

Crafting Memorable Landmarks When World-Building

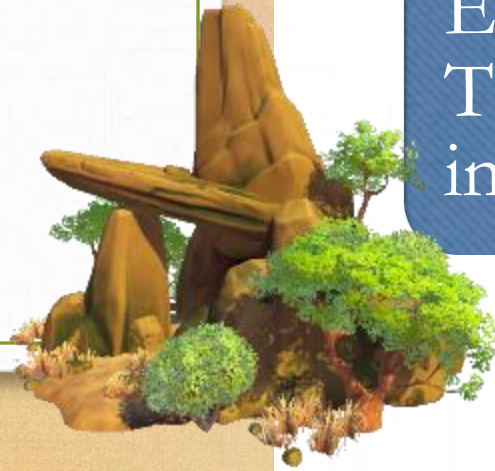
- Techniques for Designing Iconic and Meaningful Locations
- Presented by: **Adam Head**
- Date: **21/11/2024**

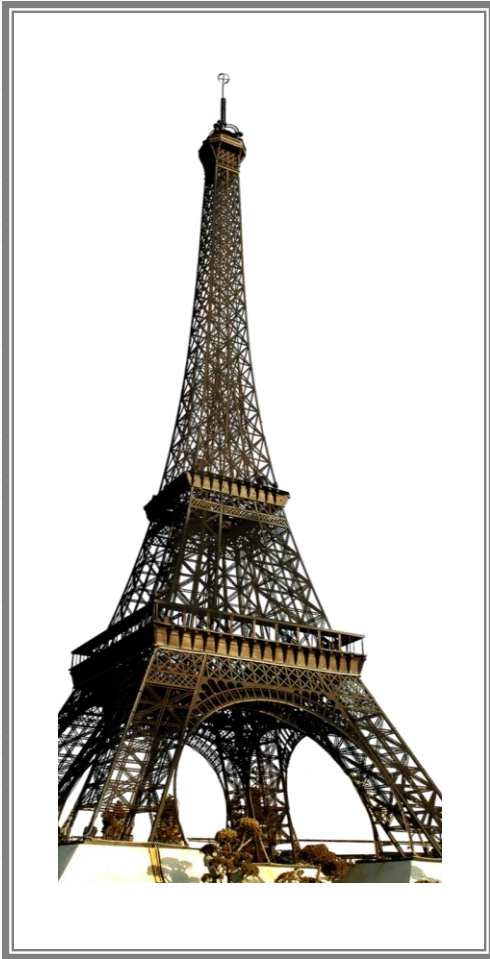
Importance of Landmarks

Landmarks establish the world's identity and make it more immersive.

They anchor stories and guide the audience through the narrative space.

Examples: Pride Rock in The Lion King, Hogwarts in Harry Potter.





Core Elements of an Iconic Landmark

- **Visual Impact:** A strong silhouette and memorable design.
- **Cultural Relevance:** Reflects the history or culture of the world it belongs to.
- **Functionality:** Serves a narrative or world-building purpose.
- **Example:** The Eiffel Tower in Paris as both a real-world and animated symbol.

Designing for Context

Physical Environment: Consider geography, climate, and natural features.

Historical Backstory: How has the landmark evolved or been shaped by its world?

Purpose in the Story: What role does it play for characters and plot?

Example: Arendelle Castle in Frozen reflects the Nordic-inspired world.



Balancing Realism and Imagination



Realism: Use architectural principles, proportions, and materials from reality.

Imagination: Push boundaries with fantastical elements or exaggerated scales.

Example: The floating mountains of Pandora in Avatar blend real and imagined elements.



Techniques for Designing Landmarks



Use color schemes and lighting to convey mood and tone.



Apply unique textures and materials to set the landmark apart.



Create a sense of scale using visual perspective and surroundings.



Case Study - Hogwarts Castle

- Design Features: Gothic architecture, magical elements, vast interiors.
- Role in the Story: A hub of mystery, exploration, and character growth.
- Visual Impact: Dominant silhouette and layered design for complexity.



Common Challenges in Landmark Creation



Avoiding clichés or overused designs.



Ensuring landmarks feel integrated into the world.



Balancing practicality with artistic vision.



Solution: Use mood boards and iterative sketches for refinement.

Tips for Creating Memorable Landmarks



Start with a strong concept rooted in the story's themes.



Collaborate with team members for diverse ideas and feedback.



Iterate designs with clear goals for visual and narrative impact.



Checklist: Include mood, color palette, and cultural context.

Conclusion and Q&A

- **Summary:** Landmarks are essential to world-building and storytelling.
- Blend **realism** with **creativity** for memorable designs.
- Keep designs tied to the narrative's **core themes**.
- **Q&A:** “What’s a fictional landmark that inspired you and why?”