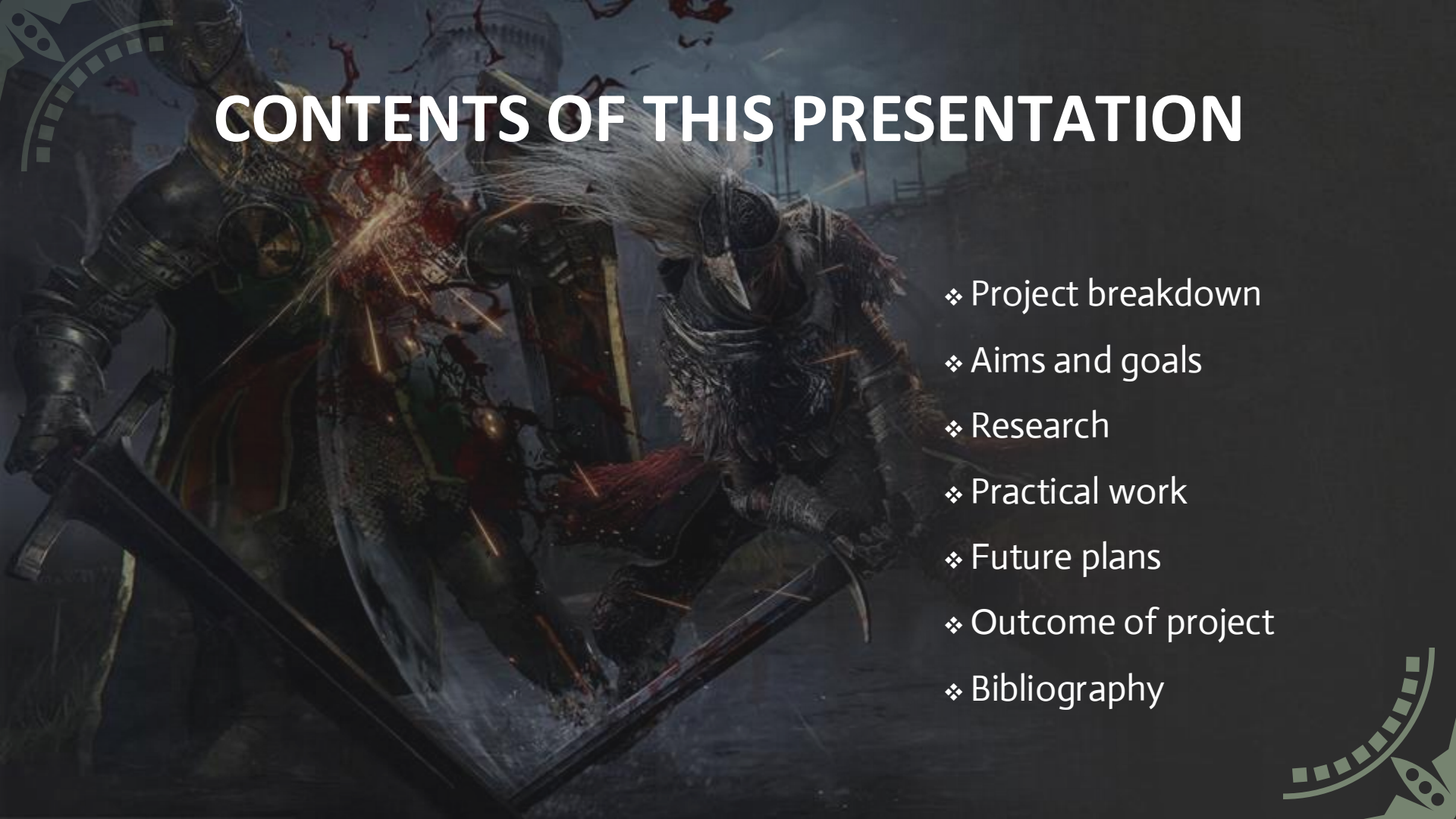




Effect of visual design in narrative

Lan Autumn Rees



CONTENTS OF THIS PRESENTATION

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Project breakdown

This dissertation project will examine the effectiveness of visual design in narrative and story telling for improved immersive player experience in narrative driven videogames.

A study will be conducted on the seven elements of design and how they can be utilized to both aid and benefit narrative story telling.

Furthermore, the investigation focused on real-world references and how shape, symbology and patterns can further aid story and narrative as well as add to world credibility and immersion. Additionally, the research will delve into cultural geography and how this may be used as a tool for design.





01

Aims and goals

Desired outcomes and how they will be achieved.

Aims and Goals

The aim of the study is...

- ❖ To prove narrative can be expanded upon and improved through visual design

- ❖ To discover techniques that may benefit the project goal, such as the seven elements of design

- ❖ Research will be conducted on other successful examples which demonstrates the dissertation theory and how this benefits such examples.



How will I do this?

Through the studies conducted, a collection of concept art utilizing the research found will be produced and studied through public opinion and comparisons in which the research is not utilized to show improvement in visual narrative depth and how this can benefit a videogame and the player experience as seen in researched examples.

Alongside the produced portfolio, there will be an in-depth explanation of research used, how it was used in each piece, and how it improves the piece relating to the dissertation theory.





02

Research

The research conducted and methods used

Research

An analysis will be conducted on several relating aspects to design and narrative which can be utilized for the project. These aspects will include:

- ❖ The seven elements of design
- ❖ Religious and cultural symbology and patterns
- ❖ Cultural geography and how this effects the design of characters
- ❖ Colour theory and its use in narrative
- ❖ Successful examples of narrative driven character design
- ❖ Unsuccessful examples of character design and how this may be related
- ❖ Medieval armor and designs and how they were used



Research- so far

As for the research so far, the investigation focused on cultural geography and how this would've had an effect on character design, more specifically armor. This topic is due to the dissertation focus being medieval fantasy as this will aid to have more narrowed and accurate research.

Research was done into real historic examples of armor and where they might be more common, to determine what sort of environment or region someone wearing such armor may come from. With the research gathered, visual mood-boards were created to demonstrate design aspects that would match the character in mind which would act as a reference for the design.



Research- so far

The mood-boards were collected together with annotations explaining certain design points, why they are needed, what they represent and how they relate to the character being designed.

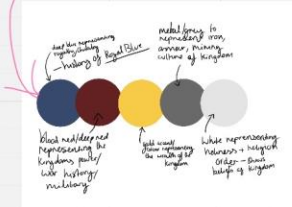
This method would be tested on a character previously designed to see if improvements can be seen on the characters design, and to add accuracy and a link to the characters background and attire.

It is believed that by using this method, character authenticity may be strengthened and visual narrative can be shown. Players may be able to match visuals with real world examples and piece together a more in depth narrative of a character.



Royal blue history

<https://www.artsandcollections.com/article/a-history-of-the-colour-blue/#:~:text=Due%20to%20its%20value%2C%20the,with%20potassium%20and%20iron%20sulphides.>

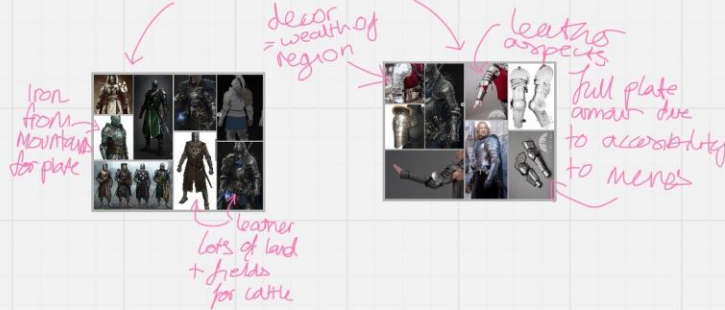


royal blue

- really due to being expensive and hard to acquire

- popularized by french royalty - matches templar

crusade symbology - https://en.wikipedia.org/wiki/Crosses_in_heraldry



viking + templar/crusader symbology and patterns

viking symbols- <https://en.wikipedia.org/wiki/Runes>

Catholic medieval symbols

An example being, recognizing a type of religion by the symbology in the outfit, or the geographical origin of a character based on materials used in the outfit.



03

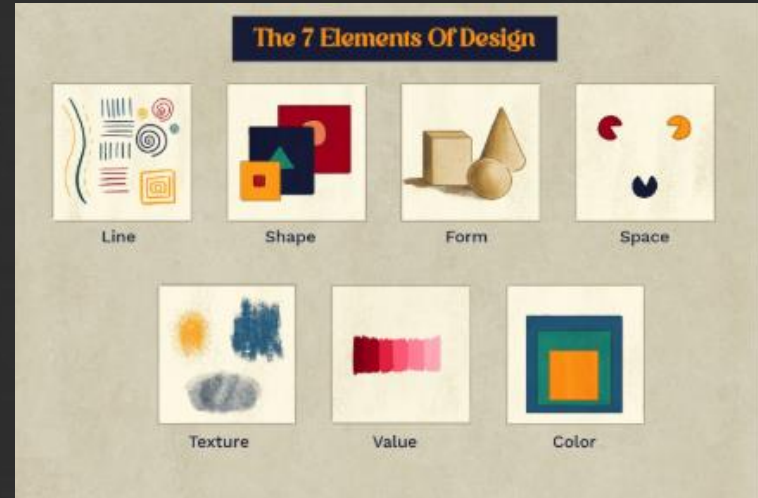
Practical work

Practical work produced so far



Seven elements of design

Research was conducted in the seven elements of design and how this may impact visual narrative for designs.



Colour theory



An analysis was conducted on the use of colour theory to show narrative story telling as well as to represent cultural geography to further develop visual story telling within the character design.



Use of research in work

With the research collected, character concept art was created. This was done using the colour palette already established, linking the character to their geographical origin in the game world.





04

Future plans

How the project will develop and what is yet to be done.



Future developments

The study will further examine how historical, geographical and cultural components can affect character design. Research will be conducted further on the history of armor, how it varied geographically and how symbology can be seen in different cultures and its meanings. With this knowledge, a portfolio of designs will be created using the fantasy world mood boards as a geographical reference.

Through this, visual narrative methods will be explored using history and real world examples implemented into a fantasy world setting. An analysis will be done on how cultural identity can be shown in character design, and how geography should be considered for each character.





05

Project Outcome

Outcome for the project.

Outcome of project

The desired outcome of the project is to have an in-depth portfolio of artwork with different designs of characters including an analysis explaining each decision and how the research has affected the outcome.

The portfolio will display how visual narrative can be done in character designs to improve immersion and visual design, creating a believable fantasy world as a result and why this is important for videogames.





06

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07

End



Thank you!

Thank you for listening

