

Concept Art Live Brief
Logbook-
Stampede Racing Royal

By Emma Clark – C0141461

DELIVERY OF ASSETS

Rough sketches exploring a number of designs – black and white

Colour flats showing your process of defining colour choices

Front and rear three quarter renders with shading of your final design

All images 3840 x 2160 PNG



We have a mixture of “new” and “worn” items in the game – both are valid. In the case of “new” this is pristine and has no damage. The “worn” items have a bit of history to them. It’s a bit like the Empire and Rebellion in Star Wars – the Empire has new perfect shiny equipment, the Rebels have more battered things – both are cool!

Personalization – stickers and street art often feature in our artwork, they are a core part of our visual identity. We sometimes use them to make “real world” items feel more part of our world.

Make sure we can see the character, especially from the rear as that’s where the game camera is.

Leave some space at the sides of the seat so that the character can animate without clipping through the kart.

Stampede has vibrant and playful art style.

We’d like you to look at the reference karts and come up with your own design for a new type of kart that could fit in the game universe – we want to see your creativity!

Our outfits consist of two main parts:

- **Headgear**
- **Body**

We always plan to include some symmetry in our designs e.g. on the body this would often be the arms, hands, legs and shoes – this helps us focus texture detail.

Teacher Advice

- Investigate themes- best place to start
- Try think outside the box



AGNISH DEY - JUNIOR 3D ARTIST



Deependra Dev Jaishi - Lead Artist



AGNISH DEY - JUNIOR 3D ARTIST



AGNISH DEY - JUNIOR 3D ARTIST



KYUNG BO LEE - SENIOR 3D ARTIST



AGNISH DEY - JUNIOR 3D ARTIST



Stampede Racing Royal- Images references

KART EXAMPLES

Front and rear angles like these are how we'd like to see your designs presented



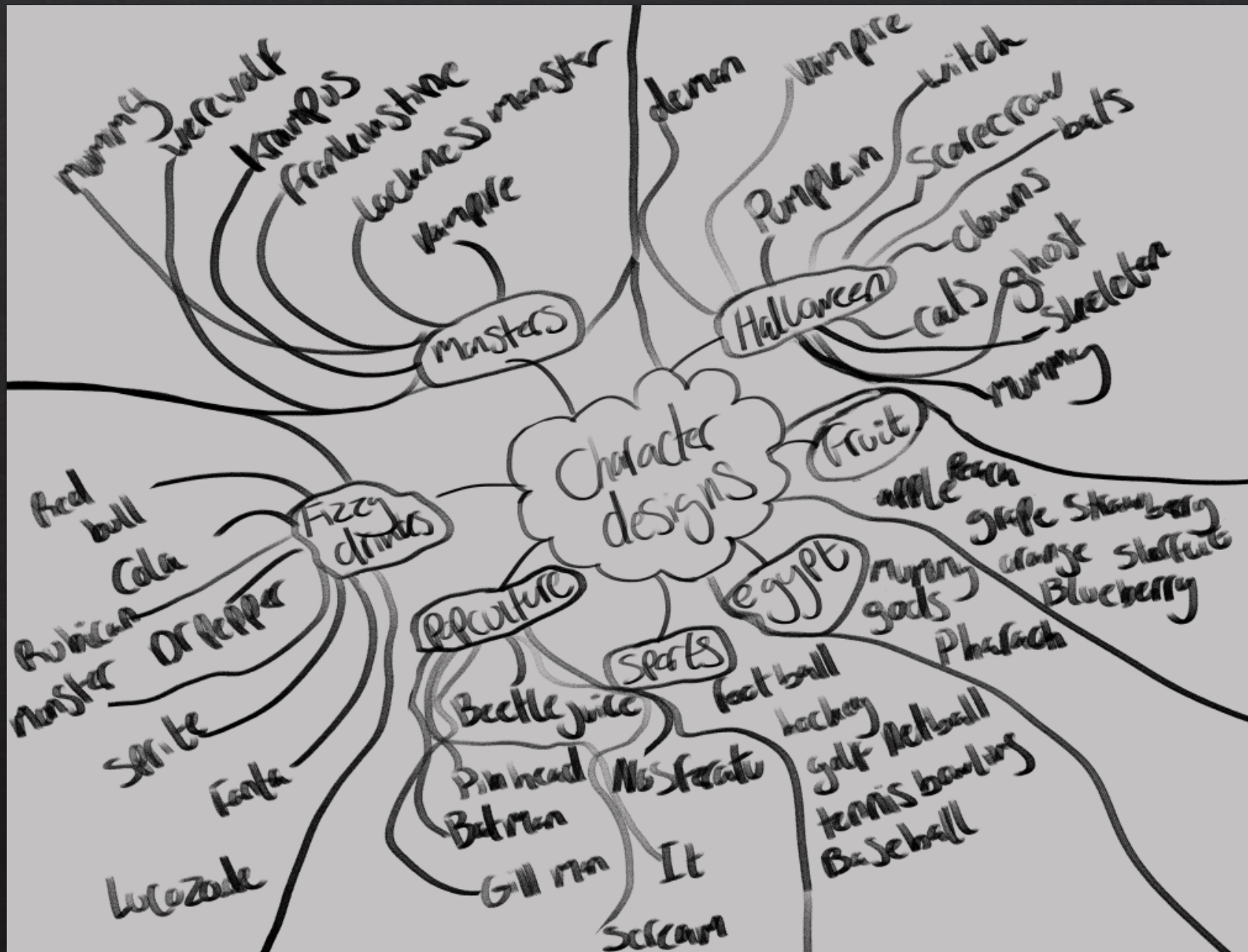
KART EXAMPLES



To start off with my brief, I had gathered images that the game supply's. Since this is a game that focus' on mix and match it was hard to figure out what kind of characters that they offer so I gathered what I could to give me an idea of what the game has to offer. After I had gathered style, I had started to try mimic the art style, so it fits in with the game. I also highlighted the parts of the brief that I found were important for me to follow for the brief.

Blue Sky Mind Map

For this part of the project, I had created a mind map with all my ideas of what I could do for such as fruit, fizzy drinks, monsters, sports, Egypt, Halloween and pop cultures for horror characters. When producing ideas, I tried to go broader with the ideas as to try not do something that has already been done by either a past student or the game itself.



Blue Sky



Blue sky



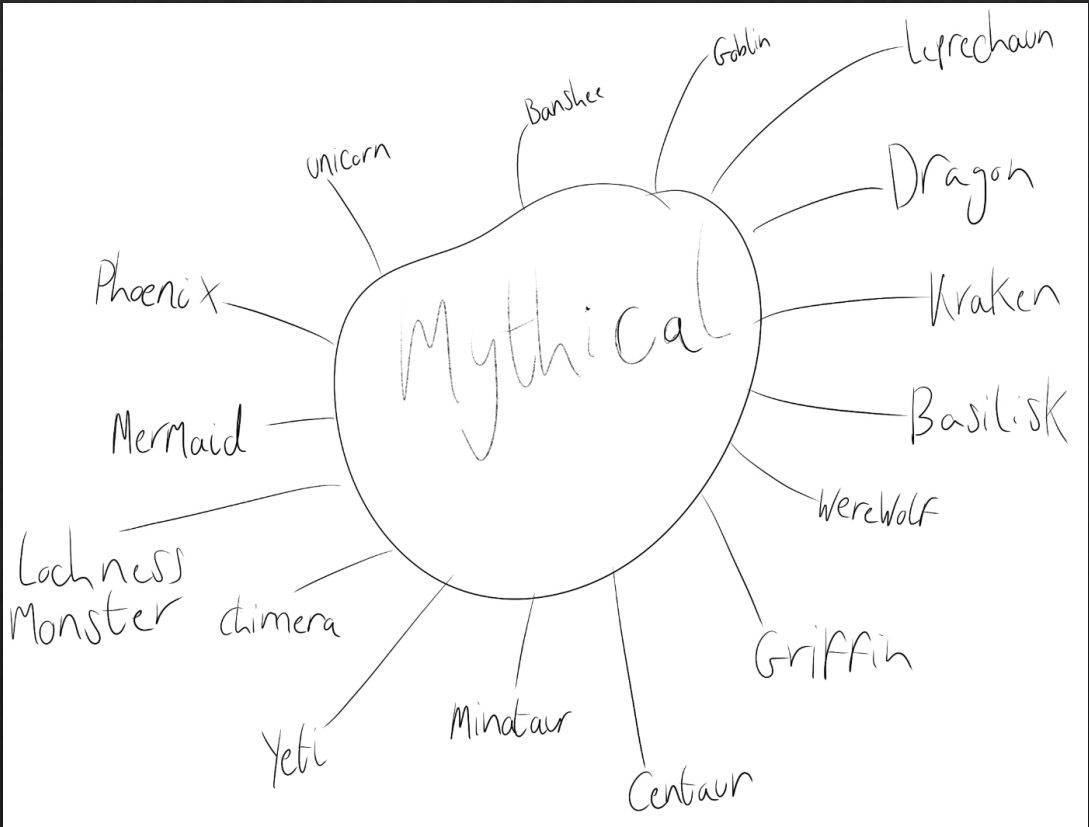
Stand up Feedback:

- Simple Block out in 3D for the vehicle
- Gather images of toy cars (Hot wheels?)
- Try thinking outside the box
- Inspired by games you like (?)
- Look at Megan Vincent Forum
- If doing the pop culture horror creatures make it child friendly
- When doing the car doesn't need to be in the $\frac{3}{4}$ position in thumbnails

I took my mind map and decided to do some BlueSky drawings. Since referring to the brief it says to make the shoes symmetrical, and I tried to keep in the art style, so I used the symmetry tool and tried to keep it symmetrical with the designs when it comes to the feet and hands. Some of these designs I ended up producing new concepts that I had thought of at the time and found that I enjoyed doing the Pin Head character concept the most so I might go forward with doing the pop culture horror concept.

For this part of the subject, I had taken my peer feedback and created two new mind maps, one for mythical and the other for pop culture- monsters/ horror characters. The reason I did this is because I was told to neaten my work but also because the last mind map other the pop culture another theme didn't stand out to me and I found they were quite simple, so I decided to investigate mythical creatures. Also did two in case the pop culture idea was off the table due to copy right issues.

Mind Maps



Pop Culture Character References



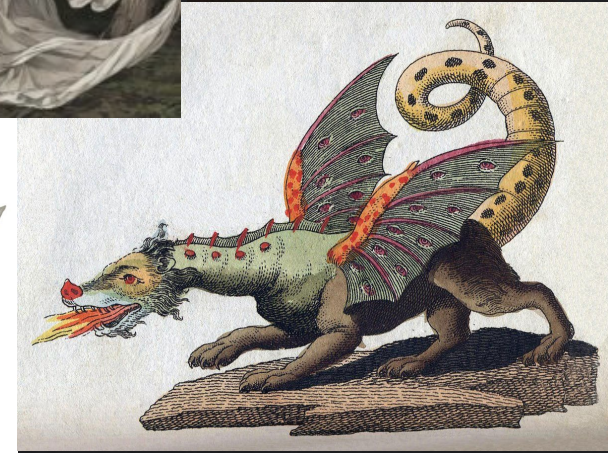
For this part of the subject, I took the mind map for the pop culture horror creature that I had done prior and gathered reference images to help with when doing my variations.



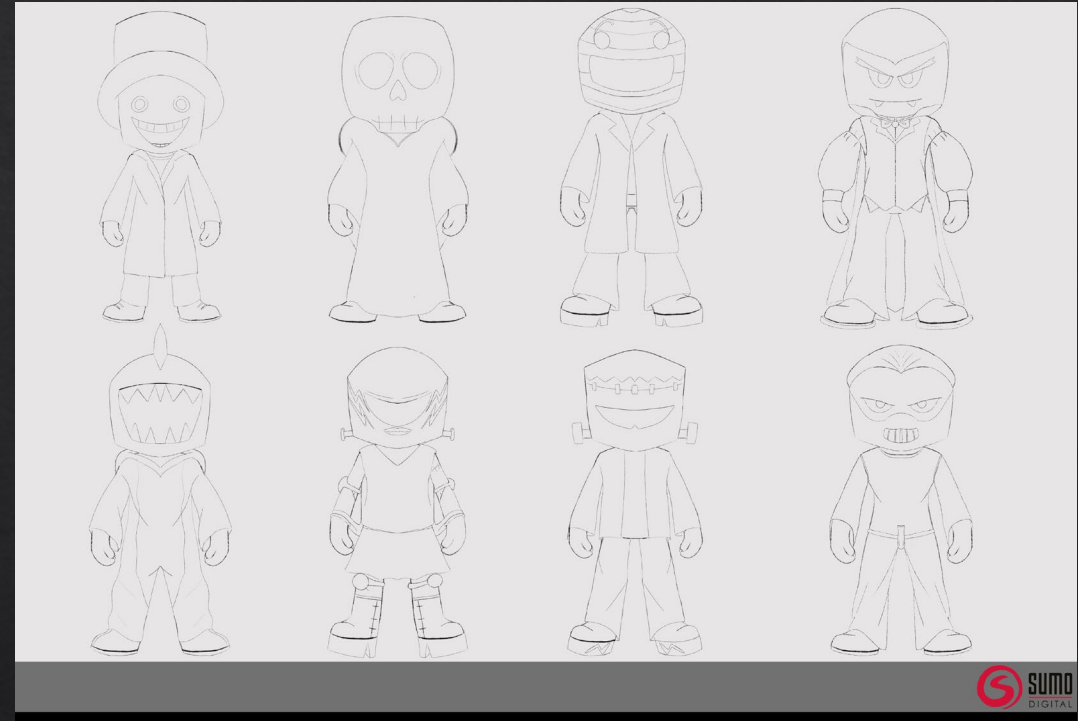
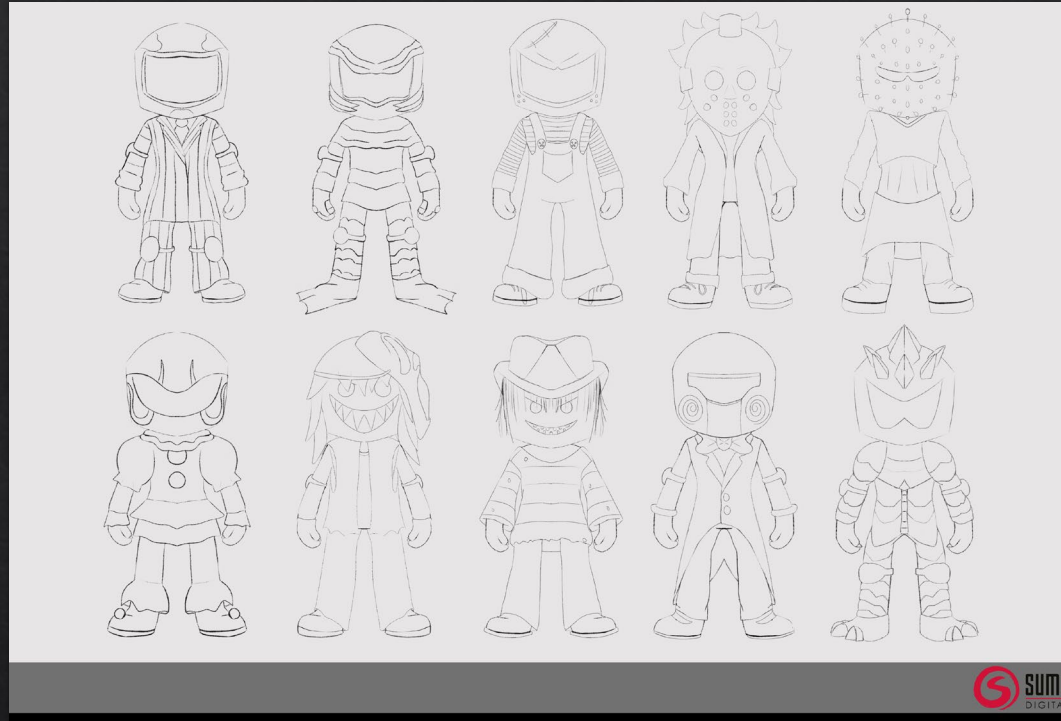
Pop Culture Character References

Mythical References

Much like the pop culture photo references I gathered some images for some mythical creatures for references as a back up in case copy right becomes an issue with the other option, (pop culture- horror creature). When producing these ideas, I tried to go broader with the ideas and not just the basic mermaids and unicorns etc.

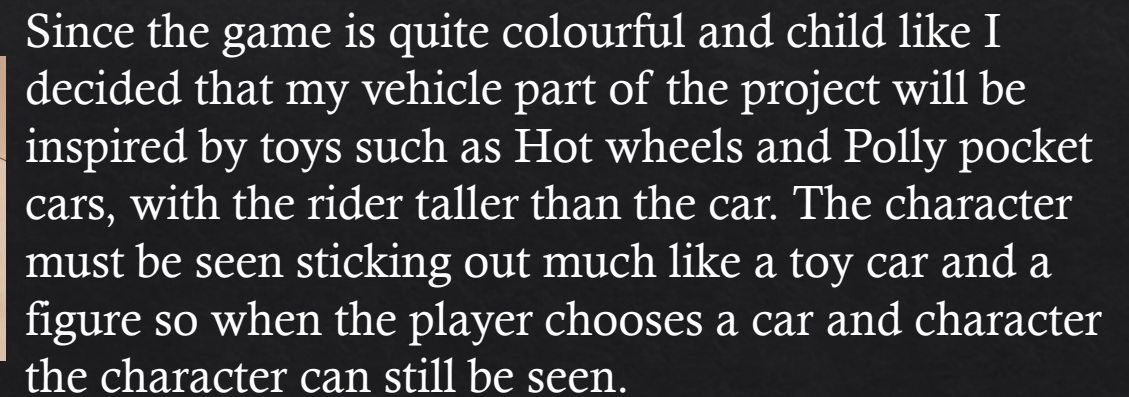


Pop Culture Horror Characters



So, I took my blue-sky drawings and my references and decided to create new variations for my game character, since the characters in Stampede Racing Royal consist of head/helmet and outfit I tried to make sure each character had some kind of helmet and outfit which could be separated and mix and matched. To start this, I had taken the drawing of an in-game character that I had done and added the outfits to create the characters. I tried to make the characters more inspired then just a 1-1 copy of the character, so I had some creative freedom which is why some if not all the characters have added parts to the characters like hair or alterations of the outfits to make it more child friendly.

Toy Car References



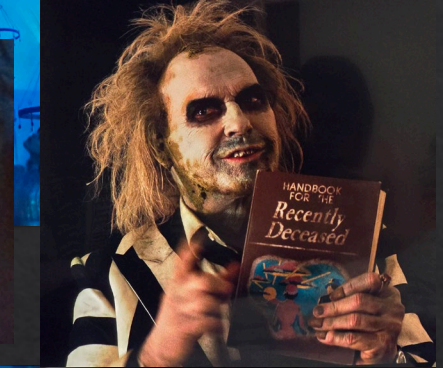
1988 American Racing Cars

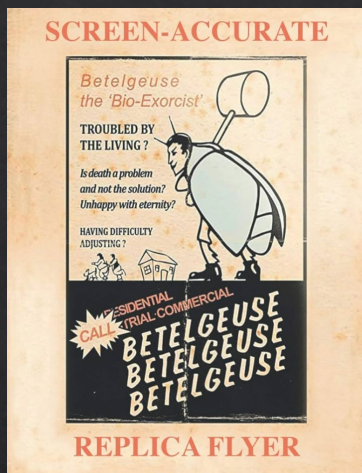
When producing the type of car that I wanted to give my character I took the year that the movie came out so in this case Beetlejuice came out in 1988. So, I investigated racing cars that were made in 1988 since this is a racing game I didn't just want to gather images of racing cars from that year since its about speed over just looks. I also investigated some hearses to keep with the gothic theming which Beetlejuice and Tim Burton is known for. When I decide to add decals to the car, they will end up with the bodies of the car but more on theme with Beetlejuice since the car needs to look on theme and something that stands out from the other cars.



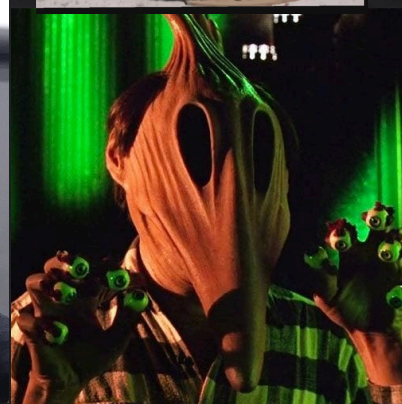
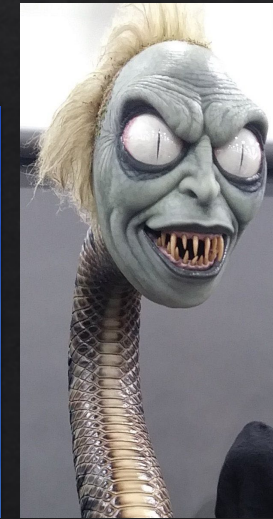
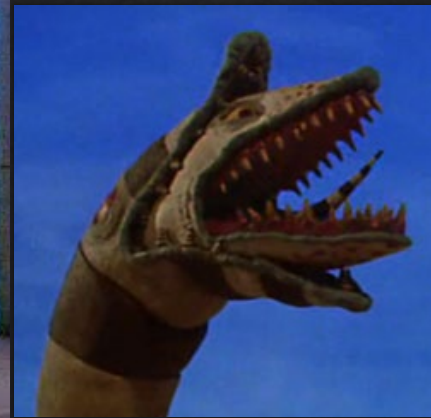
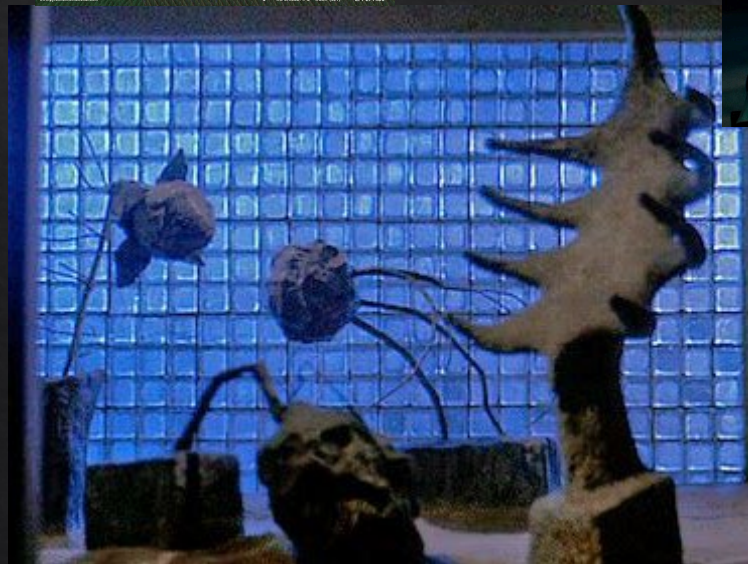
Movie References

I went back and ended up watch the Beetlejuice movies to gather research of what my character could have, clothing wise. Beetlejuice is a character that tends to change outfits be it to convince someone he's on their side of just him being a playful character. Whilst his outfits tend to be sporadic, they tend to all be neutral in colour which fits into the gothic Tim Burton theming. Since he does has many outfits it means when coming up with what to put his character in it doesn't have to be a cannon outfit just something that would be believable that he would wear. This is one of the reasons that I had chosen this character besides the fact that I have a love for the movies he tends to be a fun character that who basically plays dress up.





Again, I gathered mother movie references so when it comes to making a car for the character, I intend to impermeant items that are cannon to the movies, same with the stickers I will be making for the decals. I investigated props of the movie because they tend to be spooky but also outlandish in appearances all the way to the characters appearances in some scenes.



For this part of the project, I decided to take the Beetlejuice character and decided to take it further. To take it further I had taken my research and applied it to my characters such as the sandworm- I had turned that into a onesie which seems quite common in the game. I also took one of the scenes where Beetlejuice's eyes are popping out like a bug and applied that too some of the faces to give it a more cartoon look but realised that I ended up making them too angry and unfriendly looking.

Beetlejuice Variations



Colour Variations



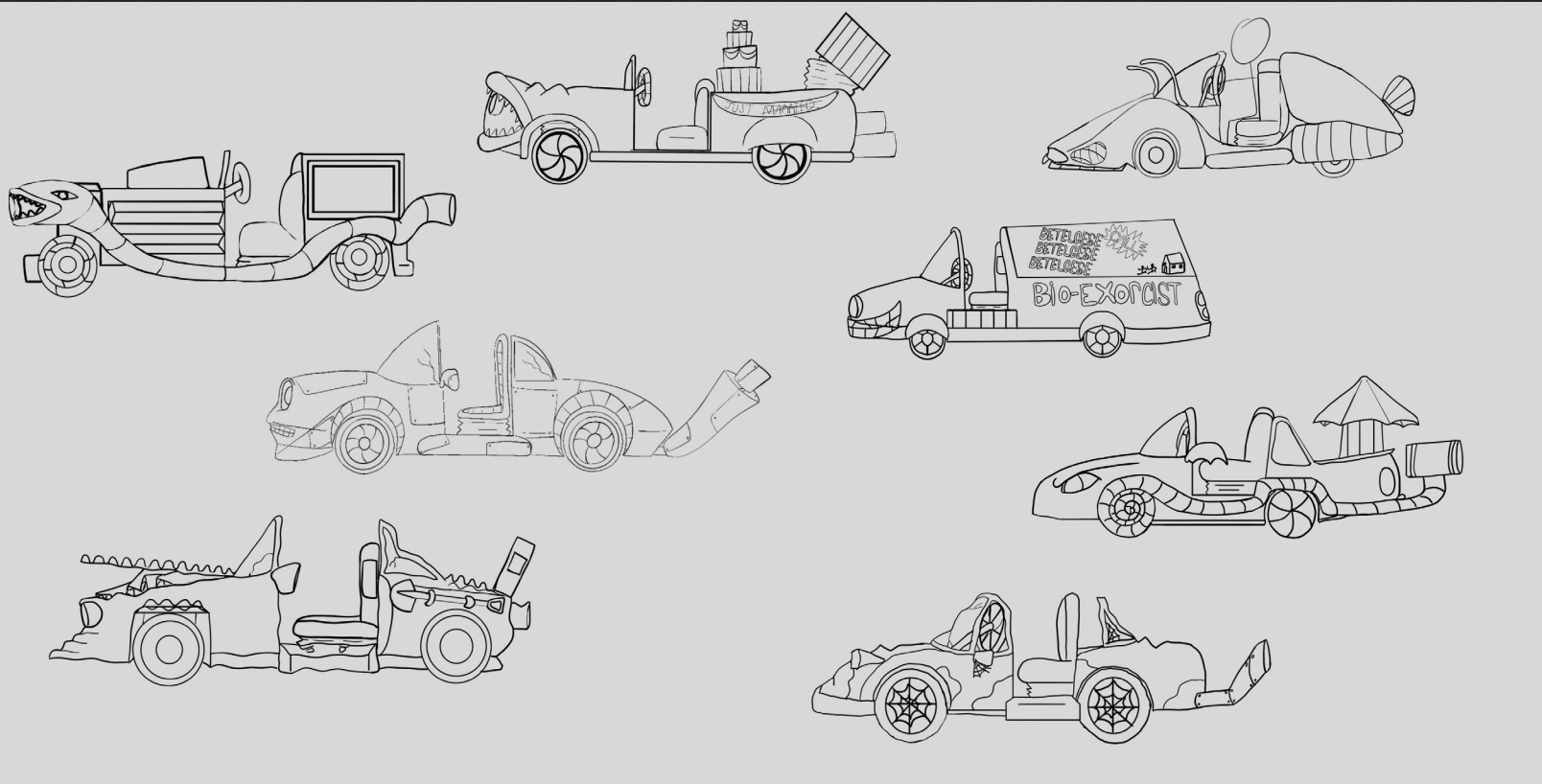
Colour Variations Grey Scale

These are the grey scale versions of my character just to make sure that nothing blends which was quite difficult with such a colourful neon game, I had to try not use so many similar shades of colours and when I did, I just ended up making them darker or lighter.



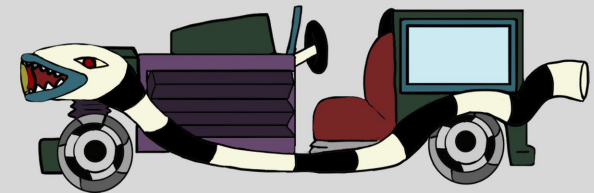
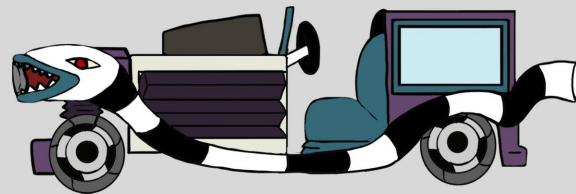
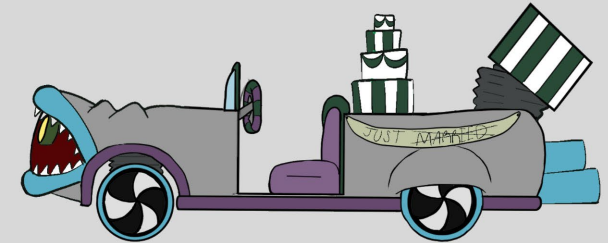
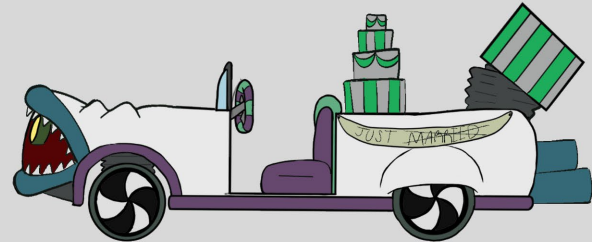
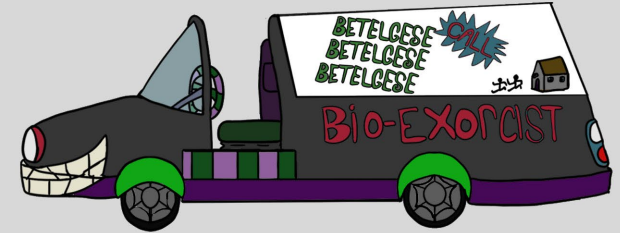
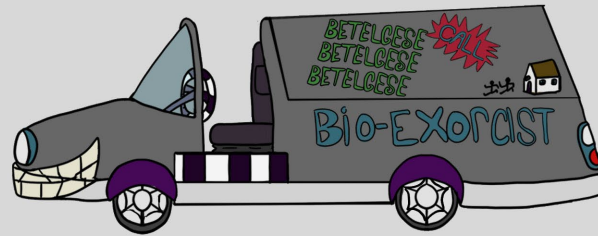
So this is the start of my car part of the project. I had gathered the references that I had taken and created some heavily inspired cars. I wanted to implement the sandworm because that is a big enemy that Beetlejuice and the main crew have along with the wedding theming which shows his trickster nature. Along with the sandworm I had done a car inspired by his grave and some beaten up cars since Beetlejuice as a character wouldn't own something that's nice and new. Along with that I also made a car in the shape of a beetle and one inspired by his circus outfit. The part I found difficult with this part is drawing the cars since I struggle with drawing hard surface objects and having to draw them and decorate them was slightly difficult for me but over all I'm very happy with how they turned out.

Car Variations



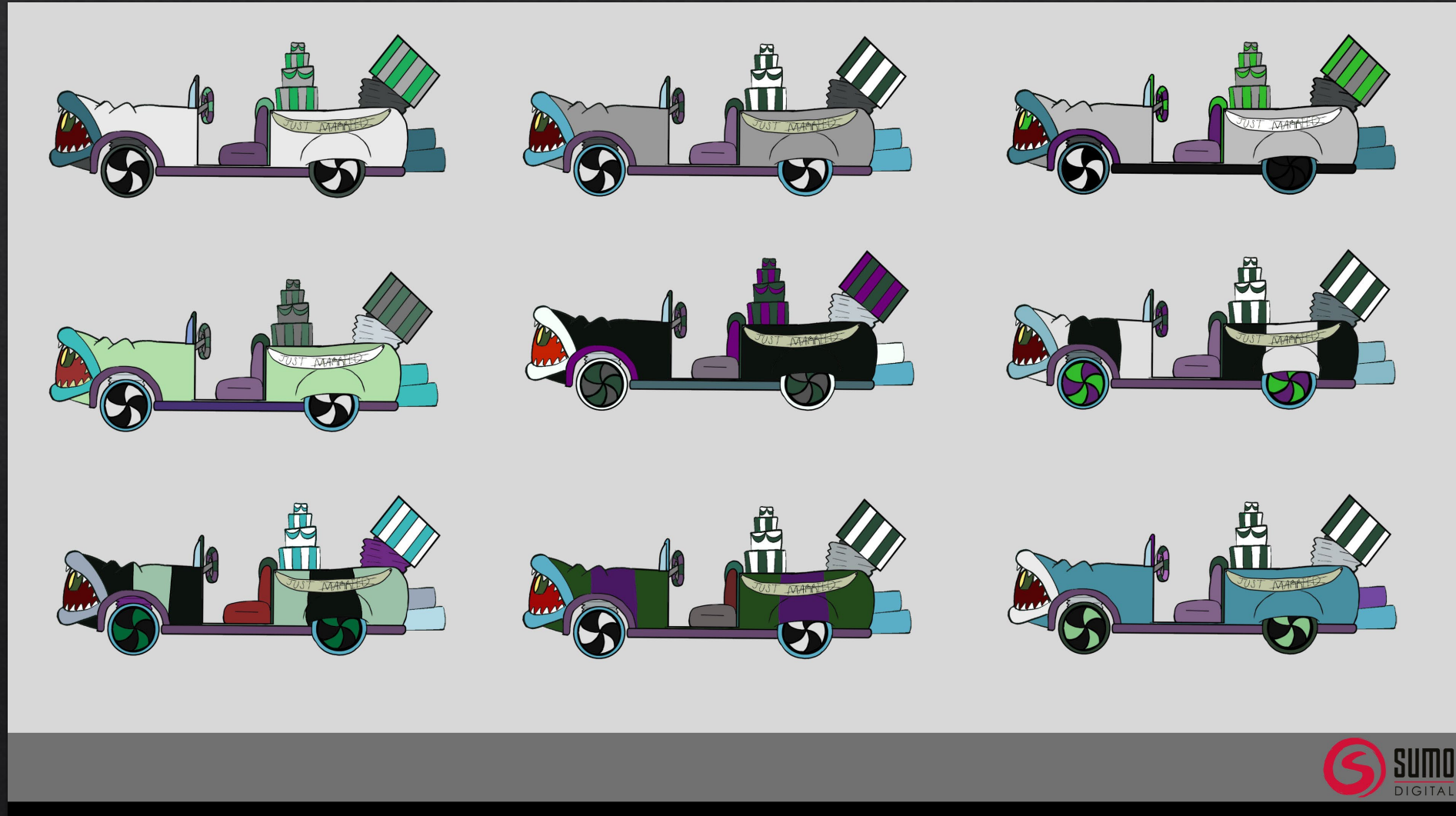
Car Colour Variations

So for this I had taken 3 of the previous cars, the hearse that promotes Beetlejuice's business and 2 sandworm inspired cars. Since doing 1 colour for each car I ended up doing too which cemented that the middle car was my chosen car for my character. Again when coming to the colouring I decided to try make them colourful and on theming for Beetlejuice.



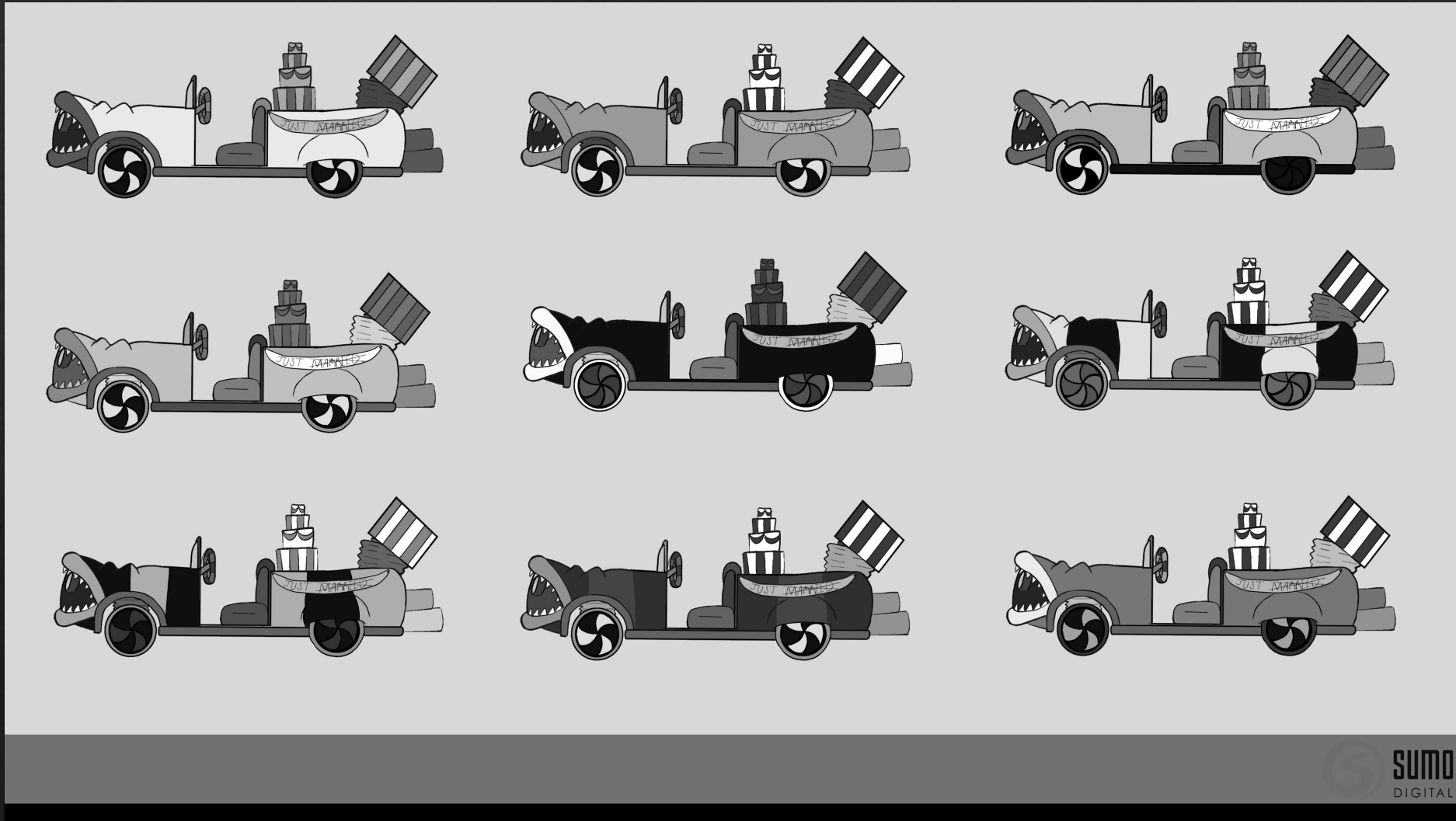
So I took the previous car that I had chosen and again coloured it in starting off with the previous colours. I again tried to keep with the theming and kept with different shades of green, red, blues and purples. I had originally did solid colours for the body of the car but then played around with stripes on the body which is on theme with Beetlejuice's outfits and the sandworms body. I played around with what the stripe colours could look like and ended up likening the original black and white the most, which is number 6.

Chosen Car Colours



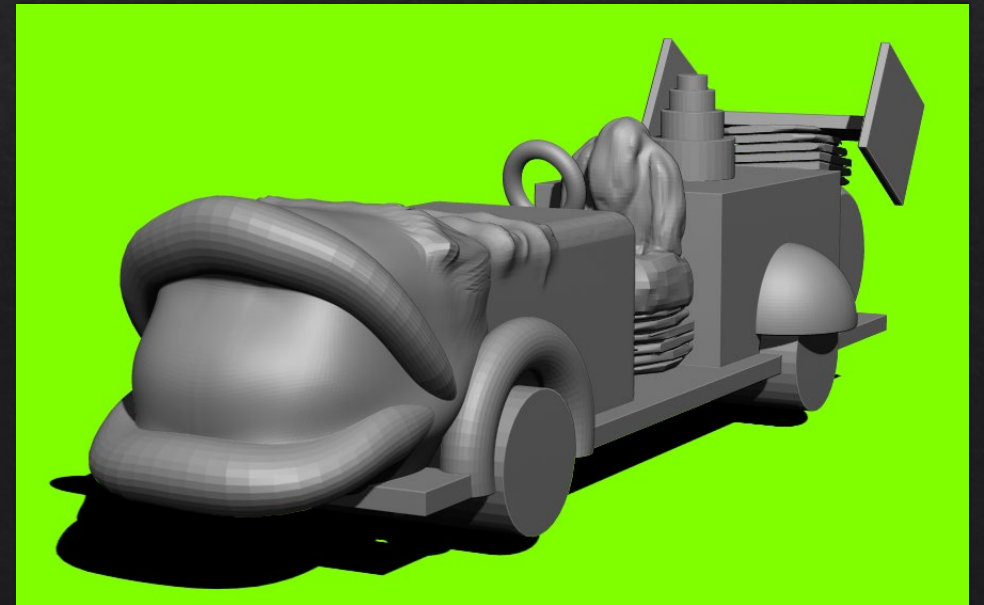
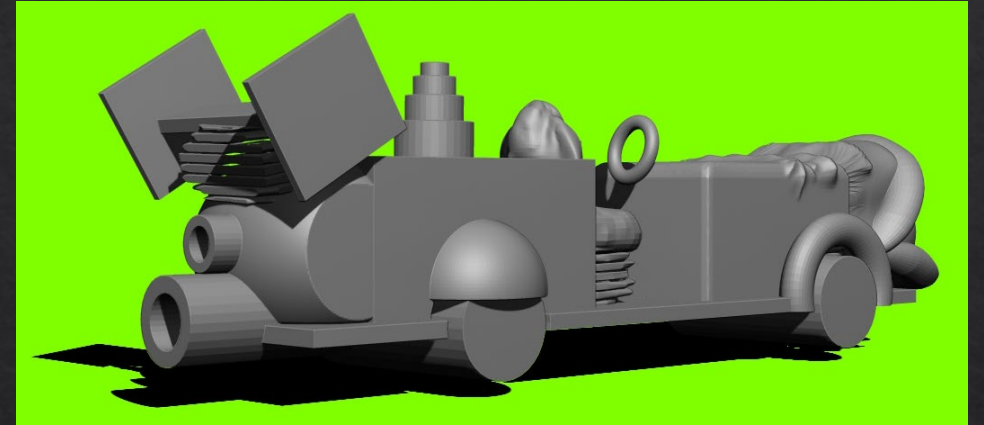
Chosen Car Black and White

These are the grey scale versions of my car just to make sure that nothing blends which was quite difficult with such a colourful neon game, I had to try not use so many similar shades of colours and when I did, I just ended up making them darker or lighter.



3D Car Model

For this I knew that trying to free hand draw the car would be very difficult especially for a game that focuses on 3D aspects and just to make it easier on myself I went into Zbrush and which some help sculpted the bigger and more important parts of the car such as the sandworms mouth and the seat and the wheels. These are things I know I would end up being stuck on in the long run. The part I struggled with when doing this polishing a almost forgotten skill and trying to save the file before it crashed on me. I ended up using the move tool and mirror they ended up being quite a big help.



Stickers

For this part of the project, I had gathered some props from the movies such as the gravestone and the sign that points to Beetlejuice's grave and drew them into cartoony stickers that the character of the car will have plastered onto the sides of on his hat. The thing that I enjoyed with this was choosing what to draw and making it cartoony and colourful which fits into the game, but I had to make sure that the creepier parts of the show looked kid friendly since that's the aim of the game.

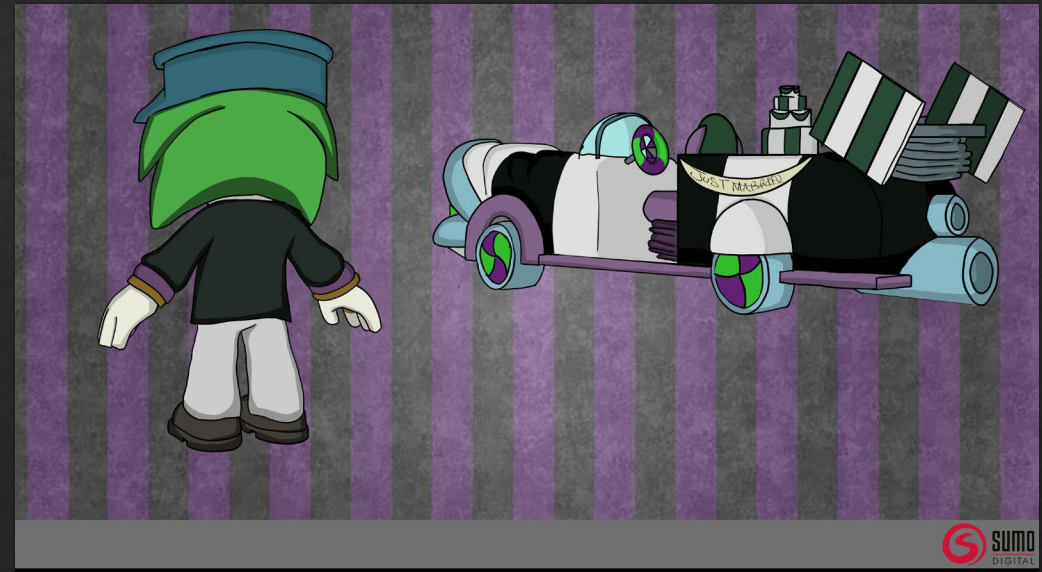


Used



When I had finished the rendered version of the car and the character, I ended up doing a used version of the car and added mud onto the car and the character to show the usage and the age of it. But like previously mentioned I felt that the final product was too rushed so in areas its messy and the shadows are quite simple and not to a professional standard.

Front and Back



These are my final pieces; this has the front and the back view of the character with his car. I'm not too happy with how it turned out when it comes to the colouring in and rendering. A mistake on my end I had ended up leaving everything late and in result I had to rush. Overall, I'm happy with how the character and the car had come out and I feel without being told that the character looks like Beetlejuice and the car looks like something the character would have if he had a car. But again, when it came to the rendering part of the final piece it was rushed and with time, I will be coming back to it and editing it. The part I found hard with doing this piece is getting everything done and remembering which part was which colour since my sketches the were parts that I ended up adding in the final piece such as the bump in the seat and the middle part in the spoiler.