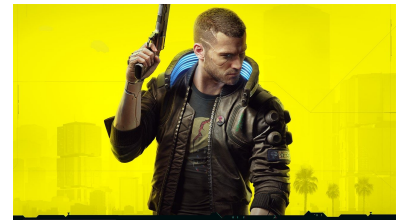


Project Proposal

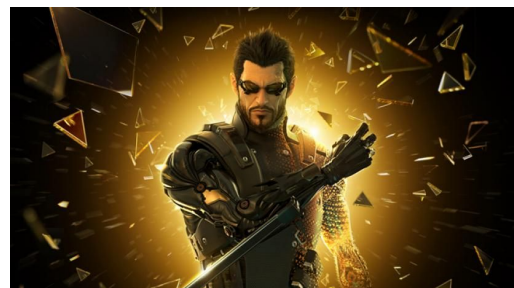
Candidate Name	Spencer Lee
Pathway	2D Art
Project Title	Syndicate
Project Concept	

Outline – Describe the project.

For my project I have decided to go with the concept that I have outlined within my first idea that I listed previously which consists of 2 character designs alongside 2 asset designs both of which are utilised by their respective characters but will be produced individually from one another. For my first character concept I will be creating a cyberpunk outlaw who is from an underworld society who will be wearing a yellow jacket fitted with multiple sockets for devices whilst his wrist will be encased in a cuff like device that works like a network gadget. The characters hair will have a loose style with thick strands protruding upwards with a neon like dye added to it so that they fit in more with the genre. This character will feature no augmentations and the only technology will be what they own that is not classified as cybernetics.



For my second character design I will be creating a cyborg agent whose role in this static narrative is to hunt down the previous character I have outlined and for this cyborg I will be giving them extensive cybernetics such as robotic arms and limbs that enhance their physical strength whilst the center mass torso will feature a logo of a powerful corporation along with an equipment belt that features multiple weapons and gadgets such as a remote controller, a holster bearing a side and an equipment repair pack featuring tools help with the damage of any limbs.



arm
to

After these character designs I will be producing two individual assets one for each concept and the first one of these will be a hover board for the outlaw which will feature multiple attachments that allow it to perform the function such as two levitation devices on each end of the board whilst the center will feature the foot placement position where you commandeer the asset. The board will feature a protruding rim around the edge that is there to act as protection between any debris bouncing up from the ground as well as to add

mass to the object. The board will feature multiple cables running along both edges of it so that it can be presented to be of a crude design as if it has been personally made by the outlaw.



For my second asset design I will be creating a drone for the cyborg which will feature a large projection light on the front end camera which allows it to work as a spotlight, the drone will be the size of the cyborgs head and will look as if it is encased in a protective shell much like the ghosts that are seen in the game destiny 2 although the design will be much different with this drone looking less neon than other assets in the genre.



Process

Workflow – Explain the process you plan to go through to create your project.

My workflow for this project will involve me producing multiple designs of each concept utilising different textures, assets and overhauled designs for each one that will allow me to select which one I believe is best and to help me with this I will possibly consult my peers and gain tallies on which designs they like the best as to help me with gaining audience approval for my products. Alongside this I will also be producing simple sketches that give me a rough outline of inspiration for a fully designed test piece. After selecting multiple approved concepts I will create multiple textures for each design as to experiment with how I can present them as this gives me a chance to realise which colour would work best for each asset.



The character designs will feature 2-3 of each concept I have outlined with the hover board and drone also having 2-3 designs and the reason why I have chosen to do this many is because it will give me a wide selection of designs to choose from whilst it also gives me the chance to experiment with art styles that could influence my final product.

To assist myself in the creation of this project I may also view a number of online tutorials such as how to create neon lighting in photoshop as although I do plan to include this within my scenes I as of now do not know the best flow for implementing this feature. My workflow

will also consist of me taking screenshots throughout the design process of each product for which I will add annotations detailing the decisions I have gone through and what I have done where I will also evaluate my progress and discuss any upcoming features.

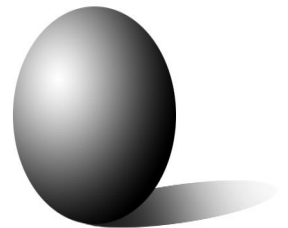
While working on this project I will also consult with tutors and peers and receive feedback on my work so that I can implement any changes that could make the presentation appear more professional and give me a final product that fits what I have outlined in this proposal.

Images – include images if needed.

Presentation

Presentation – How do you plan to present your project to a professional standard?

For the presentation of my work I will be utilising the tools available to me on photoshop to provide a suitable amount of contrast on the character or asset that will allow the viewer to focus entirely on them and not get distracted by the background which I will give a grey or black background too that may include some neon highlights as to not make it appear entirely dull as well as make the scene seem a bit more livelier than it would be with just a bleak colour scheme. Along with this beneath each asset I will be adding a shadow beneath them on the background layer that will aim to make my product seem more realistic whilst it would give my presentation slightly more atmosphere. As well as utilising these features I will also ensure that all my products are featured within the center of the canvas that will provide my audience with a detailed view of what I am presenting whilst I will have these products presented on the appropriate canvas layout such as the characters on portrait with the assets on landscape.



Images – include examples where necessary.