Unit 13 - Project Proposal

| Candidate Name	Spencer Lee
Pathway	2D Art/Concept Art
Project Title	Silver Moon

Section 1: Review

Over the last 2 years my primary focus has been to improve my ability in 2D art and the opportunity to study games development has greatly influenced the development of my skills as this course has allowed me to focus on 2D digital art as my specialism for the project work assigned to us which as led me greatly improving my art work and learning the key fundamentals of how to develop yourself as an artist even further and the knowledge I have learnt from viewing many online tutorials from renowned professional artists has led to an increase in my skills and greatly expanded my understanding of how best to practice and develop my skills in my chosen specialism. Through spending vast amounts of my personal time experimenting and drawing various concepts of characters on both digital and traditional 2D art I have grown more confident in this final year and despite needing to further expand upon my skills there is much more noticeable improvement within my artwork as I have now really focused on doing the best practical work I can and have taken criticism to improve my abilities within my choice of discipline.

The opportunity to be able to study games development is one that had always engrossed my interest as being apart of the creative industry is an area that I have always held in my ambitions whilst I of course enjoy playing a wide array of games both on console and pc and so to be able to enroll on a course that focuses on developing these products was an opportunity I wanted to pursue relentlessly and it also gave me the inspiration I needed to return drawing and seeing how far I can develop my skills and what I can create using the themes assigned to use. Before enrolling on the course a large amount of my time was spent on creating characters and discussing creative topics with my friends and these all helped to influence my decision to pursue the opportunity to study game design.

From what I've learned on this course I have chosen for my specialism to be 2D art and although the inspiration provided from my time on this course, this decision was also influenced by outside parties such my younger self
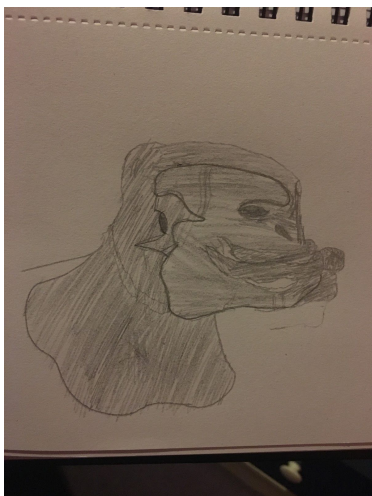
where I spent much of my time drawing simplified stick men and battle scenes which although were not polished at all at the time allowed me to visualise what I could produce by continuously practicing in this specialism even though at the time it was just a hobby. As well as past influences I was also steered in this direction by the work produced during the first year where I struggled to make a decision between pursuing either 3D modelling or 2D art where although I am still practicing with 3D I chose to pursue 2D art due to my personal appeal of the specialism due to my past interest as well as looking ahead and seeing what I could potentially produce for the future. Whilst practicing with 2D art in my spare time I also discovered that I genuinely enjoy focusing on this specialism due to the infinite possibilities that can be presented with it as well as the satisfaction it gives me when I finish an art piece that I am pleased with. Getting experience in life drawing this year has also reinforced my stance in pursuing 2D art as although I struggled in some areas such as in designing the faces I have learnt some crucial tips in designing outlines for designing characters as well as developing illustrated poses that present the sketch in a more polished and professional manner and so these sessions have inspired me to continue practicing with what I have learned and produce my own art pieces that have been influenced by all these experiences. My project proposal this year has been influenced mainly by my interest in the genre rather than what I have learned as for the previous FMP I utilised the genre science fiction which is my favourite genre ranked just above fantasy which is what I have decided to utilise for this projects development as I am interested to see how I can fit the theme of the project into the fantasy genre, alongside this my experience in working with the 2D art specialism made me more confident through projects such as the Cyberpunk unit where although the quality of my artwork still needs improvement I still worked to the best of my abilities and used what I learned during previous units to develop the final outcome.

At this time my current aspirations are to progress further in my education and go to university where I will study for a degree focusing on concept art for games and film, my most preferred uni is Staffordshire as I have attended an open day for this uni as well as listened to talks during industry day from students who are currently enrolled there and so it greatly appeals to me and is my first choice of university for study. As well as holding this in my immediate aspirations I also intend to progress my skills further in 3D modelling alongside 2D art as 3D has always taken my interest though most of my time spent practicing has been on 2D due to it being my chosen specialism and so when I get more time to spend on 3D I will direct my focus to furthering my skills as 3D modelling is a specialism that I would like to have alongside my 2D art skills which I will also be expanding as I progress to university. My longer term aspirations at this moment are still fairly unclear but I aim to work as a concept artist within the games or film industry whilst also working freelance though at the moment I am still considering all of this and have no firm future aspirations as I would like to focus entirely on my current course work so that I can produce my final product to a presentation quality standards and develop it to the best of my abilities.

Section 2: Project Concept

For order & chaos I will be producing 3 concepts in total, the first of these is going to be a vampire from the fantasy genre who will be the representative of chaos in the project, the story behind this vampire is that they are in hiding after spreading chaos and violence throughout the land and are now being hunted down by a religious order who have risen to prominence, the vampire will bear a cape draping behind him with a dark red set of armour on their torso whilst their hands will be in possession of long wolf like claws that extend longer than the fingers themselves, he will be raising his hand to the side and slightly in front of him as if he is casting a spell with the other hand positioned on his waist clenched in a fist. My second idea for a character concept is to develop a character design of a member from the religious order that is specialising in hunting down the vampire who has been spreading chaos and disorder throughout the area and they will be presenting wearing a leather outfit with the first item of clothing being a jacket which extends into a cape and drapes around the hunters legs near the floor whilst they will also wear a brimmed hat which covers a portion of the forehead and casts a shadow over the face of the assassin. They will also have two leather studded shoulder pads that are fixed onto both sides of the man's shoulders. This will be the representative of order in my project. Both of my character designs will also have turnarounds produced which show the character from behind and give the viewer a new perspective. My final idea will be to produce a propaganda poster that promotes the religious order through the presentation of the emblem and some text that I will be developing.

To link my project to the theme I have fit in two representatives of the themes title which is Order & Chaos. The way in which I have fit my first concept into the project is by researching what a vampires presence in fantasy in is which is commonly associated with them spreading terror and corrupting regions whilst preying on regular folk whom they view as lesser, Vampires tend to be evil and are associated with committing violent acts and secluding themselves from civilised society, all of this shows that a vampire can be linked to the theme of chaos due to the actions they commit against the inhabitants of the region they dwell in. Vampires also fit in with the horror genre and so they are almost always associated with committing uncivilised acts and spreading terror amongst a populace which fits them in perfectly within the definition of Chaos within the theme. My second character concept will link to the theme as they will be a representative of order through being a member of the religious order that is hunting down the vampire and whilst not being inherently good they will be promoting stability and security through their actions. The poster that I will be developing acts as propaganda and so can be linked to the definition of order due to its purpose of manipulating and brainwashing the public to follow a certain path peacefully whilst keeping order.
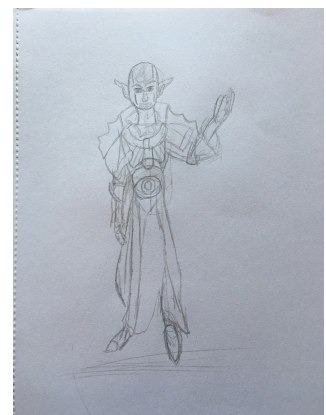
What I will be creating:
2x Character Concepts: Vampire and Witch Hunter

2x Turnarounds: Back view of Vampire and Witch Hunter

1x Propaganda Poster: Recruitment campaign poster for the religious order

To create and develop these final products I will be making heavy use of photoshop which is what I will be utilising to create my character concepts and turnarounds with the material I will use for this being a wacom tablet so that I can digitally create my character designs and present them on Photoshop using the functions that are available to enhance these phases of development. For the development of my poster I will also be using photoshop where I will make limited use of a graphics tablet to produce the emblem for the religious order and texture it whilst I will then use the tools available to produce a propaganda poster that fits in with the product that I have outlined in the brief.

Section 3: Evaluation

To evaluate and reflect on my work I will be maintaining a development log where I will be uploading all of my screenshots and ongoing phases of project which will be thoroughly annotated detailing the decisions I have made as well as my own personal thoughts on what has been produced, I will be producing self criticism that focuses on what I like or dislike the most about my work and what I can improve on. I will use this blog to reflect on the progress I have made and detail what I can go back to and improve whilst consistently evaluating the entire development progress through a blog structure that I will be setting up that includes all the weeks I will have to work on my final product.

An ongoing evaluative activity that I will utilise to influence the development of my product is to peer review with other students so that I can get feedback from the people that I work with and use it to improve the quality of my work and learn some new techniques that can be used in the development process. As stated above I will also being using the online site wordpress where I have my blog set up which I will give a section dedicated to the development of my final product, this blog will have each week number and the list of tasks that I plan to produce for that week with an evaluation at the end of week where I detail what I have and haven't managed to complete and how I am going to meet my next targets for the next phase.

For the conclusion of my project I will be producing a final evaluation in which I will detail the development process of the products that I'll have produced. This evaluation will begin at the start of the project and will focus at first on the research I have conducted where I will explain how and why I conducted this research as well as the ways in which it helped to influence the development of my final ideas. This evaluation will also include all of my initial ideas where I will explain how I developed the concept of each idea and what I used to gain

inspiration for all of them as well as how they all helped to finalise my choice on a final product that I could develop. For the ideas generation I will be explaining the choices I made during this section of my project as well as outlining areas that I may have failed to explore and detail the impact it had on the outcome of my project, I will also talk about why I chose to perform the ideas generation as well as how it helped me and why it was necessary to perform before I move onto developing the final product.

I will record my decision making by implementing annotations under every screenshot I take where I made a choice that impacted the outcome of my product, these annotations will detail what I have done as well as why and what I plan to do that can further improve it. I could also take videos and add commentary over them that detail what I have done and where I am currently at in the project work. The blog that I have detailed earlier will also include all the decisions I make as I will be essentially creating one big evaluation as I progress that will be filled with all the major decisions I will be making and whenever I reach this event I will record it by capturing a screenshot of the affected area of my product and then uploading it and annotating where I explain the scenario that has just taken place and how it will influence the ongoing progression of the final product.

To document the changes I make to my idea as my work progress I will be continuously evaluating my progress on development blog as well as utilising the keyboard and desktop functions to capture screenshots that highlight the current area I am working through these will be edited with extensive annotations that will thoroughly explain the current stage of the project as well as outlining the choices I have just made and why I made them alongside the way in which they will impact the final outcome of the project whether it be positive or negative.

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Proposed Research Sources and Bibliography (Harvard Format)

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For my research I will be using both primary and secondary sources with these consisting of books, games, films and youtube videos that contain information and topics relevant to the project theme of Order & Chaos.

One of the sources that I can make use of is the local library near where I live that contains a wide selection of books focusing on a numerous amount of topics including order & chaos which are presented through a variety of many different books located in different sections throughout the library, this library is in Littlehampton and can be used as a primary source for my general idea research.

Artstation is another research source that I can use as I can locate individual artists on the platform who have produced work that is the relevant and can be linked to the topics of the FMP theme and this can provide me with references that I can use to influence the development of

my own work as well as show me techniques that I could take inspiration from to inspire a workflow.

One game that I will be using to influence my research is Witcher 3 as it includes very similar characters to the ones that I have outline for my own production and so delving into this game and researching the ways in which vampires and monsters are presented and link to order and chaos will be of great assistance to me as my project is set within the dark fantasy genre and utilises 2 types of characters that are very similar to what is included within this title and so this title will provide me with a wide range of references and research that will greatly influence the outcome of my final design.

Another game that could come in useful as a primary source of research from my own first hand experience is skyrim due to the vast amount of characters that are included within the fantasy world that it contains and the research that I can take from this in areas such as the dawnguard expansion that focuses entirely on vampires and an order of monster hunters can add a great deal of references and expanded knowledge that will lead to my concepts being produced to presentational quality.

A website that can be used to gather research from is the online fantasy art gallery that showcases art collections of a vast number of artists who have uploaded pieces that are focused entirely one the fantasy genre which is what I have centered my project around. The site also contains independent links to the websites and contact details of each artist whose gallery is present and so this further extends the research and understanding of the genre and theme I can take from it.

Bibliography

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In-text: (Anon, 2020)
Your Bibliography: Anon, (2020). [online] Available at: http://fantasygallery.net/ [Accessed 11 Feb. 2020].
 Copy bibliography citation Copy in-text citation Check for grammar

ARTSTATION
In-text: (ArtStation, 2020)
Your Bibliography: ArtStation. (2020). *ArtStation*. [online] Available at: https://www.artstation.com/ [Accessed 11 Feb. 2020].
 Copy bibliography citation Copy in-text citation Check for grammar

DETAILS - WEST SUSSEX COUNTY COUNCIL
In-text: (West Sussex County Council, 2020)
Your Bibliography: West Sussex County Council. (2020). *Details - West Sussex County Council*. [online] Available at:
https://www.westsussex.gov.uk/find-my-nearest/library/details/api/type/library/view/littlehampton-library

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Project Action Plan and Timetable			
Week	**Date Week Beginning**	**Activity / What you are intending to do - including independent study**	**Resources / What you will need to do it - including access to workshops**
1	03/02/20	**Initial Order & Chaos Research** **Initial Ideas**	**Wordpress** **Google** **Youtube** **Artstation** **Computer access** **Internet Connection** **Pinterest**
2	10/02/20	**Chosen Idea and Initial ideas evaluation** **Proposal** **Developed Research**	**Google** **Wordpress** **Computer Access** **Pinterest**
HALF-TERM 17/02/20		**Developed Research** **2D Practice -** **Proportions** **Anatomy** **Texturing** **Detail**	**Youtube** **Google** **Library** **Books** **Games** **Pinterest** **Wordpress** **Internet Access** **Krita** **Sketching pencils** **Sketch books and paper**
3	24/02/20	**INTERIM DEADLINE 1 –** **CONTEXT & RESEARCH** Task 1 & 2 – 28/02/20 - 4pm **Hand in Interim 1** **Finish Developed Research** **Problem Solving**	**Youtube** **Google** **Library** **Books** **Games** **Pinterest** **Wordpress** **Internet Access** **Graphics Tablet** **Photoshop**
4	02/03/20	**Problem Solving** **Character concepts -** **Monster Hunter and Vampire** **Poster Concepts -** **Propaganda Medieval style** **Art Style experiments**	**Computer Access** **Graphics Tablet** **Photoshop** **Youtube**
5	09/03/20	**Problem Solving** **Practice Character concepts -** **2 Vampires and 2 Assassins** **illustrated poses and textures** **Gestures** **Colour ideas**	**Computer Access** **Graphics Tablet** **Photoshop** **youtube**
6	16/03/20	**INTERIM DEADLINE 2 –** **PROBLEM SOLVING**	**Computer Access** **Graphics Tablet**

		Task 3 – 20/03/20 - 4pm **Finish and hand in Problem Solving** **Begin developing final product**	Photoshop youtube
7	23/03/20	**Final Product Development** **Begin Vampire Lord Character Design** **Produce outline and begin to implement initial detail.**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet** **Photoshop**
8	30/03/20	**Final Product Development** **continue focus on vampire lord character design** **Maintain development log and focus on decisions and progression of work, include screenshots with extensive annotations**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet** **Photoshop**
EASTER BREAK 06/04/20		**Focus finalizing Vampire Lord Character Design and turnaround** **Begin Witch Hunter character design and turn around** **Maintain Development Log**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet** **Photoshop**
EASTER BREAK 13/04/20		**Final Product Development** **Focus on Witch hunter and begin implementing detail and texturing.** **Finish both character concepts and implement final improvements/detail**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet** **Photoshop**
9	20/04/20	**Create propaganda poster using photoshop whilst maintaining development log and annotating my progression with consistent evaluations**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet** **Photoshop**
10	27/04/20	**INTERIM DEADLINE 3 –** **PRACTICAL SKILLS & PRESENTATION** Task 4 & 5 - 04/05/20 – 4pm **PRODUCT COMPLETED** **Complete and hand in final product developed to presentational standards**	**Research** **References** **Pinterest** **Artstation** **Youtube** **Computer Access** **Graphics Tablet**

		begin working on evaluation detailing process of development and work on exhibition	Photoshop
11	04/05/20	**Final Evaluation** **Thoughts and Reflections** **Opinions** **Criticism** **Feedback Received** **What went well & what didn't**	**Final Product** **Detailed Development Log** **Screenshots** **Thoughts and Reflections**
12	11/05/20	**Final Evaluation** **Explain outcome of work and how I achieved it, thoughts on work I have produced year round and what I am proud of from I have developed** **Conclusion**	**Final Product** **Detailed Development Log** **Screenshots** **Thoughts and Reflections**
13	18/05/20	FINAL DEADLINE - EVALUATION - Task 6 - 22/05/20 – 4pm **Hand in Final Evaluation After Finishing Touches** **Set up Exhibition** **Present Work Professionally**	**Final Product presented** **Detailed annotations** **Continuous Evaluation** **Computer Access** **Tape** **Blue Tack** **Printer** **Paper to scan** **Presentation boards** **Pins** **White Paint** **Rollers** **Brushes** **Paint Tray** **Printing Card** **Steps** **Exhibition Plan** **Sticky Fixers** **Metal Ruler** **Scalpel blades and Handle** **Cutting mat** **Spirit Level** **Name plate** **Exhibition Ready Work**