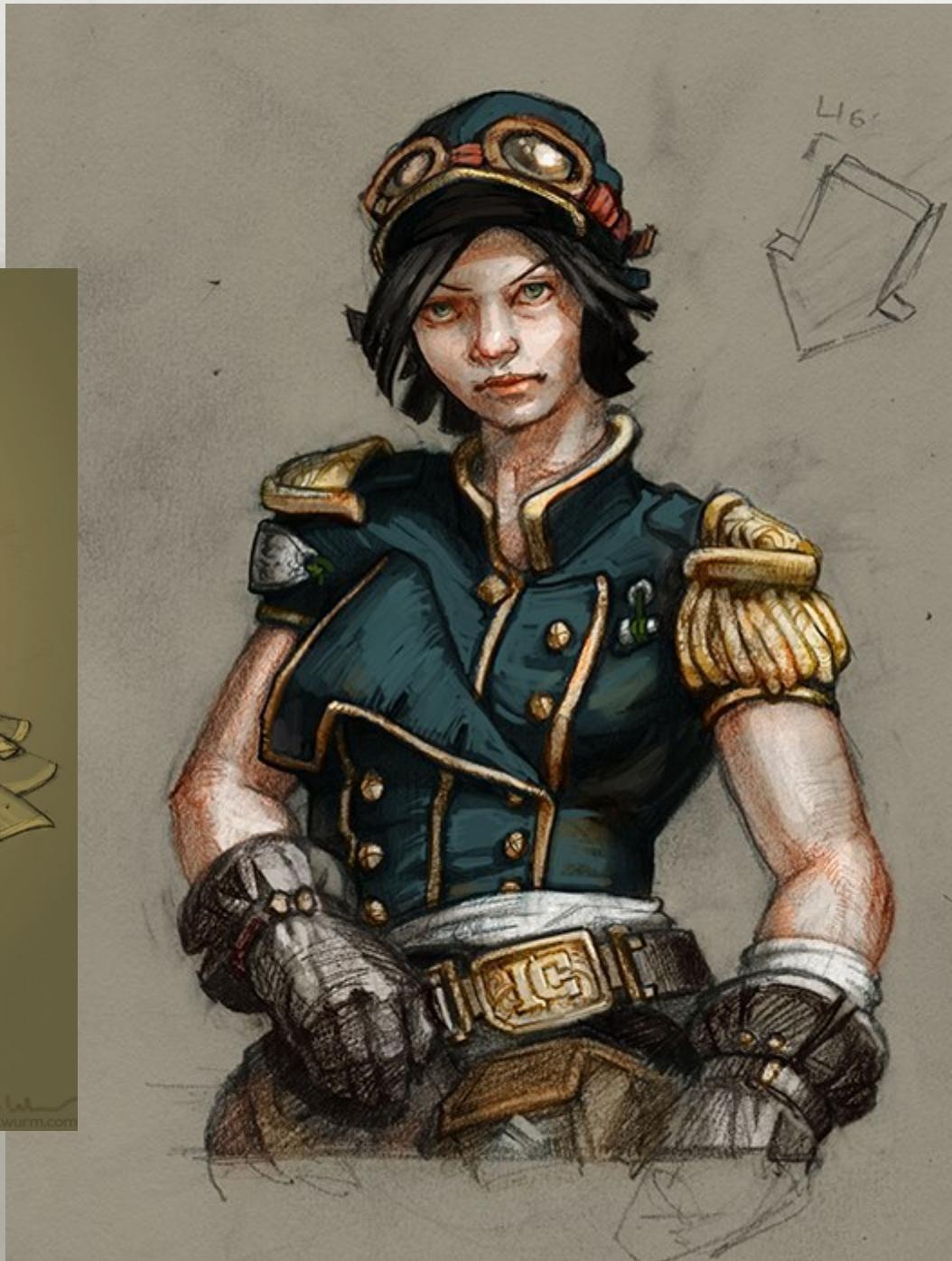
PROTOTYPE  
CONCEPT ART: ALEX MERCIER © RADICAL ENTERTAINMENT 2007

CONCEPT ART

# Cedric Wurm – Concept Art & Illustration - Characters



CONCEPT ART







**AIRBORN**  
STUDIOS

Client: 3images Bratislava  
Project: Might and Magic: Heroes VI  
Asset: Stronghold Magic Hero  
Artist: Johannes Figlhuber



**AIRBORN**<sup>®</sup>  
STUDIOS

Client: Airborn® Studios  
Project: Internal Project  
Asset: Frenja the Owl Huntress  
Artist: Johannes Figlhuber





RAID BOSS:  
LORD OF EARTH 'LOAM' UPGRADES



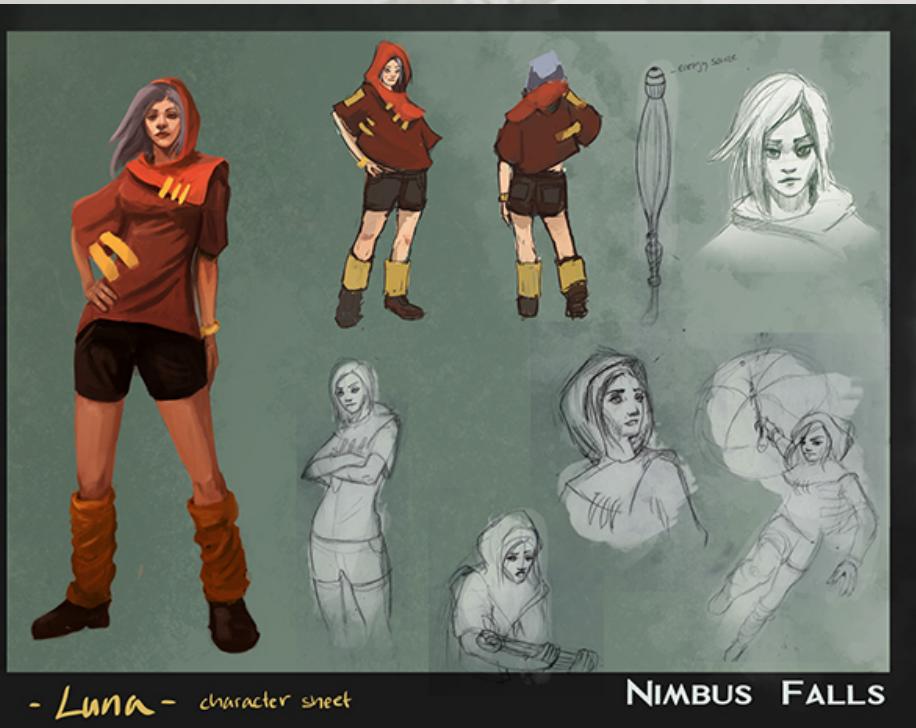
# HELLFIRE

ngmoco:)

JACOB ATIENZA

CONCEPT ART

# Mark Pancham



CONCEPT ART

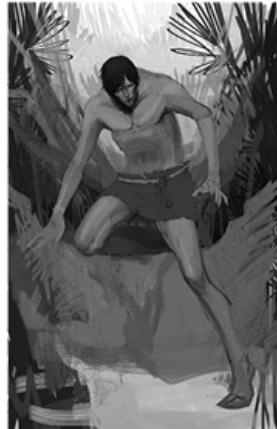


## The Monster's Realization

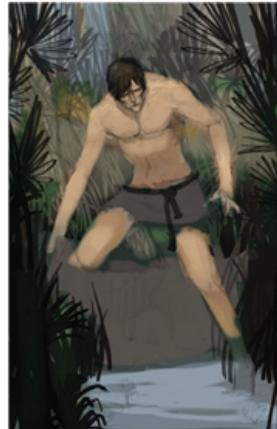
As the monster runs away from where he was created, his foot touches water. He stares at the new sensation under his foot and realizes he is staring at his own reflection in a river. This is the first time he sees himself and he realizes that he in fact physically different from everyone else.



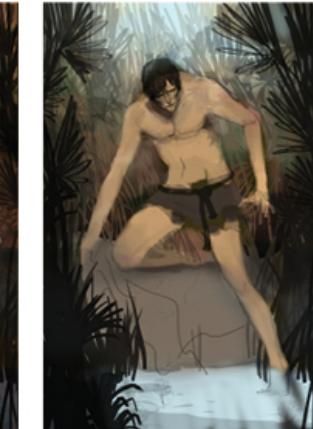
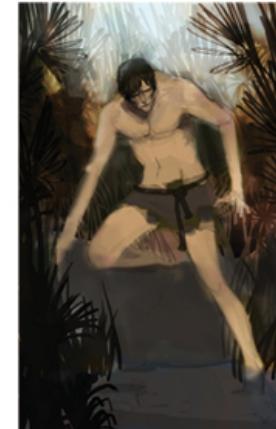
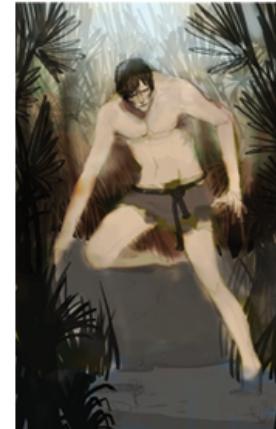
Sketch



Tone



Color Thumbnails

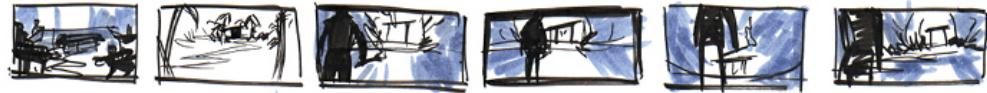


Frankenstein

CONCEPT ART

# Amy Chen Jr.

Burning of De Lacey's Family Home



Sketch



Tone & Color Thumbnails



Version 1

Frankenstein  
CONCEPT ART

CONCEPT ART

Mark Pancham



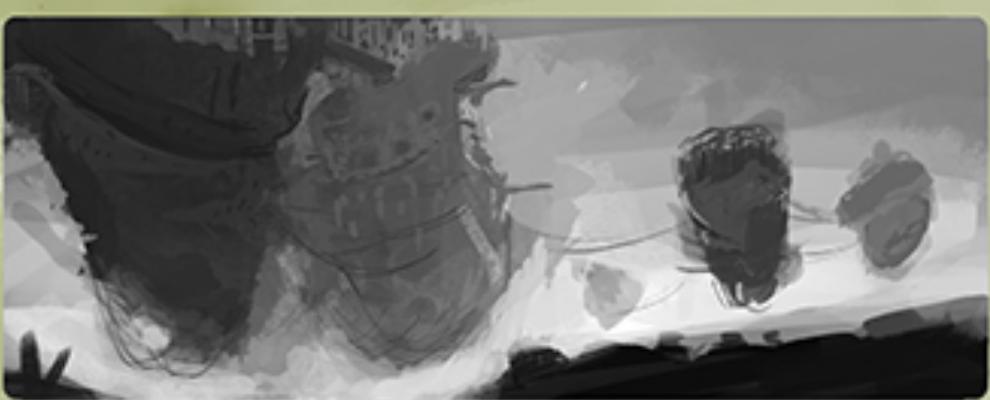
Army Headquarters — The Portal

NIMBUS FALLS

Mark Pancham

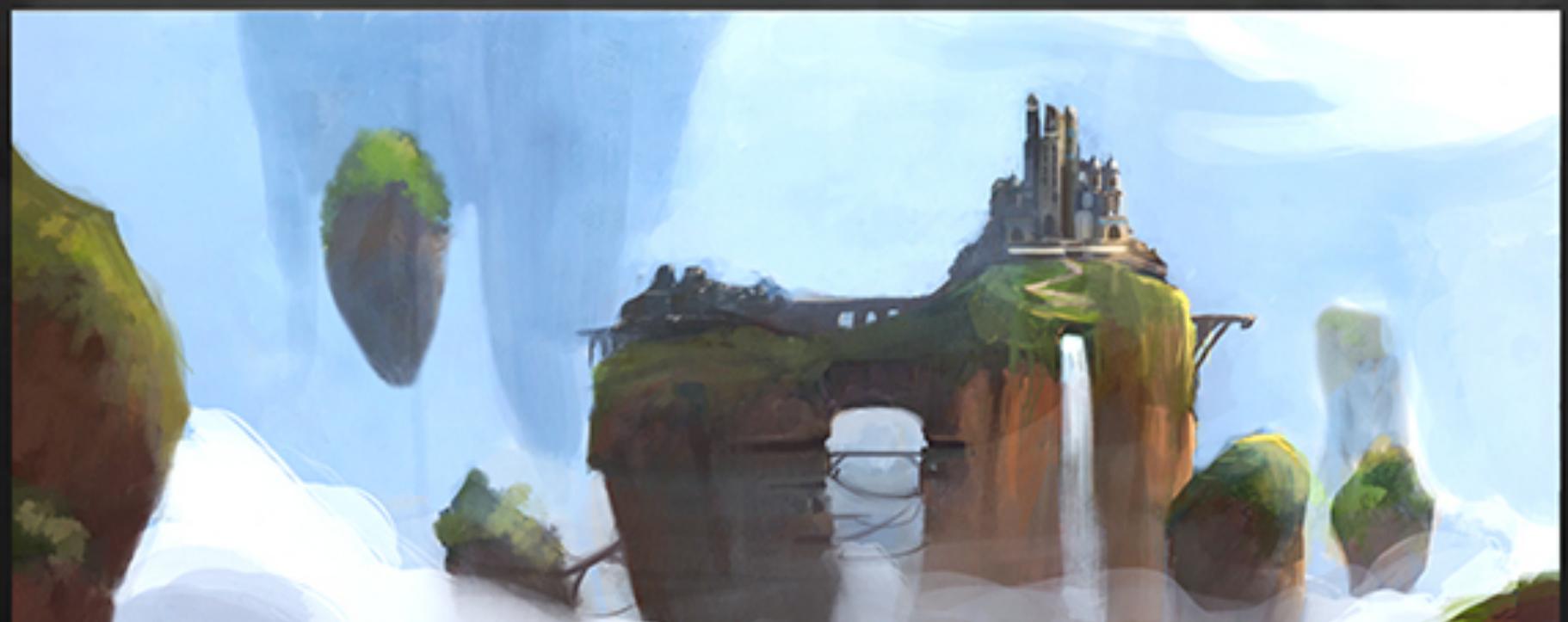


- Nube Fall City - Thumbnails



NIMBUS FALLS

Mark Pancham



- Nube Fall City -

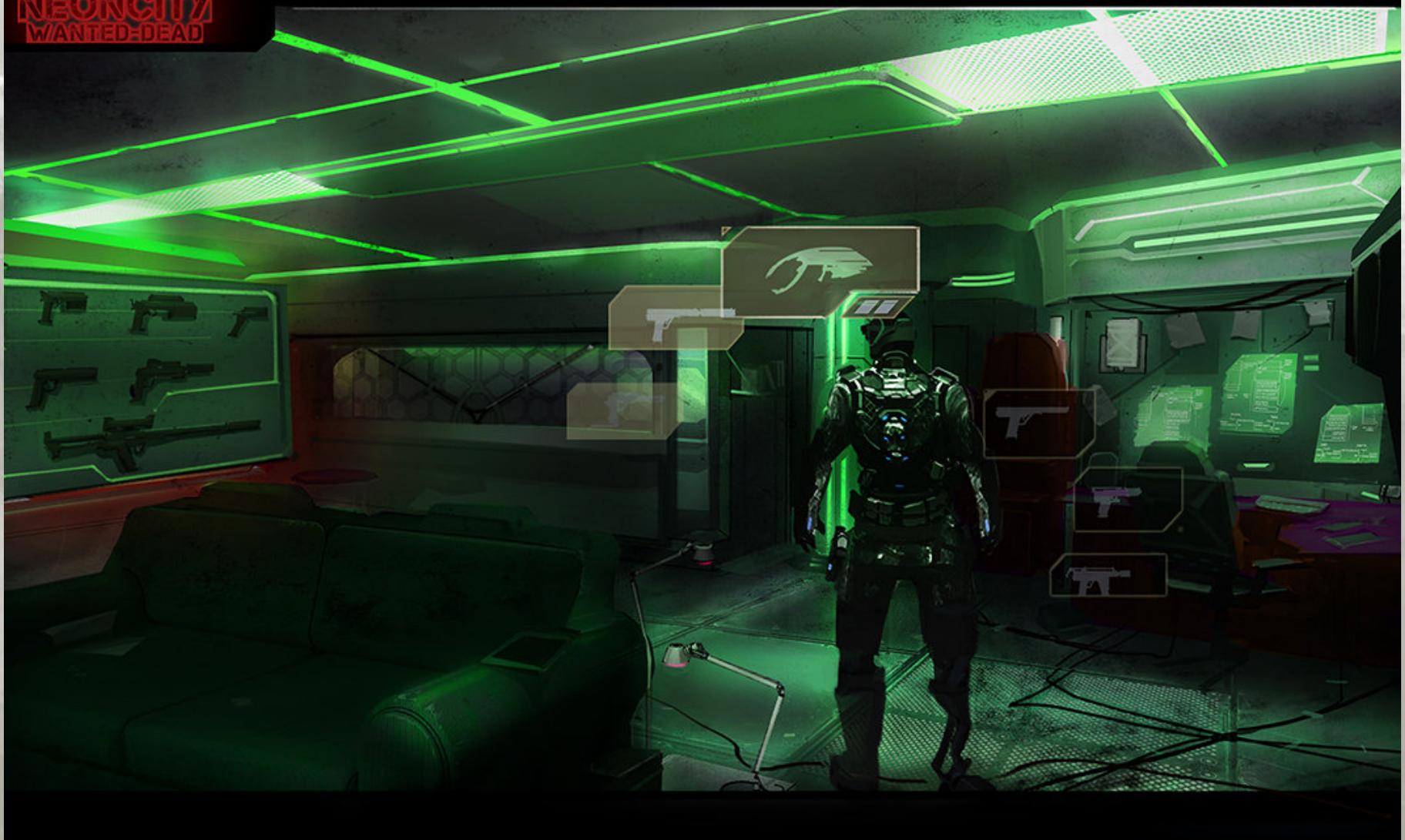
NIMBUS FALLS

CONCEPT ART



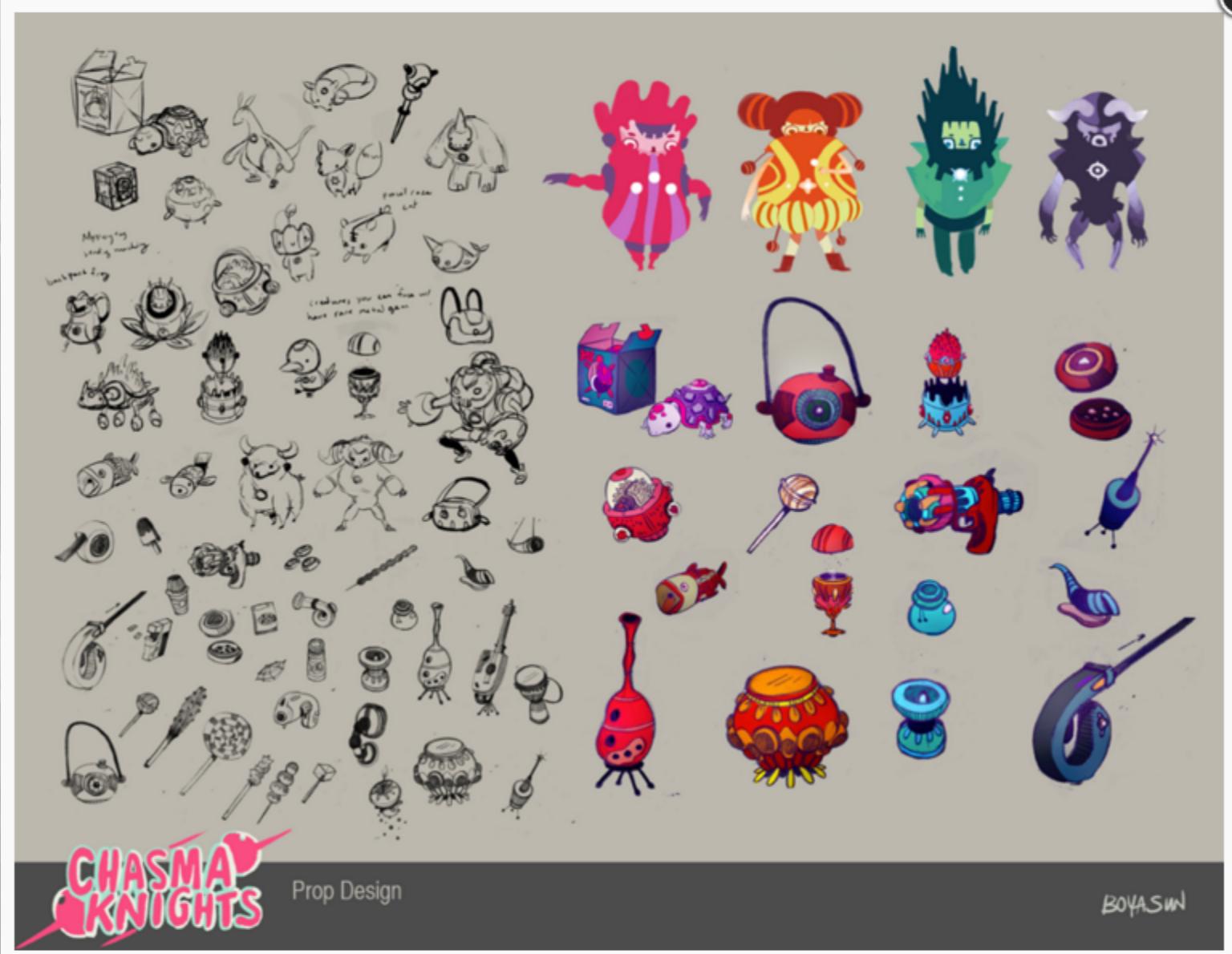
Alex Drummond

NEON CITY  
WANTED DEAD



CONCEPT ART

# Boya Sun



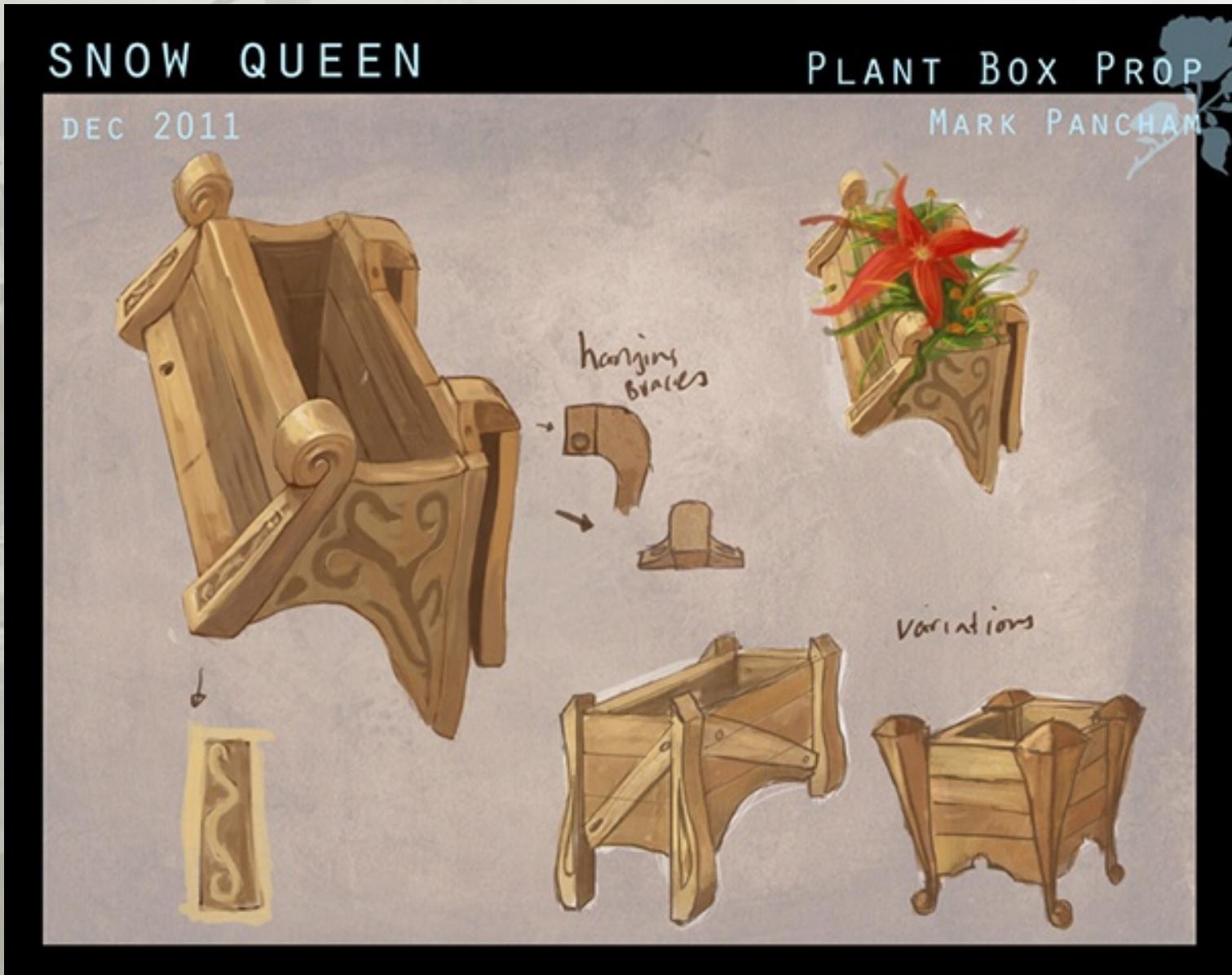
CONCEPT ART

Guildwars\_2\_weapons\_02\_concept\_art\_by\_dave\_bolton



# CONCEPT ART

Mark Pancham



CONCEPT ART

# Alex Drummond

www.alexdrummo.com  
alexdrummo@gmail.com



<https://www.artstation.com/artist/alexdrummo>  
CONCEPT ART

<http://www.heimi-label.com/?p=187>

Dibujo de fondo  
Jan Urschel

[Ian Clazie: Como crear un portfolio digital. Ed.GG.](#)

[http://amychenjr.blogspot.com.es/2012\\_02\\_01\\_archive.html](http://amychenjr.blogspot.com.es/2012_02_01_archive.html)

<http://www.blur.com/work/games/>

<http://www.boyasun.com/concept-art-portfolio.html>

<https://www.youtube.com/watch?v=sPESZ3JW2AY>

<http://www.kotaku.com.au/2012/06/fine-art-game-of-thrones-concept-art-banished-to-the-wall/>

<http://www.jellepelle.nl/#jellepelle>

The FWA (Favorite Website Awards): [thefwa.com](http://thefwa.com)

<http://theoleg.com/>

<http://clazie.com/digitalportfolios/>

<http://huntermgatherer.net/> (para ver diferentes reels)

<http://designchapel.com/blog/> (incluye a tus colaborares)

**CONCEPT ART**