# Stage 2 Visual Arts – Visual Arts – Art and Visual Arts – Design

## External Assessment Cover Sheet

Assessment Type 3: Visual Study

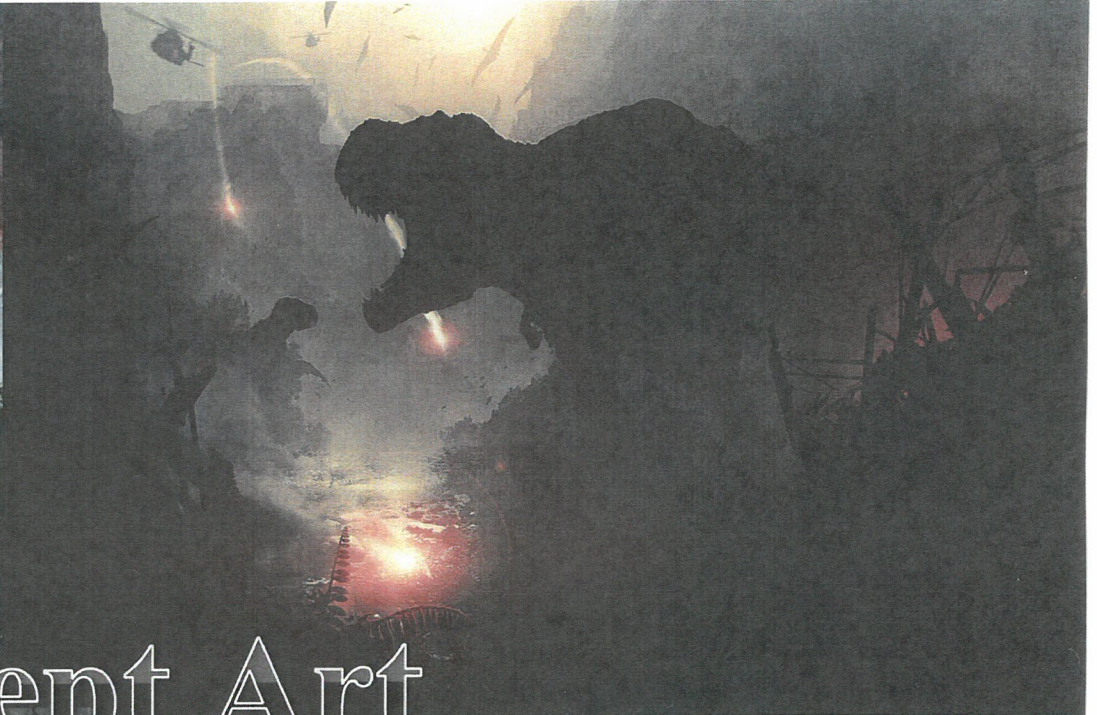## SACE Registration Number:

**Visual Arts – Art** [ ]     **Visual Arts – Design** [✓]

**Topic** _Exploring Concept · Art and ^digital artists who work with Environments._

word count 2,177
(for written only)

This **visual study** is assessed using the following specific features:

| Practical Application | Analysis and Synthesis | Inquiry and Exploration |
|---|---|---|
| PA1 | AS1 | IE1 |
| PA3 | AS2 | IE2 |
|  | AS4 |  |

Ref: A90908

Concept Art
Promo Art

Introduction:

My visual study is exploring Concept Art and various styles. Concept art is a form of illustration used to convey an idea for use in films, video games, animation, comic books or other media sources before it is put into the final product. Raster graphics editors for digital painting have become more easily available, enabling more efficient working methods. Prior to this (and still to this day) any number of traditional mediums such as oil paints, acrylic paints, markers and pencils were used. Concept Art styles ranges from the stylized to the photorealistic. Concept Art doesn't necessarily need to be a nice illustration. Concept Art consists of two major elements. 'Concept' in which the idea or back story of a specific subject that relates to the world of the story. And the 'Art', is which depicts the 'Concept' with aesthetic design that will appeal to the production's target audience.

I will explore different styles of Concept Art and artists who work with Art environments. I will look at their techniques, use of colour and drawing.

Photorealism:

Photorealism is a genre of art that encompasses painting, drawing and other graphic media in which an artist studies a photograph and then attempts to reproduce the image as realistically as possible.

Photorealism is an extremely realistic style of painting and drawing, in which the artwork is based entirely on a photograph.



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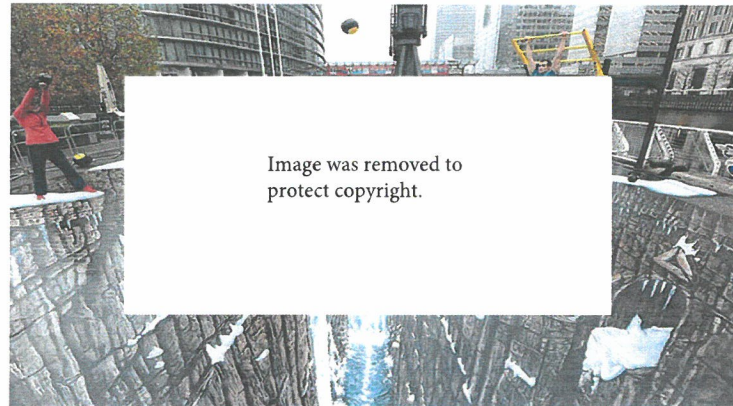
Once the photograph is developed the artist will transfer the image from the photographic slide onto canvases. Usually this is done either by projecting the slide onto the canvas or by using traditional grid techniques. The resulting images are often direct copies of the original photograph but are usually larger than the original photograph or slide. This results in the photorealist style being tight and precise, often with an imagery that requires a high level of motivations and skill such as reflections in specular surfaces and the geometric rigor.
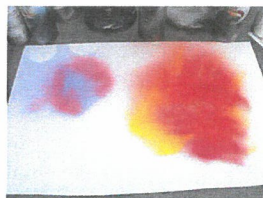
IE1 Basic Research
Process commentary

Speed painting:

Speed painting is an artistic technique where the artist has a limited time to finish the work. Usually a duration is set from several minutes to a few hours. Digital media artists primarily use speed painting to practice working quickly and efficiently.

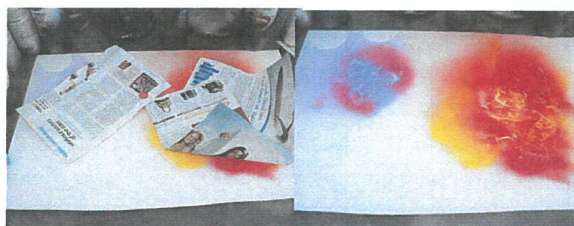How to spray speed paint:

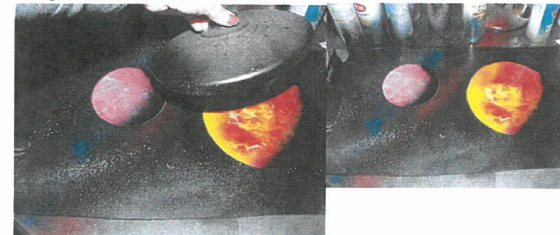Step 1: Chose Your Colours, Then Spray Them on to the paper.     Step 3: Making the Sky     Step 4: Making Stars



Step 2: Making the Pattern.

Step 5: Reveal Your Planets

Sketches:

A sketch may serve a number of purposes: it might record something that the artist sees, it might record or develop an idea for later use or it might be used as a quick way of graphically demonstrating an image, idea or principle.

A sketch is not designed to be a detailed drawing that gets every element perfect. Instead, it captures the essentials of the subject - the overall form and perspective, a sense of volume, movement, and feeling.

Sketches are often done in ink or charcoal as well.

IE1 Basic Research
~ definitions no personal insights .

Concept art is a form of illustration used to convey an idea for use in films, video games, animation, comic books or other media before it is put into the final product. Raster graphics editors for digital painting have become more easily available. Enabling more efficient working methods. Prior to this (and still to this day) any number of traditional mediums such as oil paints, acrylic paints, markers and pencils were used. Concept art has ranges from the stylized to the photorealistic.
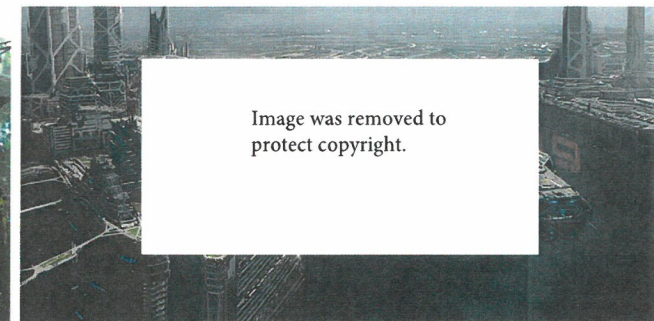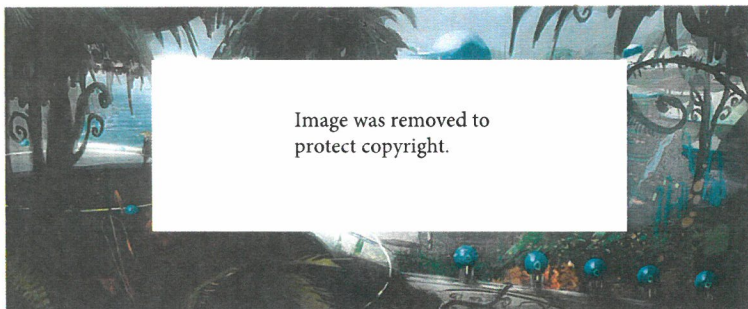
IE1 Identification of basic concepts ~ concept/promo art links.

**Promo art is not Concept Art**

**Promo Art:**

Companies only release concept art when it is polished and final enough to represent the actual product. What is released as concept art is actually promo art. Nowadays all promo art – even including obvious art that has been created after the completion of the production of a game – gets labelled concept art by the marketers who release it, the editors who write about it, the fans who share it, the sites which collect it and even the people who made it.

One thing that was interesting in my research was an article about Concept Art really is about is that Concept Art is not the same as illustration, explains videogames industry veteran James Pickthall. It's about creating a single artistic vision that can power a franchise.

AS4 Elementary Commentary ~ personal attempt at evaluation.

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# Concept Art showing sources or development:

Different topics can break down further into sub-specialities like weapons, vehicles, costumes, or interiors. This is the beauty of focused concept art. By picking an area of interest you're able to build skills in one particular subject matter, which usually then leads to better results.

**IE1 Basic Research**
Process and
Biographical information

## Stéphane Baton:

After having finished an education in visual communication in Lyon (France) during the 90's, it was in the streets that he started my graphic career. he started out with portraits and then tried landscapes in watercolour. He finally moved on to more personal paintings.

In 2006, he started getting into Animation after taking a course in animated movie techniques in the south of France. Ever since he's been most passionate about this media. He worked 6 years as background artist for Ankama Animations studio.



Bri in the Sky

| Stylized Concept Art: | Graphic in concept art: | Photo Realistic concept art: | |
|---|---|---|---|
| Concept art ranges from the stylized to the photorealistic. This is facilitated by the use of special software by which an artist is able to fill in even small details pixel by pixel, or utilise the natural paint settings to imitate real paint. When commissioning work, a company will often require a large amount of preliminary work to be produced. Artists working on a project often produce a large turnover in the early stages to provide a broad range of interpretations, most of this being in the form of sketches, speed paints, and 3D overpaints. | Concept art has embraced the use of digital technology. Raster graphics editors for digital painting have become more easily available, as well as hardware such as graphics tablets, enabling more efficient working methods. Prior to this (and still to this day) any number of traditional mediums such as oil paints, acrylic paints, markers and pencils were used. | Photorealism is a genre of art that encompasses painting, drawing and other graphic media, in which an artist studies a photograph and then attempts to reproduce the image as realistically as possible in another medium. | |

AS4 Evidence of Learning ~ Identification of 3. Concepts ~ attempted.







IE1 Basic Enquiry
~ Some concepts identified .

What makes good ENV? Concept art:

The job of a concept artist is to create ideas that have never existed before and fit them together in a creative project. In many ways concept artists design these ideas so that they fit into a certain style or narrative.
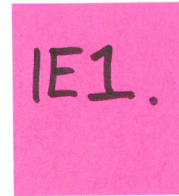
This website has all you need to know about what environment Concept Art is.

Characters, Props, Or Environments: Picking A Concept Art Specialty



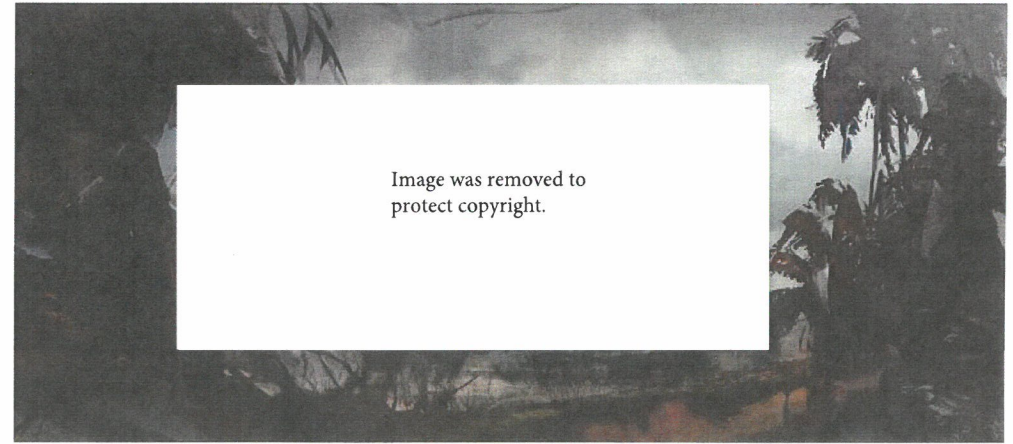Image was removed to protect copyright.
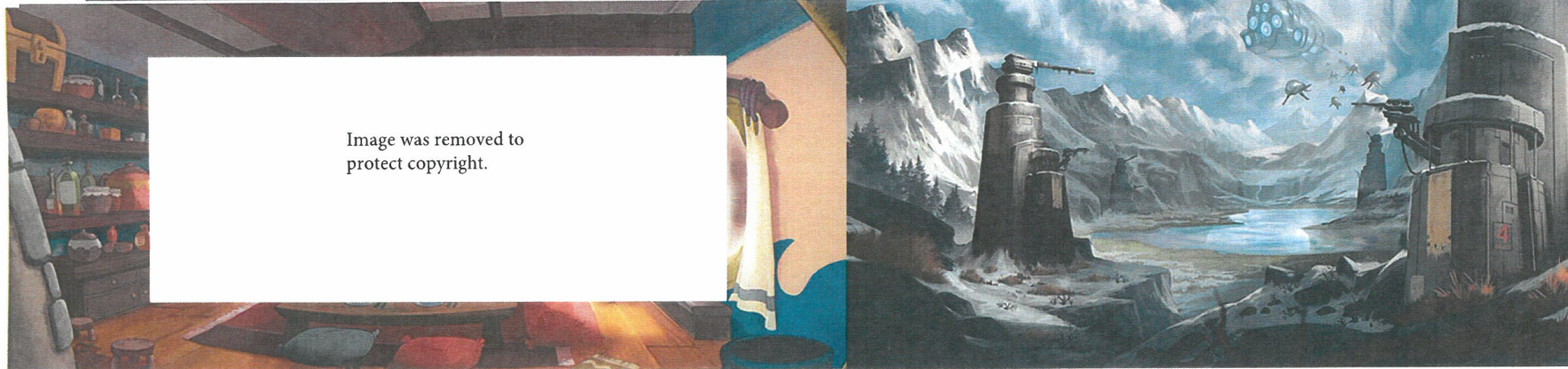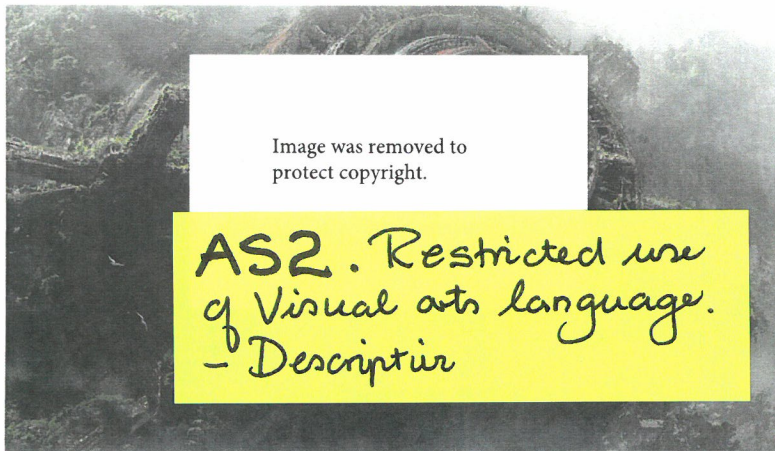
Skills needed in concept art:

- have up-to-date knowledge of computer illustration software packages
- be skilled in film imagery
- understand what Directors, Directors of Photography and Editors require from a scene be flexible and adapt to change when asked
- work as part of a team
- know about relevant health and safety legislation and procedures
- have excellent illustration skills
- be a strong communicator
- visualise perspective and 3D space
- have a keen interest in design, architecture and film
- visually interpret other people's ideas

About Jamie Ro, photo realistic:

Jamie Ro is a professional concept artist and illustrator currently working for Arena Net the developers for the Guild Wars franchise. Jamie started her career in Auckland New Zealand as an illustrator and has since worked on various projects in games publication and animation field.



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**AS1. Basic consideration and interpretations of works.**



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**AS2. Restricted use of Visual arts language. - Descriptir**

This design is very realistic to all the other ones she has done it in great detail.

This design has lost of lighting in it at the top this makes it clearer to see.

About Feng Zhu photo realistic:

For more than 12 years, Feng Zhu has contributed to some of the highest profiled projects in the entertainment industry. His broad design skills allowed him to reach across into many fields from hit movies, to triple-A games, memorable TV commercials and toy designs. Founding his own design company Feng Zhu Design (FZD), his client includes Microsoft, Electronic Arts, Sony, Activision, Warner Brothers, Lucas film, Epic Games, and many other top studios.

In the spring of 2009, Feng founded the FZD School of Design in Singapore. This venture was established to train professionals and students who want to break into the entertainment design industry.

Zhu styles are light effects going across the top and a little bit darker across the bottom with the person standing out then the rest.

AS1 Basic
AS2 acknowledgement of
spatial effect & light only.

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This Design has darkness on the left and on the bottom to draw style into the distance. The lighting makes the wall stand out and how the people are small and dark make them noticeable.

The lighting in this design is in the background and on top of the vehicle making the darkness in the bottom more noticeable.

In this design, there are more dark spaces and less light space, this makes the design have more of a darker feel then the other ones.

About Dylan Cole landscape design:

Dylan Cole worked as Concept Art Director on Avatar creating style guides, matte paintings and paint overs some of which were in collaboration with other talented artists. Dylan Cole is a leading matte painter and concept artist specializing in work for film, television, and video games. After graduating from UCLA with a degree in fine art, he took his painting skills to the computer. He got his start with a brief stint at Illusion Arts on Time Machine. Smaller jobs as a matte painter and concept artist led to him working at Rhythm and Hues on Daredevil. He then left his native California to go to New Zealand to be a senior matte painter on Return of the King for Weta Digital.



**IE1** No insights gained. Biographical information



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**AS1 AS2.** Supercial reference to art elements & principles.

This design has lots of light and nature. The stylized format that Dylan does is different kinds of cities like the design next to this one it's a city.

This design is called the lost city Dylan Cole changes a few things and claimed it for himself. It has lighting going across the city on the top

Helen Norcott stylized design:

She's a freelance digital artist and graphic designer based in the North East of England. She mostly does landscape artwork or sometimes animal's artwork and some faces. She likes to do Big Rocks and Mountains that stand out.
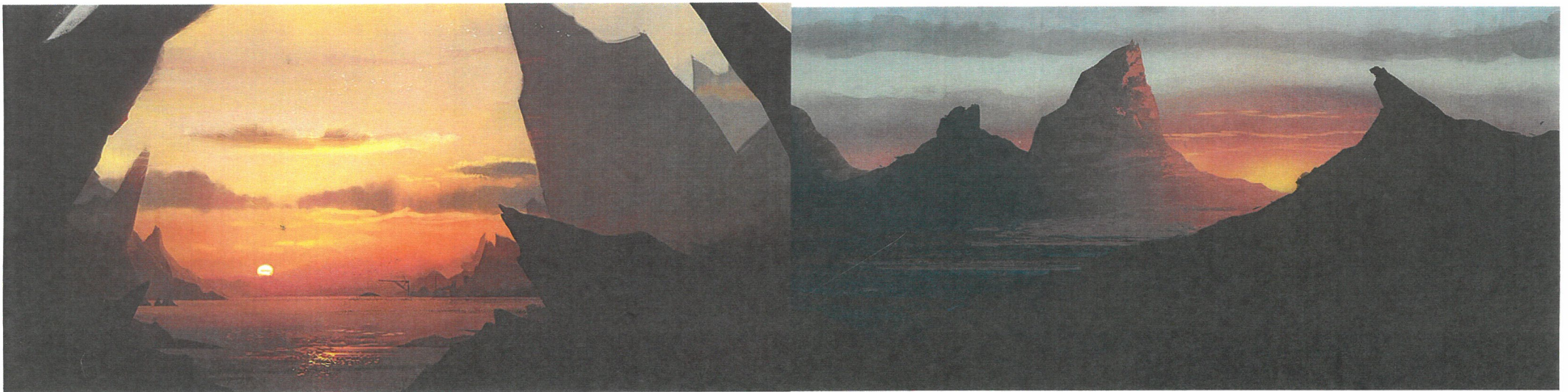
This design has good lighting, dark edges and how the light reflects on the water.

This design has great lighting and shadowing and how the rocks are formed.

Charles Jencks

Charles Alexander Jencks is a cultural theorist, landscape designer, architectural historian, and co-founder of the Maggie's Cancer Care Centres. He has published over thirty books and became famous in the 1980s as theorist of Postmodernism. In recent years Jencks has devoted time to landform architecture, especially in Scotland.[1] These landscapes include The Garden of Cosmic Speculation and Jupiter Art land outside Edinburgh
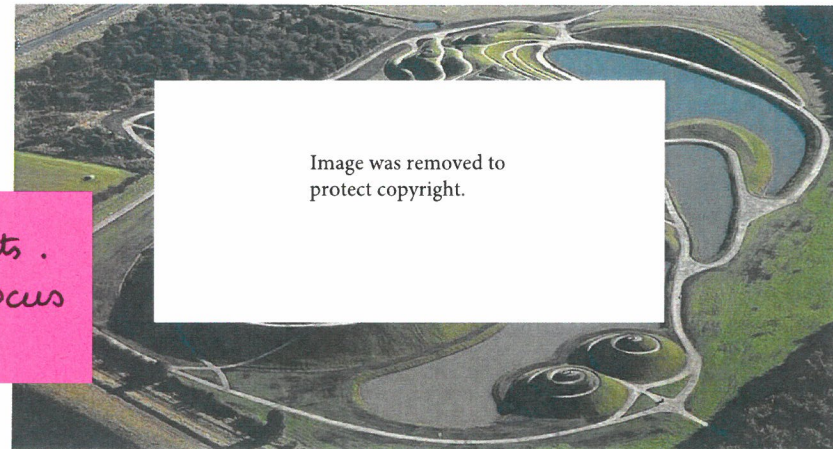
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What makes a good landscape design?

Lawrence Halprin

Beginning his career in the San Francisco Bay Area, California, in 1949, Halprin often collaborated with a local circle of modernist architects on relatively modest projects. These figures included William Wurster, Joseph Esherick, Vernon DeMars, Mario J. Ciampi, and others associated with UC Berkeley. Gradually accumulating a regional reputation in the northwest.

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IE1 Superficial insights. Connection to study focus is very tenious.

When designing a residential landscape, the most important step is to put a plan on paper. Developing a master plan will save you time and money and is more likely to result in a successful design. A master plan is developed through the 'design process': a step-by-step method that considers the environmental conditions, your desires, and the elements and principles of design. The goal is to organize the natural and man-made features in your yard into an aesthetic, functional, and environmentally sustainable landscape.

## Robert Bechtle

Robert Bechtle is an American painter. He received his Bachelor of Fine Arts and Master of Fine Arts from the California College of Arts and Crafts, now the California College of the Arts, in Oakland, California.

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## Tom Blackwell

Thomas Leo "Tom" Blackwell is a United States Photorealist of the original first generation of Photorealist, represented by Louis K. Meisel Gallery. Blackwell is one of the photorealist most associated with the style.

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What photorealism is?

Photorealism is a genre of art that encompasses painting, drawing and other graphic media, in which an artist studies a photograph and then attempts to reproduce the image as realistically as possible in another medium. Although the term can be used broadly to describe artworks in many different media

**PRACTICAL APPLICATION:**

**Photorealism:**

This Mazda is the early version of the design that comes in 2018. I have put filters over the design trying to make the design more realistic that the original.

I used three Photoshop filters to create these three designs of the Mazda.
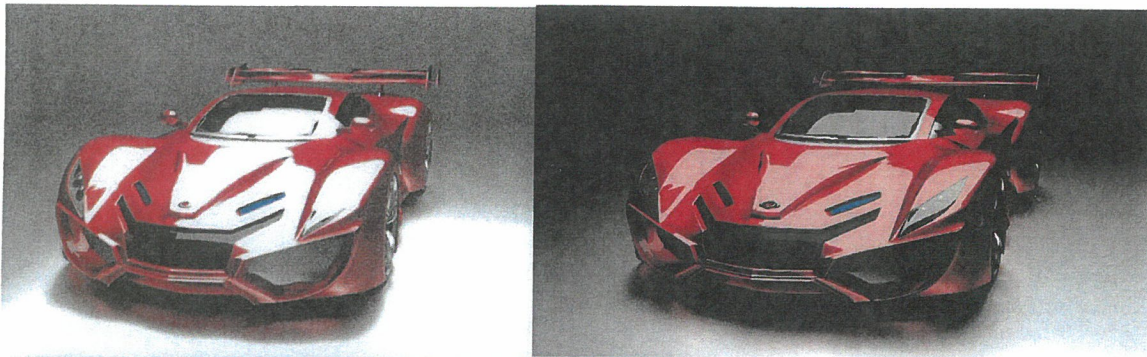


The filters hat I used:

- Water Colour
- Diffuse Glow
- Poster Edges



I think making the original car into the filtered cars make it have more of a feel to it with how it has different lighting and shading making it stand out more. I have learnt that filters make it more realistic realistic.

AS2 . Restricted use of Visual Arts language in response to experiment !

PA1 Very tenuous attempt to experiment with an idea.
PA3 Partial documentation limited explanation .

# PRACTICAL APPLICATION: MY VERSION OF A LANDSCAPE



Using Photoshop I created mountains using shades of brown.
Then adding texture/softness to some.



I found a water image as a source.



I applied orange tones over it, and made it semi-opaque to show the ripples.



I painted in a sunset, using a range of soft brushes.



I drew in smaller background islands using softer browns to add depth.



I softened the edges to add atmosphere.

**ORIGINAL ARTWORK**



This is my remake of a landscape design that a professional artist made.
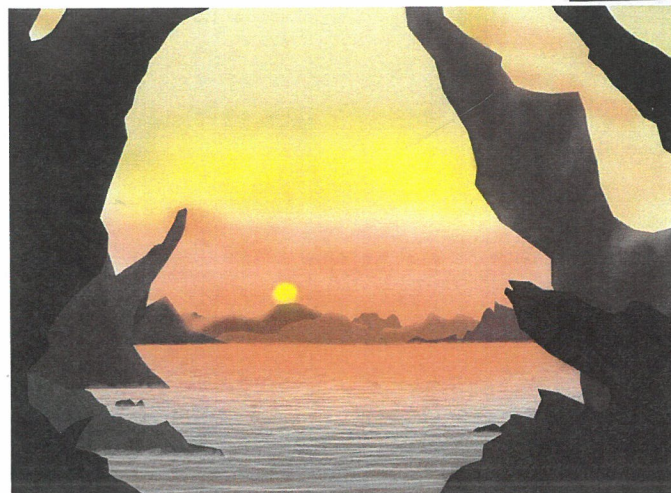


My remake of the landscape design came out better than I had thought it would turn out. It has the same kind of texture and layout than the original.
The things that I have improved on though this process is ~~the~~ the shading and the layering in Photoshop and the ~~things~~ that I have learnt though this process is how to make the rocks closer and then to make the background come into the ~~front~~ front.

**MY ARTWORK**

This was suppose to be a sketch of Buildings with it on a angal with the Buildings looking Tall

Example
↓

## Conclusion:

Throughout my investigation I have learn that concept art and promo art are not the same thing. Concept Art is a form of illustration used to convey an idea for use in films, video games, animation, comic books or other media before it is put into the final product. Promo Art is actually illustration and videogames industry. It's about creating a single artistic vision that can power a franchise. The insights that I used in my artists work is how they got to where they are now and how much detail they put in it.

*AS4 Attempt at conclusion statement. No acknowledgment of insights gained. Basic.*

## Bibliography:

https://www.gardendesign.com/landscape-design/rules.html

http://edis.ifas.ufl.edu/ep375

http://conceptartempire.com/famous-concept-artists/

https://en.wikipedia.org/wiki/Concept_art

http://conceptartworld.com/category/artists/

http://www.creativeblog.com/career/what-concept-art-11121155

http://howtonotsuckatgamedesign.com/2014/02/lets-get-real-concept-art/

*IE1 Some attempted acknowledgement of sources ~ listing.*