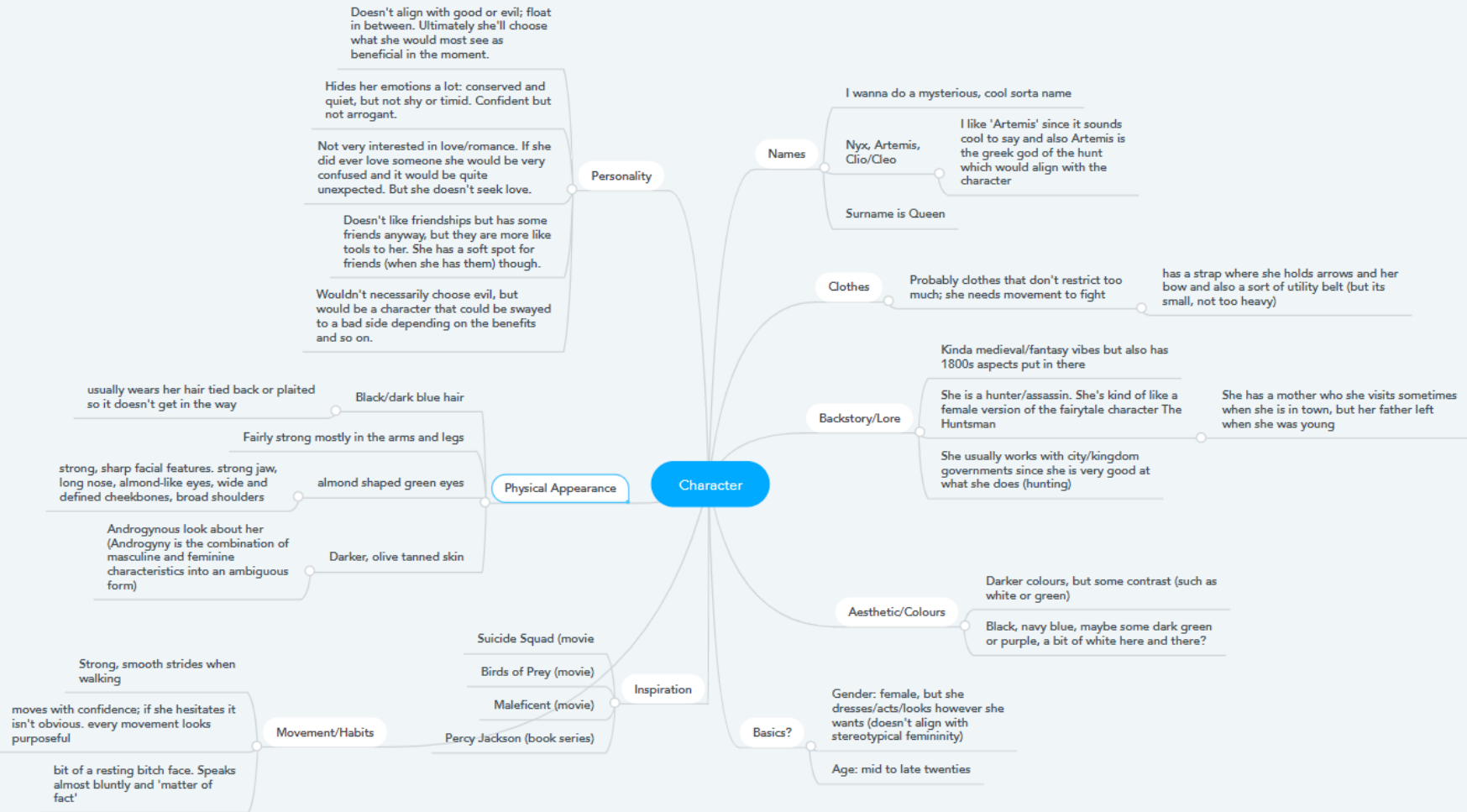


# Media SAC Workbook

RYLIE NAUTA

# Mind Map



# Timeline

Week	Date	Unit Title	Content	Assessment
0	myStart week 1		Study notes document Set up a study notes doc that you can gather notes in leading up to the end of year exam <b>Workplace health &amp; safety</b> Add notes to your study document about workplace health & safety	Set up notes doc
00	myStart week 2	<b>SAC 5: Character design</b>	SAC preparation + Elements & principles + Mind map Introducing and summarising Assessment 5 - character design. Look into elements & principles of design and take notes, then use these to influence your character mind map. You are to study and research the mind map process - you will learn on how to broaden their ideas with simple keywords.	Add study notes
1	Feb 1-5		Elements and principles (cont.) You will continue with elements and principles. Using Photoshop as a tool to guide you through the fundamentals.	Add study notes
2	Feb 8-12		Colour theory You are to learn the importance of colour theory and how it is practically used in a professional working environment.	Add study notes
3	Feb 15-19		Game idea & Target audience You start thinking of ideas about a game you would like to make and the impact it has for your particular type of audience. You will be needing to use Edward de Bono's thinking hats technique.	Add study notes
4	Feb 22-26		SAC: Mind map, target audience, mood board You are to start your SAC, beginning with a mind map and target audience. Then, you can start gathering references and create a mood board in which you make annotations.	SAC 5: Mind map, target audience, mood board
5	Mar 1-5		SAC: Silhouette You will learn the process of drawing silhouettes by	SAC 5: Silhouette

			applying variations and another creative thinking technique called "Plus, Minus, Interesting" which can help you to produce the final form of the silhouette. You will annotate your drawings.	
6	Mar 8-12		SAC: Orthographic You will learn the technicality of the process of orthographic drawings. You will also annotate your drawings.	SAC 5: Orthographic
7	Mar 15-19		SAC: Colour theory You will apply your colour theory to your character design. You will make annotations explaining your use of theory.	SAC 5: Colour theory
8	Mar 22-26		SAC 5: Finalising Concept Finalise your character design.	SAC 5: Final concept
Term two week 2	April 26		SAC 5: Finalising Final Concept + Post mortem You will wrap up your SAC by finishing your character design. This is the stage where you will add final touches and details of the character. Answer post mortem question.	SAC 5 DUE: Final concept & post mortem

# Target Audience

Name: *Matthew Murphey*

Age: *16*

Gender: *Male*

Occupation: *Doesn't have a job*

Ideal Profession: *Isn't too sure on future profession, but likes the idea of working with video games or movies behind the scenes*

Least Ideal Profession: *Lawyer or accountant*

Favourite colour, film and music: *Navy green, Jurassic Park franchise and the Lord of The Rings franchise (genres: Action, Sci-Fi, History, sometimes Comedy), Imagine Dragons (band)*

Least favourite colour, film and music: *Red, Mean Girls (doesn't like high school or coming-of-age movies), Nicki Minaj*

How they spend their free time: *Gaming, watching YouTube (Gaming videos, Sci-Show videos, simple educational videos, conspiracy theory videos), reading books (Sci-Fi, Fantasy, teenage-based novels such as Harry Potter, Percy Jackson)*

Favourite food: *Roast lamb with vegetables and mashed potatoes*

Least favourite food: *Chicken-noodle soup*

Pets: *A few chickens (not really 'pets'?) and a mediterranean spur-thighed tortoise named Chomp*

Clothes they would wear: *Skinny-jeans, hoodies, plain t-shirts and cheap sneakers*

Their favourite games: *Skyrim, Breath of The Wild, ARK Survival, Jurassic World Evolution, Journey to the Savage Planet, Legend of Zelda*

Their least favourite games: *The Sims, Counter-Strike, Clash of Clans*

# Mood Board

1. I like the pose of this character, how they're in action and in motion and you can see the outfit.
2. I like the skirt and skulls associated in the clothing
3. I like the black paint/tattoos on the face and on the arm – It looks kinda messy which adds to the whole aspect of living in the wild
4. I like the fur on the collar and the white dotted paint on her face
5. I like the pose and how she holds her spear, as well as the white paint on her face
6. I like the feathers on the headpiece and how it's a skull
7. I like the skull worn on the head and the style of how it's drawn
8. I like the look of the shirt/tunic and also the headpiece and how it falls down the back
9. I like the fur texture in the drawing and the shawl and how the drawing looks textured
10. I really like the perspective pose of the character and the dark shading and colours
11. I like the skulls incorporated in the outfit as well as the material look of the skirt/cloth





# List of equipment and tools

## Before drawing & sketching

Equipment	Tools	Software
<ul style="list-style-type: none"><li>•Laptop - HP Elitebook</li><li>•Drawing tablet - Wacom Intuos</li><li>•Printer (scanning)</li><li>•Phone (camera)</li></ul>	<ul style="list-style-type: none"><li>•Pencil or pen</li><li>•Paper</li></ul>	<ul style="list-style-type: none"><li>•Google Drive</li><li>•Google Docs</li><li>•Photoshop</li><li>•Illustrator</li></ul>

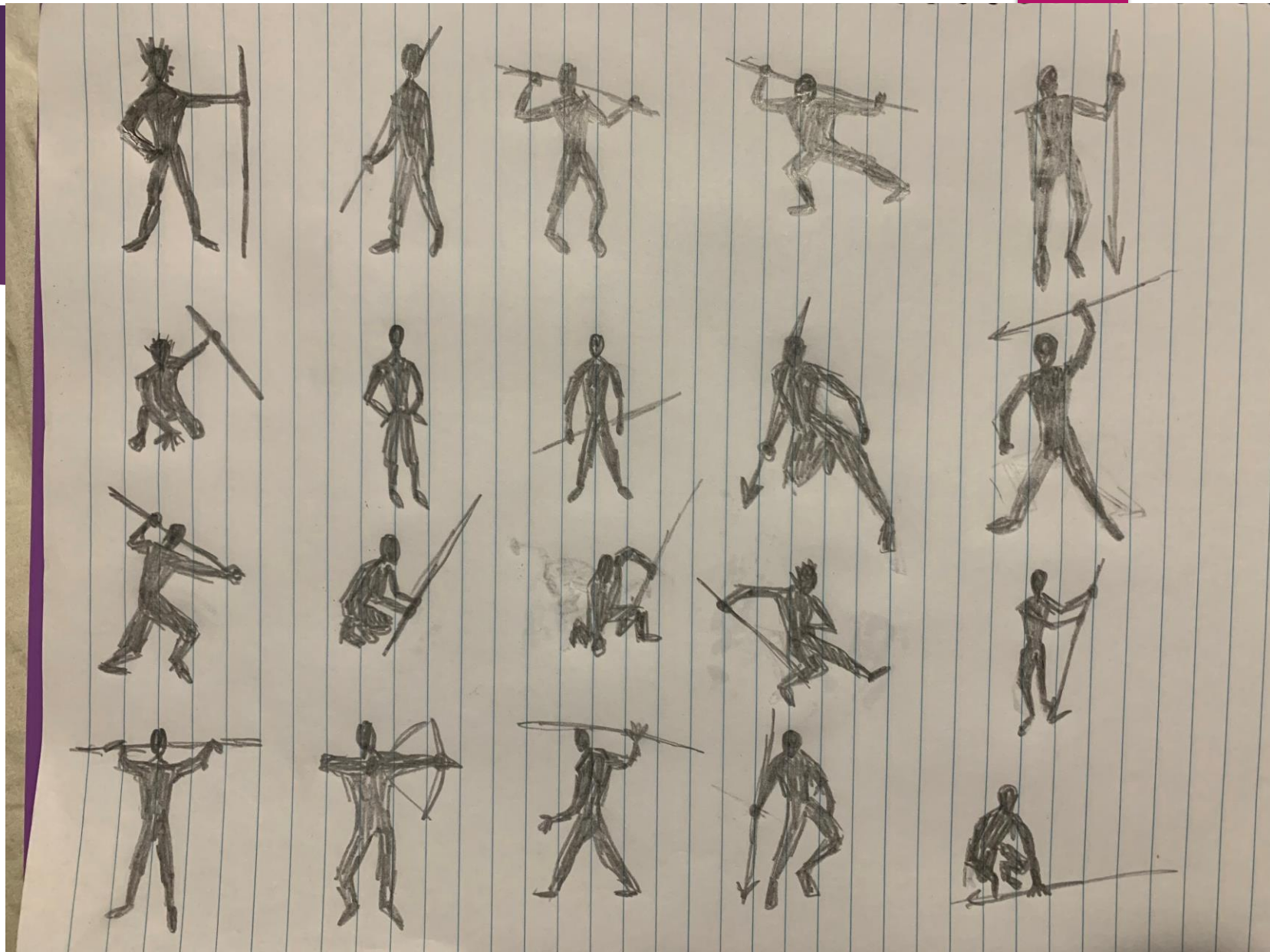
## After drawing & sketching

Equipment	Tools	Software
<ul style="list-style-type: none"><li>•Laptop - HP Elitebook</li><li>•Drawing tablet - Wacom Intuos</li><li>•Printer (scanning)</li><li>•Phone (camera)</li></ul>	<ul style="list-style-type: none"><li>•Pencil or pen</li><li>•Paper</li><li>•Eraser</li><li>•Sharpener</li><li>•Ruler</li></ul>	<ul style="list-style-type: none"><li>•Google Drive</li><li>•Google Docs</li><li>•Photoshop</li><li>•Illustrator</li></ul>

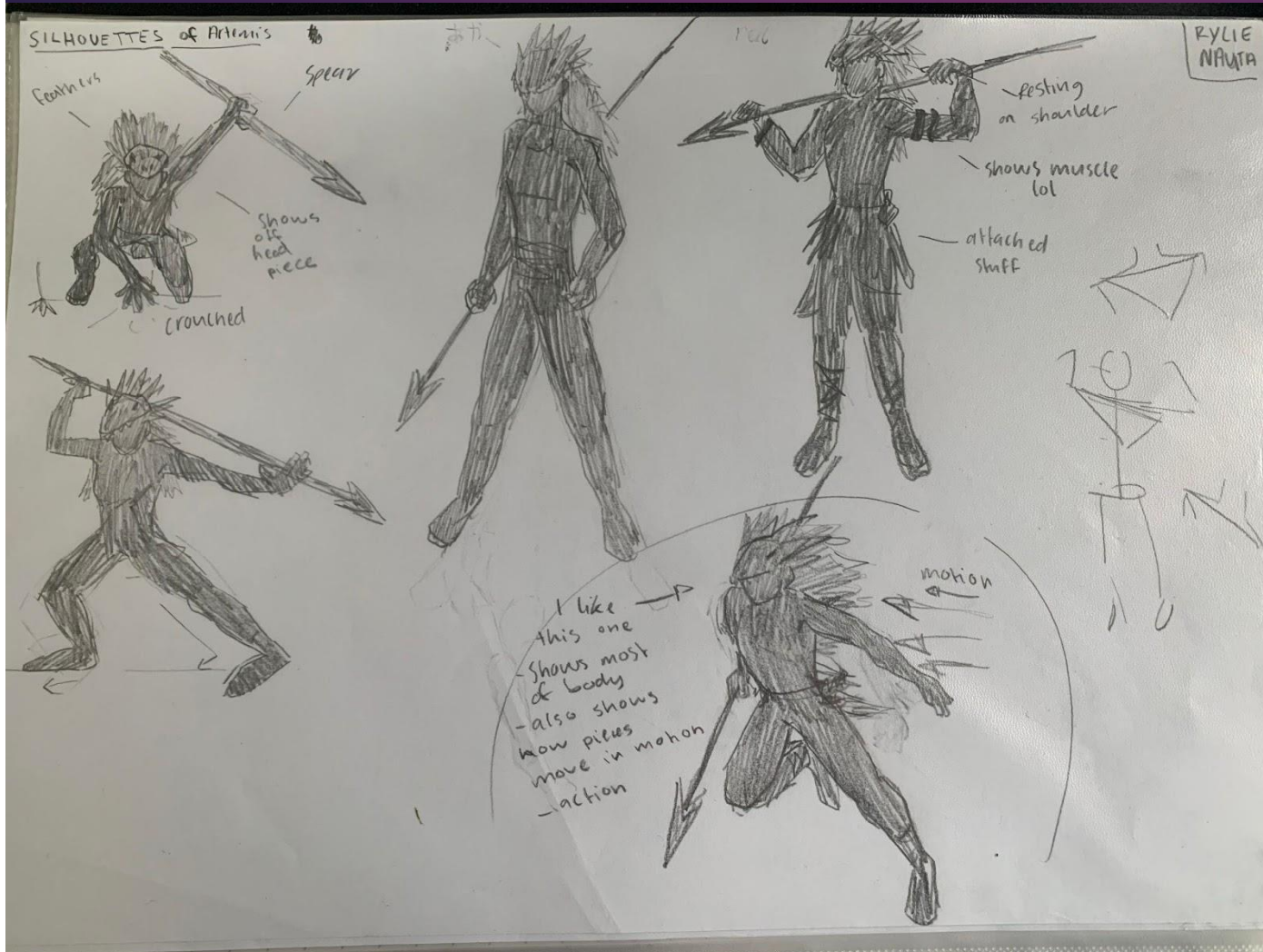
# 20 Sketches

With the sketches I went with a more heroic sort of idea. I had used photos on google and Pinterest to give me some more ideas on different poses for heroes or fighting protagonists.

I also chose to include Artemis' spear in almost all of the poses since it gave me a better feel for the action that would be present in the game.



# 5 Refined Sketches



I chose these poses because they show off a more diverse set of movement as well as moving with the flow of the limbs. They would also show off the characters weapon and clothing. Plus with the character being in motion it'll show the aspect of fighting and combat that is present in my game.

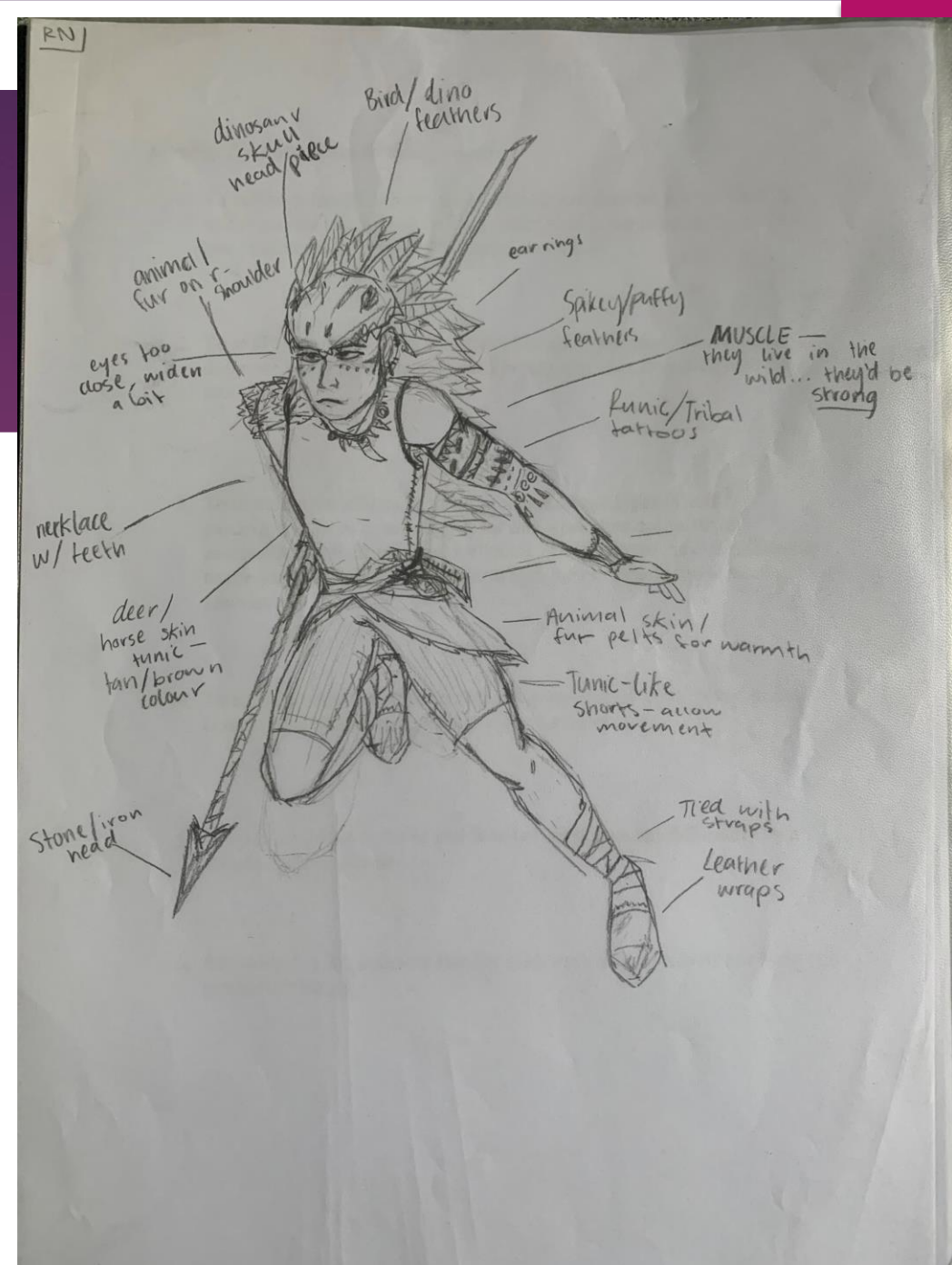


# Rough Sketch

With the rough sketch I decided to use this pose because I liked how it showed Artemis in motion and also had a good perspective of the clothing they're wearing.

I thought if the character was in a pose that looked as if they were in motion or moving it would reflect on that moving and exploration theme in my game.

I used smooth lines to outline muscle and to help the limbs flow and look a bit more realistic, as well as shaded in parts that would be darker when it came to colouring in the character and give more contrast to the clothing.

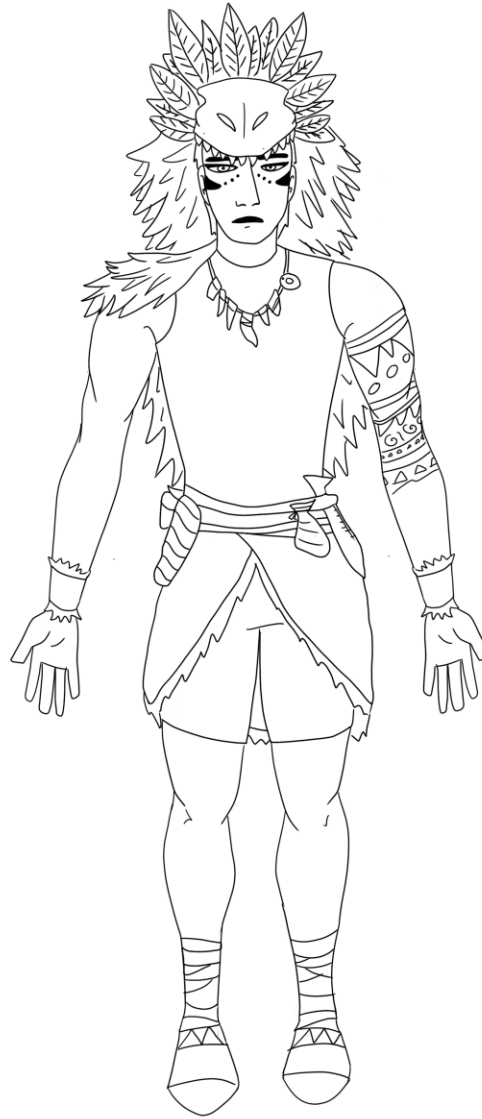


# PMI Table

Name	Positive	Minus	Interesting
Me	<p>I like the pose how it's in motion and shows enough of the clothing of the character</p> <p>I like the tattoos on the arm</p>	<p>Need to fix the proportions of the arms and legs, also the proportions of the face</p> <p>Try to visualise the textures of the clothing</p>	<p>The skull and feathers are interesting because of their tribal look which adds to the character</p>
Lara	<p>I love the detail throughout, and I can clearly see a lot of effort has gone into it. Especially with the tribal tattoos and headpiece.</p>	<p>The pose doesn't necessarily give the proportions of the character accurately.</p>	<p>The character look is unique and interesting, the character looks strong and determined.</p>
Mackenzie	<p>The design is very clear and still maintains detail, it makes it very clear the origin of the character and its tribal nature through use of the markings spear and headpiece</p>	<p>Some of the clothing items look more modern and a fix for that may be some quick wear and tear or stains to make them look lived in or even make the sewing look poorly sewn</p>	<p>The characters origin and weapon give it a unique style and the use of tattoos on the body can build upon the lore of the world they live in.</p>

# Orthographic

I didn't add as much detail as I would've liked (due to time) on the orthographic outline. The sketch was more detailed however the limbs were disproportioned and the front view didn't match equally with the side view, which I fixed up in the outline and tools on Photoshop.



# Colour Theory Options



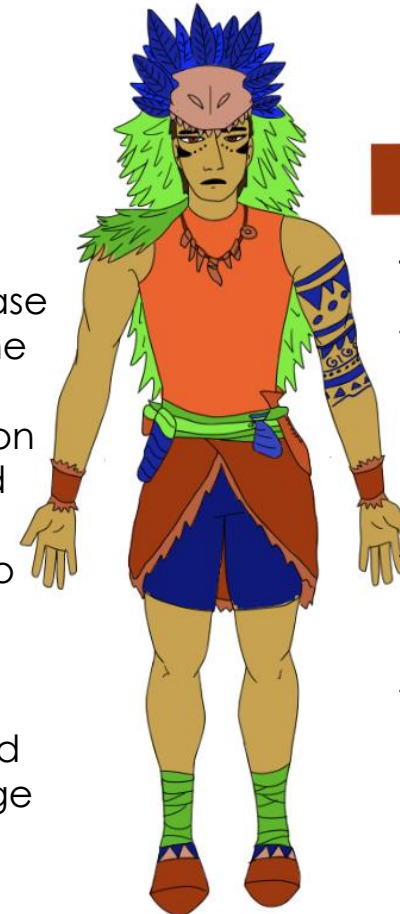
## Complementary

- Went with a more darker kind of palette
- Muddy colours and more saturated, for a darker environment
- Perhaps suited for an ocean or water-based environment in the game



## Split Complementary

- More of a water-base sort of scheme; if the character was situated in a location closer to water and swamp areas
- Variations of blue to connect with the theme of water
- A muddy sort of orange which could aid with camouflage in a swampy environment



## Triad

- This colour scheme seemed more tropical with the brighter colours on it
- Used colours that reminded me of foreign plants
- Brighter colours to camouflage with a more exotic biome



# Final Colour Theory

- With the final design I decided to follow the idea of the Complementary colours and go with a darker and more muddy sort of look which would reflect the dirty survival gameplay and environment that would be present in the game.
- These colours I feel would help the character to be able to camouflage to hunt or hide from enemies
- I tried to use colours that are also realistic and that you would expect of the materials. Such as the dark brown on the tunic and shorts as well as the mossy-feathery hair on the headpiece.
- Varied colours of feathers on the skull headpiece to draw more attention to it and not have the colours look a bit boring.



# 12 Character Name Fonts

Aquire by Sesohq

ARTEMIS

Creativity by Manjali Studio

ARTEMIS

Qevio by Vacatype

ARTEMIS

Bonjour De Jong Sans by Wellsript Studio

ARTEMIS

Tropical Asian by Konstantine Studio

ARTEMIS

SAKURATA by Sealoung

ARTEMIS

Exon by linecreative

ARTEMIS

Little Miracles by Brittney Murphy Design

ARTEMIS

Wastinger Display by Typetemp

ARTEMIS

Landasans by Mantra Aksara

ARTEMIS

Procrastinating Pixie by Samepinch

ARTEMIS

● ● Medium

# Four Final Fonts

Bonjour De Jong Sans by Wellsript Studio

ARTEMIS

Tropical Asian by Konstantine Studio

ARTEMIS

Exon by linecreative

ARTEMIS

Little Miracles by Brittney Murphy Design

ARTEMIS



# Character Layouts

The title is smaller than the character so eyes are more drawn to them, as well as the lighting in the background giving more attention to the character and drawing focus and bringing more visual power to the character.

# ARTEMIS



Light gradient going down helps to draw more attention to the darker part at the top bringing more attention to the title. The text is bigger which could possible overpower Artemis, but the character is placed in front of the text to balance out that power.

A bit uneven with the placing of Artemis and how they are to the left leaves more blank space.



The title is bigger than Artemis which could be a bit unbalancing to the rest of the poster, however the lighting brings more attention to them as its in an upward v-motion to bring peoples eyes upwards. Gives Artemis a sort of 'spotlight'. Artemis is a bit in front of the text, the level of proximity is able to present the idea that this character is Artemis themselves.

# ARTEMIS





The highlighted gradient going upwards is able to give off a more contrasted appearance to Artemis' clothing and colours on the head. The text is quite large but is placed below Artemis as a way to show that Artemis is above it and where more of the attention is aimed at.



# ARTEMIS

## Final Artwork

I decided to make the typeface slightly smaller than most of the layout ideas from previous slides to kind of give Artemis a bit more of the power on the poster, but I also want people to read the big words and then look at the drawing and having an understanding of that person being Artemis. I mixed the upwards gradient with the v angled lighting to give a spotlight effect to the title and face of Artemis. I used a darkly saturated greyish green background to add to the dark colours of Artemis but not too dark so that there was still a contrast between the colours, helping Artemis' design to pop out.

# ARTEMIS



# POST-MORTEM QUESTIONS

## **Review & reflect on your process**

Summarise the design process for your character design & poster.

My very first work to do with my character was the mind map, where I wrote down a heap of ideas and about characteristics, personality, appearance, game story ideas, etc. about my character and their game. After having a basic idea, I began to think of an overall and more specific idea for a game synopsis, and personal interest gave me more ideas towards the prehistoric survival theme I incorporated into my game synopsis. This helped me to then get a better understanding of how I wanted to design my character. Once we had done the poses of the characters I had a good understanding of how I had wanted to make the design based off of my synopsis, and the rough sketch helped to visualise most of the ideas I had relating to clothing and appearance. The orthographic drawing was next, which would give the viewers a better and more specific preview of the characters appearance, especially clothing and colours. After applying a few different colours, I decided on one group of colours set for my character, which then helped me to create a coloured background in the poster layouts of my character. I found twelve fonts which I liked for the poster, but ended up choosing just one to use for the final. Once I had gone through a few different ideas of the layout, I decided on a final layout setup and finished up my poster with a typeface title.

Discuss how you experimented with different ideas. Which activity helped to spark your creativity? (out of all of the techniques, which one helped you draw the most out of your ideas?)

I think the mind map helped me to really flesh out many ideas about my character and put all my ideas into words which was much easier to work from. I also think the mood board really helped to bring out my imagination and inspired me from other people's drawings and concepts. These two activities helped me to draw the most out of my vague idea of a character and develop my design much more.

Which part of the process would you have liked to spend the most time on? Why? (this may be about producing better quality or improving a technique/skill)

I would have liked to spend more time on doing the outline of the character and also would have liked to spend some more time on doing an outline of my rough sketch. In the outline of my character I didn't end up adding as much detail as the hand-drawn sketch or orthographic which I would've liked to have done had I had more time. As for the outline of the rough sketch, I thought it would've been a more appealing pose used on a character poster but didn't end up with enough time to go through the process of outlining and colouring said sketch.

Would you design your character differently if you were to start again? Why/why not?

I think I would have designed my character in a more cartoonistic or simplistic art style rather than the style I did it in, as the style I'd used made the outlining and colouring process a lot longer than expected.

Did you find any feedback your received to be useful? If so, what changes did you make? If not, why did you not incorporate the feedback?

I received early feedback from my teacher regarding the gender of my character. My teacher suggested making my character non-binary or gender non-conforming; I took on this idea a bit later as I realised this would make the character themselves very versatile and more appealing to players of any gender as they would be able to identify more with the character they play as.

In the PMI table I also received results from my classmates (Lara and Mackenzie), and the proportions of the character was mentioned. Once I did the lineart of my character in Photoshop I attempted to fix the uneven proportions of the arms and shoulders in comparison to the rest of the characters body.





## **The safe and ergonomic use of equipment & tools**

What safety measure did you take when producing your digital artwork?

I made sure to wear blue-light glasses when working on my laptop to reduce the infliction of light on my eyes, as well as made sure not to have my brightness too light on my laptop to hurt my eyes. I ensured I was sitting in comfortable positions instead of straining my back or neck while I was typing or using my Wacom tablet.

What safety measure did you take when producing any physical artwork?

I made sure that when I was sketching and drawing on paper to have a good posture and good seating, as well as enough light source as to not strain my eyes on my work.

## **Ensuring a copyright free work**

How did you make sure that any materials/resources you used and work that you created was copyright free?

I made sure to use my own methods to ensure that none of my work would be infringing copyright laws; I drew and coloured everything myself. For my logo I used a royalty free image website (unsplash.com) for the metallic texture image that I had used. For all the fonts I had used I also made sure to download them free off a royalty free logo website (fontspace.com)