Live Brief and Employability



George Yoxall | 23021935

CONCEPT ART TEST – ENVIRONMENT

FLIX INTERACTIVE

WHAT ARE WE LOOKING FOR?

This Art Test will test your ability to:

- Create high-quality concept art for a 3D Artist to model from, taking into consideration the fundamentals of lighting, composition, colour and form.
- Tackle different areas within the role such as Environment and Prop design.
- Tell a story that will fit the provided theme and direction.

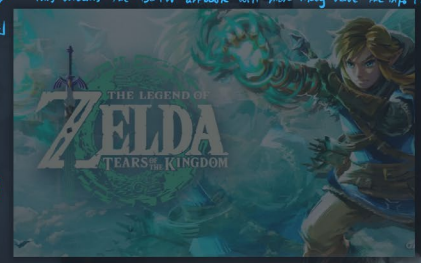
The Brief this year is a **Fantasy Tavern for an RPG.** A 2D Art Brief in which you will create an environment concept themed to a specific genre.

Design a Fantasy Tavern for a **3D Open-World** RPG.

Setting: Fantasy
Gameplay: Quest Hub, Save Point

Examples include but are not limited to: The Legend of Zelda: Tears of the Kingdom, Final Fantasy XIV, etc.

Note: ToTK inns are the same as BOTW apart from 1
This means the BOTW artbook will more likely have the info I need



– possibly some world-building

The function!



I personally own every Zelda artbook so this will be a big inspiration

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CONCEPT ART TEST - ENVIRONMENT

Stylised!!

STYLE

- **Stylised:** Aim to achieve a Stylised Art Style.
  - This is somewhat subjective, but if the style leans predominantly towards stylisation in both shape language and material definition, it should be appropriate.
  - A semi-realistic style is also fine for this brief. Think Wayfinder, Overwatch, Dragon Age: Veilguard, etc.

ITERATION

look to Mel's pipeline Plan to help stay on track

- Technique: **Display Integration into the Art Pipeline.**
  - **Iteration:** Show your entire process from initial sketches to final design.
  - **Call-Outs:** Which area(s) of the environment need further exploration and information to allow a 3D Artist to make it? Focus on what's unique and important.
  - **Game Design:** How does the gameplay impact the choices you make for your concept?

Can talk to game art peers for a better understanding what they'll need from my design

Where do I want the player to enter, what do I want them to notice

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BRIEF DETAILS

The functions

- You will be designing a **Tavern Exterior.**
- This will be a building in which players will be able to purchase a Room where they can rest and pick up new Quests. This should be evident!
- This environment needs to be a clear POI (Point of Interest) that the player can identify at a distance so take that into consideration within your designs.
- Use silhouette, colour, verticality, or any other ideas you can think of to make the building stand out from the environment.
- There will be taverns across the world. Some in cities, others in more rural locations. Consider the surroundings of your Tavern in particular.
- Be cautious to not be too ambitious. Scope your time well, this is just as important as the final quality.

Motifs

What can I do to draw the eye in regardless of surrounding

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CONCEPT ART TEST - ENVIRONMENT

ART BRIEF DELIVERABLES

The deliverable(s)

- **A ¾ View Concept and/or a Mood Concept.**
  - Pay close attention to the full brief, and ensure your final concept is fit for purpose.
- Call-Out Sheets.
  - Not everything needs a call-out but make sure to pick out any hard to see shapes or unique items.
  - Call-outs don't need to be fully rendered but clear colour can help with legibility.
  - Imagine you will never be able to speak with the 3D Artist and start breaking down the environment with that view.
- **A Development Diary.**
  - A diary log to document your progress throughout the project's timeline, detailing your chosen process which led to your final concepts and why you've chosen them.

Started!

¾ Concept of the Tavern
Call Out Sheets
-Call outs: don't need to be rendered but clear and colour can help

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The Brief Breakdown



Zelda - Moodboard







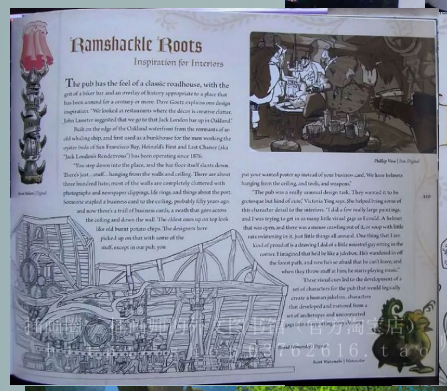


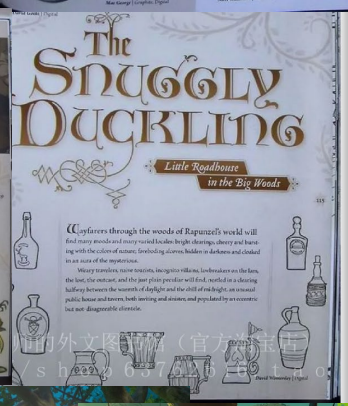


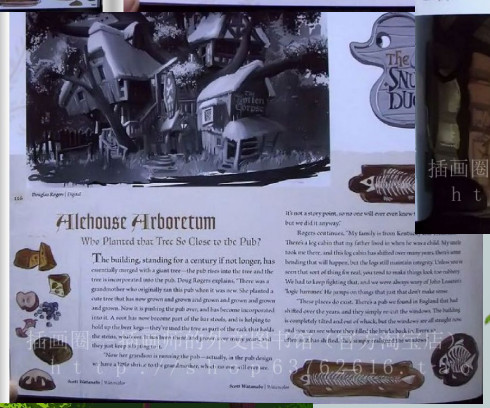












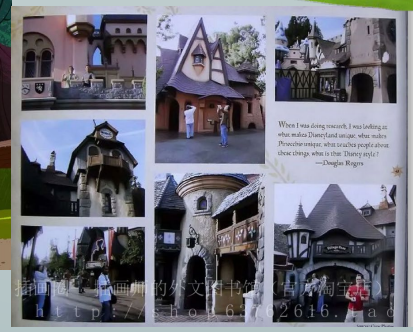
















插画圈--插画师的外文图书馆（官方淘宝店）
http://shop63762616.tao

Tangled: The Snuggly Duckling - Moodboard















Outside Area



















Hometown Pubs - Moodboard







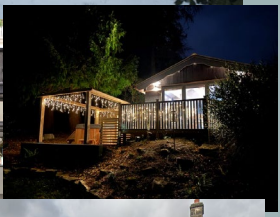


























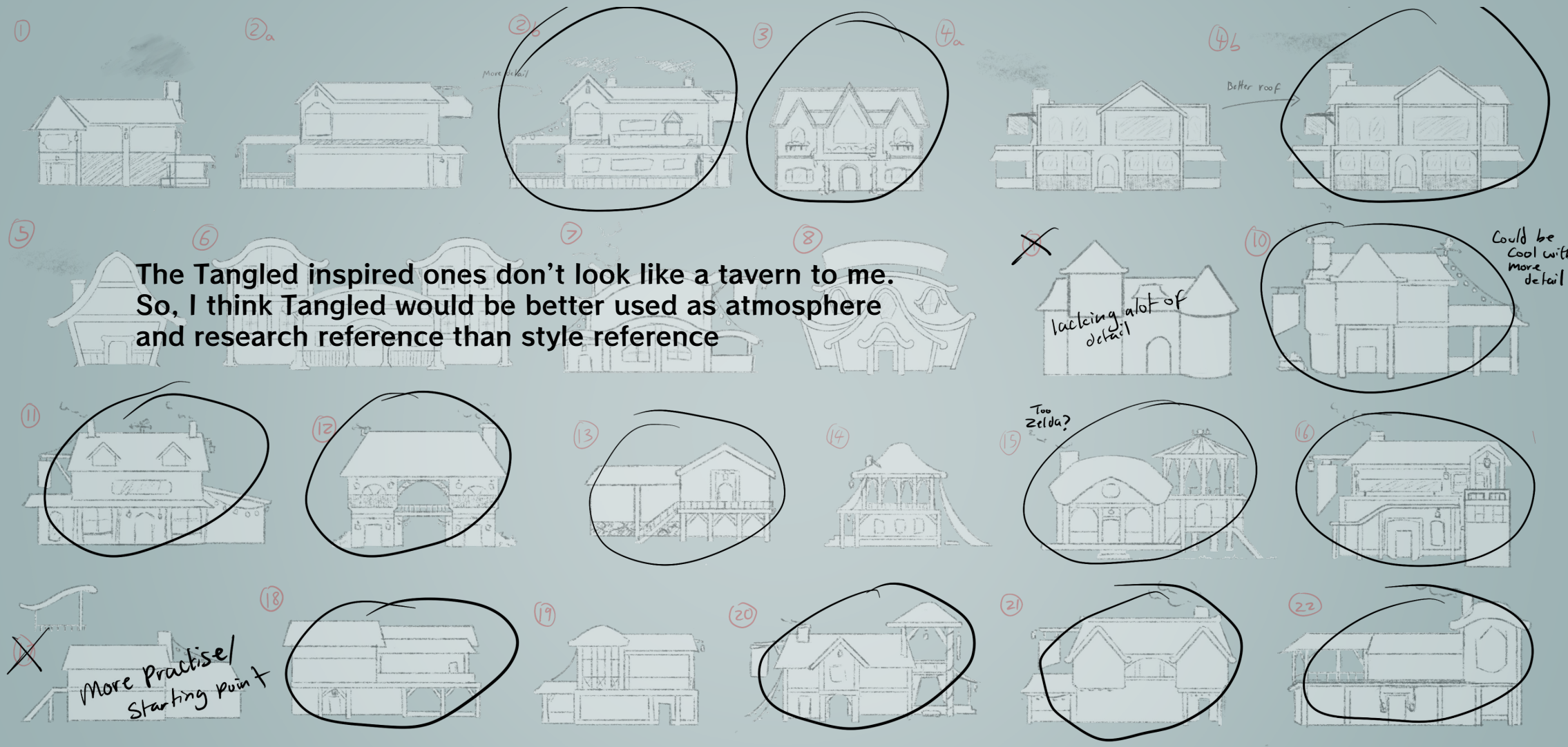


More Interesting Pubs and Buildings - Moodboard

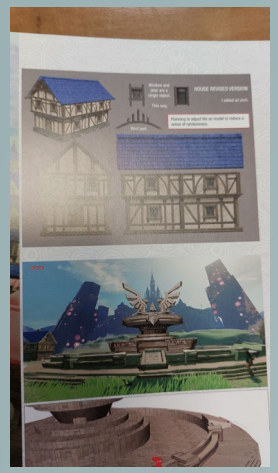
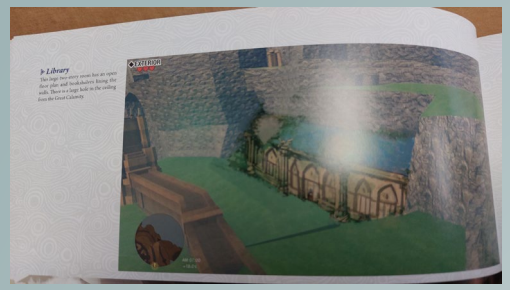
1-4b: Hometown Pub Mood Board | 5-8: Tangled Mood Board | 9-12: Other Buildings Mood Board | 13-16: Zelda Mood Bard | 17-22: Mixed Together



Initial Thumbnails

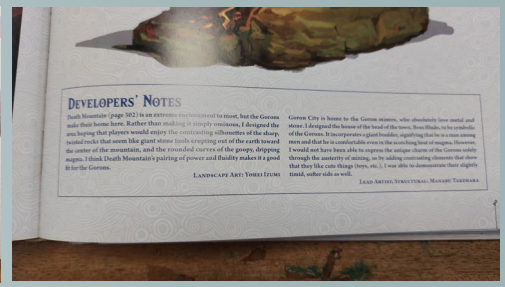


Thumbnail Notes



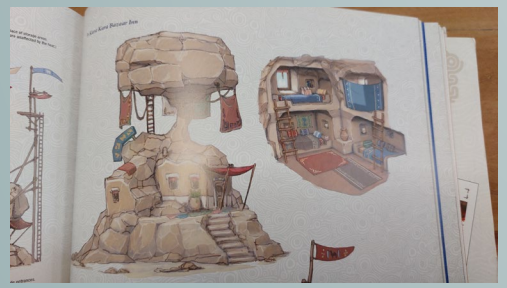
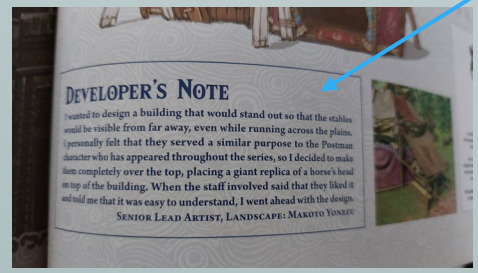




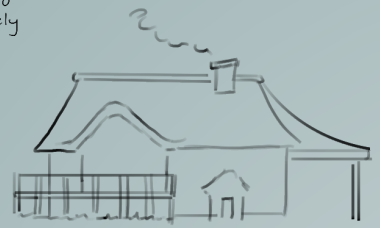




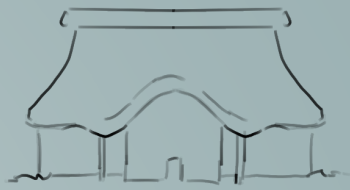
← About the stable design, being visible and over the top, feeling like a building version of the previous games postman character (relates to Joe's feedback on think about what characters would be in the tavern to influence the design)

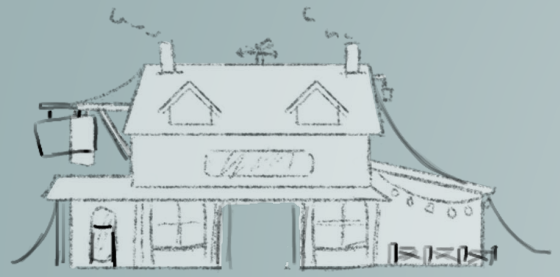


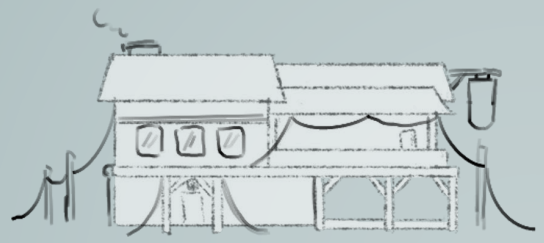


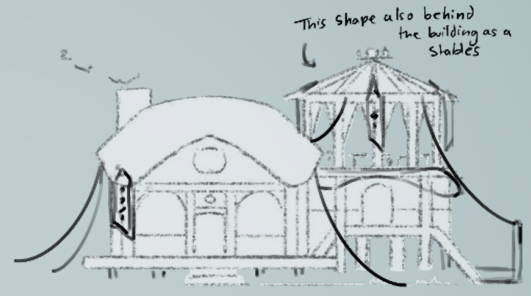


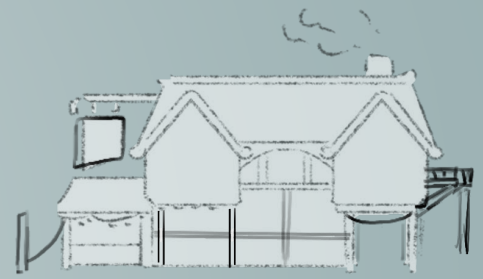


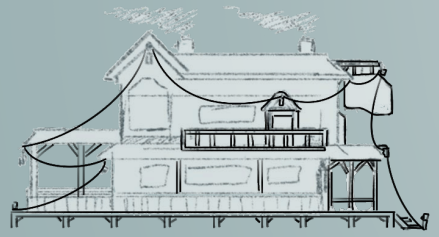


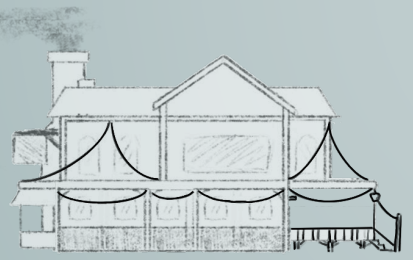






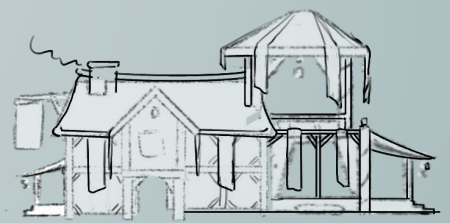


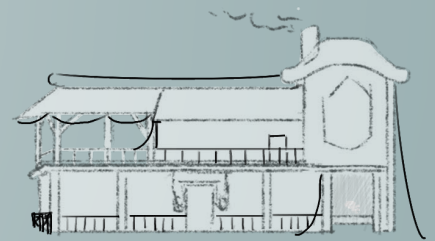








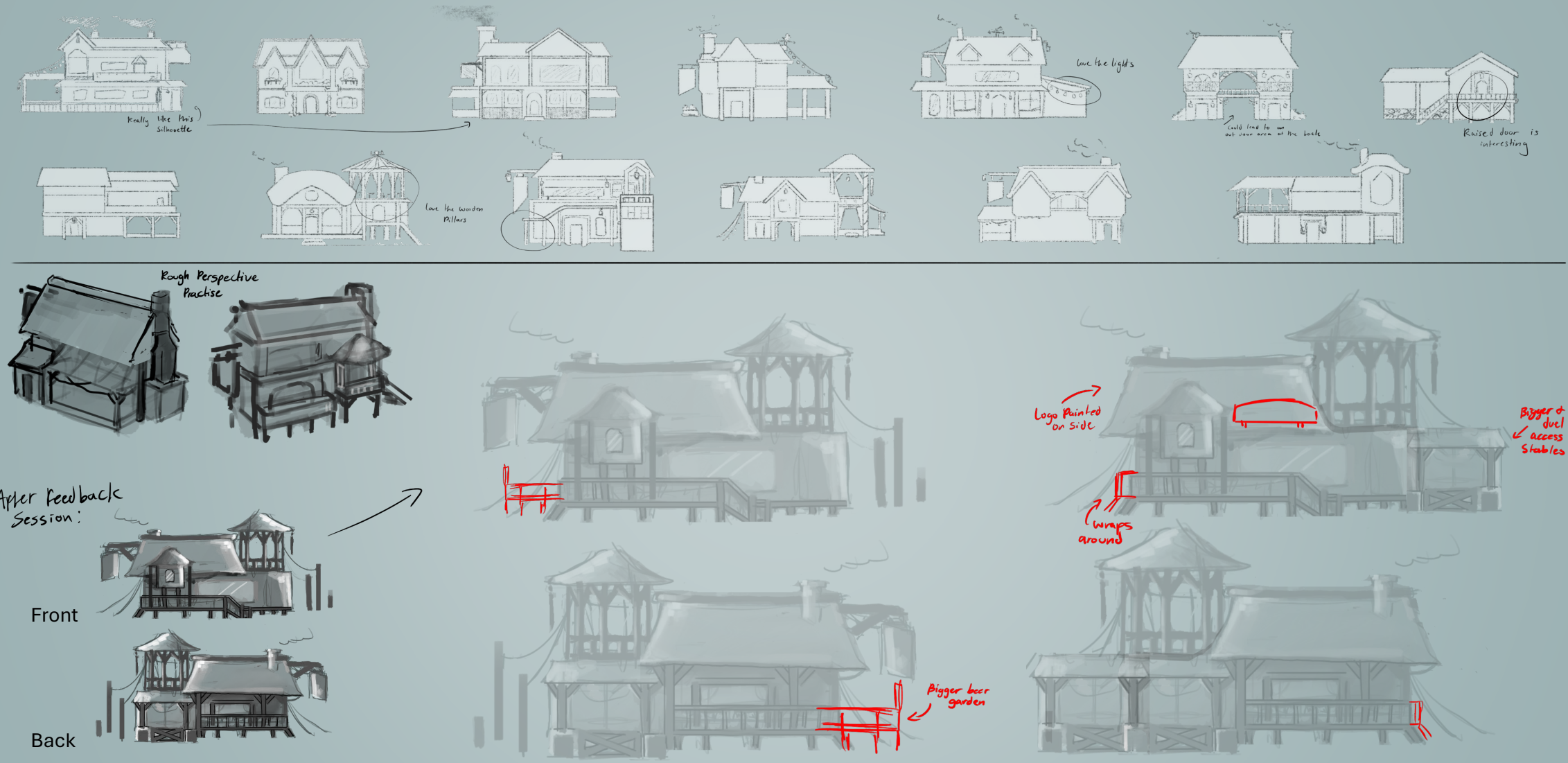




Taking what I learnt from the other thumbnails of each of my references and combining them

Lines = Most likely Fairy lights/ lanterns

Second Round of Thumbnails

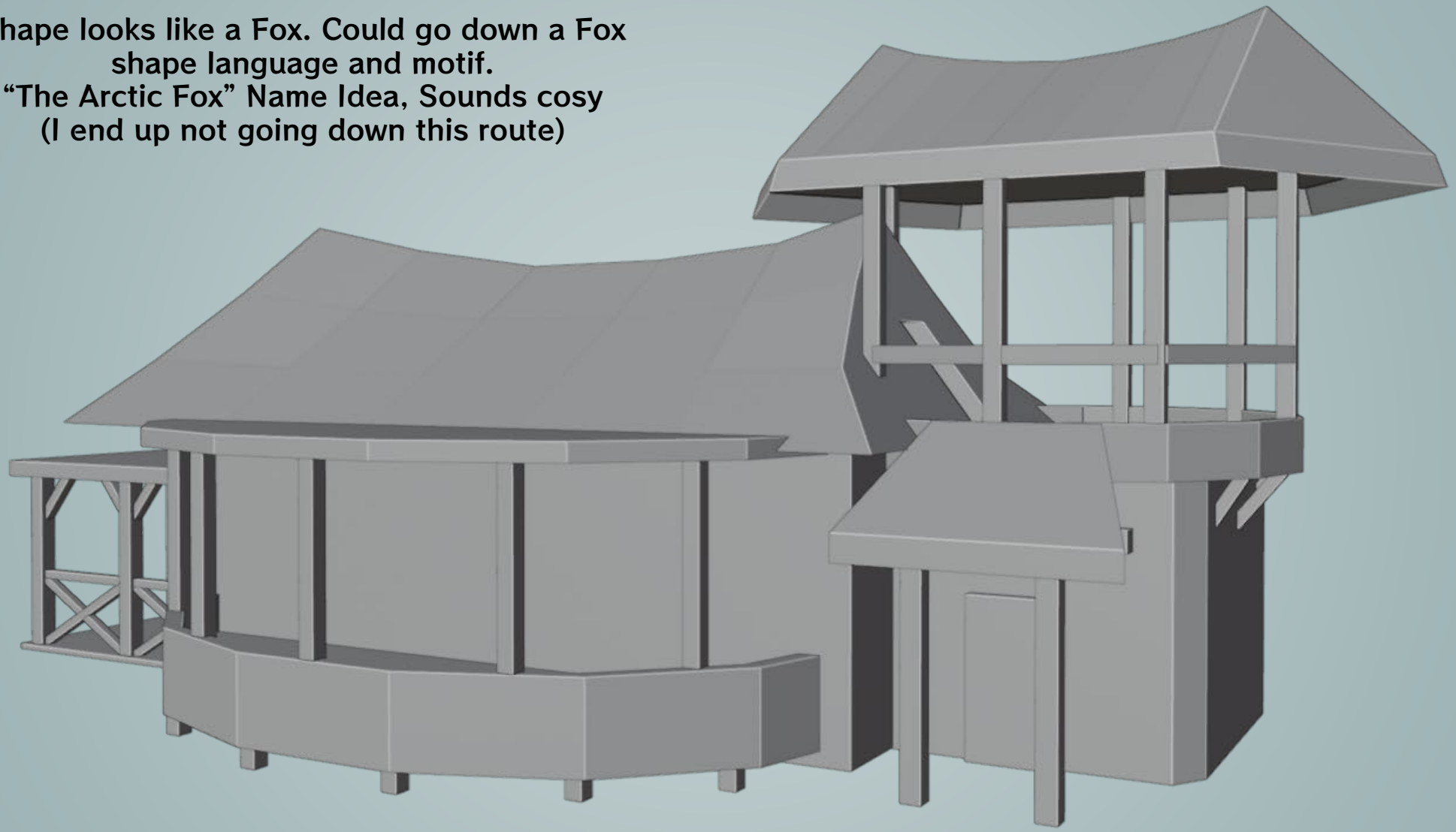


Taking the Thumbnails Further

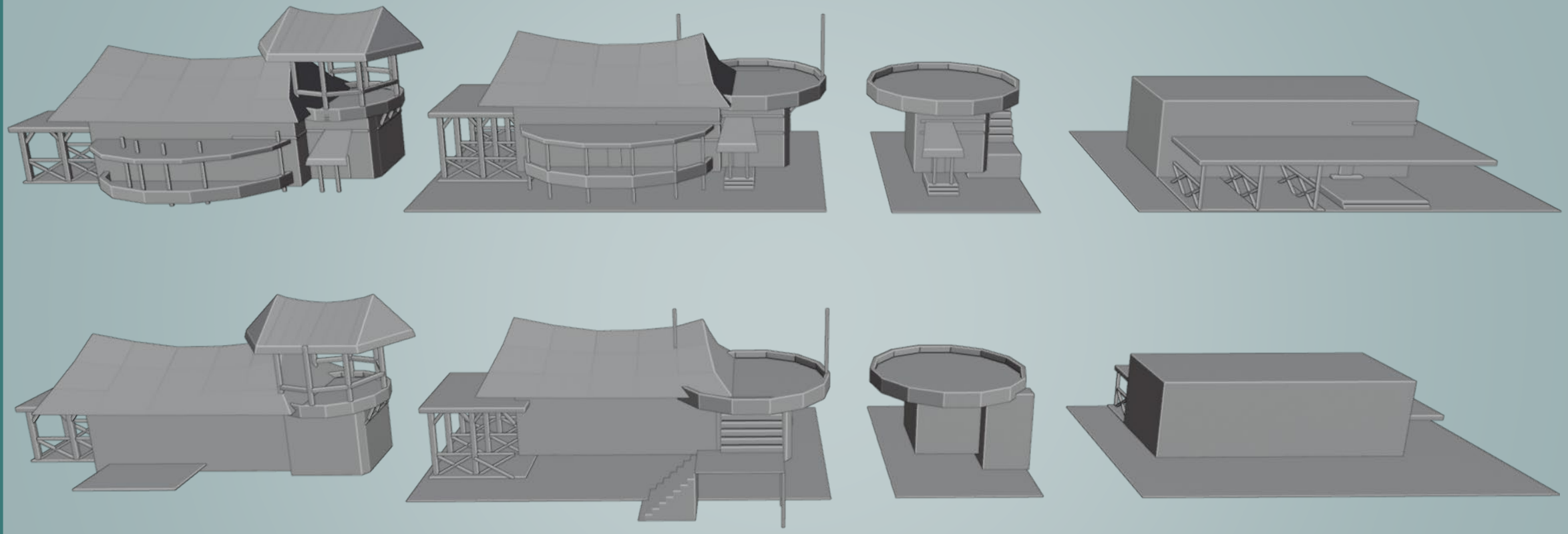


Traditional Thumbnails These were made to be more fluid and push shapes further after some feedback

Shape looks like a Fox. Could go down a Fox shape language and motif.
“The Arctic Fox” Name Idea, Sounds cosy
(I end up not going down this route)



Initial Block Out



Thinking of how to get the balcony
and the back of the tavern

Playing around with the stables
at the front not side

Block Out 3D Iterations

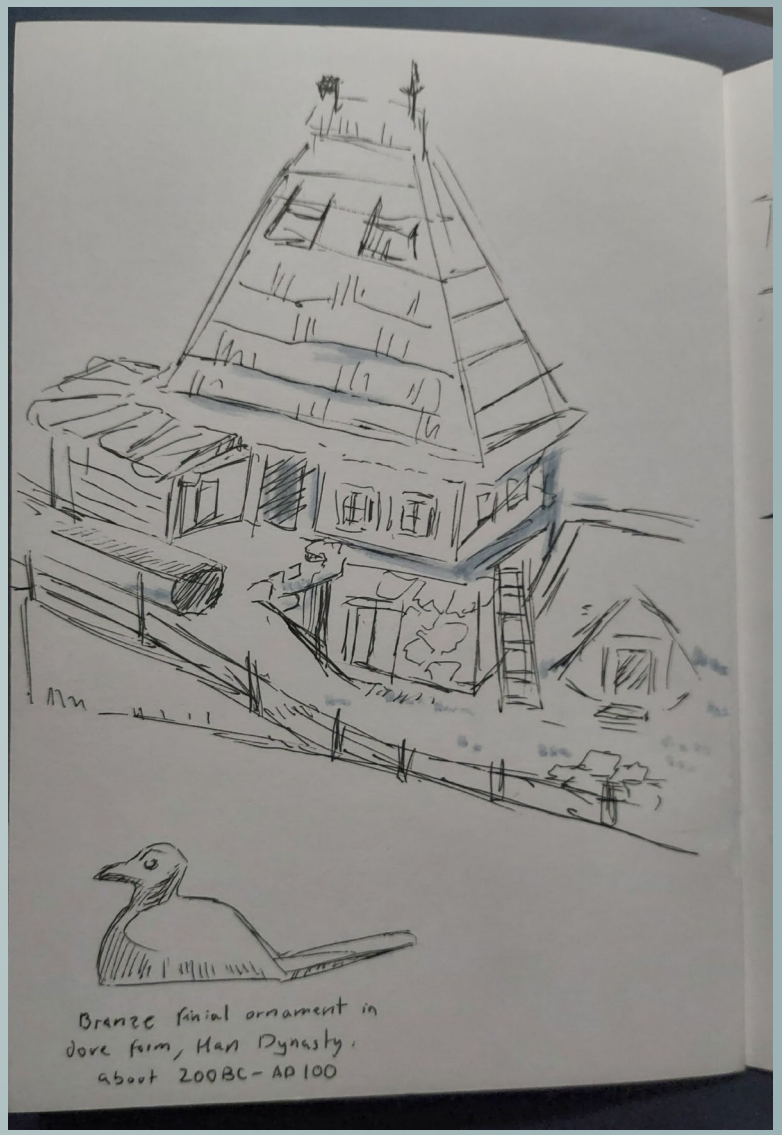


Mood Painting

Helps to get the idea of the atmosphere I want down and how to achieve it

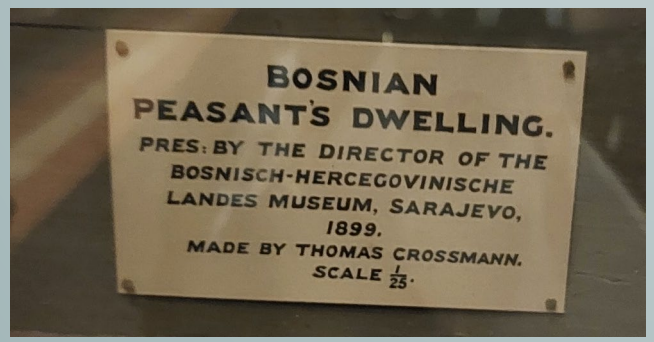












Oxford Trip

Helped me produce the idea of a sleeping area being below the tavern

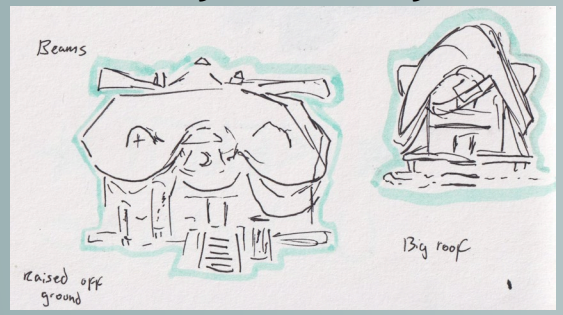
Note: Half underground – This is also seen in BOTW/TOTK Hateno Village
- Sleeping area is under the ground, “Sleeping Under a Rock” Name Idea



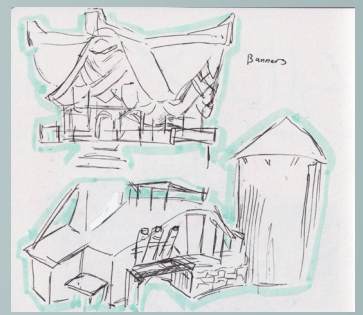




The Zelda Studies
I limited myself to only a few minutes as I did these.





Kakariko Village	Hateno Village
Big swoopy Roofs	Off centre gable roof
Buildings are raised on decks	Mostly half underground
MANY banners and clothes around	Long chimney with wooden supports and Silos
Curved shape language	More straight
Wooden	Stone/Concrete, Stone brick foundation

What if I try and combine these elements?

A Zelda town that merges the two styles

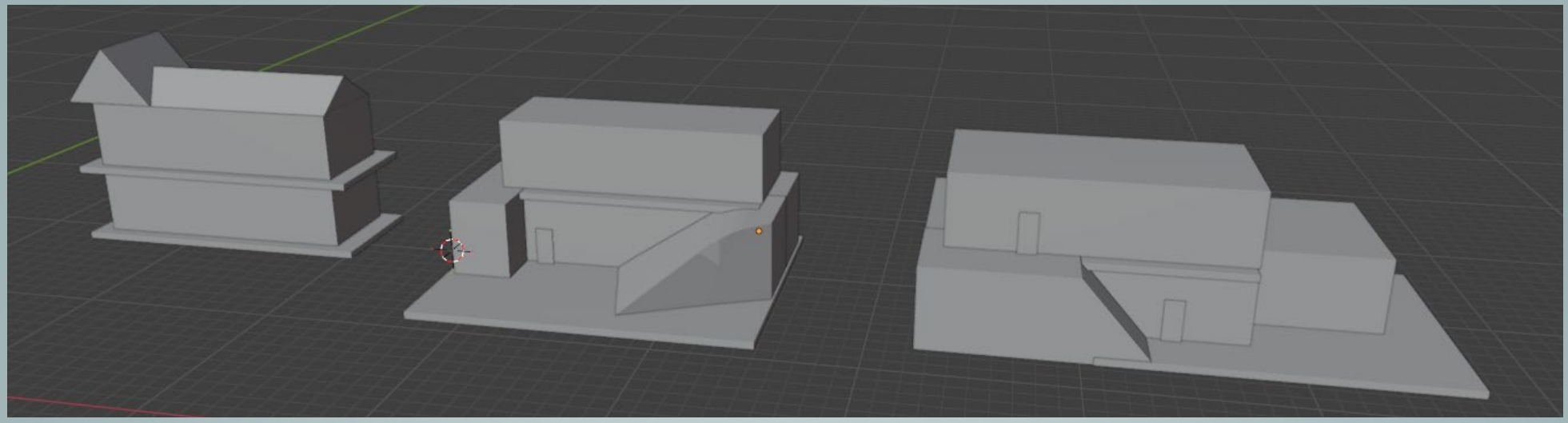


Zelda Moodboard 2

Thinking about tavern being partly underground

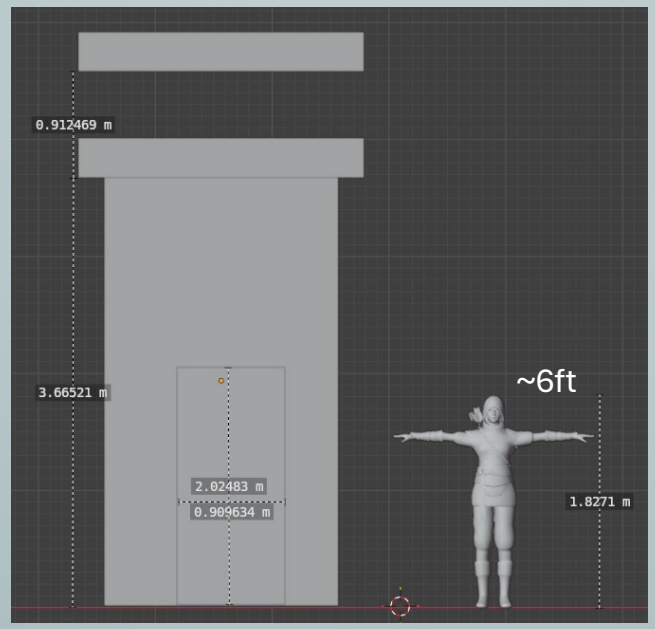


Note, could be worth doing iterating in 3D to be quicker as getting the ideas down sketch wise is taking a long time.
Will allow me to think more in 3D too



Testing how to add the underground area and using scale to see how big that area would be

Rough measurements



HOW MANY FEET IS ONE STORY?

- **Residential buildings:** usually about 8 to 10 feet per story
- **Commercial buildings:** usually about 12 to 15 feet per story
- **Overall average:** often estimated at about 14 feet per story



-Forest
-Mountains

I do like Snowy environments, but I just did a whole snowy cave for FYP.
If I go with the underground sleeping area a mountain terrain could help with why I have wooden supports around it and why the ground is so uneven.

Rocky Mountains

mountains, North America

Also known as: The Rockies

Richard A. Marston • All Britannica Editors Apr. 1, 2026 • History

Britannica AI

Ask Anything Quick Summary

Top Questions

- Where are the Rocky Mountains?
- What types of minerals are found in the Rocky Mountains?
- When were the Rocky Mountains settled?

News • Record low Colorado mountain snow won't bode well for water in the drought-stricken US West • Apr. 1, 2026, 6:16 PM ET (AP)



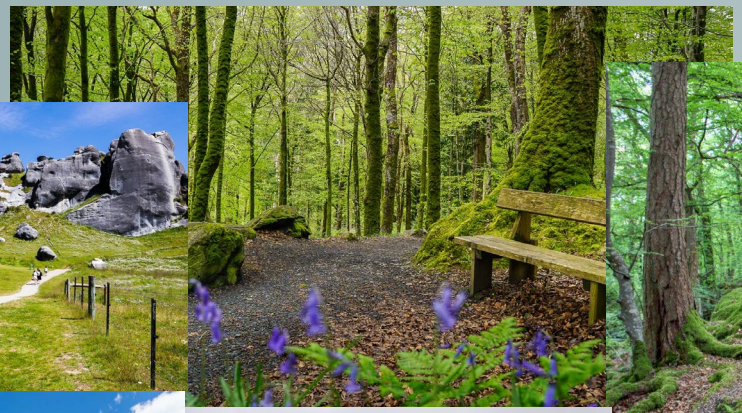
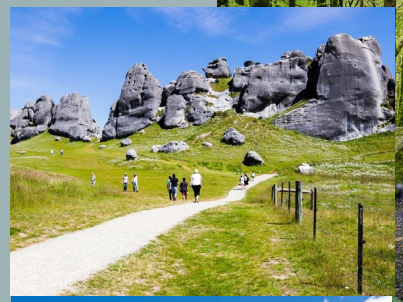
map of western North America Physical features of western North America.

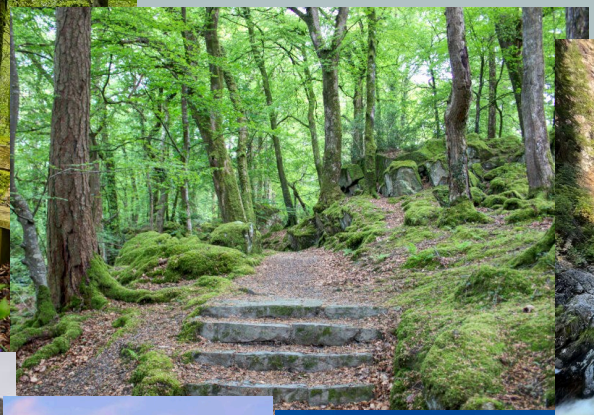
Rocky Mountains, mountain range forming the cordilleran backbone of the great upland system that dominates the western North American continent. Generally, the ranges included in the Rockies stretch from northern Alberta and British Columbia southward to New Mexico, a distance of some 3,000 miles (4,800 km). In places the system is 300 or more miles wide. Limits are mostly arbitrary, especially in the far northwest, where mountain systems such as the Brooks Range of Alaska are sometimes included. The Rockies are bordered on the east by the Great Plains and on the west by the Interior Plateau and Coast Mountains of Canada and the Columbia Plateau and Basin and Range Province of the United States.

Looking to Canada could be a good shout as I have a friend there able to help provide information and research

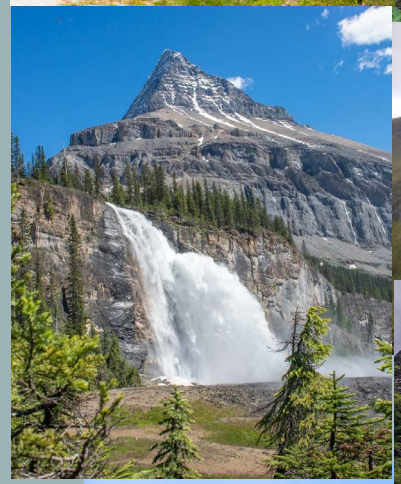
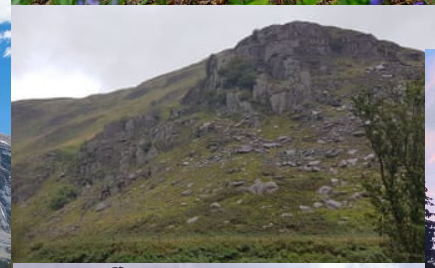
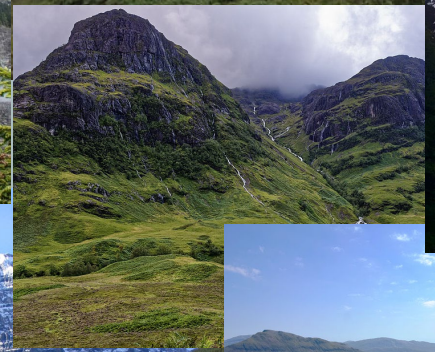
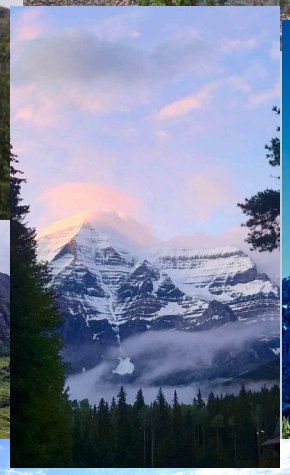
Also, I live in the countryside with many hills and mountains

Welsh Mountains
Scottish Mountains
Canada: British Colombia, Rocky Mountains (suggested to look at Jasper and Mt Robson and Banff)
New Zealand – where LOTR was film and where Zelda will be too.

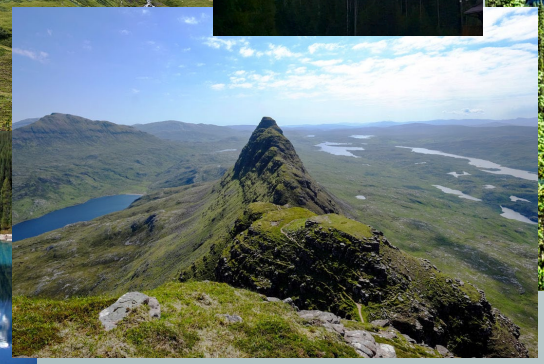
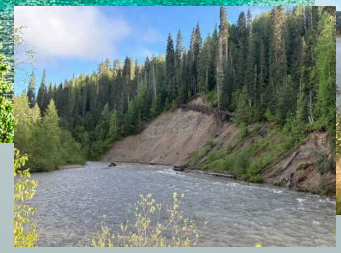


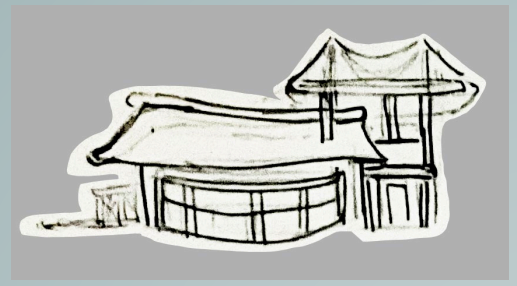


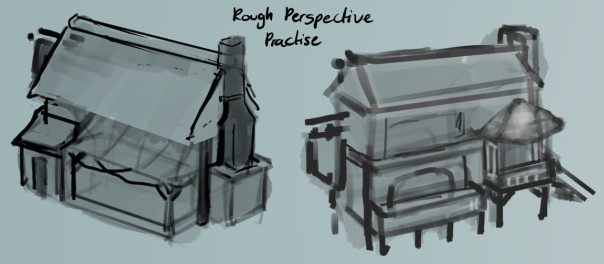


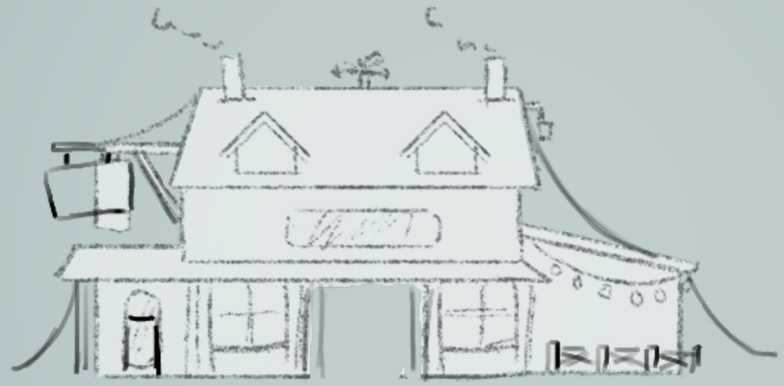


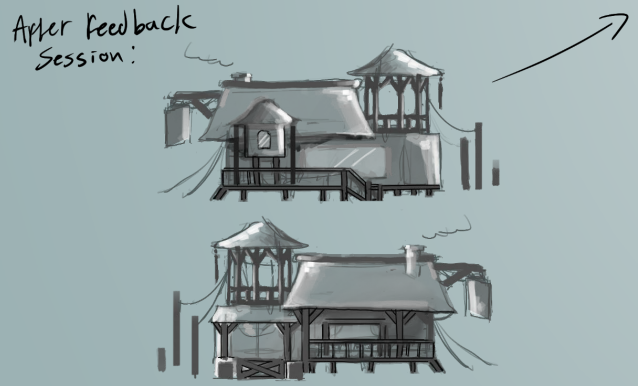



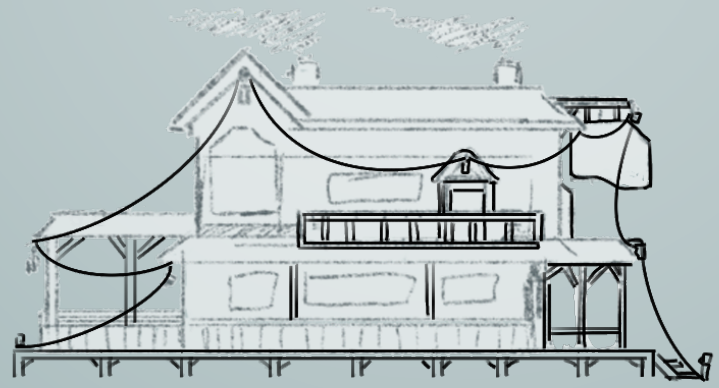


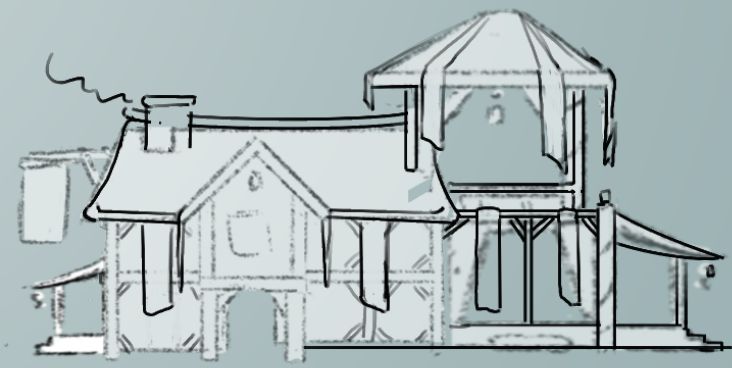








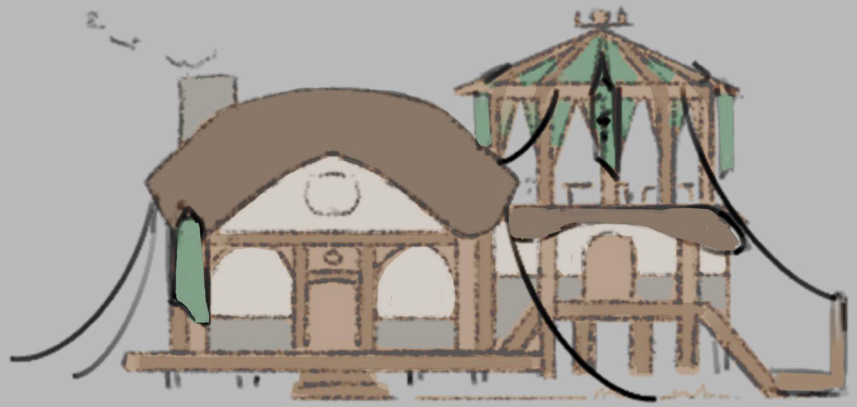


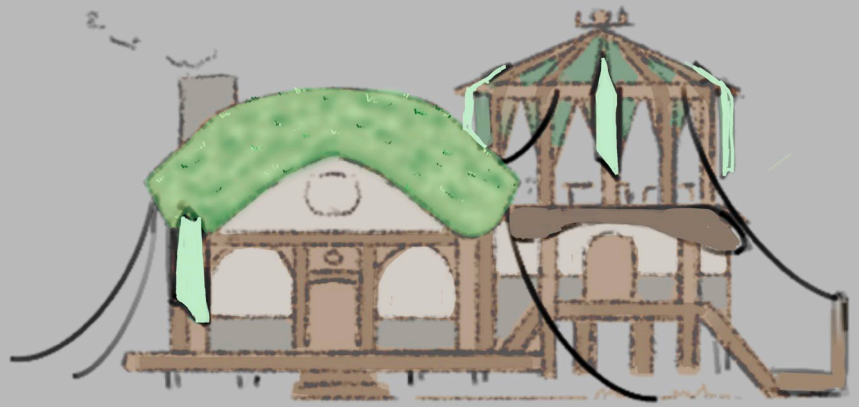


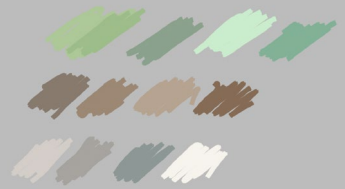
Favourite Thumbnails of Mine

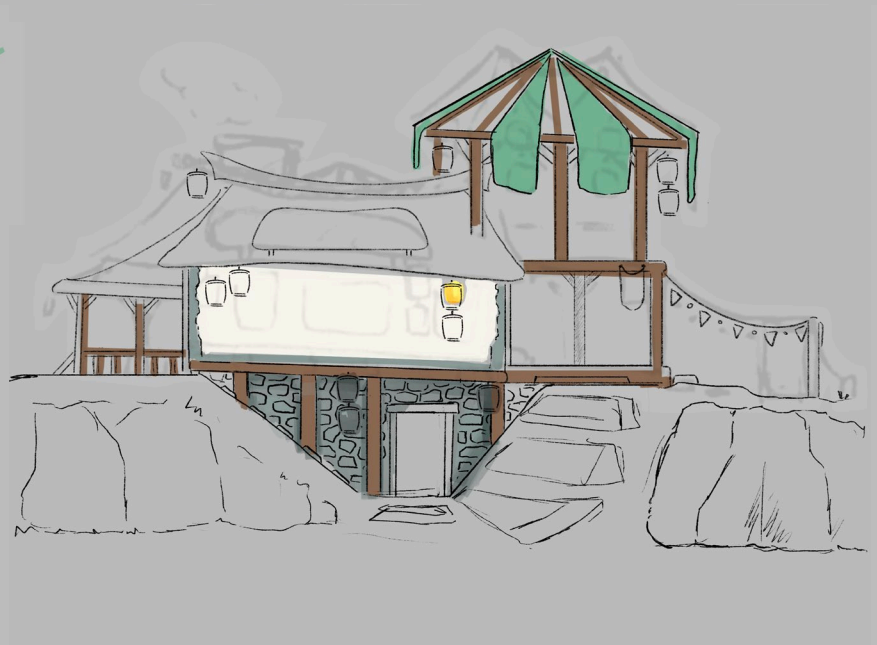


Adding the Underground area and Pushing Said Thumbnails



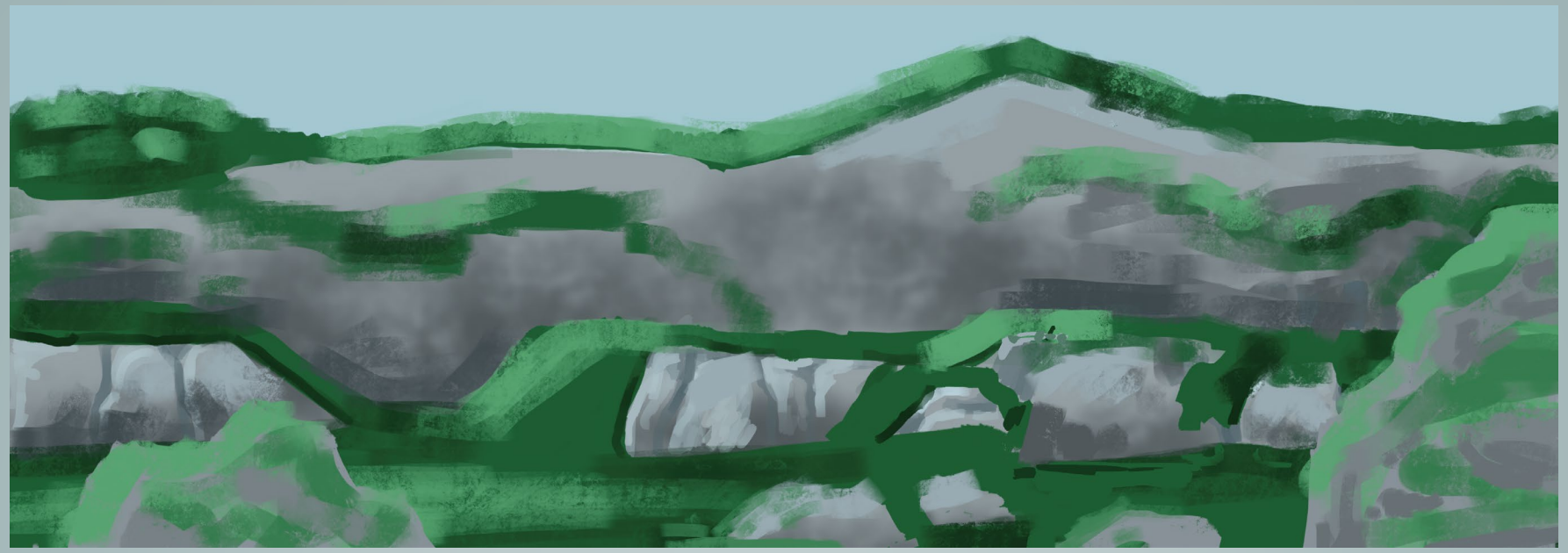






I like the idea of using green as green represents healing, nature and safety however it'll most likely blend in a lot with the terrain.

Initial Colour Ideas



At this point I was between these two Tavern ideas. End up going with the first one





Colour iterations

Leaning towards blue tones as blue is a tranquil colour and can also represent loyalty



Second Block Out

-Chunky wood
-Chunky Cobblestone
-More wonk to beams and roof







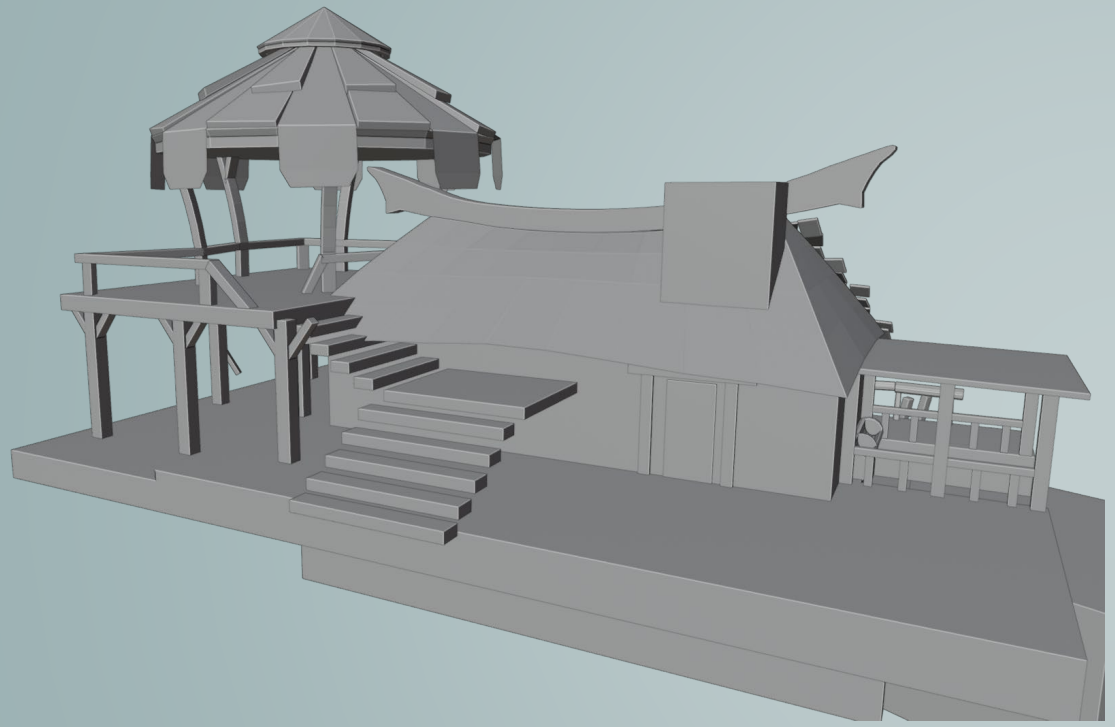
Asked about if Zelda had any inspiration I could use for the balcony roof. Rito Village, looking at how chunky their wooden structures are and comparing it to Link within

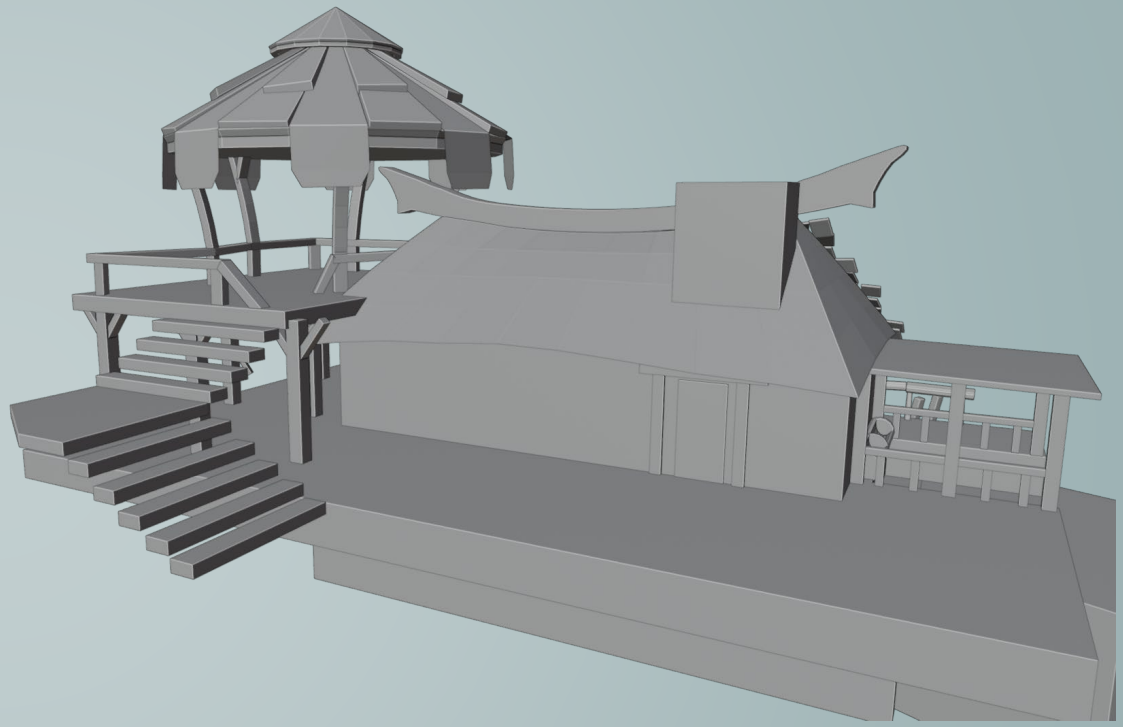


Feedback on the Block Out



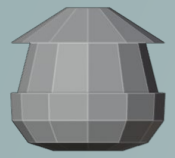
Block Out After Feedback

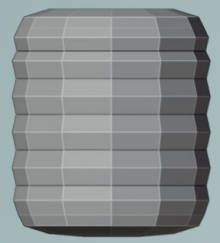




Stair Ideas

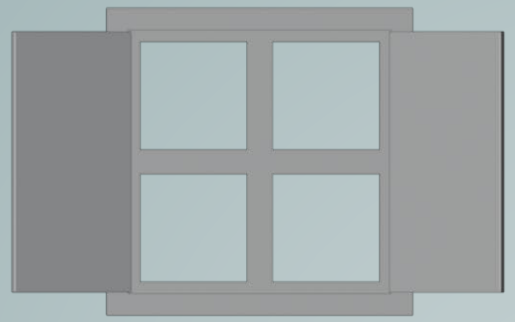
Zelda Style Lantern





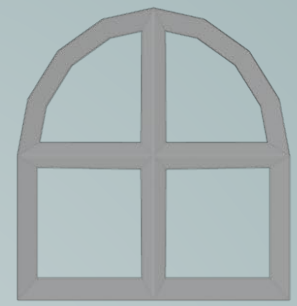
Classic Paper Lantern

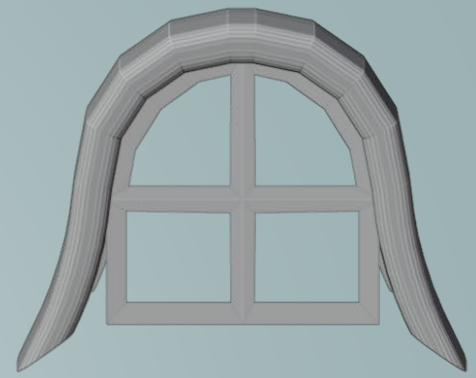
Square windows like in Hateno Village



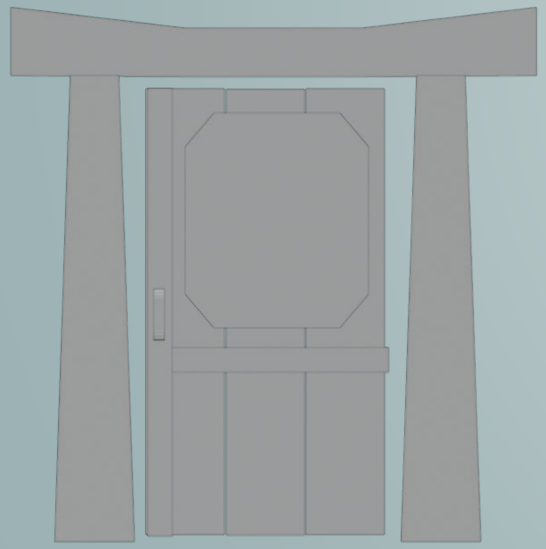


rounded windows like in Kakariko Village

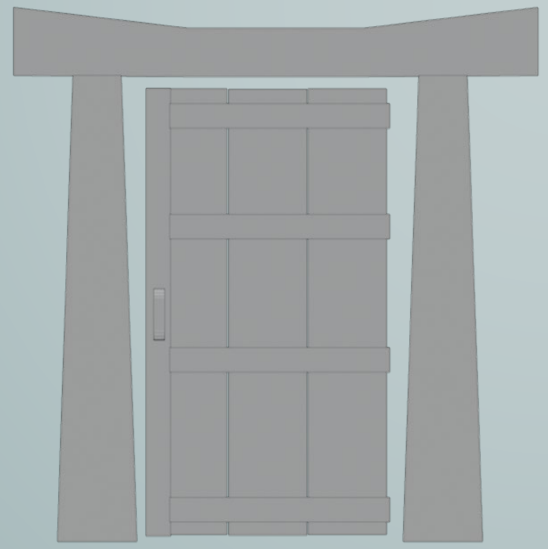


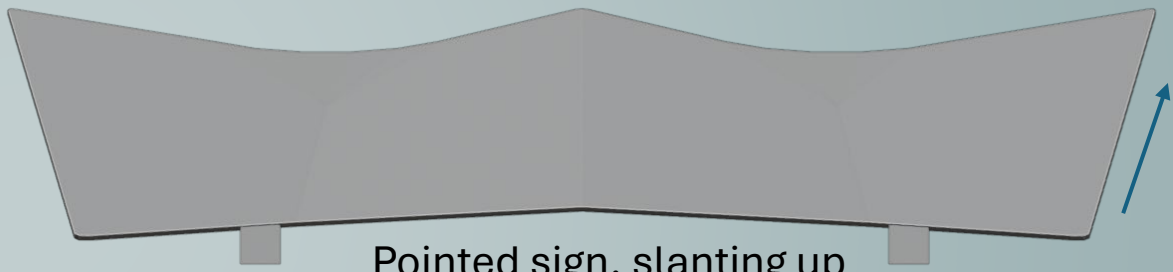


Door with Window or Sign

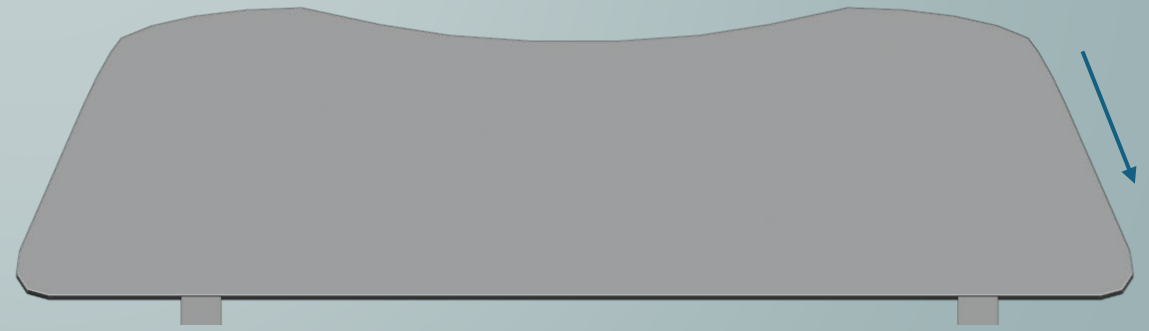


Simple wooden door

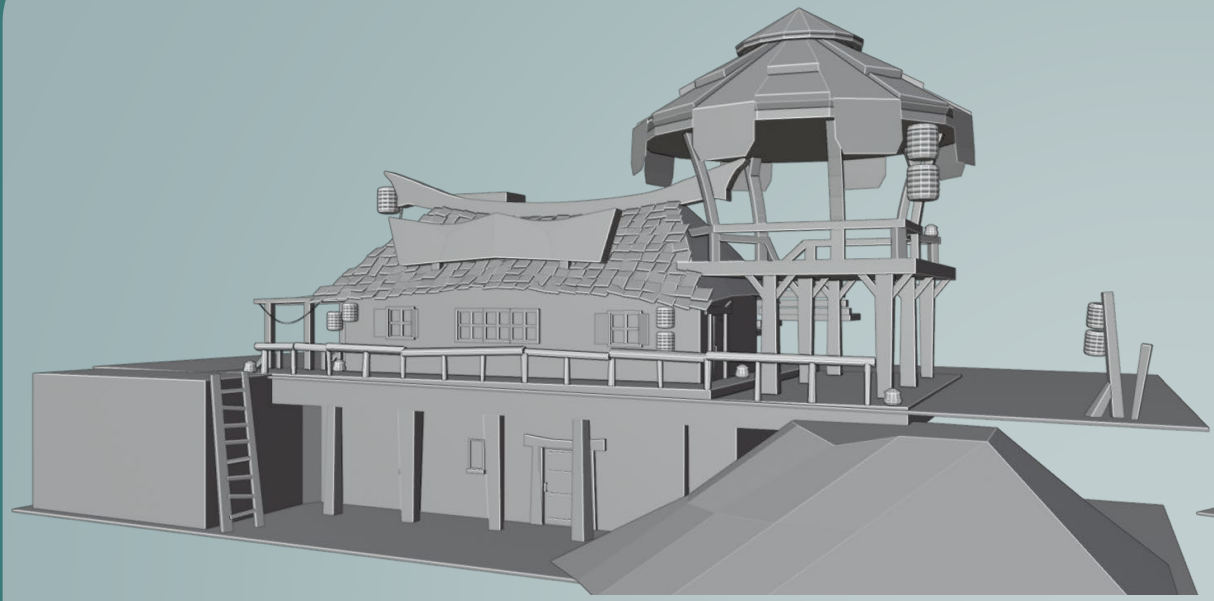


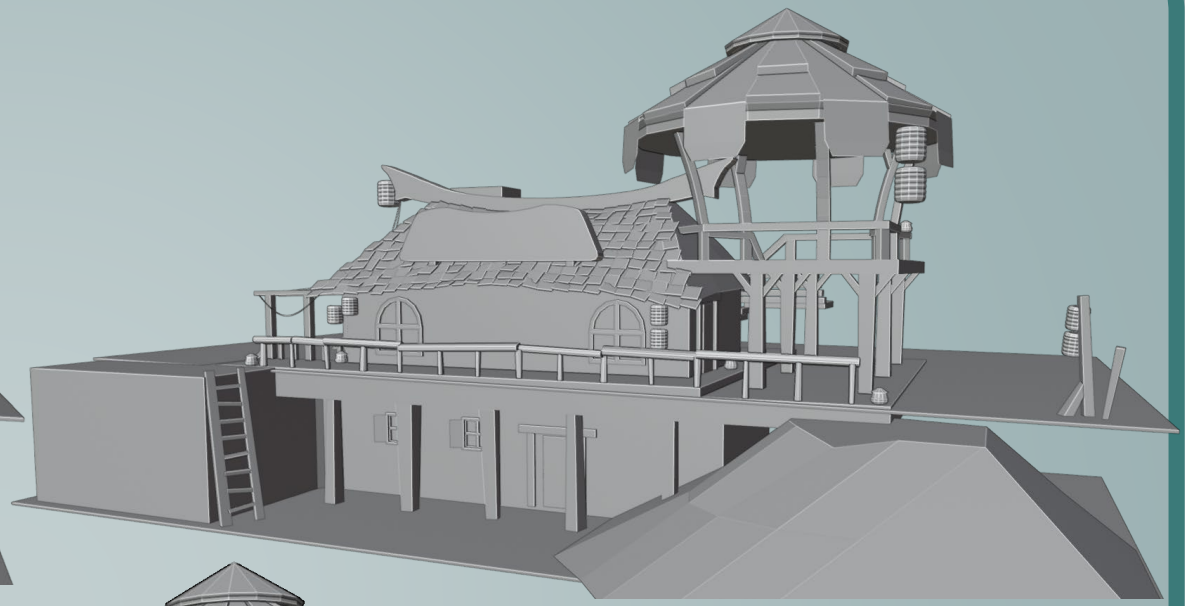


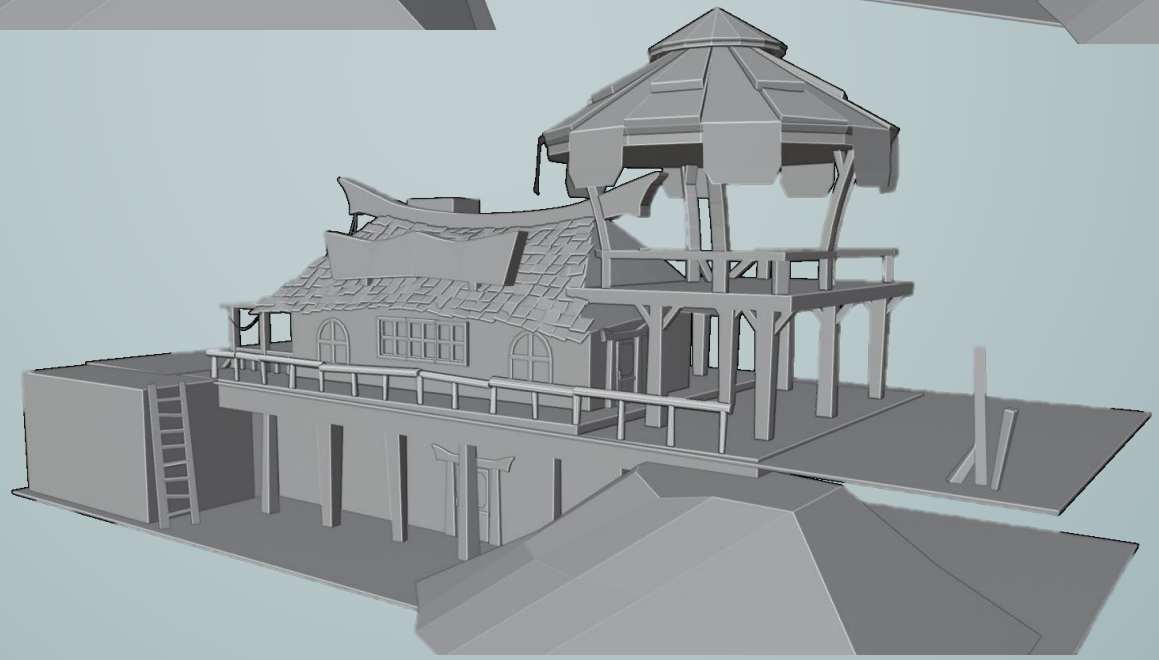
Pointed sign, slanting up



Curved Sign, slanting down



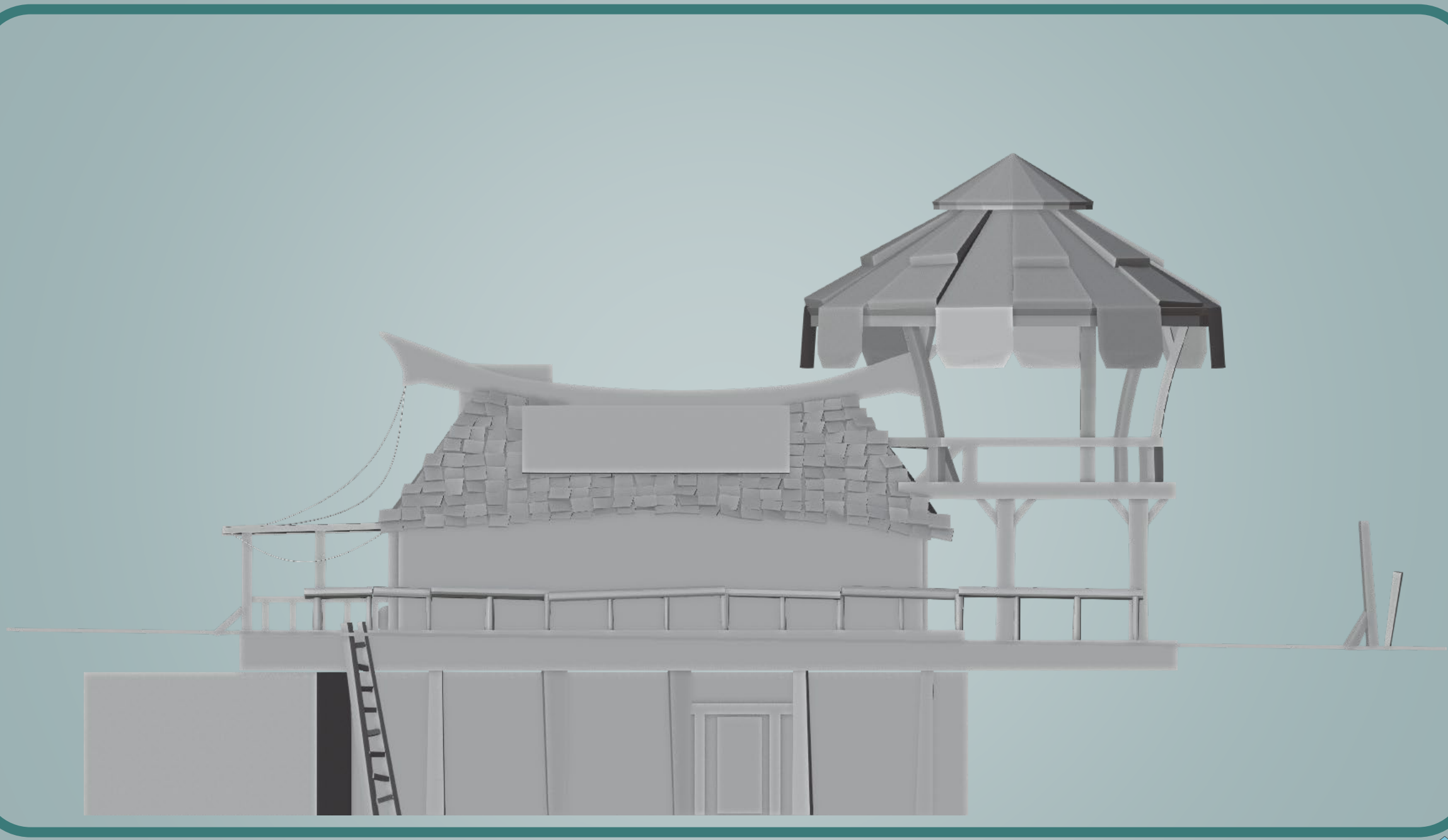




Testing the Types of Details and Placements in 3D



Notes After Testing the Details



Block Out: Front View



Block Out Notes











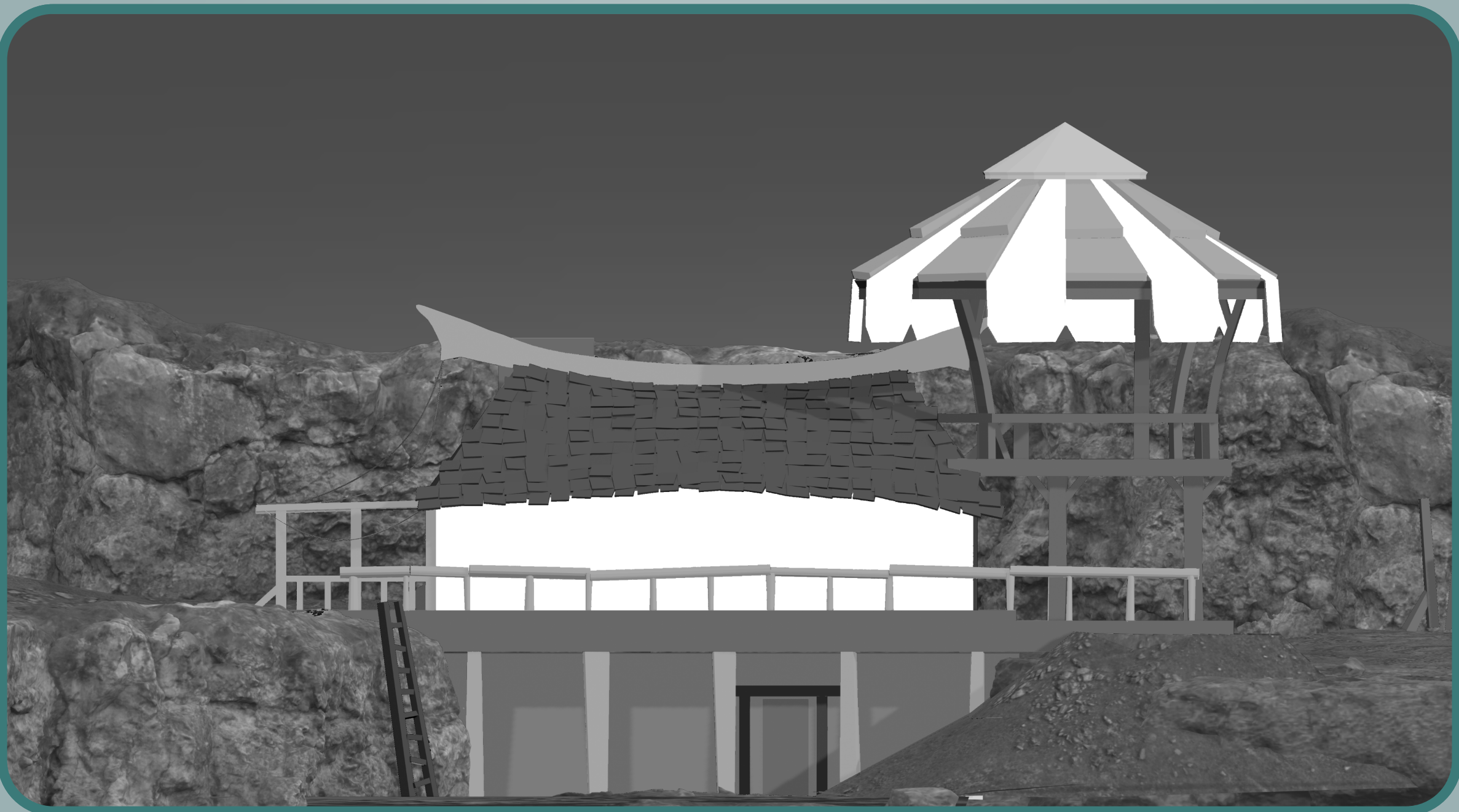




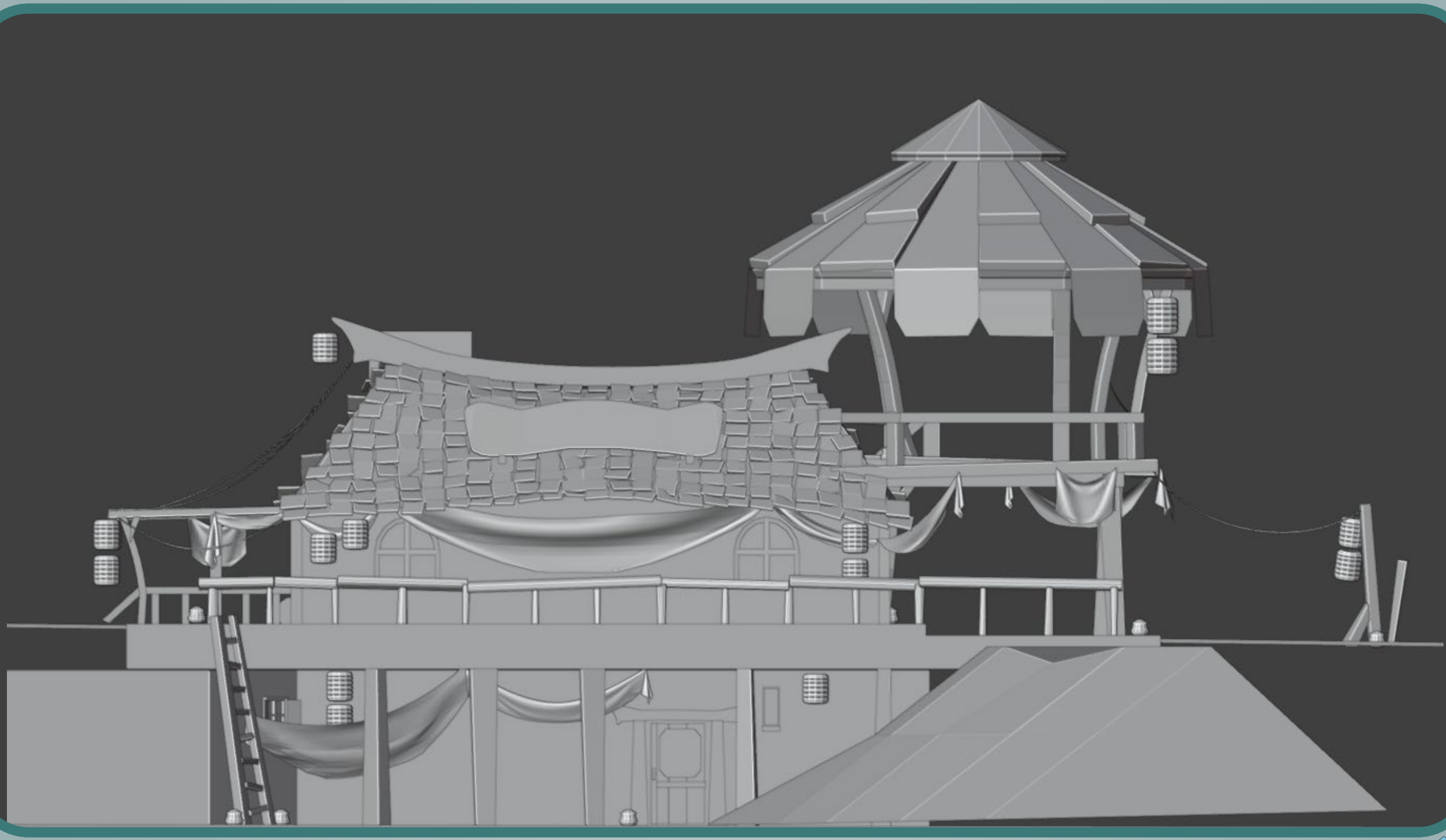




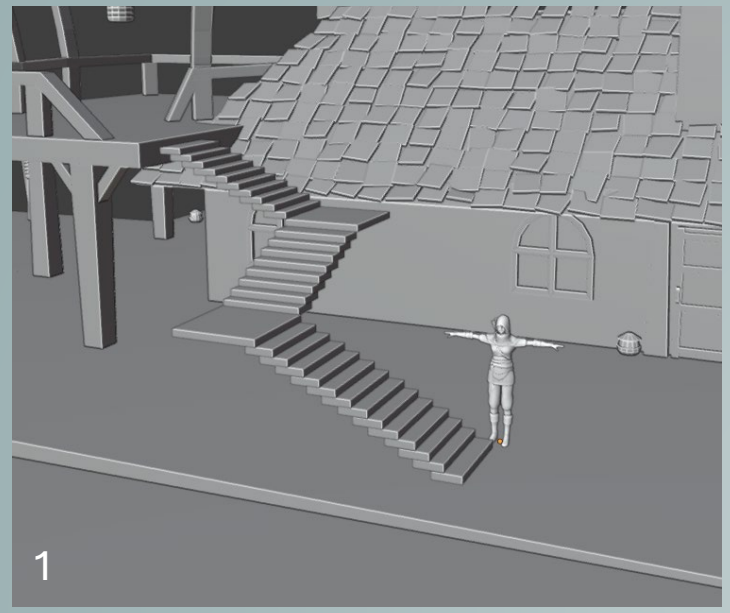
Block Out Detail Iterations

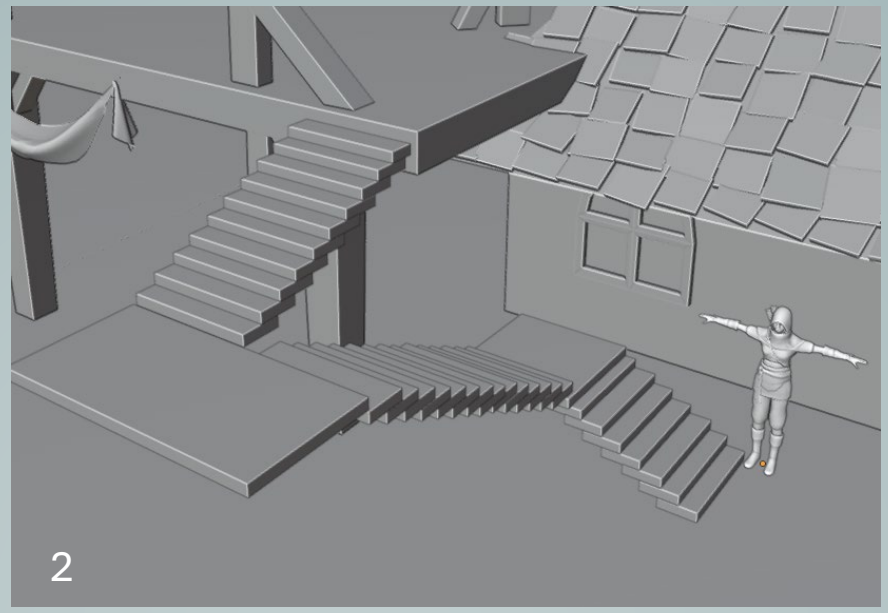


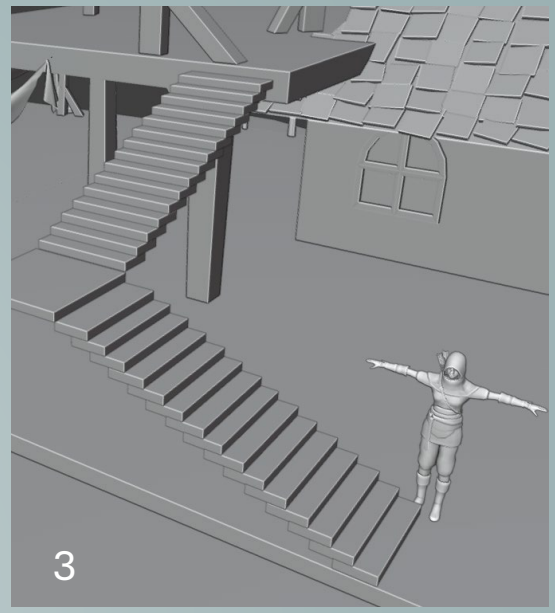
Block Out Values

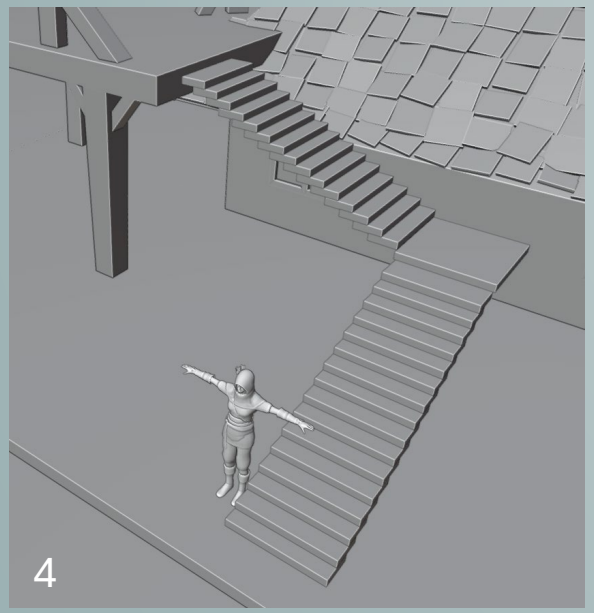


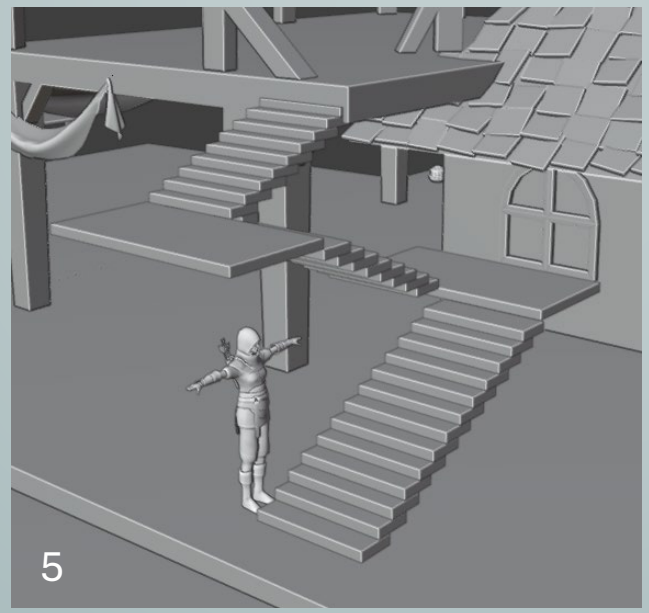
Final Front View with Details

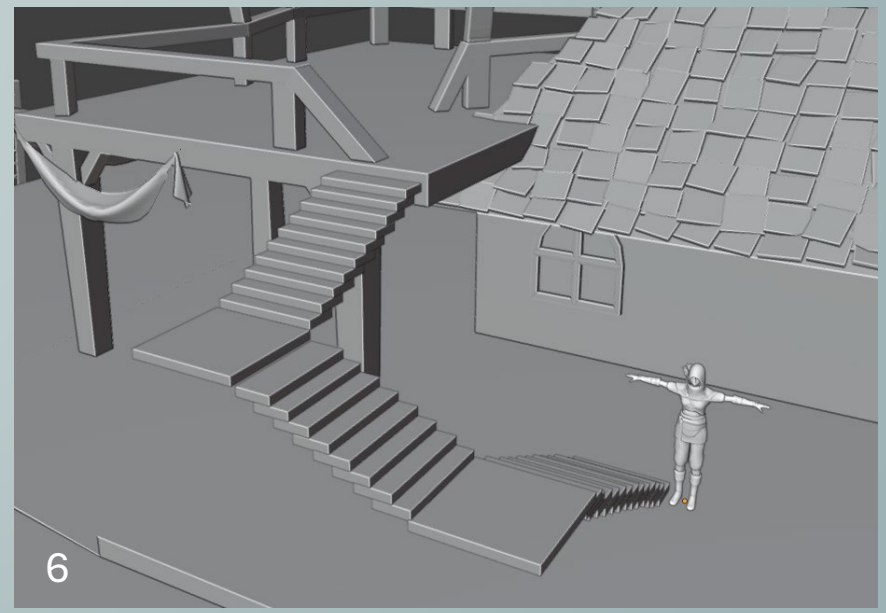








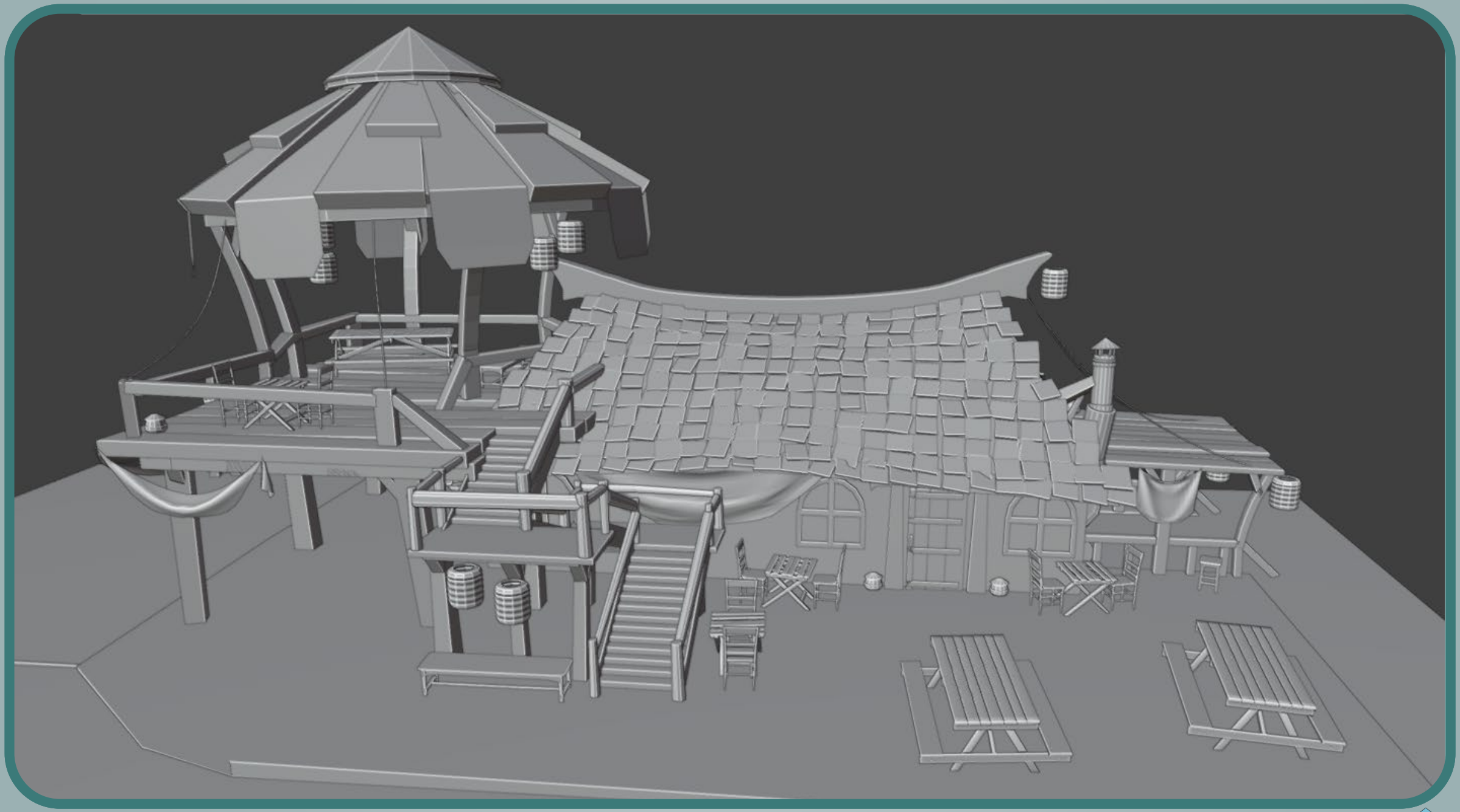




Stair Iterations



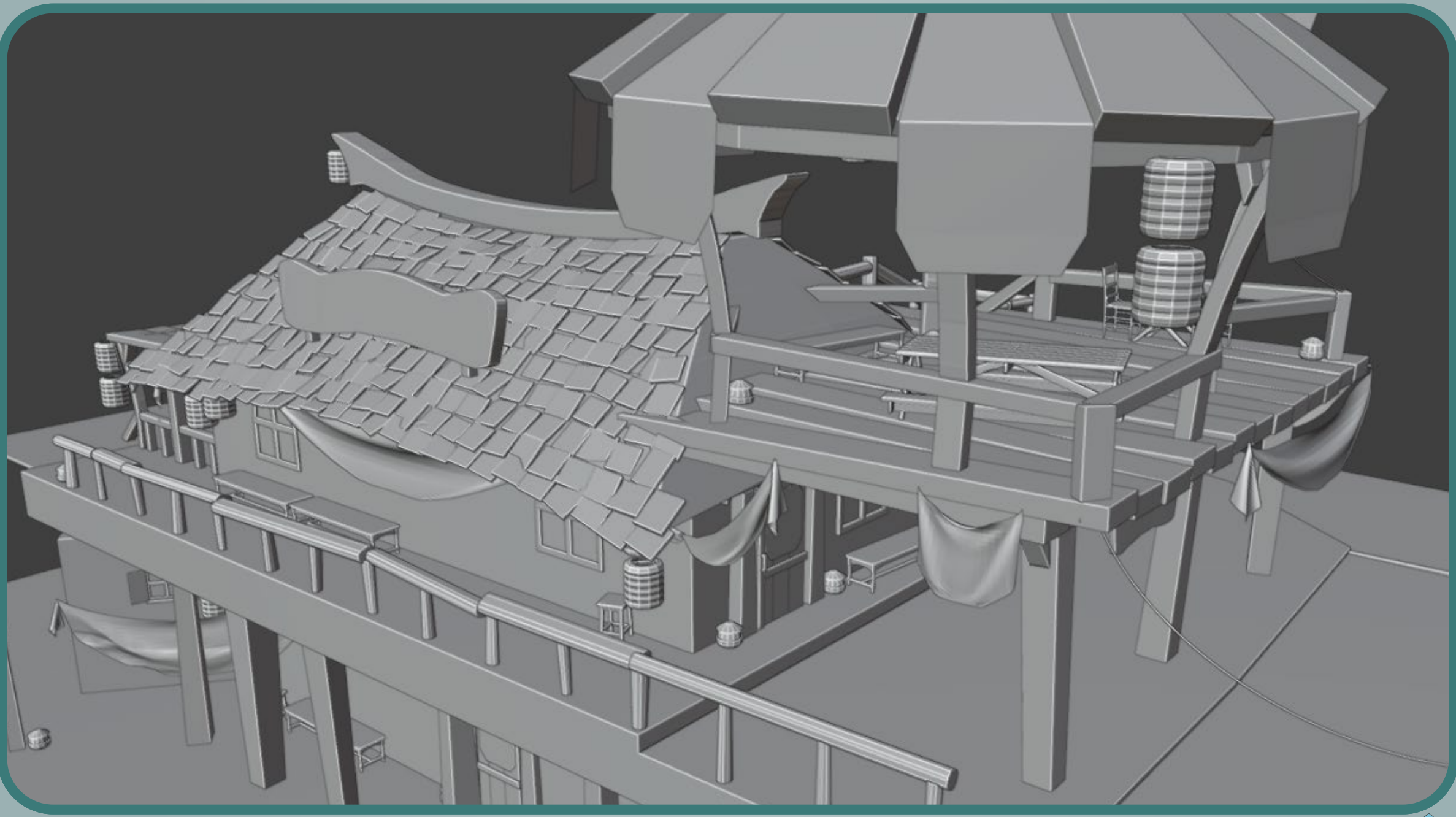
Block Out Back Details



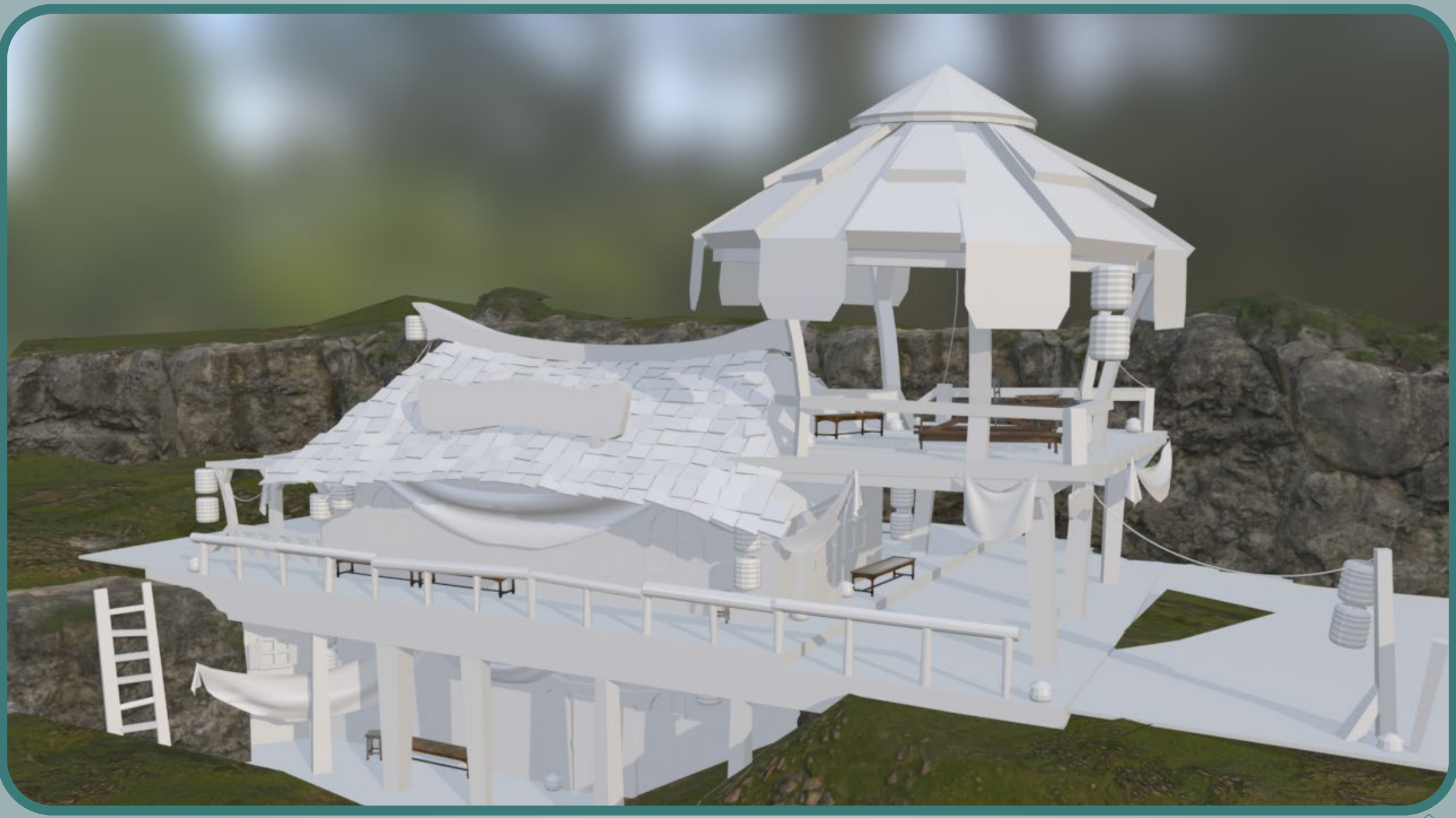
Final Back Details



Final Back Details



Final Block Out Details



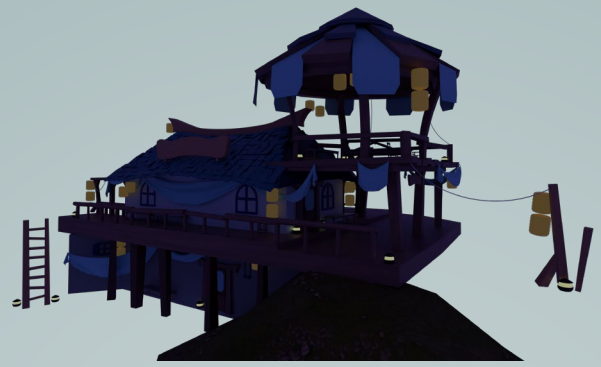
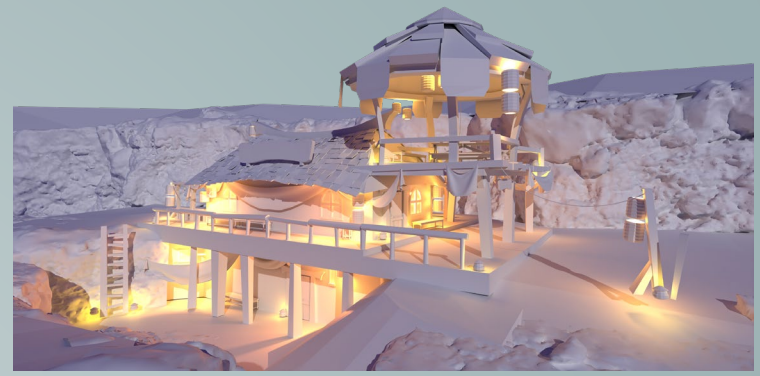
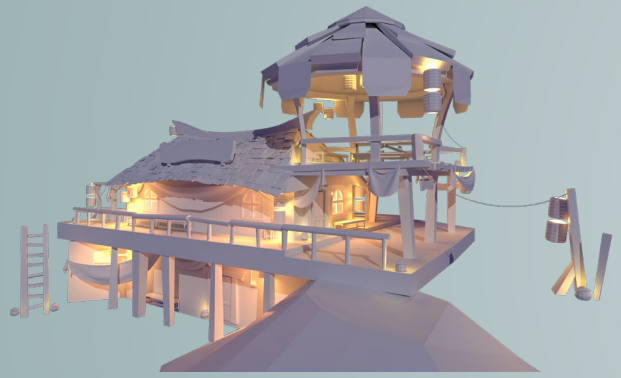
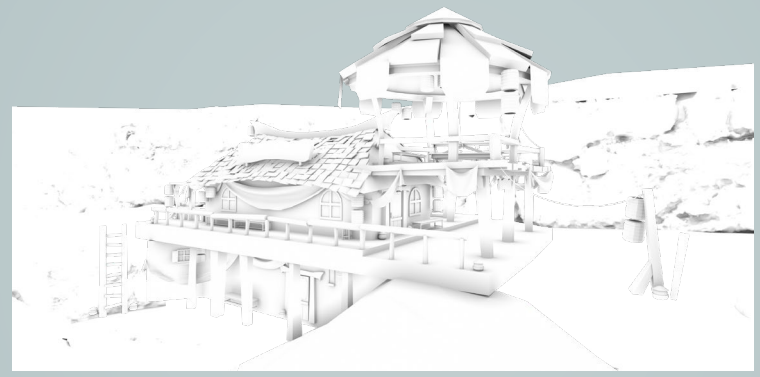
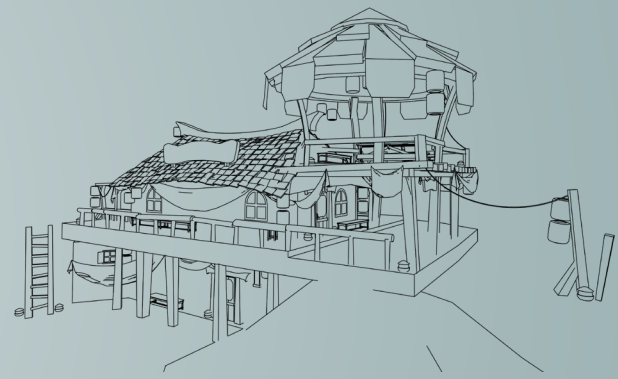
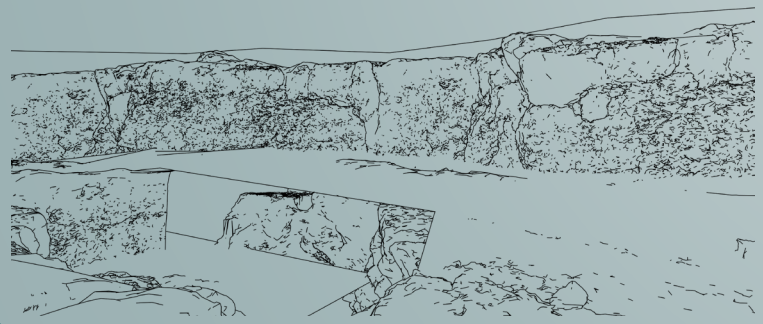
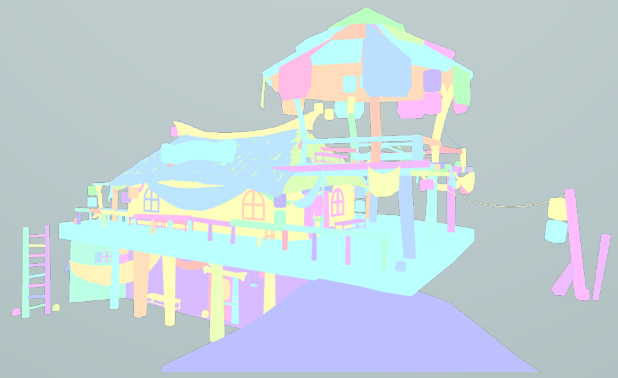
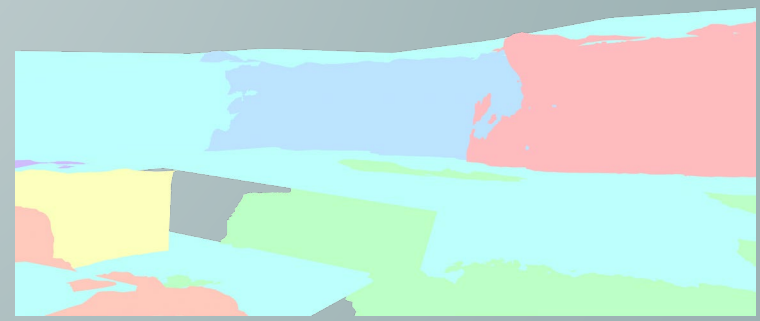
Final Block Out



Final Block Out – Back View



Tavern - Materials and Lighting

Blender Render Passes

First Idea was “Sleeping Under a Rock”, However I like to think the underground sleeping area happened as an after thought and added to the Tavern later and instead of expanding up or to the side, went down.

So, I think it’ll be better to have the door underground to say “Sleeping Under a Rock” whiles the actual name on the signs and main banners is the tavern name. (this too may change as symbols may be better for the doors)

I think the Tavern needs to be named after either the lanterns or the balcony.
If I was going to call it an animal name, it’ll be “The Arctic Fox Tavern” This could still fit with the blue colour and tavern silhouette.

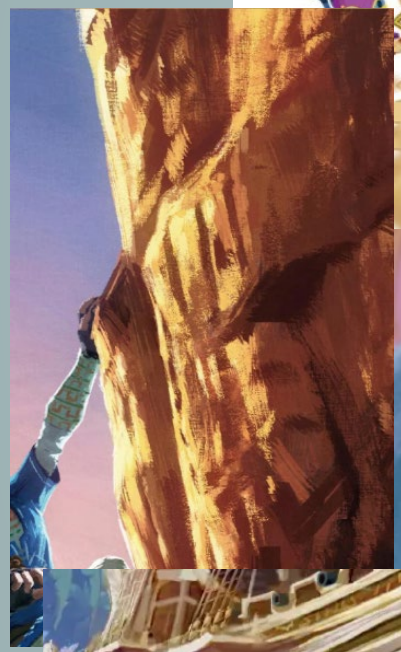
- The Balcony
- Rocky Hillside Tavern
- Hillside Terrace

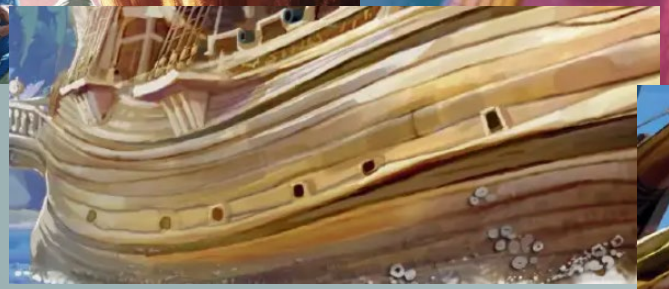
Lecture Suggestion:
-Blue Cap Here-By-Way

I liked Blue Cap, as tied nicely with the blue roof of the balcony and it fits for the heavy Zelda inspiration I’ve taken, with Link having an iconic cap.
However, I didn’t like the “Here-by-way” and changed it to be “Blue Cap Balcony” as I thought it sounded nicer together, less of a mouth full.

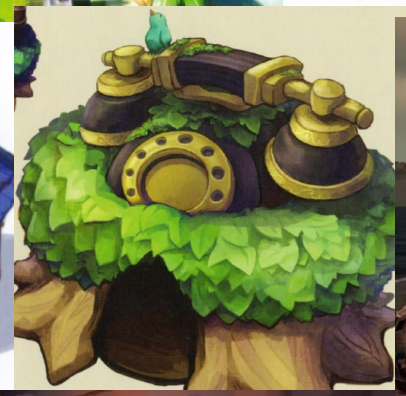


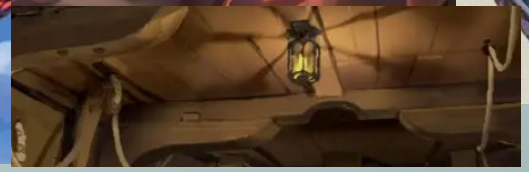
Although Zelda has been a big inspiration, I wanted the Tavern to fit for Flix, considering they're who the tavern is for, not Nintendo. and so looked to Sea of Thieves alongside Zelda for how I should render the materials in my overpaint

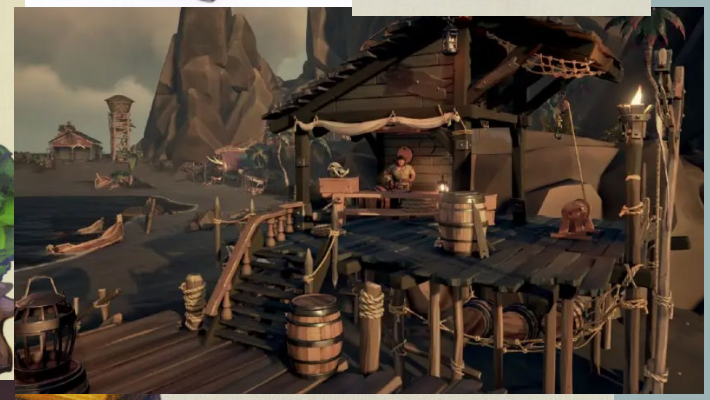








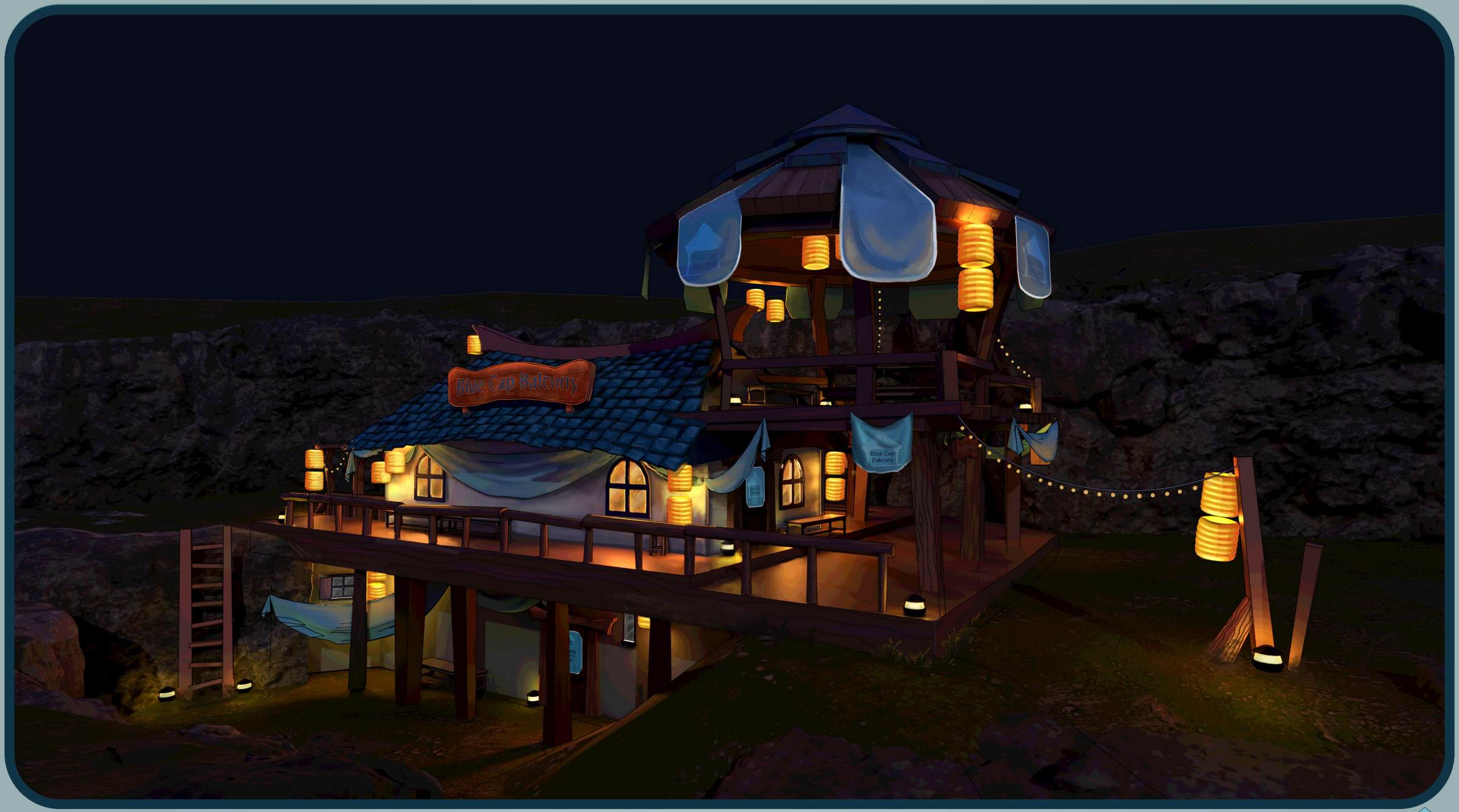


Rendering Moodboard

Spoke to a Game Art Student for suggestions on what they would need and recommend I call out.

-Lanterns
-Banners
-Signs
-Front View
-Back View
-Side Views
-Doors





Paint Over - WIP



Blue Cap Balcony Tavern - Final

Big Roof Sign



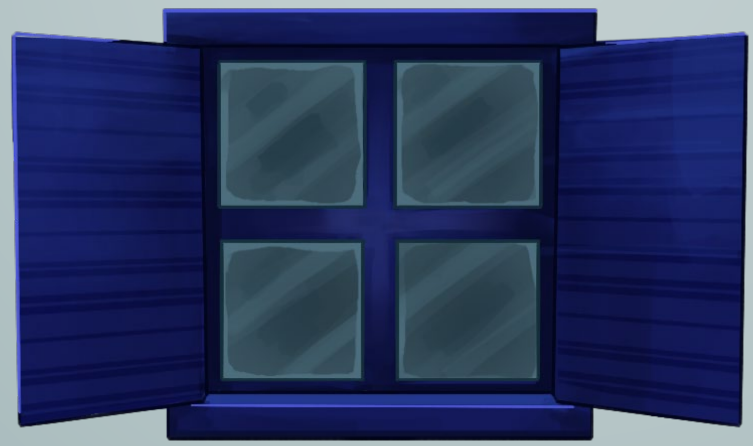
Balcony Banners



Main Windows



Underground Window 1



Underground Window 2



Call Outs

Small Hanging Signs



Fabric Logo



Main Door



Underground Inn Door



Back Door



Call Outs

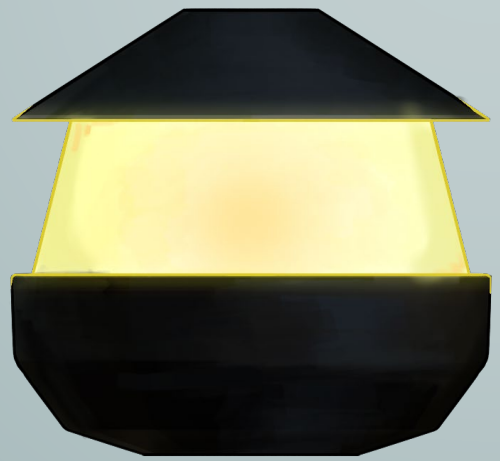
Big Banners



Paper Lanterns



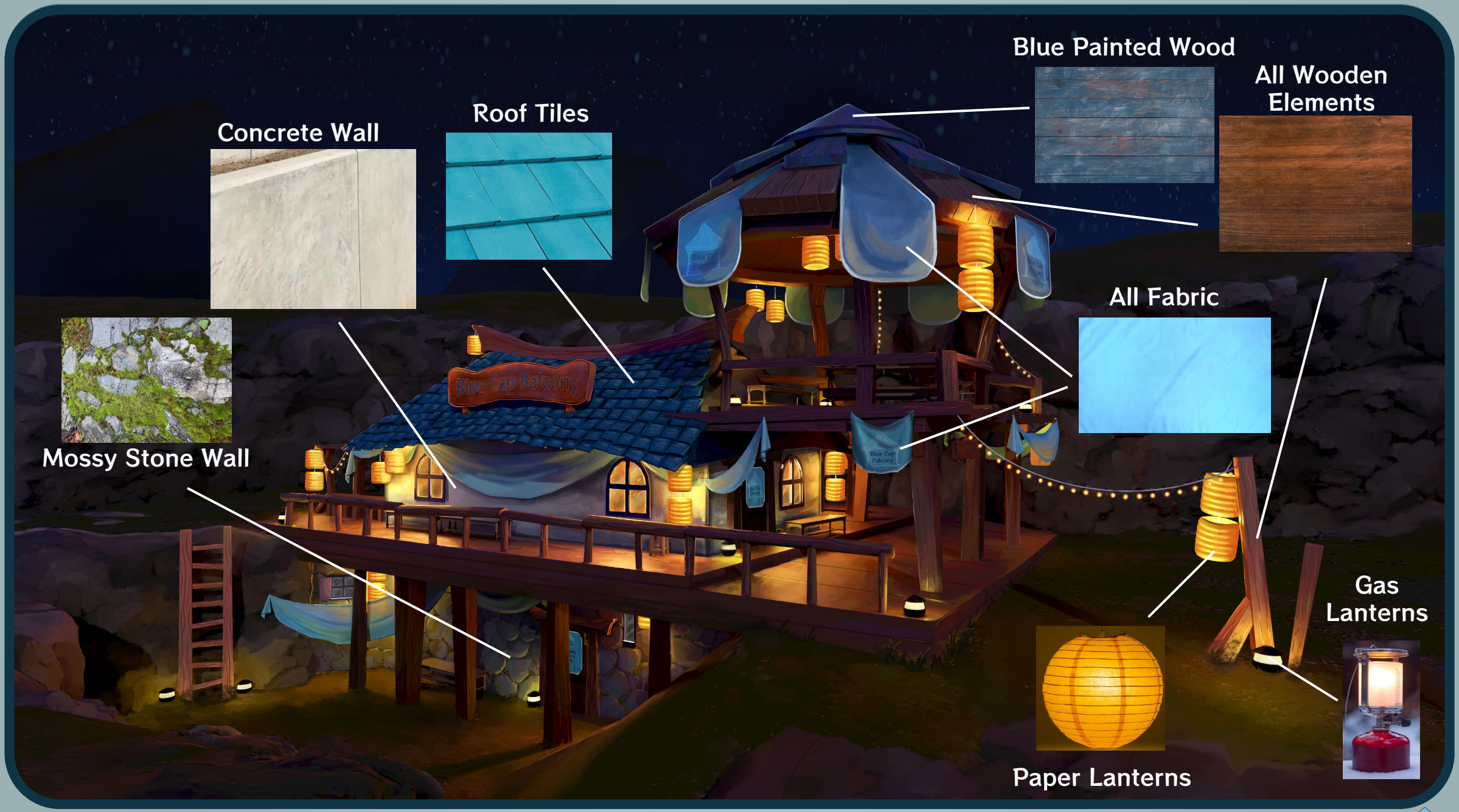
Gas lanterns



Little Logo Banners



Call Outs


Blue Painted Wood
All Wooden Elements
Concrete Wall
Roof Tiles
All Fabric
Mossy Stone Wall
Blue Cap Balcony
Gas Lanterns
Paper Lanterns

Materials



Side 1 – Stable's Side



Side 2 – Entrance Side



Backside



Backside 2 – Balcony Focus









Full Turn Around

I loved this brief, from the stylisation to the actual tavern. I really enjoyed working on it, but that doesn't mean there wasn't any moments of doubt or frustration. I had a good start to the brief, with a good idea of how I wanted my tavern to feel. With the given example of The Legend of Zelda: Breath of the Wild as the type of setting I could use. With my pre-existing knowledge on Zelda for quick research, however after that is when I started to struggle. I had done two pages of thumbnails but none of them were grabbing my attention, or seemed as interesting as I could make them, nor was my plan of finding a motif. Figuring out the surrounding terrain or a name to help with the design, which would help to pushing my designs further. It wasn't until a trip to Oxford with friends when walking past a pub with an open beer cellar, that had seemed to be turned into another areas for people to sit. Where in the idea of the underground part hit me. So, with my favourite thumbnails, I worked on that idea which led to me making the progress I had wanted to achieve. This made me realise the importance of taking yourself away from the work to think, alongside drawing. This is also something I've previously done with my vehicle module when stuck.

Once the ball started rolling, alongside gathering a lot of helpful feedback. I'm always happy to ask for feedback, but I really should've started asking for consistent feedback much sooner. As along with inspiration hitting me during Easter with Oxford, this is also what got me back on track. As for keeping me on track from the beginning, I did my best to plan out my time using a previously given pipeline as a guide and a check list I would regularly update. These helped me a lot and are the same methods I use for other university projects or for day-to-day tasks.

During life brief I had two area of improvement I wanted to tackle, the first being of my earlier pipeline needing more polish and refinement. This is tied to my technical drawing skills and unfortunately although I wanted to take time to improve this I don't think I've achieved this, I think this is an area of improvement best tackled outside of university work where I don't feel as if I'm on the time limit but that didn't stop me from doing my best to keep my early pipeline work readable and clear with allowing extra time for polish when possible.
The second area was paint overs, and I honestly think my tavern is one best paint overs I've achieved, I think this is from taking the time to put together a rendering moodboard and referring to it as I went along with the paint over. I also made the choice to throw myself into the deep end with no blender textures as a safety net, as I want to improve on my painting skills of textures and materials and this would give me no choice but to do that.

Overall, looking to the brief I feel I've completed what they were looking for. My tavern provides a cosy and welcoming atmosphere to be a familiar place for the player to return to with the idea of being a place to rest or get quests, tied with the balcony shape to provide a clear point of Interest. I also did clear call outs of elements in my Tavern after asking a game student friend what they'd suggest they'd want call out. The only part I would've liked to have added more to was my turn around call outs being more detailed rather than just a simple blender render of each side, this is because I did put time into ensuring my tavern design worked from each angle and viewpoint fit for a 3D open world game as specified.

Final Thoughts