

Astro Frog Art Concept Document

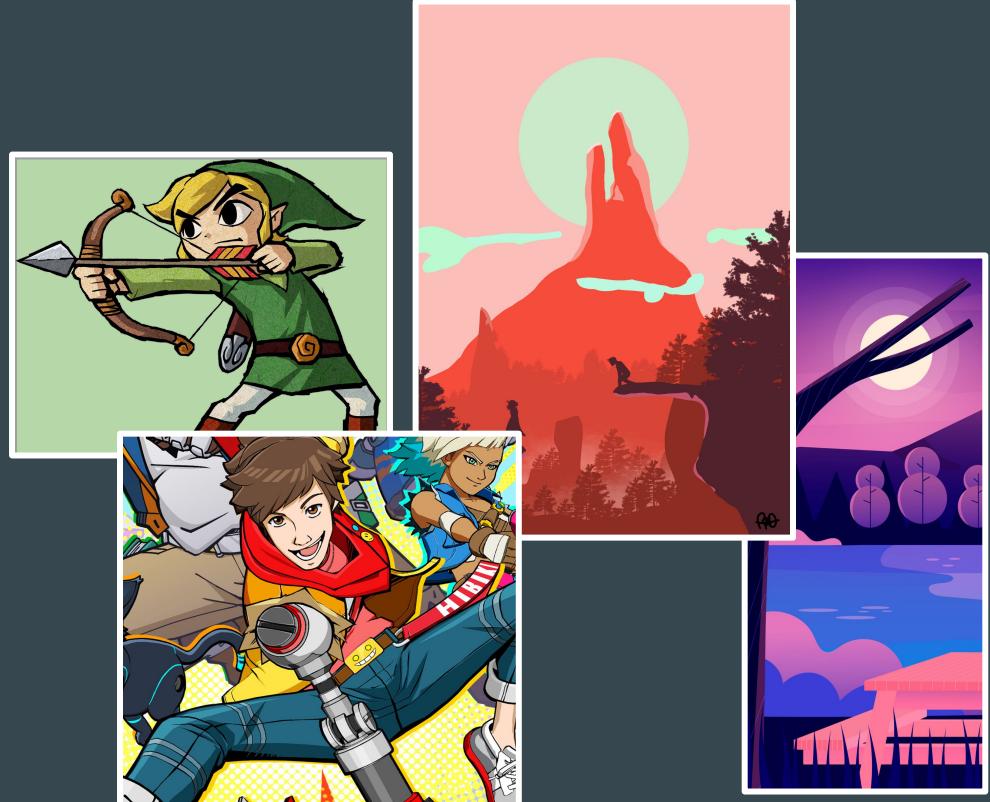
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EGD-220-06
Project 3 - Team 1
Bre Diodati & Cristian Pesante

Chosen Style: Flat Environment with Lined Cell Shaded Assets

Art Direction: The chosen style of our game will be a combination of flat art and cell shaded comic art. The overall aesthetic will utilize saturated colors and dynamic shapes to create a game that feels very energetic with a style fits the comical narrative of the game. Flat art would be used for the environment while the player character and important assets would be lined and cell shaded. If executed properly these two styles can be blended together to create a style that feels both unique and unified.

Value Statement: The value of this style for our game is that it can communicate a lot of important information to the player very quickly. Using a different style between important assets and the open environment informs the player of what is important and what isn't. Also flat art and cell shading can be streamlined relatively easily, so assets shouldn't take too long to produce.

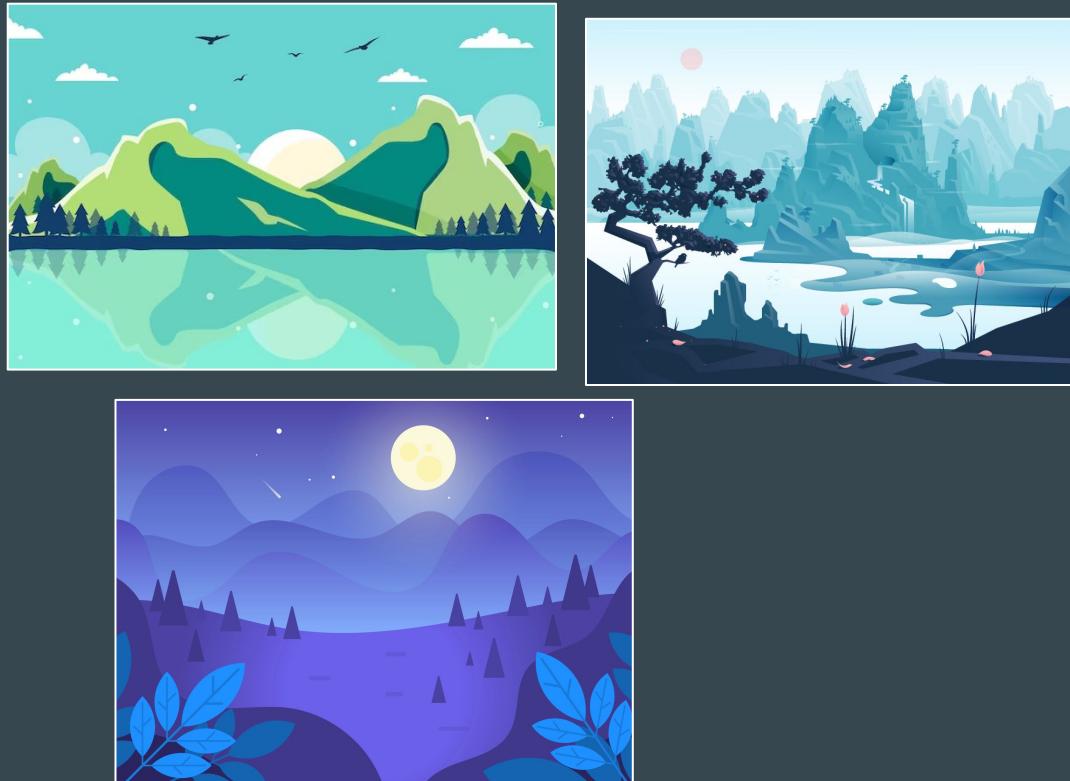




Concept 1: Flat Art (Bre)

Art Direction: This Style features clean, open space, crisp edges, bright colors and two-dimensional illustrations. It displays Characters and environments without shadows and the illusion of volume as if they were cut out of paper.

Value Statement: The value of this statement is that it is very simple but very visually appealing. This is a style that may not take very long to produce but due to that much more art and assets could be produced with it.

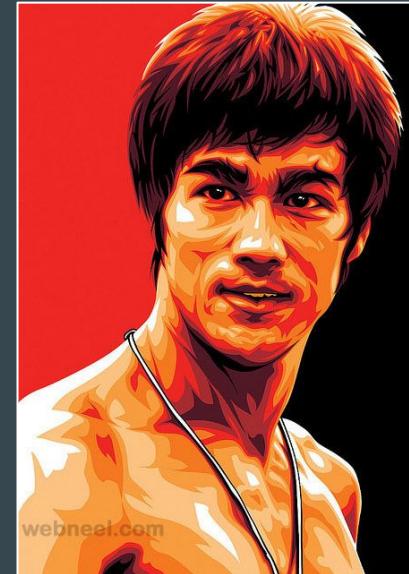
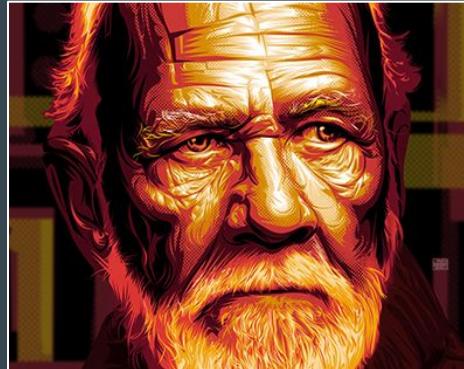




Concept 2: Vector Art (Bre)

Art Direction: This style is art that is made up of vector graphics. Vector art is formed from a combination of individual objects consisting of points, lines and colors. A lot of the images are drawn using mathematical equations.

Value Statement: The value of this style is that it creates very detailed and visually appealing art using a mathematical program. This is a style that would probably take a very long time to produce pieces for due to it being done in a foreign program.

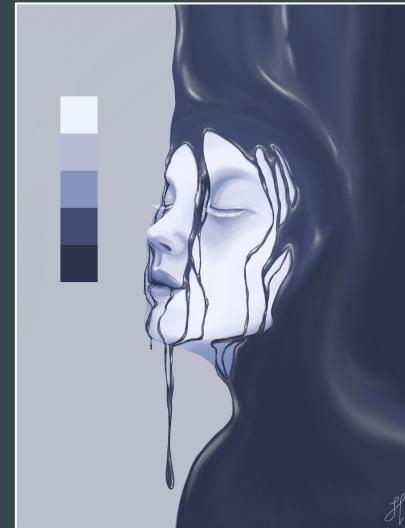




Concept 3: Monochromatic (Bre)

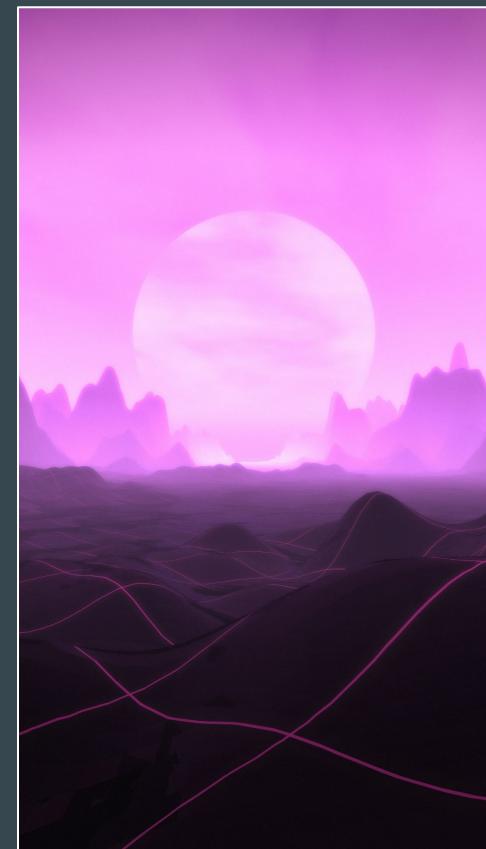
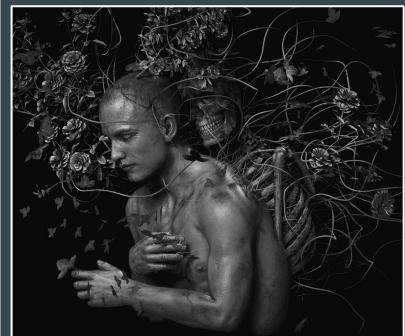
Art Direction: This art style displays characters and environments 1 or 2 colors and a wide range of shades of these colors. It would still have a more lighthearted and exaggerated style to the environment and characters to pull away from the stereotypical dark undertones that correlate with this art style.

Value Statement: The value of this style is abstract but visually appealing. It has a unique style of hue shifts throughout the art and it would bring interesting atmosphere to the game.





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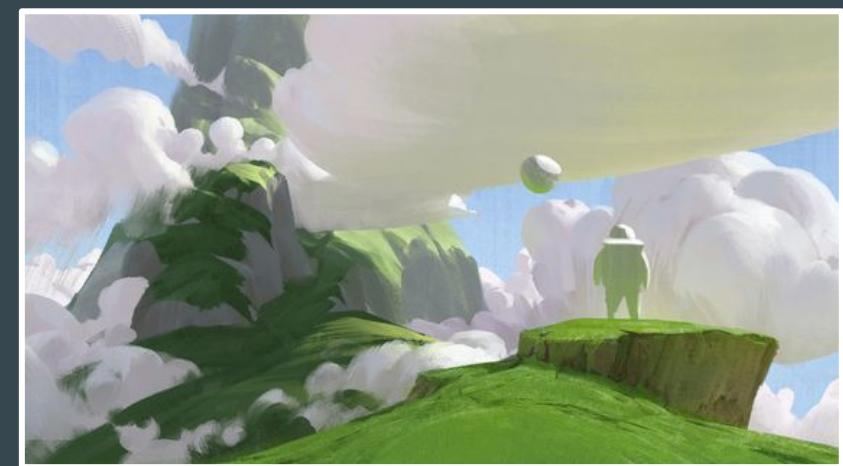
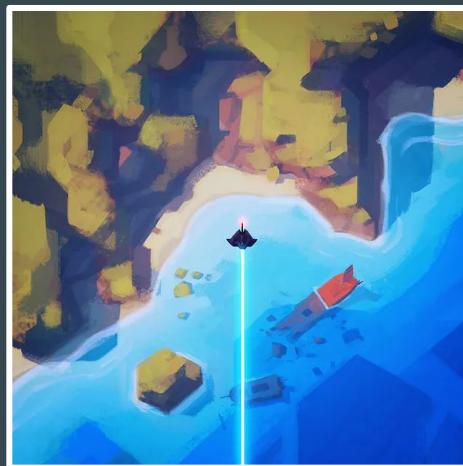
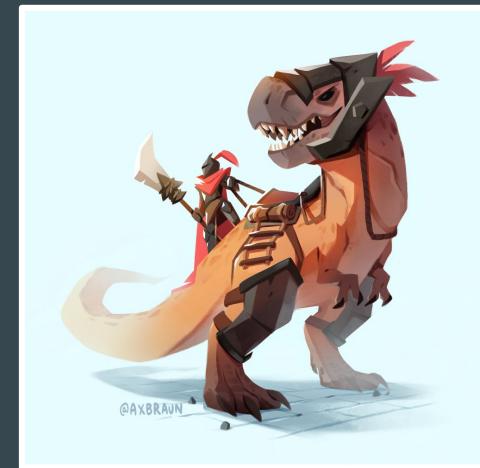


Concept 4: Painted Lineless Renders (Cristian)

Art Direction: A lineless render style focuses on capturing 3D form in 2d images through effective use of lighting and shading. This along with exaggerated shape-language that is somewhere between geometric and organic can make for a very visually pleasing game. Assets of this style may take a large amount of time to produce.

Value: The value of this style is that it is very fun and visually appealing. With its unique shape language and lighting, our game would feel very dynamic and would lend itself to fast-paced gameplay.





Concept 5: Cel Shaded Comic Art (Cristian)

Art Direction: This style utilizes dynamic linework with flat colors and cell shading to create very dynamic and interesting characters and environments. We would use varied black lines and saturated colors to create almost glossy assets that would make our game look very clean and fun.

Value: The value of this style is that it makes for very expressive art and characters. The only hard rule is saturated colors and varied line work so we could push it in a number of directions and it would be relatively easy to produce consistently.





Concept 6: Watercolor Doodle Art (Cristian)

Art Direction: This art style utilizes dark outlines to define forms and textured brushes to mimic the use of water color. The result is a style that feels very soft and pleasant to the player; it also allows us to be very expressive with our assets and overall art direction.

Value: The value of this style is that it is very expressive while also remaining very simple. We can use a variety of colors and values in a very artistic way to generate assets that read well while also feeling very inspired. This style may take a while to produce, however, that can be mitigated with a strong art pipeline.



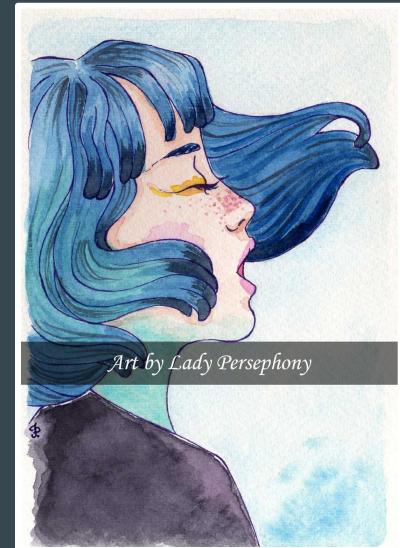
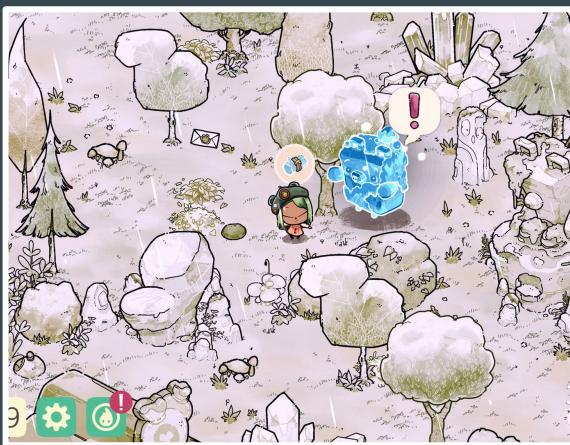


Image Sources (In order of appearance)

Concept 1:

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Image Sources (In order of appearance)

Concept 4:

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Image Sources (In order of appearance)

Chosen Style:

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