



360 Art Direction

Tramell Ray Isaac

Art Director. Boss Key Productions
@PS_Tray

Introduction

- 22 years in Game Development
 - 15 of the 22 years spent in a Lead or Art Director capacity

Introduction

- Blood and Magic
 - VR Baseball
 - Fallout
 - Fallout2
 - IceWind Dale

- PlanetSide
 - NeverWinter Nights
 - Duke Nukem Forever
 - Planetside 2
 - Lawbreakers

360 Art Direction

- What is 360 art direction?

360 Art Direction

- It's a term that I use to describe all the different facets Art direction for a product not just 'the game'

360 Art Direction

- Leading your production with all the possibilities in mind.
- Plan for assets that complement your product/brand.

360 Art Direction

- “Someone's sitting in the shade today because someone planted a tree a long time ago.”
— **Warren Buffett**

Standing in front

- Twitch streaming, youtube videos, podcast, twitter, instagram, facebook, forums posts
- A solid social media presence is essential in today's game development environment

Standing in front

- We are starting to see a trend of art directors, leads, and senior artists having to be one of the 'faces' of the product



STACEY CONLEY
@FLAK - COMMUNITY MANAGER

JIM BROWN
@ENTROPICDEV - SENIOR DESIGNER

JOSH MARLOW
ENVIRONMENTAL ARTIST

CHRIS PERNA
ART DIRECTOR



Devin "\$1.99 Taco Combo" Lafontaine
@PlanetSide2



MATT HIGBY
CREATIVE DIRECTOR

@mhigby

TRAMELL ISAAC
SENIOR ART DIRECTOR

@PS_TRay

VFX at Naughty Dog



EBEN COOK
LEAD VFX ARTIST

Standing in front

- Information for public
- Recruitment tool
- Being out in front comes with caveats

Peter Molyneux interview: 'It's over, I will not speak to the press again'

The veteran game designer is at the centre of a raging controversy over his new game Godus. He says he is finished with the press



Peter Molyneux talking about his games at the Develop conference in 2010. Photograph: Develop

When things go wrong for modern game developers they go spectacularly wrong. This is an era of endless rolling news and social media judgement. There is no respite. Peter Molyneux this now - if he didn't before. The veteran designer, famed for inventing the "god game" genre with his 1989 title, Populous, has spent the last three days under intense press scrutiny. His latest project, Godus, is in disarray, his reputation in tatters. Everyone wants a piece.

"The only answer is for me to retreat," he says, speaking via Skype from his office in Guildford. "I love my games and I love sharing them with people. It's this

ina economy grows at slowest pace in 25 years, latest GDP figures s

Plague of game dev harassment erodes industry, spurs support groups

By Brian Crecente on Aug 15, 2013 at 1:00p @crecenteb

SHARE TWEET



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The greatest threat to the video game industry may be some of its most impassioned fans. Increasingly, game developers are finding themselves under attack by some of the very people they devote their lives to entertaining. And this growing form of gamer-on-game-developer cyber harassment is starting to take its toll.

Developers, both named and those who wish to remain anonymous, tell Polygon that harassment by gamers is becoming an alarmingly regular expected element of game development. Some developers say the problem was among the reasons they left the industry, others tell Polygon that the problem is so ubiquitous that it distracts them from making games as they should be creating the industry.

Ex-Sony exec targeted by Lizard Squad: Convicted harasser 'will get what's coming'

arkar on Jul 08, 2015 at 6:30p @SamitSarkar

TWEET

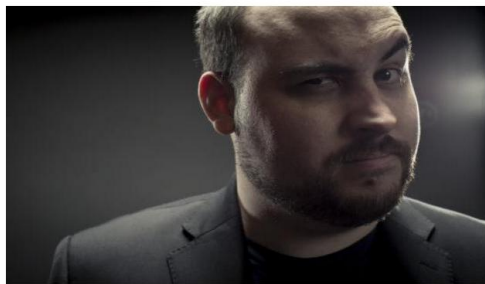


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r Sony executive whose plane was grounded by an online threat last today the news of the conviction of a teenager linked to the group e for the threat. In a lengthy series of tweets, John Smedley said the individual is "a sociopath and will get what's coming to him."

Smedley is the CEO of Daybreak Game Company, which was known as Sony Or Entertainment until Sony spun off its subsidiary earlier this year. Smedley was from Dallas to San Diego last August when his American Airlines flight was di Phoenix after Lizard Squad claimed there was a bomb on board and that Smed something to do with it.

Julius Kivimaki, 17, a Finnish native who goes by "zeekill" online, was reported



TotalBiscuit Talks Candidly About Stress, Side Effects, in a Hard Look at Internet Fame

by Amy White

John Bain (A.K.A. TotalBiscuit, TotalHalibut, and The Cynical Brit) recently offered a rare, unflinching look at the real life effects of fame on a gaming icon.

YouTube, Twitch, and eSports icons have proven that in some cases, it is possible to make a living playing games. But what you don't often hear about is the downsides of those much sought-after jobs.

Brand extension

- Design your characters and game assets as if they were going to be made into action figures, movie scripts and cultural icons





TOM CLANCY'S THE DIVISION AGENT ORIGINS



**THE TOUGHEST
VEHICLE IN
THE WORLD.
ANY WORLD.**

INSPIRED BY THE EPIC NEW VIDEO GAME, CALL OF DUTY® MODERN WARFARE 3, THIS TRAIL RATED® WRANGLER AIMS TO THRILL. BASED ON THE MIGHTY WRANGLER RUBICON, THE CALL OF DUTY® MW3 EDITION MANIFESTS A MODERN WARRIOR OUTFITTED FOR STREET DUTY AND OFF-ROAD MANEUVERS ALIKE. THIS LIMITED EDITION ARRIVES WITH A MISSION: TO DEFEND THE RIGHT TO OPEN-AIR FREEDOM, IN ALL CORNERS OF YOUR WORLD.

CHECKPOINT

Unique instrument panel cluster with MDC logo and graphics.
Electronic Stability Control (ESC)[®]
Sentry Key[®] Engine Immobilizer.

ADVANCE FORWARD

The new Pentastar® 3.6L V6 engine commands gains in efficiency and cruising range, plus a 40 percent increase in horsepower over the 2011 Wrangler.

IN POSITION

Reversible cargo mat with rugged black rubber on one side and carpet on the other. Featuring the Call of Duty® ELITE logo.

VISUAL ID: > CALL OF DUTY® M1W3 BADGING
> UNIQUE MOPAR, HEAT REDUCTION HOOD
> BLACK MOPAR PREMIUM OFF-ROAD BUMPERS
> BLACK MOPAR ROCK RAILS

- BLACK MOPAR TAILLAMP GUARDS
- BLACK MOPAR FUEL FILLER DOOR
- BLACK SPARE TIRE COVER WITH MWS LOGO
- BODY PAINT, BLACK OR BRIGHT SILVER

COMMAND CENTER: Black McKinley vinyl seat bolsters and head restraints with Black Setaia fabric seat inserts, MW3 logo etched on seatback, and includes new Silver accent stitching. Jeep® brand steering wheel with audio and speed controls, unique grab handle with Call of Duty® graphics, and Mozer Dash Mats with MW3 logo.

GROUND SUPPORT: Rock-Trac® 4WD system, Tru-Lok® front and rear locking differentials, BF Goodrich® mud terrain tires, 17-inch black painted wheels.



Fingerless gloves

- Inspired by Cronos's gloves
- Simulated leather



- Jack in the box design
- Maelstrom button
- With kicking action



Cronos sprinkler
(lol, so crazy it might just work!)

Throwable grenade with sound effect

- Molded rubber or plush design
- Explosion sound effect on impact
- Rumble vibration effect also available
- Image shown only for representation, due to not having a visual of the Lawbreakers grenades



Brand extension

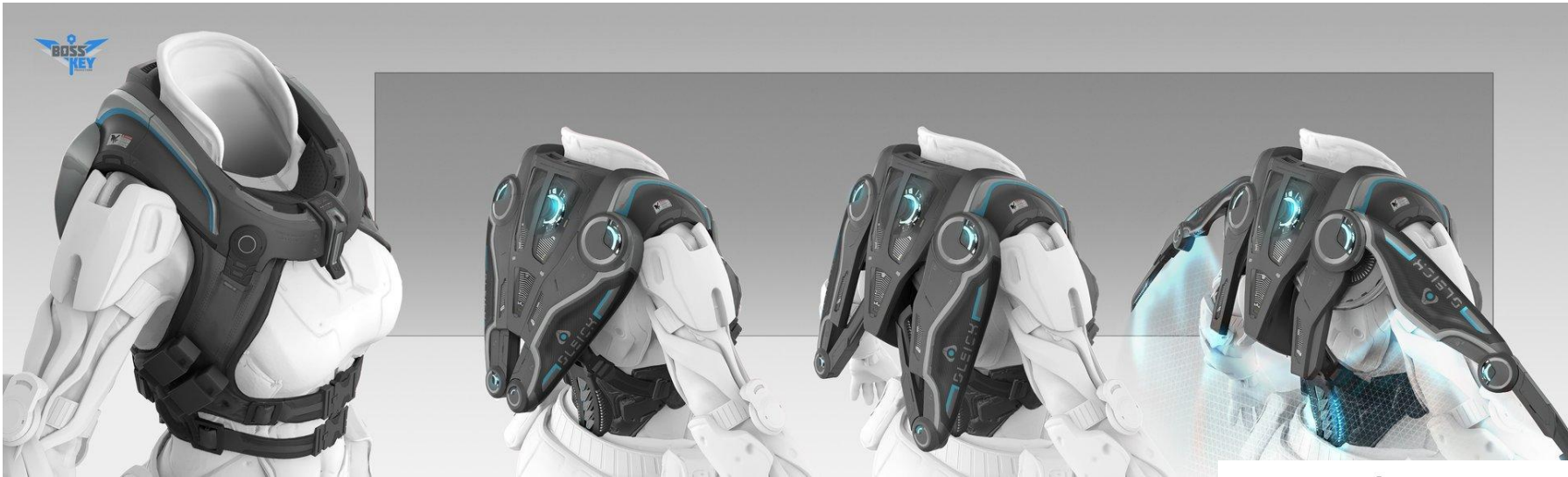
- design your characters and weapons with a purpose. Create a story for every major asset in your game.

Light Blue

Charcoal

50% Grey

Cool White



GLEICK

GLEICK

LOGO USAGE SHEET / 01/08/2015

RGB COLOR VERSION

ONE COLOR



PRIMARY COLORS

APPEARING ON DARK BACKGROUND



GLEICK

Gleick is a multinational conglomerate largely responsible for the most advanced, cutting-edge weaponry available on the planet (i.e., steerable bullets, bullets that detonate at range (as opposed to impact), guns that fire crystalline projectiles, etc.). Gleick weapons are powered by Thorium fuel cells, which give Gleick weaponry near limitless energy to power their highly advanced technologies. Rumors have also surfaced that Gleick has ventured into weaponry that can manipulate gravitational anomalies and also possess strategic magma/lava containment capabilities (grenades, bullets, etc.). If Gleick were an information/Grid company, they would make Google look like a mom-and-pop operation. (Side note: 2105 common joke: "I'd fuck with Skynet before I'd fuck with Gleick.")

Gleick's tentacles extend into various areas of tech and industry, especially privatized national defense and international peacekeeping. After beginning as a more "standardized" weapon manufacturer, Gleick ventured into experimental weaponry, leading to their current, unparalleled success. Gleick's first major breakthrough took 16 iterations but eventually became realized as the "Aerator," the first rifle to feature a spherical magazine and "spherical balls of depleted uranium" that can pierce extremely tough Kevlar and more. Gleick attempted to acquire C&K ballistics in 2048, though the owners of C&K were determined to remain independently owned, despite the generous offer from Gleick.

Notable Weaponry: The Aerator, Solar Flare, Spherical Grav Grenade, Tesla Pillar, Wormhole Launcher, Lamprey

Analogy: If Gleick made cars, they'd make the Google car by way of a Tesla Roadster.

Building instructions

- Visual Cues: All Gleick weapons utilize a magnetic rail system for attachments. Little to no visible bolts or screws. Panels are molded large shapes to reduce the number of removable parts. Cuts lines are interrupted by rectangular slits that allow the user to remove body panels. If sights are attached, they are holographic with a minimal amount of frame work. Most body work is smooth flowing and rounded on the edges. The clear areas, show the inner workings of the weapon much like a fine time piece.
- Color Palette/materials: Clear Plexicarbon, Cool White Ceramic, Matte medium Grey, Satin Charcoal, with Glossy Light Blue accent lines.
- Motion/animation: All reload or mag change happens via button press or automatically to add to the "high tech" nature of the weaponry.
- Word association: Experimental, Futuristic, High Concept

Art Reference \\corp\files\Art\Source\WeaponRef\Gleick MboardGleick.jpg

Brand extension

- cosplayers are eager to create cool costumes from your creations.
- why not give them a hand by creating a cosplay guide for the characters in your game.

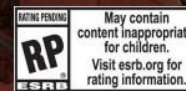
HORIZON

ZERO DAWN™



ALOY COSPLAY GUIDE

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The costume has three main components:
A linen under-suit, a hide shirt, and a simple skirt made from strips of hide.

A small fur pelt is wrapped around Aloy's shoulders - kept in place by one of the necklaces. It's cut to form a V shape on her shoulders.

The bracers are made in three layers:
A hide base wrapped around the arm, on top of which an upside-down fur pelt is placed to cushion the third layer, a plate from a machine.

Aloy's skirt is made from strips of relatively thick hide, with a linen and twine trim. These flaps are just tucked under the belt.

Aloy has a loose rope and a small silk sash at her side. The sash and scarf are the only sophisticated textiles used. Everything else is hide or coarse linen.

Aloy wears multiple thin leather belts to affix her skirt, bags and quiver. There's a sash underneath for comfort.

Like the bracers, the knee guard is a small plate harvested from a machine. It's held in place with a simple braided rope.

The shoes are rough leather stitched carefully to fit Aloy's feet snugly. They're ideal for climbing or sneaking.

A couple of layers of hide and fur pelts are wrapped around Aloy's shins.





3d Printing files

- When it's time to make real world assets the translation is must closer to 1 to 1. Thus preserving the look and feel you've spent so much time to create.



Objects ▾

Search objects and people

CATEGORY: PROPS & COSPLAY

Masks and Helmets

Replica Guns

Replica Swords & Knives

Cosplay Accessories

KYLO REN'S LIGHTSABER - STAR WA...



DETAILED AT-AT SCALE 1:75



FULLY WEARABLE STAR WARS VII ST...



HAN SOLO'S BLASTER STAR WARS



FALLOUT 3 - T45-D POWER ARMOU...



NN-14 BLASTER, REY'S BLASTER



DECKARD'S BLASTER - BLADE RUNN...



PRINT IN PLACE, PRACTICE BALISONG



THORN FROM DESTINY



FROSTMOURNE FROM WARCRAFT



X-WING PILOT HELMET - STARWARS...



DESTINY GHOST



HALO 5 GUARDIANS - ASSAULT RIFLE



DUKE MK. 44 HAND CANNON FRO...



THE WITCHER 3 - WOLF HEAD TALIS...



ULTRON FULLY WEARABLE MASK



GUARDIANS OF THE GALAXY: STAR ...



CALL OF DUTY RAY GUN



DETAILED SECTIONED LIGHTSABER



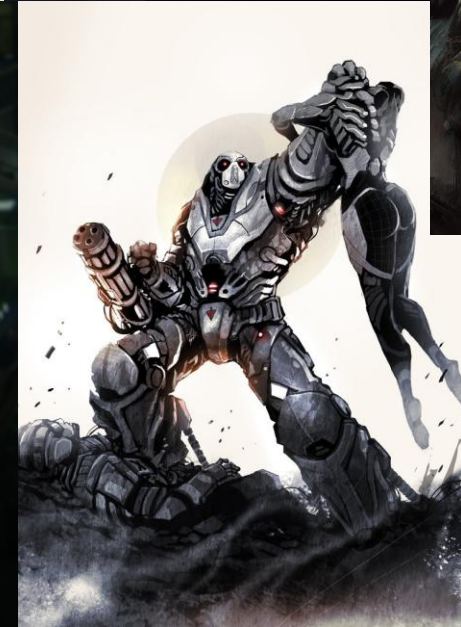
BUSTER SWORD (FULL SCALE)

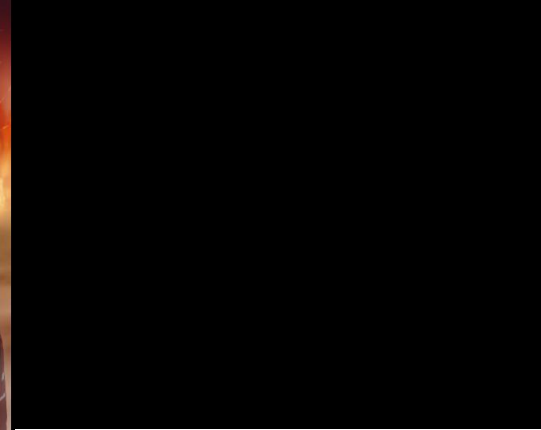
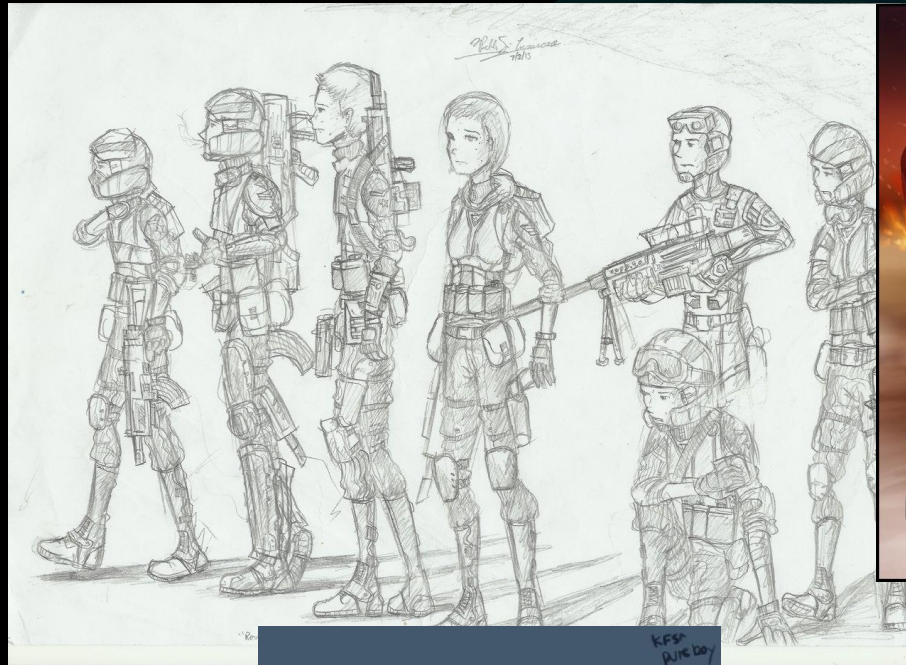


FanArt

- Not necessarily something that will be part of your day to day, but it's something you should be aware of and should actively participate.







Mentoring

- Take the time to share your knowledge with students
- Take on interns
- Speak at high schools, art schools
- Create tutorial online content (Gumroad, Youtube etc)

360 Art Direction

- Embrace the lime light
- Plan for the greater outcome with Brand extensions
- Support Cosplayers
- Support creators with 3d printer files
- Champion Fan art
- Give your time and talent to future artists.



360 Art Direction

Thank You

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