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HND / BA COMPUTER GAMES DESIGN / ANIMATION & VFX

# EVOLVING YOUR CREATIVE CRAFT

Design Processes



### Introduction

This module is designed to allow you to **go through various stages of design** in a meticulous process, in order to allow you time to refine your ideas and designs.

It is hoped that focusing on these stages will help you **explore and develop your ideas** in a way that challenges your creative abilities.

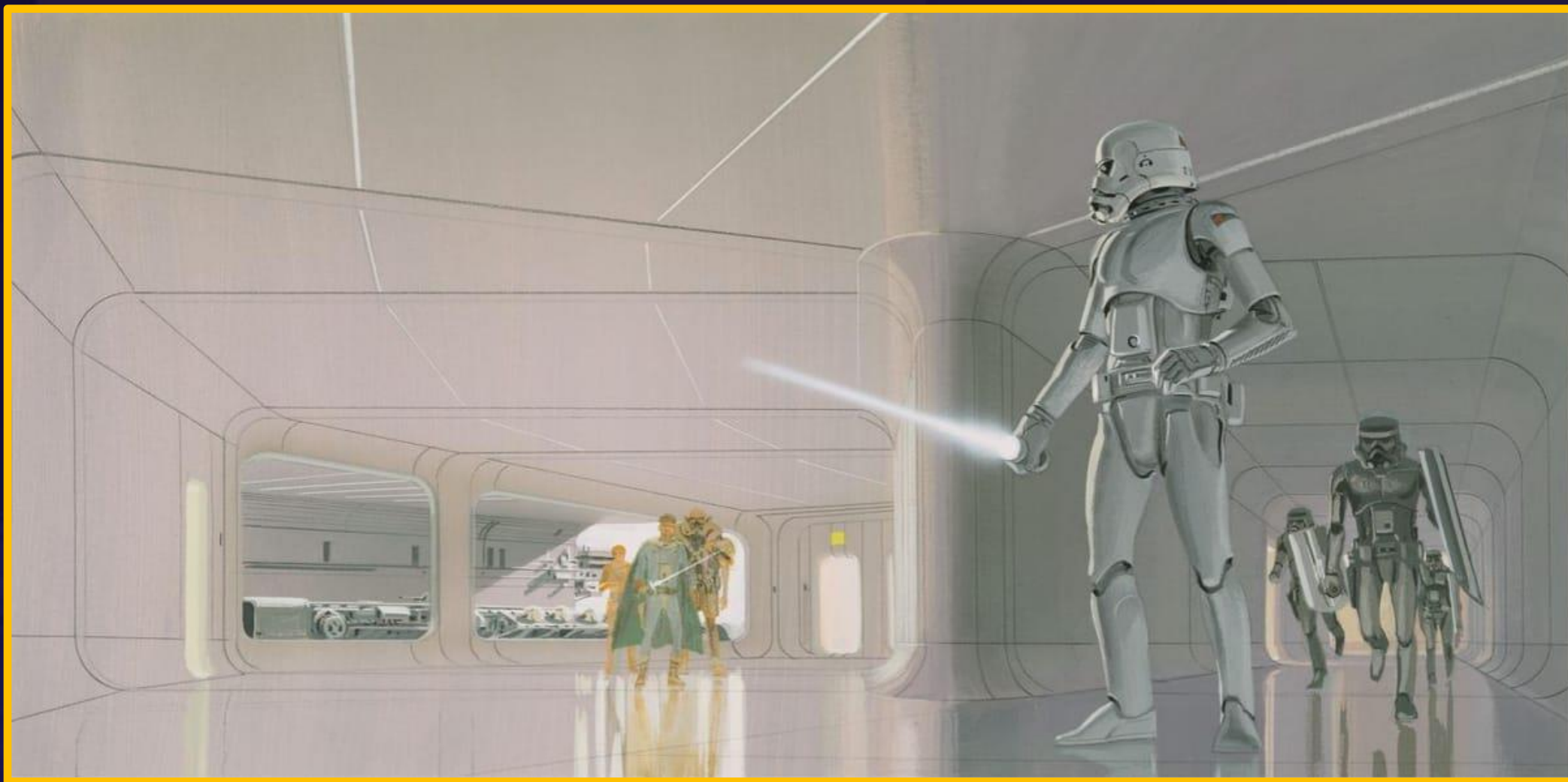
We may not all want to be concept artists, but this does not mean we shouldn't apply **analytical and critical thinking skills** to our designs or ideas.



## EVOLVING YOUR CREATIVE CRAFT

Design Processes

### Ralph McQuarrie: *Stormtrooper's Lightsaber* (1975)





## EVOLVING YOUR CREATIVE CRAFT

Design Processes

### *Star Wars Episode IV: A New Hope (1977)*





# EVOLVING YOUR CREATIVE CRAFT

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## Star Wars Episode IV: A New Hope





# EVOLVING YOUR CREATIVE CRAFT

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## Introduction

Your design journey may look something like this:



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Design Processes

## Introduction

Your design journey may look something like this:

Initial Idea(s)

Research





# EVOLVING YOUR CREATIVE CRAFT

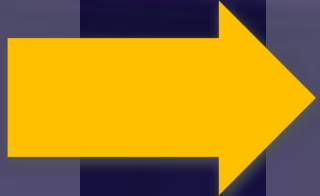
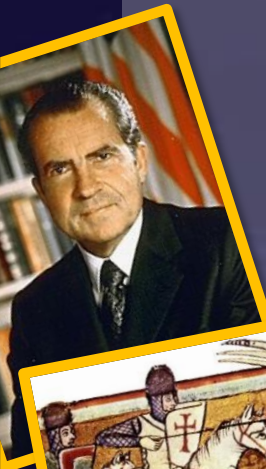
Design Processes

## Introduction

Your design journey may look something like this:

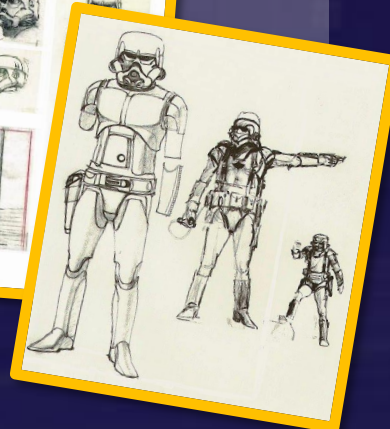
**Initial Idea(s)**

**Research**



**Exploratory Designs**

**Analysis and Iteration**





# EVOLVING YOUR CREATIVE CRAFT

Design Processes

## Introduction

Your design journey may look something like this:

**Initial Idea(s)**

**Research**



**Exploratory Designs**

**Analysis and Iteration**



**Refinement**





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Design Processes

## Introduction

Your design journey may look something like this:

Initial Idea(s)

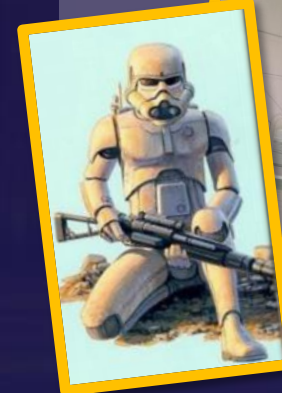
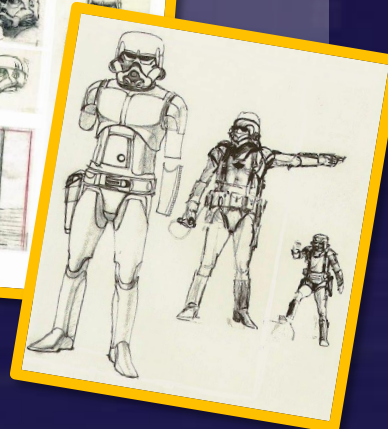
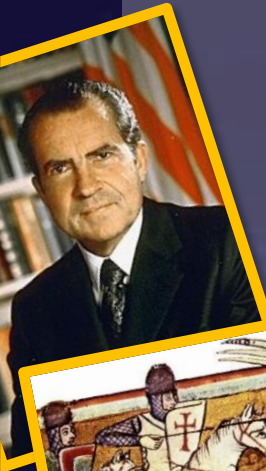
Research

Exploratory Designs

Analysis and Iteration

Refinement

Final  
Output





**EVOLVING YOUR CREATIVE CRAFT**

Design Processes

# **Design Processes**

## **From Concept To Completion**



### From Concept To Completion

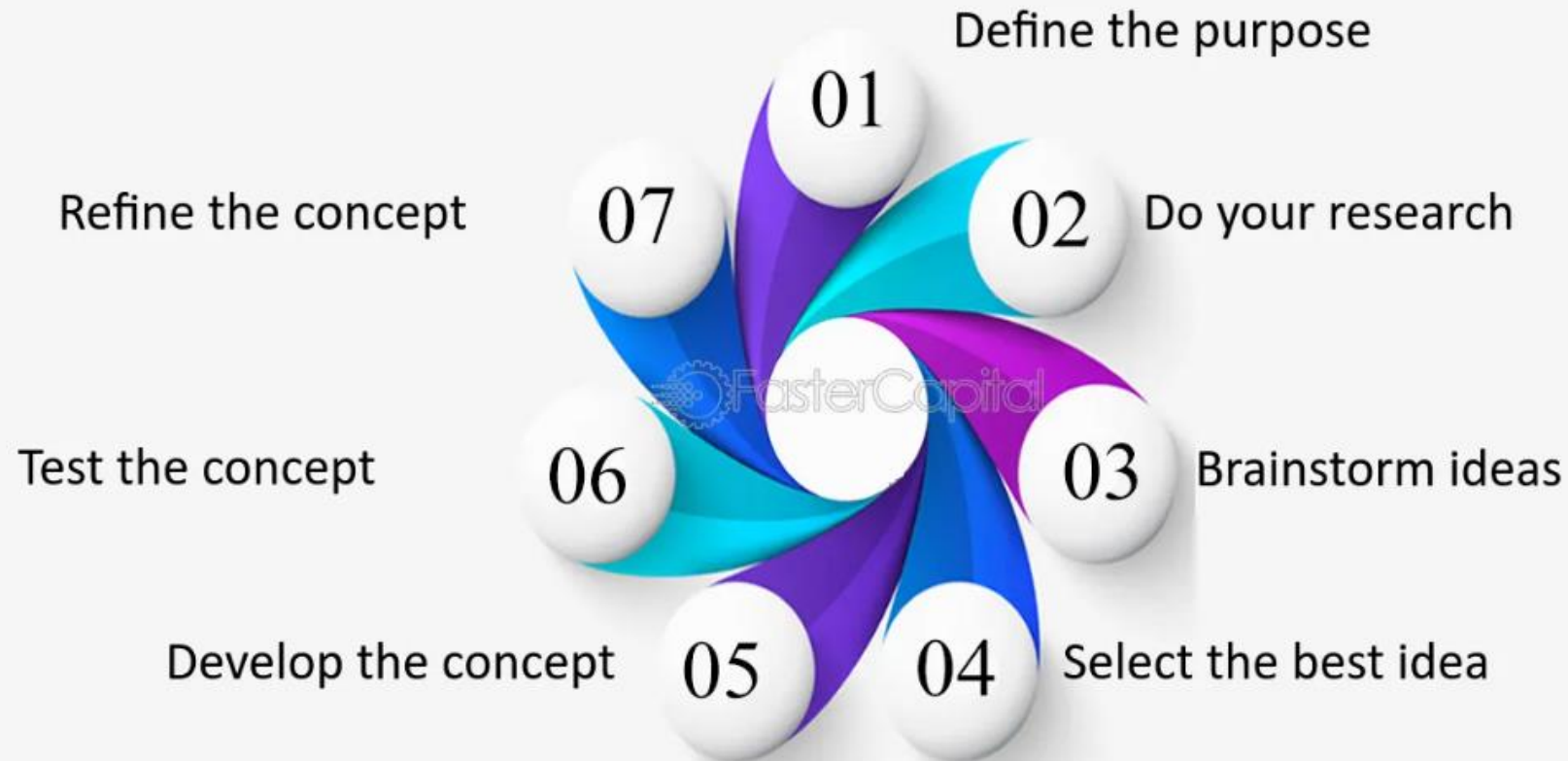
In the early stages of any design project, its essential to **have a strong concept**. This will provide a **foundation and direction** for the entire project, ensuring that all elements work together to achieve the desired results.

Information provided by FasterCapital.com's blog indicates that there are several steps in this process. [1]



### From Concept To Completion

#### Comprehensive Guide to Conceptual Design





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## From Concept To Completion

### 1) Define the purpose

Before you start brainstorming ideas, it's important to take a step back and think about **what the design is for**.



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**What are the goals and objectives?**



### From Concept To Completion

#### 1) Define the purpose

Before you start brainstorming ideas, it's important to take a step back and think about **what the design is for**.

**What are the goals and objectives?**

**What needs to be accomplished?**



### From Concept To Completion

#### 1) Define the purpose

Before you start brainstorming ideas, it's important to take a step back and think about **what the design is for**.

**What are the goals and objectives?**

**What needs to be accomplished?**

Answering these questions will help you **focus your efforts** and come up with a concept that is aligned with the project's goals.



## From Concept To Completion

## 2) Do your research

[illegible]



## From Concept To Completion

### 3) Brainstorm ideas

Now it's time to let your creativity flow and **generate some ideas** for the concept.

Brainstorming is a great way to get the juices flowing and come up with concepts that are out of the box. Be sure to **write down all of your ideas, no matter how crazy they may seem**. You can always refine them later.



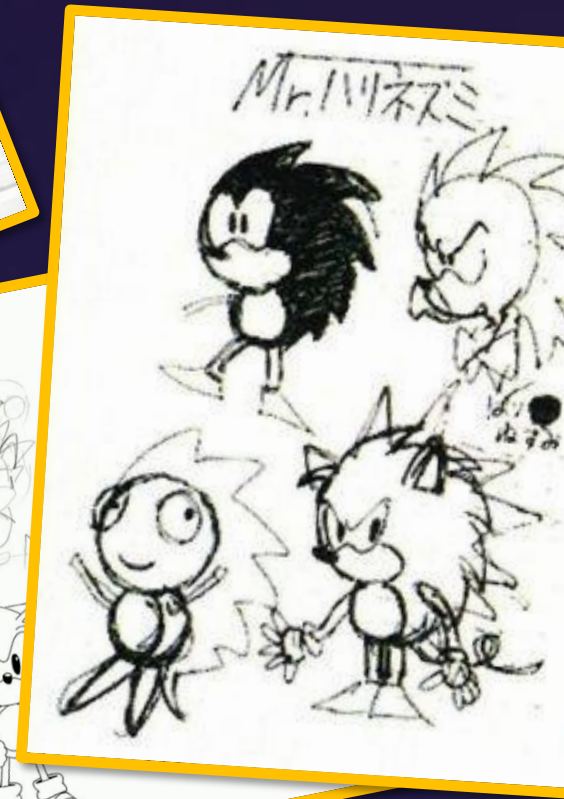
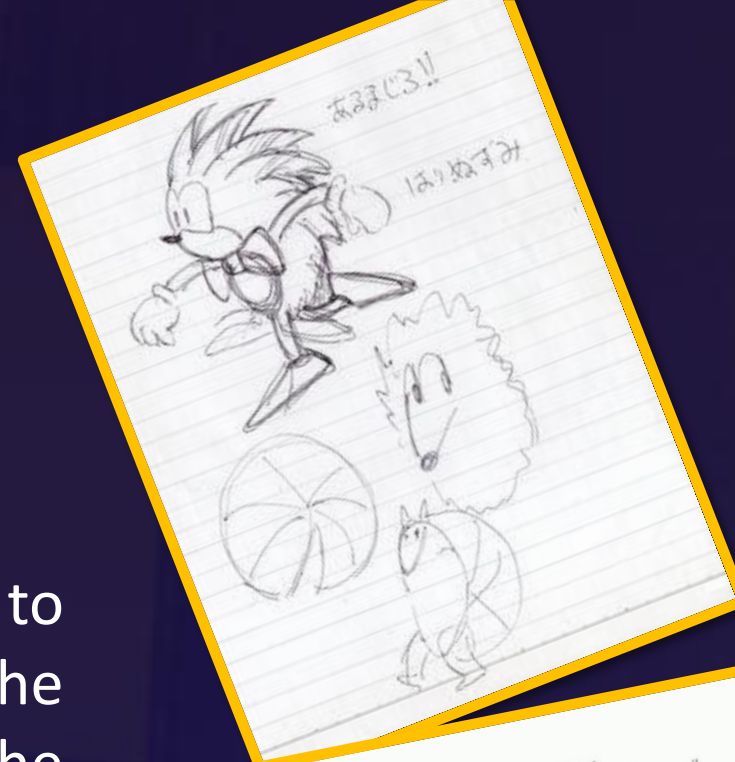


### From Concept To Completion

#### 4) Select the best idea

Once you have a list of ideas, it's time to **select the best ones**. Consider all of the factors involved in the project, such as the goals, the audience, and the research you've done. Choose ideas that you think will be most effective in achieving the desired results.

**Spend some more time exploring these ideas** until one starts to emerge as the strongest.



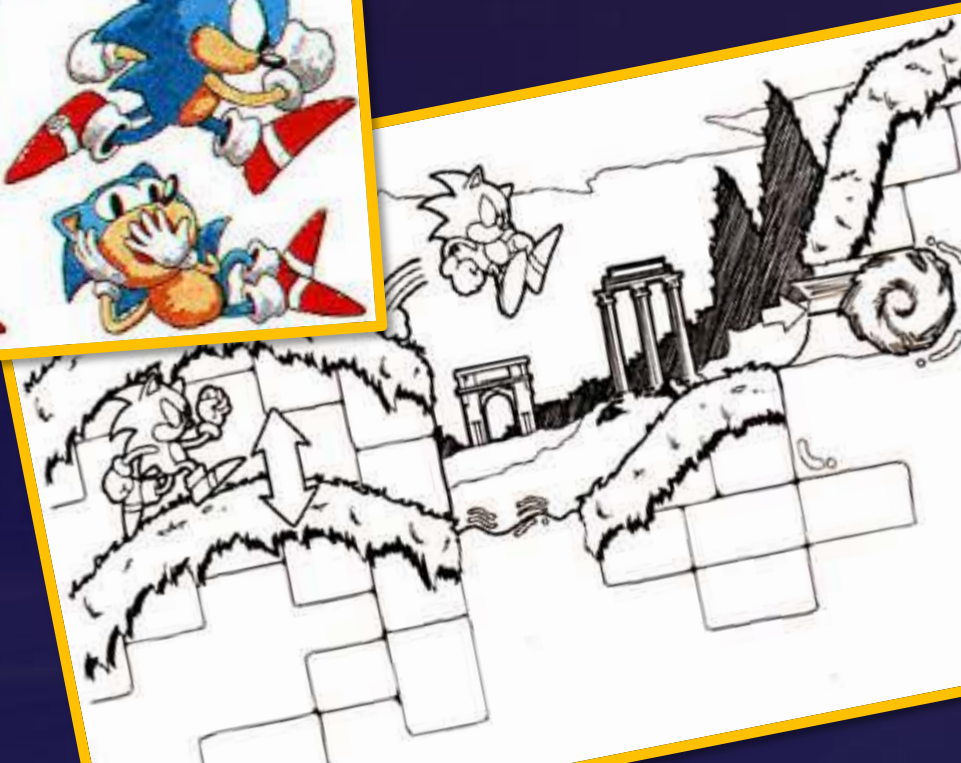


### From Concept To Completion

#### 5) Develop the concepts

Now that you have selected an idea, it's time to start developing it into a **full-fledged concept**.

This is where you'll start to flesh out the details and create a plan for how the design will be executed. Pay attention to every aspect of the concept, from the overall look and feel to the smallest details.





### From Concept To Completion

#### 6) Test the concept

Before you finalize the concept, it's important to test it out and make sure it works as intended.

There are several ways to do this, such as **creating prototypes** or **conducting user testing**. This will help you identify any potential problems and make sure the concept is on track.





### From Concept To Completion

#### 7) Refine the concept

After testing the concept, you may need to make some adjustments. **This is normal.**

Don't be afraid to go back and **refine the concept until it is just right**. The goal is to create a strong foundation that will guide the rest of the project.

Creating a concept is an important first step in any design project. By following these tips, you can develop a strong concept that will set the stage for a successful outcome.



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# **Design Processes**

**Concept Art Before 3D Modelling**



### Concept Art Before 3D Modeling

**Cathy Pyle** mentions the importance of pre-production design processes in a blog on Game Developer from January 2020:

*“One thing I learned over the years of being a 3D modeler is that 3D modeling by its very nature can inhibit your creativity.*

*I get in there and think about some cool indentation, or thing I want to model, but then the actual modeling of it proves to be more difficult, so I end up settling for something less.”*



## Concept Art Before 3D Modeling

**Cathy Pyle** mentions the importance of pre-production design processes in a blog on Game Developer from January 2020:

*“I found that if I use a digital art program and draw out what I want the object to look like beforehand, it works much better. In a digital painting program, I don’t get tied down by the tools.*

*In a 3D software package, I always have to think about how I go about creating things and if I didn’t plan it out carefully, I model myself into some tight corners. With a digital painting tool you can let whatever is in your head just dump out onto the canvas. Then you can study it out a bit, and 3D model it based on the concept drawing. You can plan ahead.”*



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Case Study: *How To Build A Zecha*



### How to build a Zecha: from Concept art to 3D model

*“Ever wonder how a 2D concept illustration ends up as a fully rendered 3D character in a game? It’s definitely a team effort involving several different artists. Let’s take a look at the whole process from start to finish!”*

<https://zechatactics.com/blog/2021/03/how-to-build-a-zecha/>



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Any Questions?



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