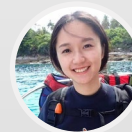


From West to East: Small Adjustment for Great Success



Yang Suo
Art Director
Netease Games

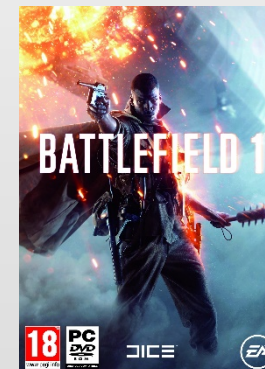
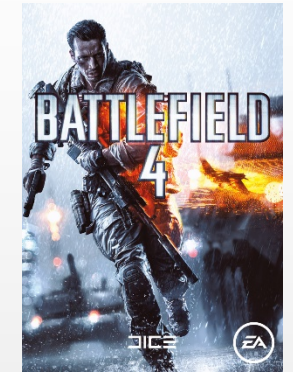
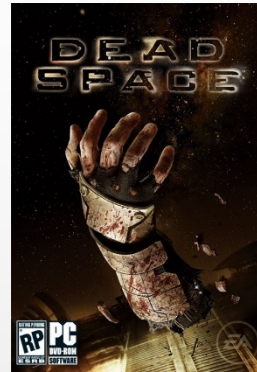


Xinhui Zhang
Senior User Experience Researcher
Netease Games

Hangzhou, ZJ, China
July 2021

EA shanghai 2006-2016

- Dead Space
- Battlefield series
- PVZ Garden Warfare



NetEase Hangzhou

From 2016 - current

- Justice Online
- A Chinese Ghost Story
- Revelation



Justice Online



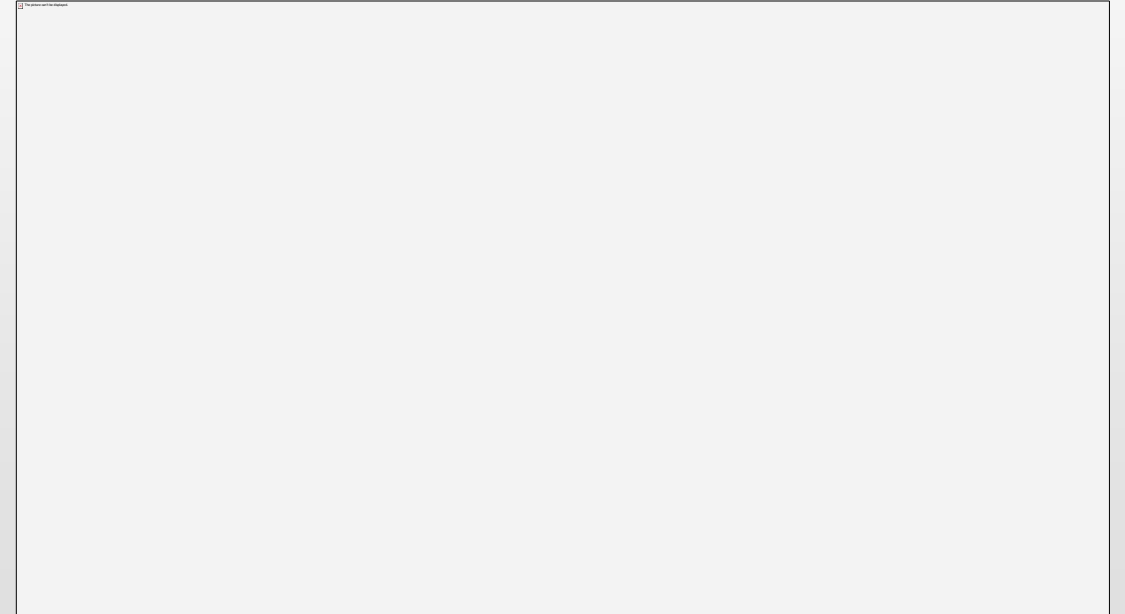
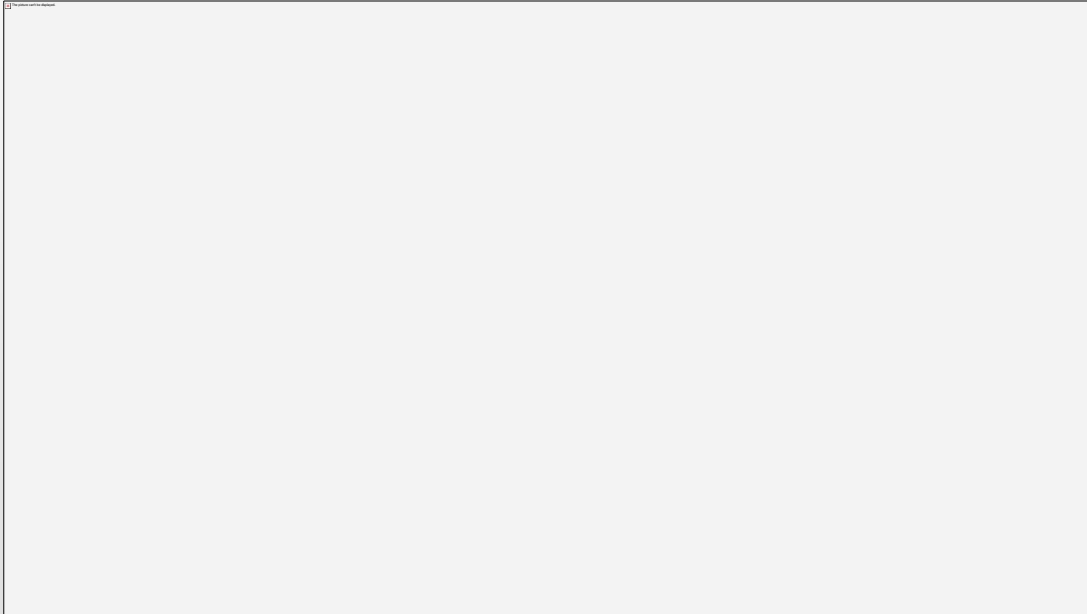
A Chinese Ghost Story



Revelation Mobile

Justice Online

- **Registered User Number:** Over 18,000,000



The situation faced when I joined NetEase

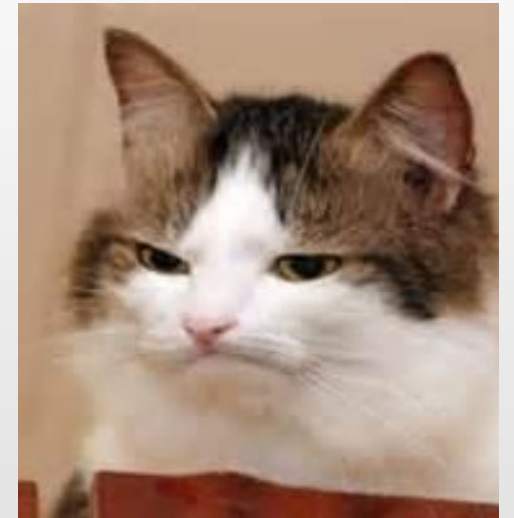
- Chinese game industry expands
- Netease wants to grasp this opportunity and plays a leading role in improving industry standard of quality



How could we make it?

- Transformation in need after analysing products and the industry
- Analysis on aesthetic preception and demands for both the East and West, as well as Research on players' pursuit

However, the finding is that Chinese players' acceptance of 3A games that is based on realistic rendering is not as high as estimated.



- To come out a product that is in line with international quality.
- As well as to cater to Chinese game market and players.

Justice-Online as an example

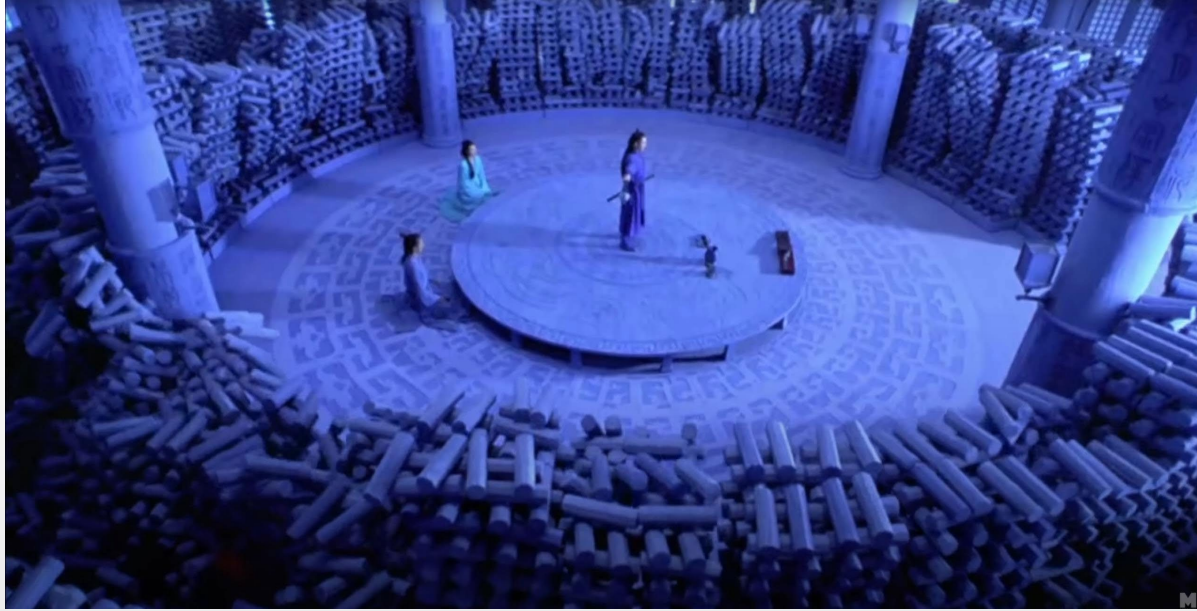
What is XIA?

Xia — A abstract term unique to Chinese culture

Xiashi — People who stand for Xia beliefs

Jianghu — The field where Xiashi are living



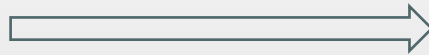


XIA

+

aestheticism
presentation

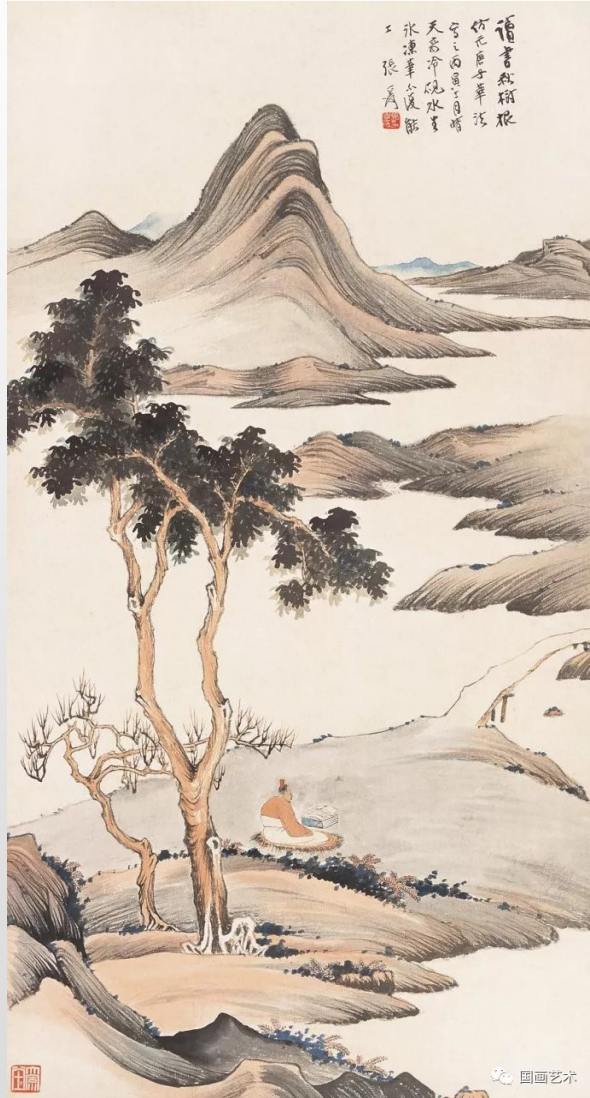
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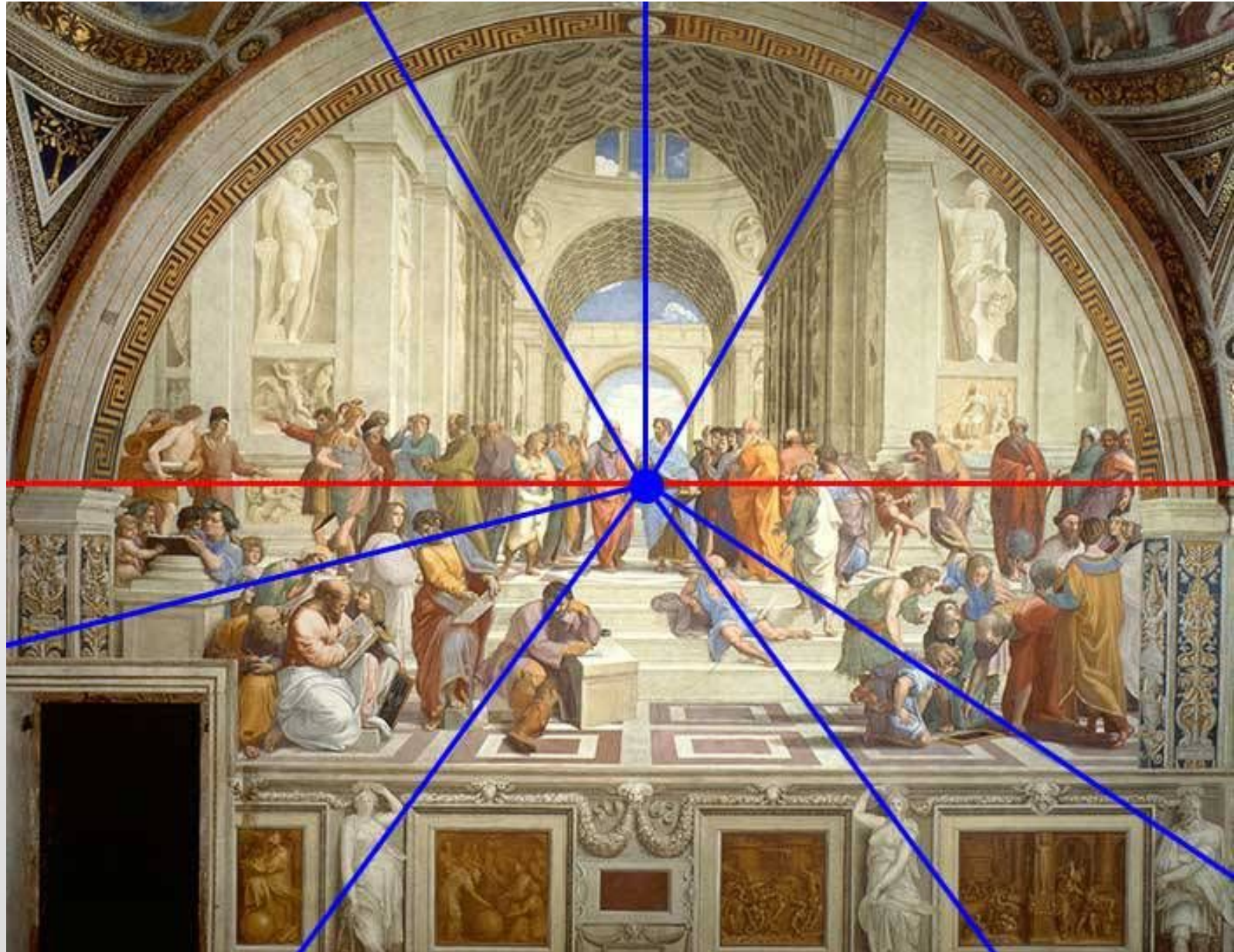
Justice Online

- **Scenes & Character**

About Scenes



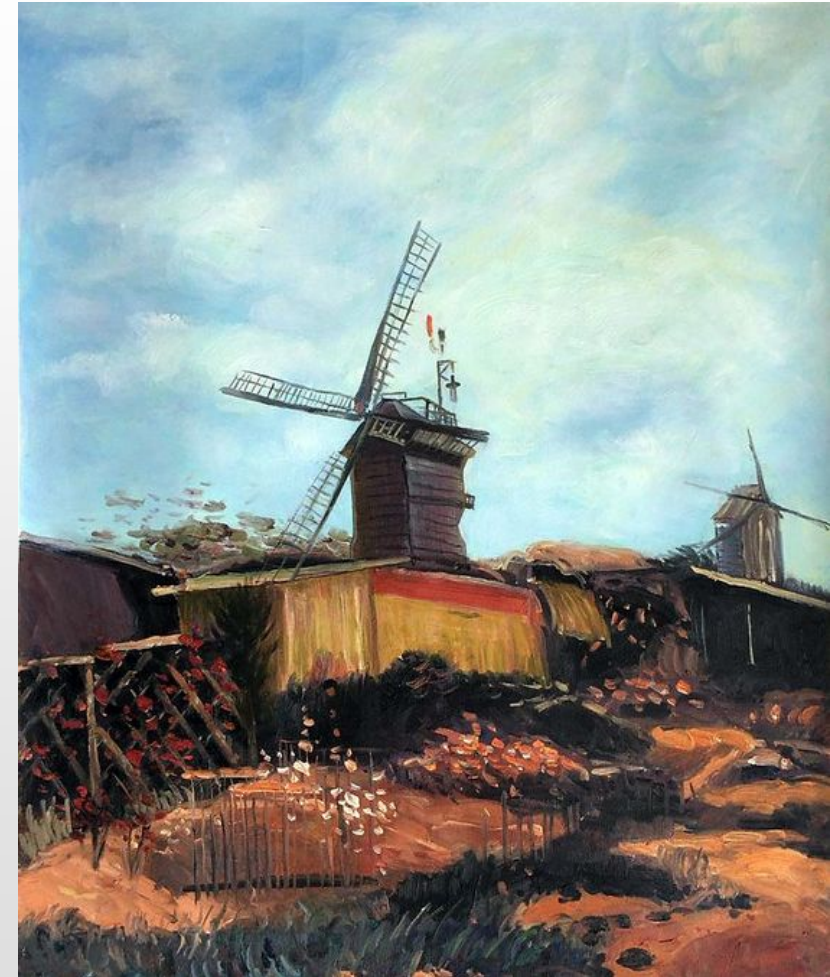




Scenes

Western aesthetics in classical paintings

- High Contrast Images
- High Color Saturation
- Low-key lighting
- Rigorous Perspective
- Emphasis on light and shadow





THE
WITCHER
WILD HUNT

EXPANSION PACK
HEARTS OF STONE

Mark Foreman

www.oggart.com

CD PROJEKT RED







Paintings of traditional Chinese classicalism



Paintings of traditional Chinese classicalism



Scenes

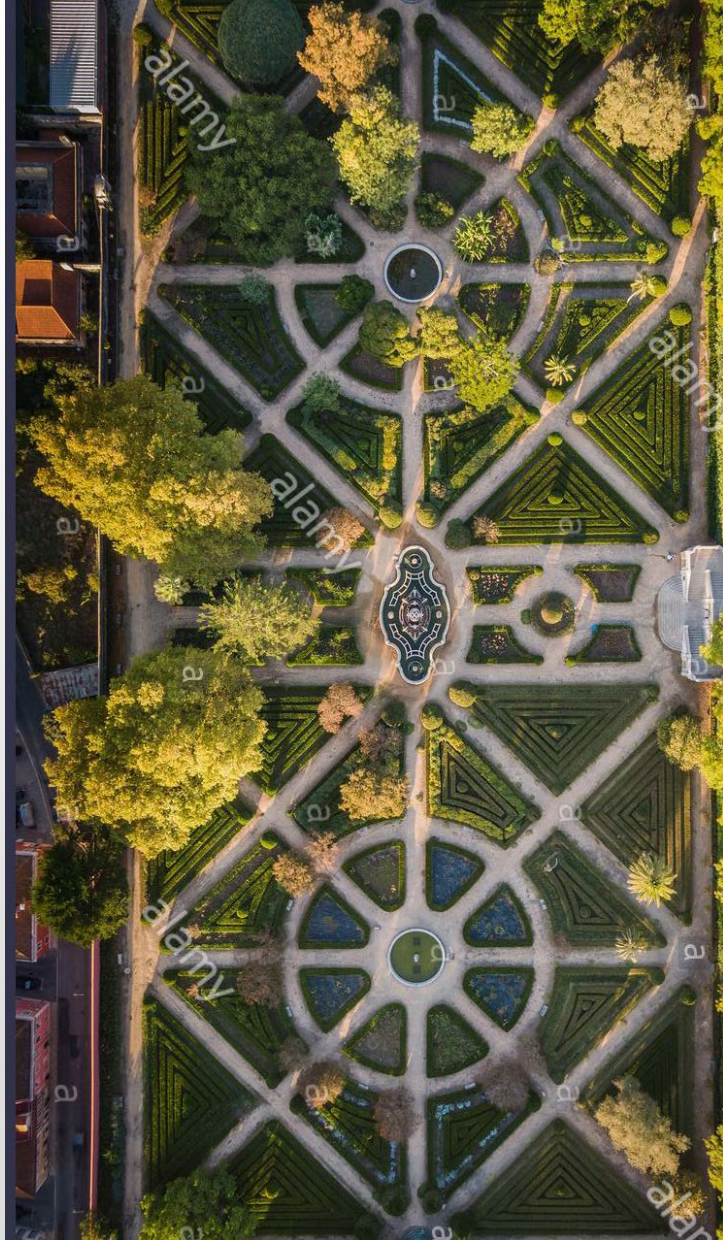
Manifestation of Eastern aesthetics in classical paintings

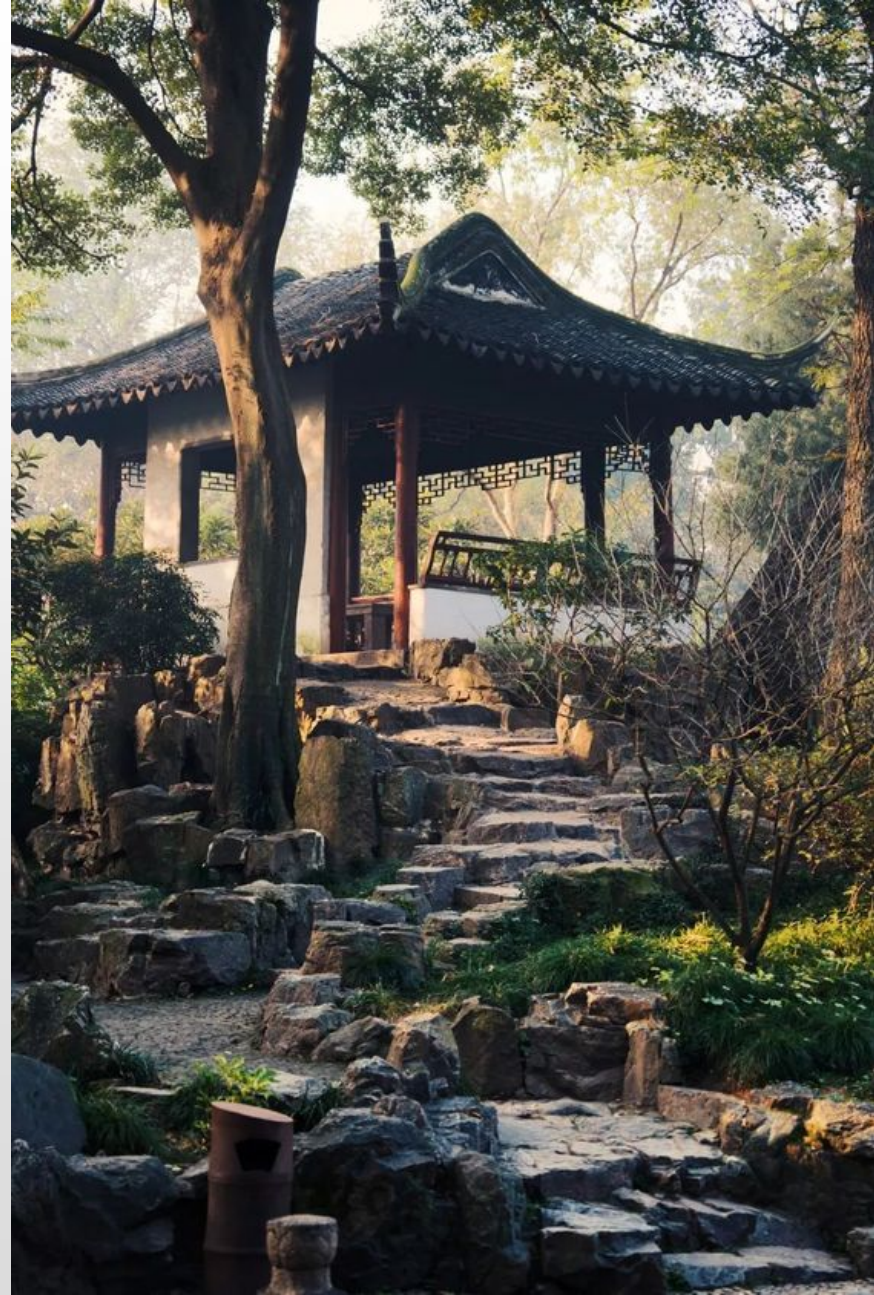
- Emphasis on the Use of Lines
- Weakening of the relationship between light & shadow
- Weakening of Perspective
- Simplification and abstraction











In-Game Scenes

- Shaped Mountains
- Smooth Clouds
- The representation of lines
- Moderation of the relationship between light and shadow













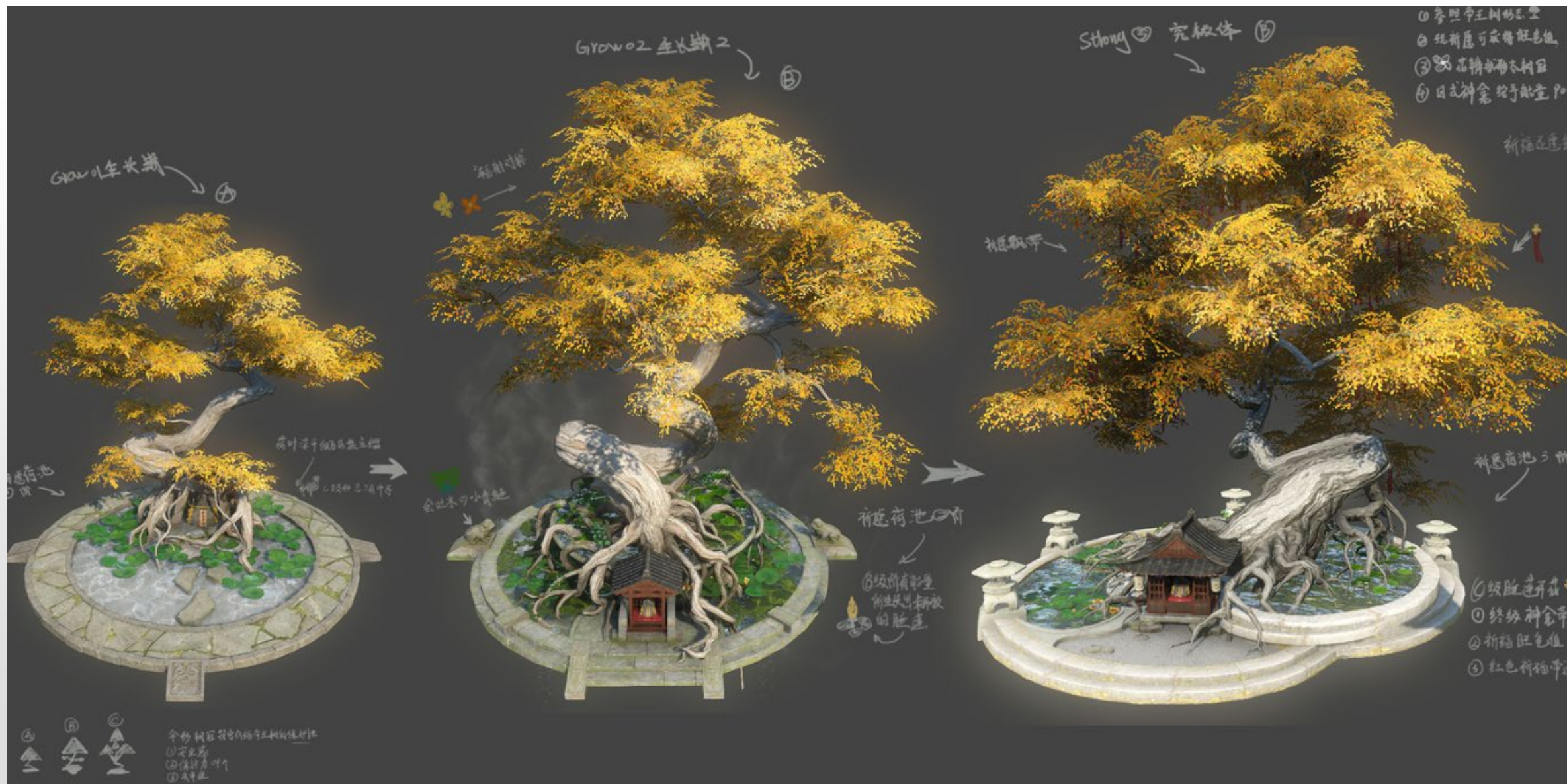






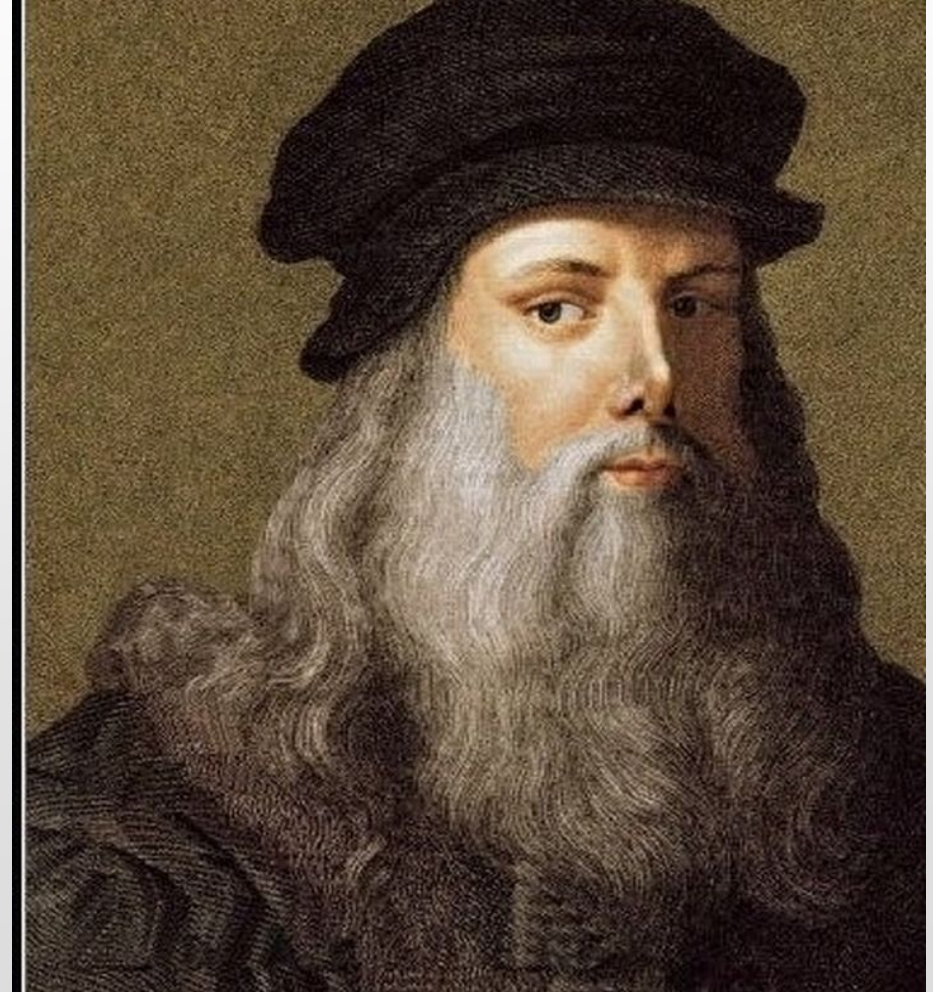
The Vegetation







About Characters





Traditional Western Arts

- **Facial structure:**
 - clear the expression of bone and structure
 - stereo facial features
 - strong light and shadow structure
- **Realistic of skin texture and wrinkles details**
- **Narrative on Character portrayal**

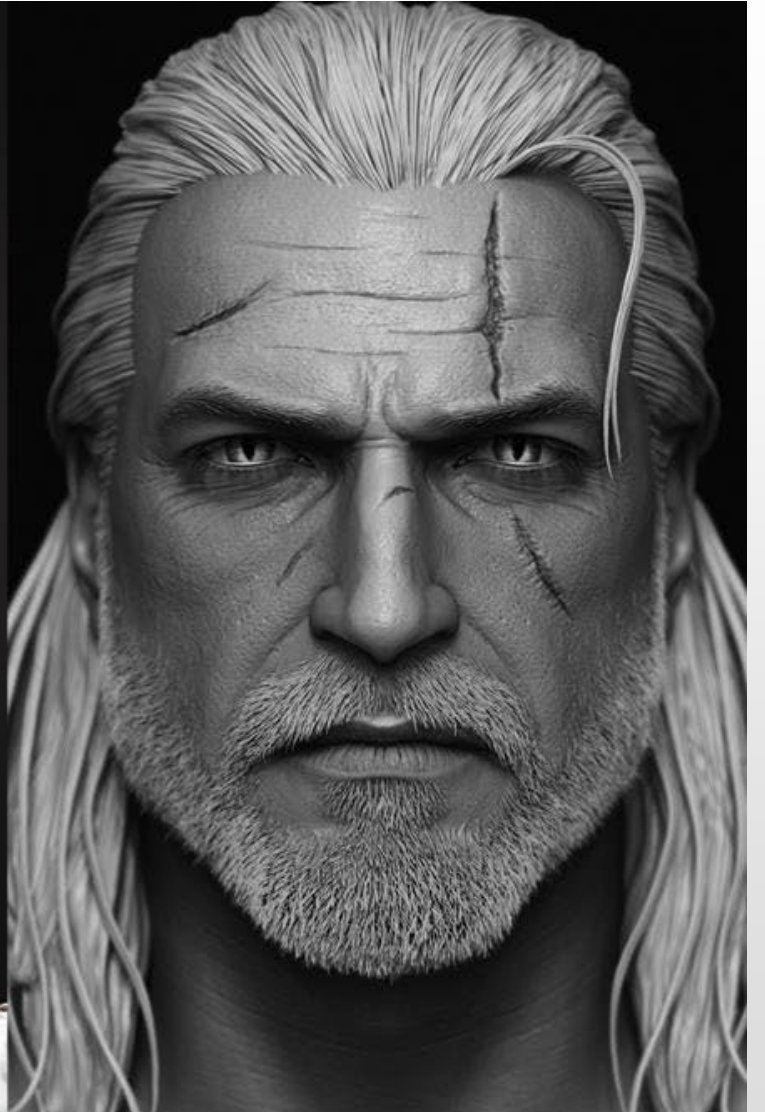
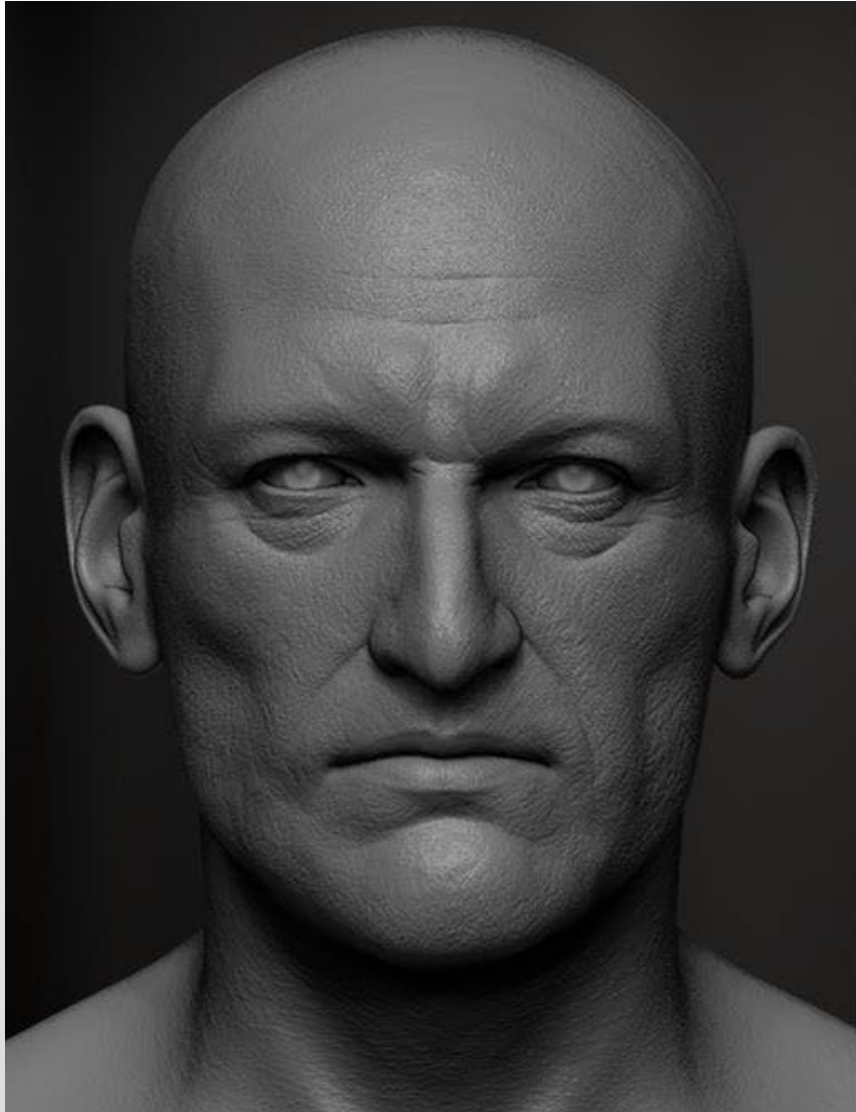






UNCHARTED
A Thief's End **4**

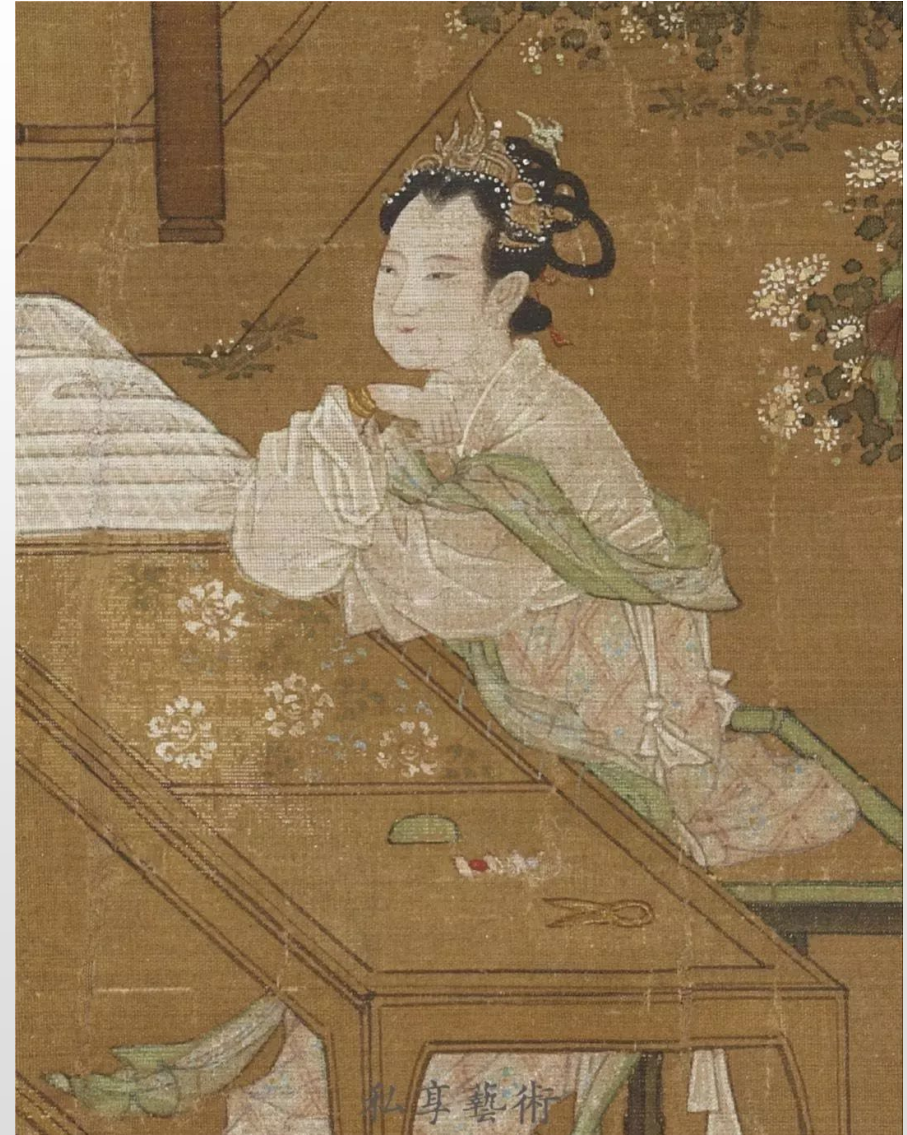




Traditional Chinese Arts

- **Introverted and Reserved Aesthetic:**
 - Focus on the expression
- **Character portrayal:**
 - The beauty and continuity of the lines
 - Focus on facial features rather than facial skeletal structure, according to the skeletal characteristics of Orientals





What we have we done in Justice Online?

- **Facial structures:**

- Emphasis on structuring and modelling eyes and eyebrow
- Reduction of complexity of facial skeleton to reduce facial 3D effects, which strengthens softness and sweetness
- Symbolisation of skin by perservation of texture but blurring details, such as wrinkles and pores
- Symbolisation of hair by ignoring mess furcation, but making use of lines to specialise hairstyles







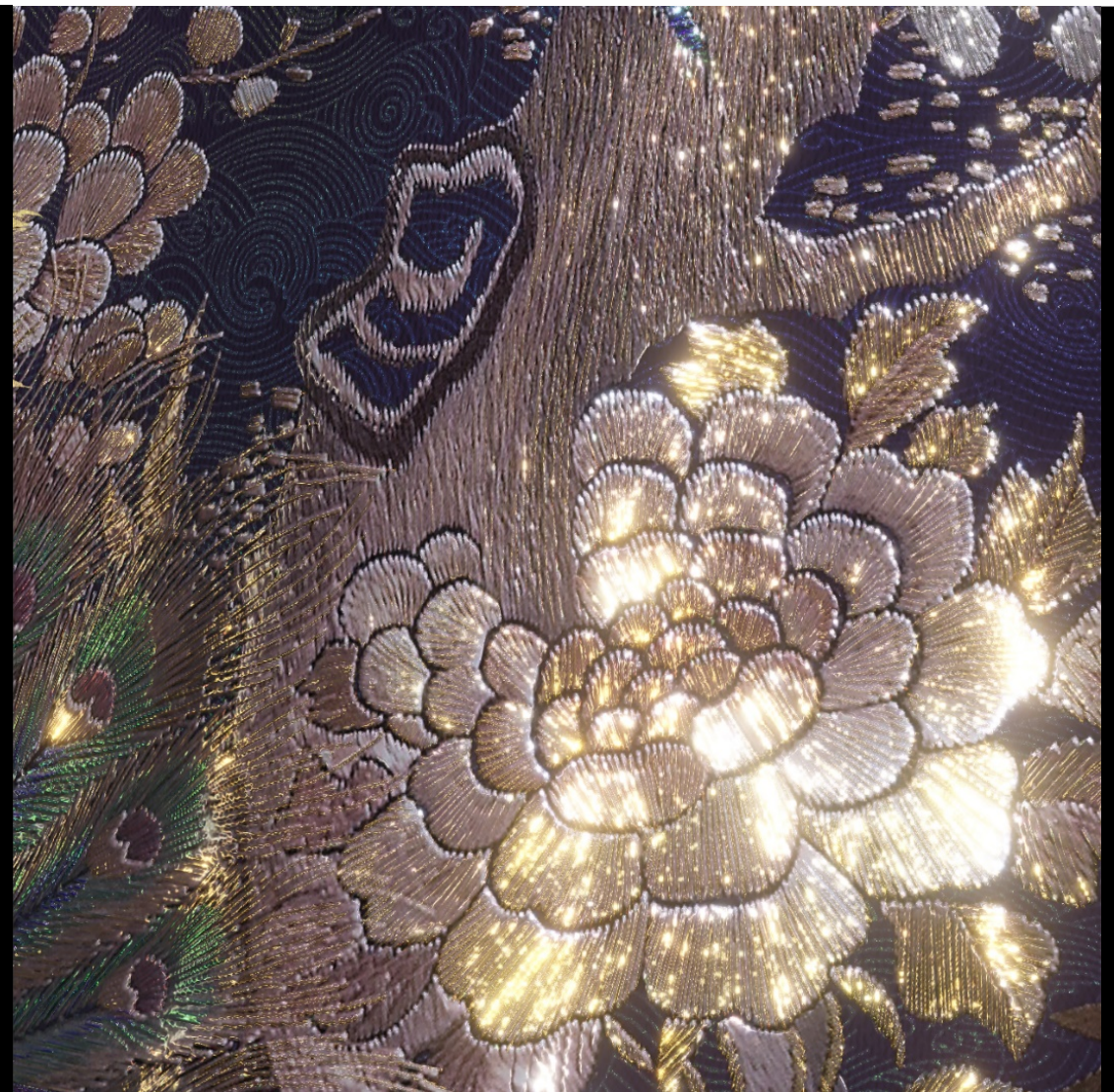
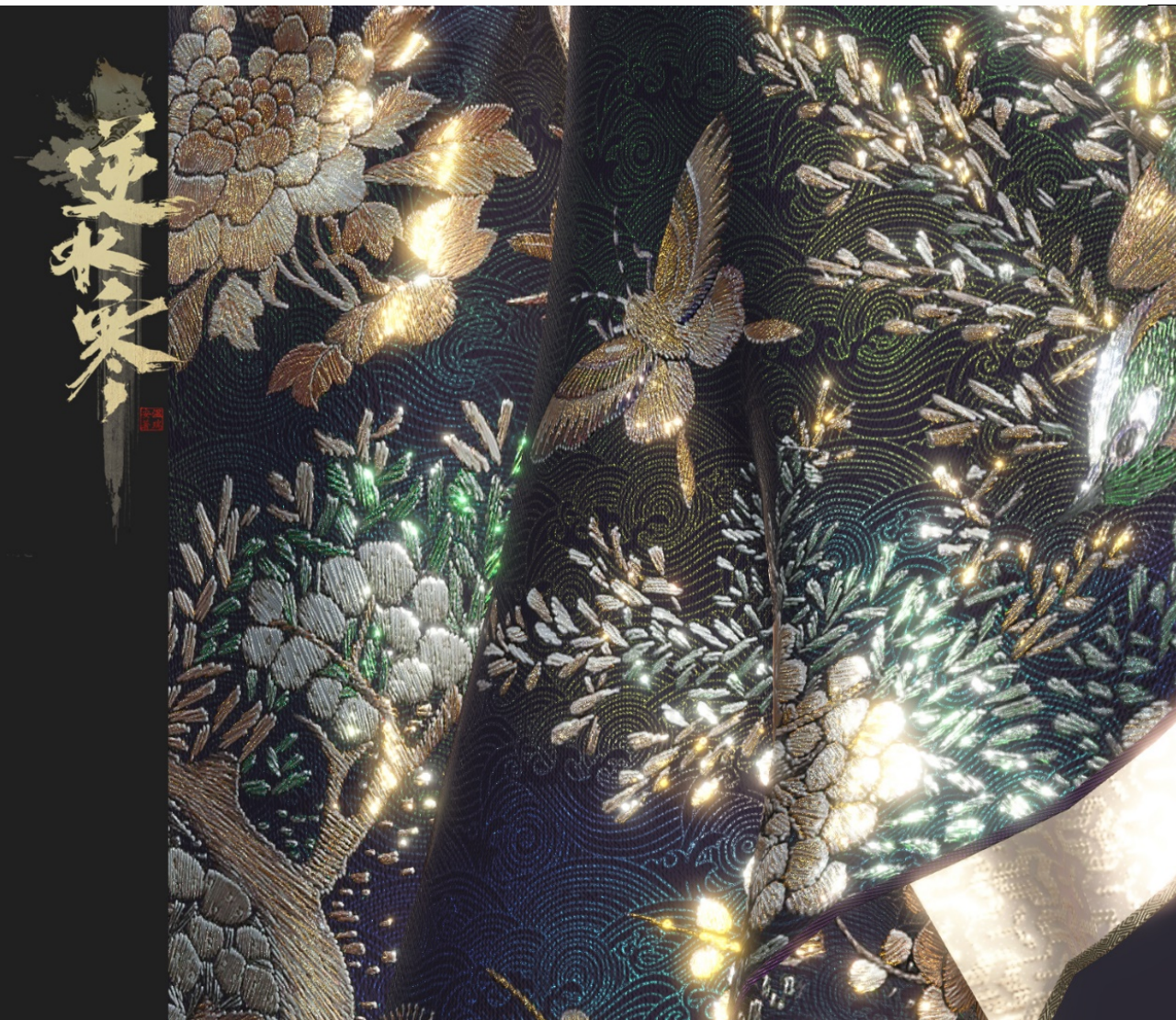




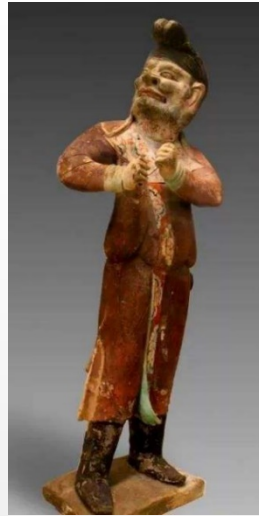
What we have we done in Justice Online?

- **Clothing:**

- Chinese embroidery's
- minority costume
- More translucent materials
- Add modern fashion elements











How we manage the way characters are presented in-game scenes?

- Different brightness of characters
- High color saturation of characters, lower saturation of environment
- Separate characters light with environment lighting







Thanks