

**Marharyta Pushkaruk**

Kyiv National University of Technologies and Design (Kyiv)

**Scientific supervisor – senior lecturer Svitlana Goncharenko**

## **HOW TO BECOME A CONCEPT ART CREATOR**

Concept art refers to a form of illustration that conveys the mood and ideas of a future project, such as a game, prior to the final product's completion. The term "concept" originates from automotive designers, the early 20th century, and was later adopted by the visionary animator Walt Disney. There are several issues that are worth observing when dealing with the concept, starting from the style choice and finishing with giving an assignment to an artist.

While *concept art* is often considered to be a critical aspect of the media production process, encompassing film, game development, and comics, *concept artists* contribute to creating the entire environment, not just a single mode of transport, an interior item, an urban location, or a laptop. Dozens of drawings are created for every single element, but only a few are utilized. Clothing, for instance, is sketched in different colors, textures, and shapes before a version is chosen.

So, the development of a concept begins with *selecting an appropriate style*, considering the intended mood and genre. In a military context, for instance, a fluffy pink rabbit's appearance would be ridiculous. The initial step is to create a mood board or visualization board, which brings together references, color schemes, and images of tiny things that convey mood and reflect style.

Idea generation is the next stage in the process. The artist sketches, experiments with silhouettes and shapes, adds' text notes draw attention and add much to individual details. Cubes and balls are used to create 3D blanks from primitives to assist in the experimentation. The character should be comprehensible, without the final image's elements. Details, filling, textures, and highlights constitute only 10-

15% of the work, and they primarily reveal the hero, clarify the story, occupation, and mood. It is incorrect to begin drawing a character with buttons, nose, or eyes.

When artists already see the image of the future character, they proceed to a detailed image creation, making a sheet with poses in which the character's nature is revealed and the general dynamics is transmitted. Costume design is not a separate story, but a tool that supports the image. Good design helps to understand who is in front of them. A few elements of clothing are enough, but not numerous complex details.

Here we move on to the *character concept art creation process*. The work begins with a line art - an outline drawing without a fill (a sketch in a sketchbook or a sketch in Photoshop). The second option is the work “from the stain”, when the artist outlines the silhouette of the character with large strokes.

Having decided on the silhouette and volumes, concepters divide the object into “masses”, outline important design elements and large eye-catching elements - whether the hero will wear a tight outfit or a multi-layered dress, light shoes or over the knee boots, put on a hat or bandage. Next, concept artists of the characters proceed to drawing details and accents: they highlight a texture, characteristics of fabrics, a cut. Color work can be postponed until later, when the main nuances are approved. Discuss whether an artist understands the color mood, because some details work favorably in a mysterious night atmosphere, and others work in a sunny meadow. Don't forget about references when developing character concept art. At the stage of drawing clothes, the artist will need real scraps of fabric - holding them in his hands, to be able to examine the texture and understand how it behaves in the wind, in heavy rain, etc. Faces are a separate part of work. A lively face with natural emotions can be portrayed by someone familiar with the basics of anatomy.

At this stage it is appropriate to make some emphasis on *giving an assignment* to an artist. Here are some details about setting. If there are no ready-made mood boards, concepts and UI yet, it is advisable to attach links to similar projects, thus,

draw the artist's attention to the style. If you already have some concept and models for the project, show examples that they need to focus on. The more refs, the better. Describe all character features, including behavior and future animations. If the hero participates in battles, describe the style, abilities and the role in the game. Specify all the technical nuances of objects that might arise. If it is an interactive Sci-Fi chest with an unusual shape, the concept should reflect how it opens. If an object interacts with an interface, you need to explain how exactly.

Specify the sizes of objects. If you have already had a modeler, inform how many angles and what level of drawing is enough to make a finished 3D model, clarify all about any single elements, how they work separately.

If there are really existing objects in the project - for example, specific models of aircraft or weapons - be sure to attach their photographs (preferably several) and even drawings to the TOR. Both a concepter and a modeler would be grateful. And finally, discuss and set deadlines.

To conclude, successful conveyance of the desired spirit and nature of a character is conditioned and ensured by following the abovementioned pieces of advice, starting with appropriate style selection, character concept art creation and finishing with the giving an assignment to an artist and setting deadlines.

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