

Building Worlds with Concept Art





http://conceptartworld.com/artists/andreas-rocha/

How is Concept Art used in the Film industry

The purpose of concept art is to create a tangible image that conveys a look and feel of the film; likely be a big-budget film such as such Sci-Fi, fantasy or historical.

Concept artists work with the director and production designer on pre- visualising the sets, environments and characters of the initial ideas. Done effectively, it clearly communicates the directors vision and sets the tone, mood, character, style and overall aesthetic.

Varying colour palettes and styles will be experimented with and presented to the director and production designer who can then decide the preferred imagery and can then offer alternative ideas to be revised.

The concept art is always created at the initial stages of production and is used as a visual reference throughout production.



httpseytan.artstation.com/projects/BI8d9

Creating concept art

A strong understanding of drawing and art fundamentals are key. Anatomy, perspective and colour theory are common principles that are required

Elements

- Form
- Line
- Colour
- Space
- Texture
- Value



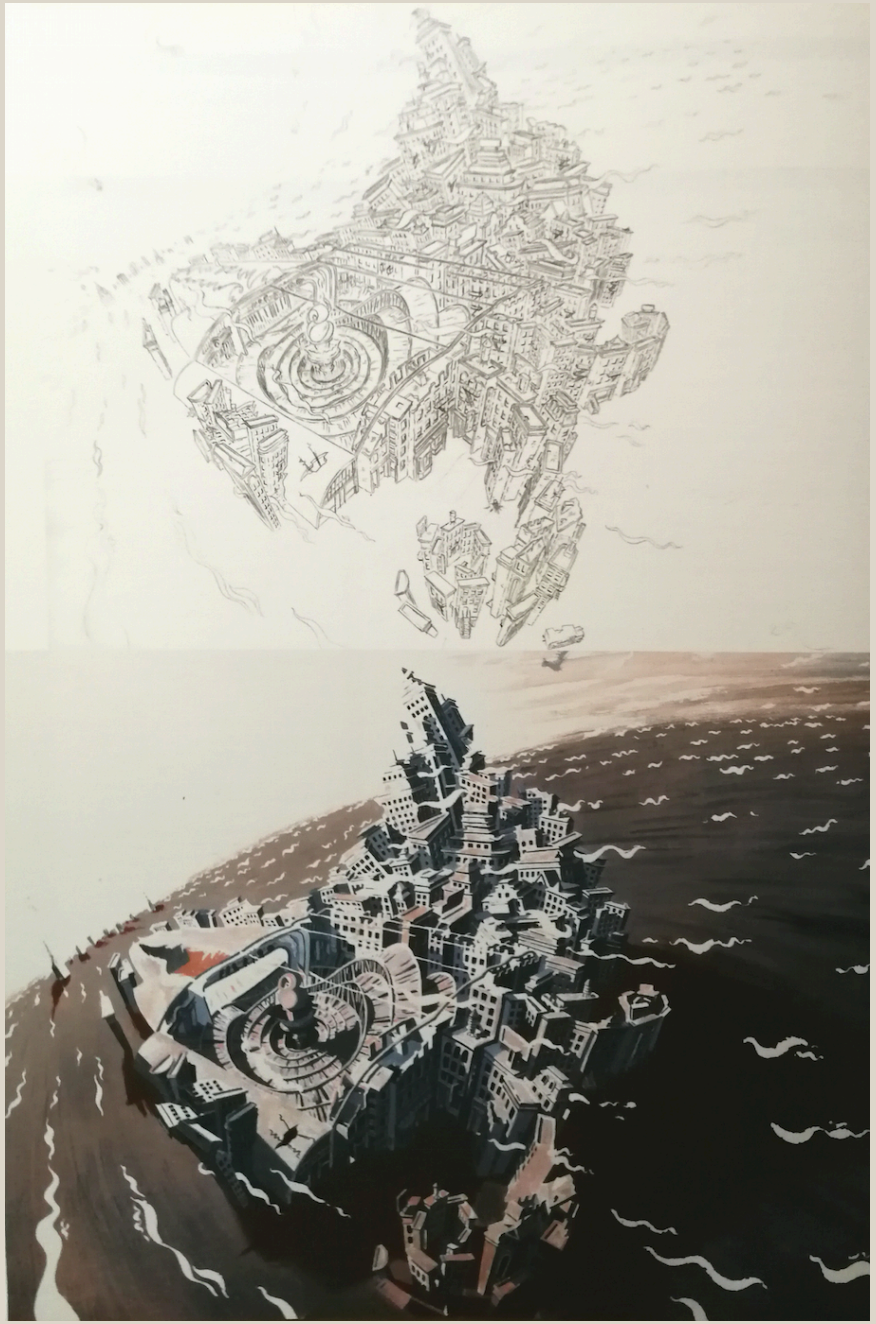
http://conceptartworld.com/news/blade-runner-2049-concept-art-peter-popken/



http://conceptartworld.com/artists/ryan-gitter/

Principles

- Balance
- Proportion
- Emphasis
- Harmony
- Variety
- Movement
- Rhythm
- Gradation



Castle Sketch and gouache painting for *Jack and the Beanstalk* by Tom Turner. Pg 82 : Production Design for Screen, Visual storytelling in Film and Television.

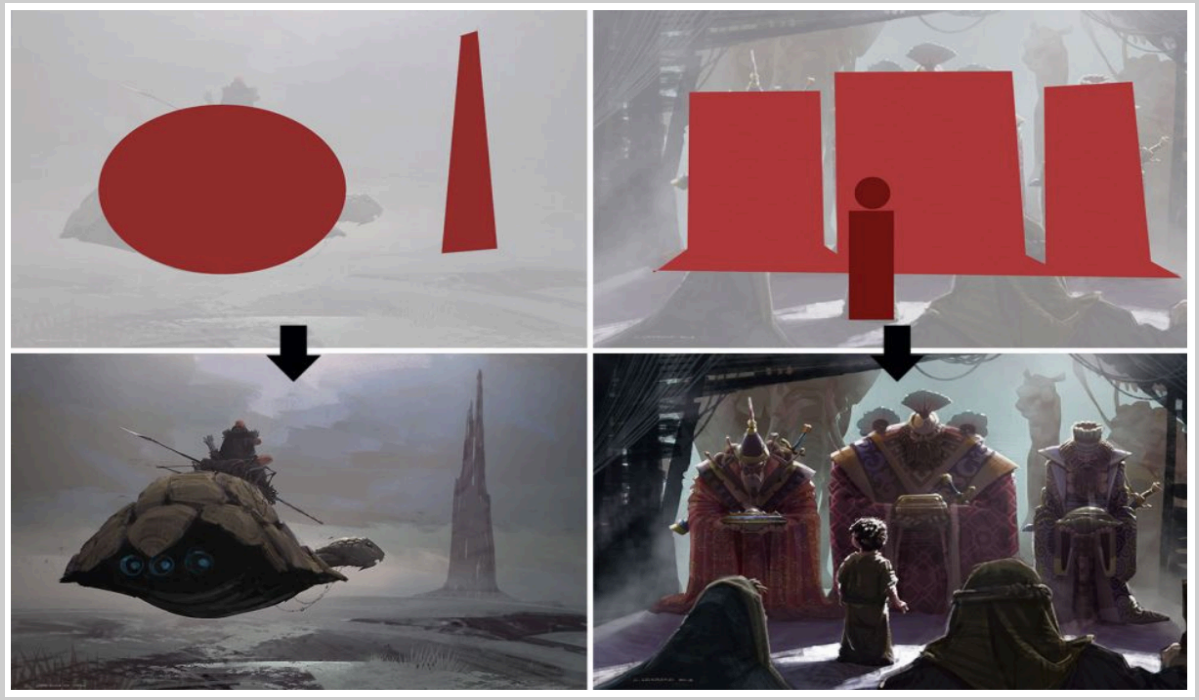
Preliminary Sketches and Designs

Initial ideas are often rough sketches and are developed with the director and production designer; once in production the initial artworks can begin to be refined. The sketches enable the development of pre-visualisations with varying levels of detail.

Hand drawing and traditional mediums such as acrylics, oils, markers and pens are still considered highly important methods of working which support the concept artist's ability to use digital programmes.

Nowadays digital methods reduce working times making the process for producing the artwork more efficient.





Understanding Composition

Composition is the placement of elements; where you place the subject of the artwork and how any disparate elements make up the structure of the artwork.

- Good composition allows the main subject to be in focus.
- Consider rule of thirds.
- Positive and Negative spaces.
- Less is more; the eye will become confused with too many focal points.
- Guide the viewer through the image, using the leading lines, angles and directions of the objects to drawn your eye into the image.
- Rough out the composition early



http://conceptartworld.com/artists/joseph-kim/

Value

The Illusion of Light can be achieved through varying colour and tonal value. The value defines how dark or light the colour can be.

The application of lighting is used to control focal points and help create a sense of depth which creates an illusion of 3-dimensional form.

The more tonal variants present in an image, the lower the contrast.

Value effects how light and texture appear in an image; creating illusions of movement when colours are kept within a value spectrum.



http://conceptartworld.com/artists/ronan-le-fur/

Play with Perspective

Explore where the DoP will be situated; look at the scenes from your chosen film or television series to see how perspective has already been utilised to communicate certain themes or create atmospheres and their psychological effects. Look at The Architecture of Thrill: How the work of Alfred inspires spatial effects

What is the angle and perspective communicating?

- High-angle shot
- Eye-level shot
- Low-angle shot

Concept Artist websites

http://conceptartworld.com/ Comprehensive list of artists
http://www.andreasrocha.com/ Andrea Rocha
https://dermotpower.com/projects - Dermot Power
http://www.ajfrena.com/ AJ Frena
https://eytan.artstation.com/ Eytan Zana

Websites for Drawing

https://www.wattsatelier.com/composition-staging-for-visual-development/
Composition and Staging for visual development.