Visual Design in Games

Last class

The central purpose of any visual medium is communication

Instructive forces are always at work in games

Visuals of the game world should add cohesiveness and continuity to the game

We attempted to define games

We touched on the issue of games and art and argued that some game can be considered art and others not

A visual design team would include:

Concept Artist

3D Modeler

Animator

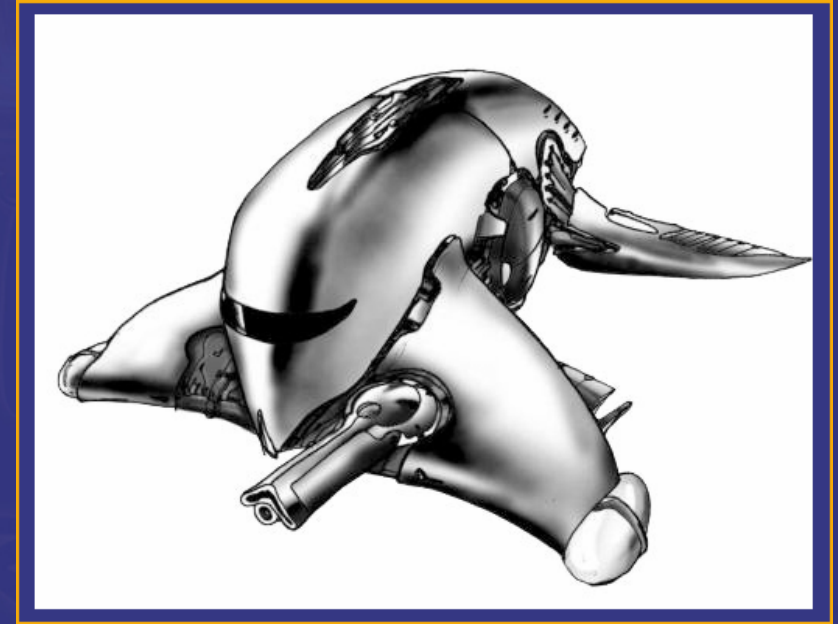Lighting Designer
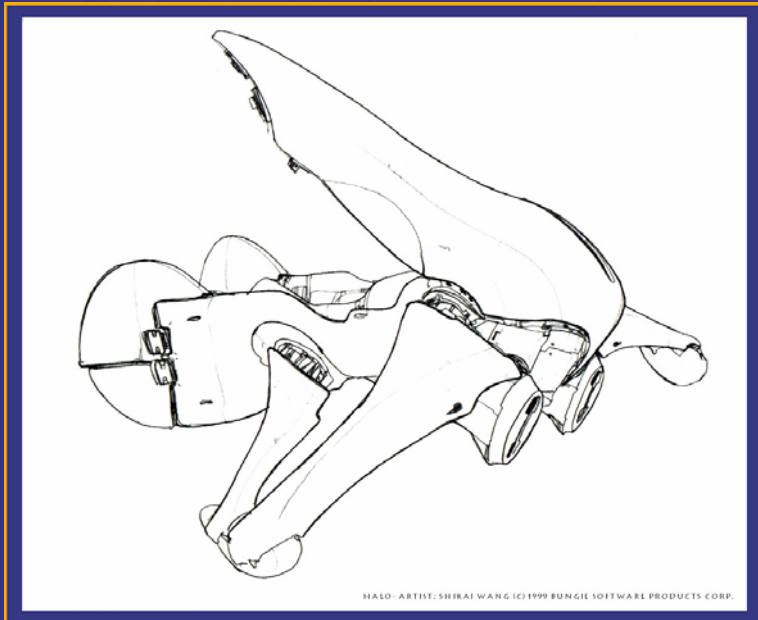
Cinematographer

Texture Artist

Surface Effects Designer

GUI Designer

Concept Artist:

Involves the creation of illustrations that convey a visual representation of a design

HALO- ARTIST: SHIRAI WANG (C) 1999 BUNGIE SOFTWARE PRODUCTS CORP.

Halo

Bungie Software

2004

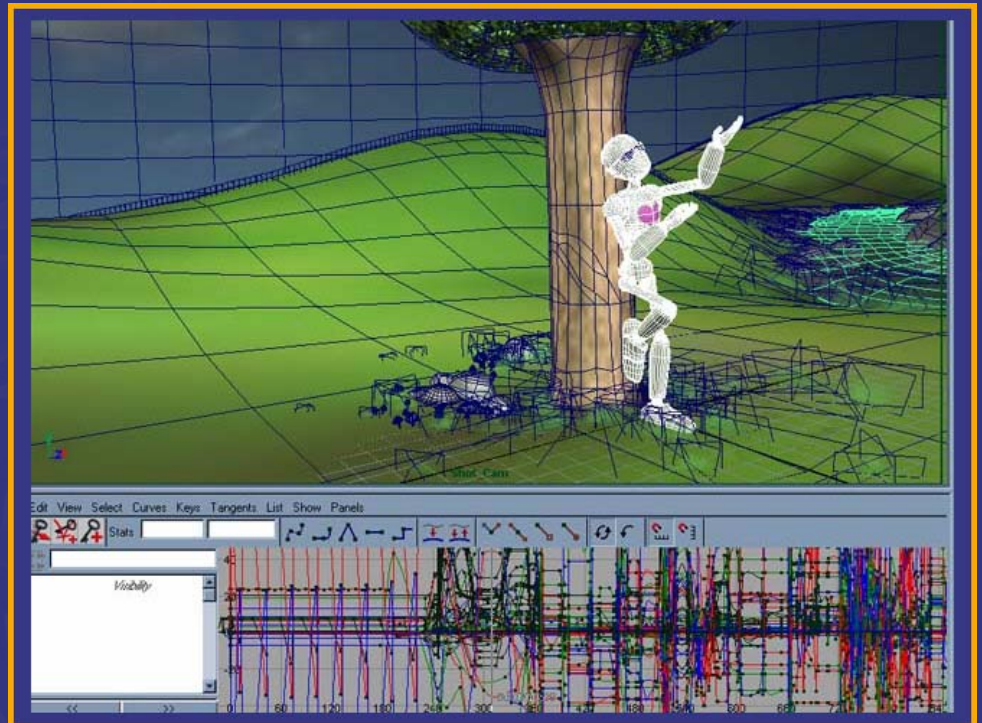

visual design team

3D Modeler:

A 3D modeler is a sculptor that is concerned with form, expressiveness,

and style

Animator:

Creates a timed sequence of graphic images to give the appearance of continuous movement

Lighting Designer:

Responsible for designing, focusing and plotting the lighting for the game.

Metal Gear Solid

Cinematographer:

Responsible for directing the camera and lighting crews working on a game

Metal Gear Solid

Texture artist:

Develops the game's 2D texture maps.

Surface Effects Designer:

Develops maps that enhances the over all look of the game

Half-Life 2

GUI Designer:

Develops the graphic user interface

A game can be made or killed with the GUI.

Age of Empires III

All the roles mentioned involve:

Research and the implementation of knowledge, and the generation of new knowledge

Judgment-calls, the use of educated intuition and decision-making

Understanding the Design Process for Games

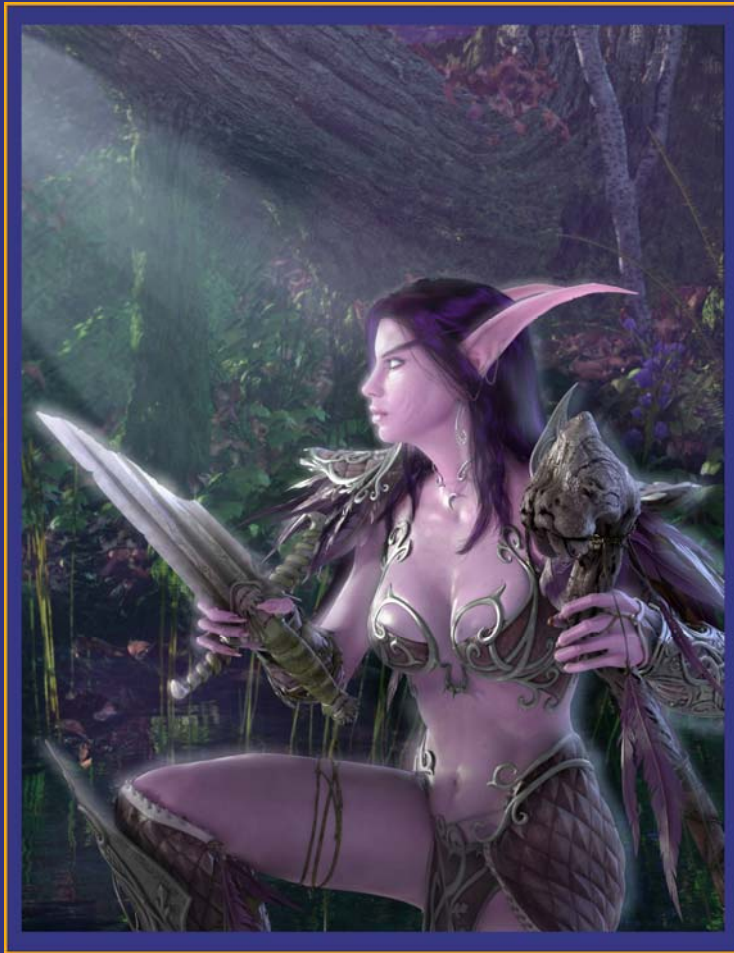**Age of Empires III**
Ensemble Studios

The three concepts that can be operating in an image are:
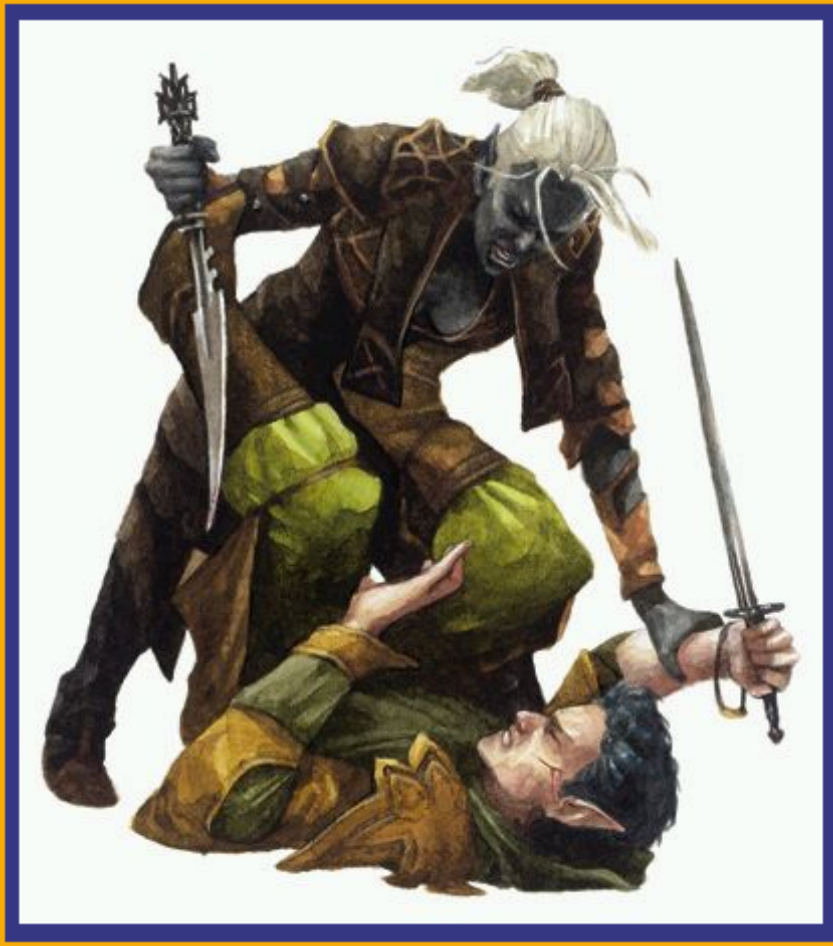
Information

Redundancy

Noise

The level of information in a message is in inverse relation to its probability

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Information

Redundancy

Noise

On a the positive side, redundancy can have at least two functions:

Insistence, in the form of repetition

Clarification, by giving prominence to a message

Noise:

Noise can appear at a visual level, and can be also caused at a semantic level

Big Rigs

Game Mill

Stellar Stone

Information

Redundancy

Noise

Reality and Creativity:

Creativity can be defined as the ability to conceive unexpected solutions to apparently unsolvable problems

It is based on a number of controllable processes, such as observation, attention, research, and analysis

Creativity and Communication:

Clarity is not opposed to creativity, it can make complex messages easy to understand

It requires an objectivity and flexibility; an ability to analyze any problem from a multiplicity of viewpoints

Communication and Aesthetics:

Visual design problem cannot be seen as a need to choose between communication and aesthetics

Beauty and visual sophistication must be integrated within the project's content and its public

Perception and Meaning:

There is a focal point in every game frame, that is usually whatever is being controlled by the player

The image must be strong enough to emerge clearly from its context.

It should have a high internal cohesion.

Its content has to be relevant to the interests of the viewer.

We don't look in order to see; we look to understand

Communicate the massage through its most immediate elements

The Design Process

Solving a design problem:

When solving a design problem, identifying all elements and variables is as difficult as solving it without trying to

The method should alternate between abstract processes and tentative visualizations

How can we arrive to this process?

Lets try by playing ☺

…again!

The sequence of the design process:

Assignment of the project

First definition of the problem

Collection of information

Second definition of the problem

Definition of objectives

Third definition of the problem

Development of the design proposal

Presentation to the client

Organization of final production

Implementation and troubleshooting

Evaluation of performance

Thoughts on the Design Process

The search for a solution should be systematic and exhaustive.

Normally, these ways include non-rational strategies and tentative visualizations.

visualizing is another way of studying conditions and possibilities leading to the solution of the problem.

it is indispensable at the outset to define not how the design must look, but what the design must do.

There is always a need for a creative leap in the interpretation process.

Visualization is not a mechanical process that results exclusively from the information collected for the project.

Questions!

Review & Summery

Remember our main Theme…

The purpose of any visual medium is communication

Visuals should add cohesiveness and continuity

Good visuals don't replace a good game idea

Thank you ☺