Structuring of the concept-art creative process

I. Analyze the situation

The initial data you have, project description, etc.

II. Formulate the problem

What is required from me? What emotional experience do we want to convey?

Be a good listener and talker at this stage - pay more attention to other people's ideas, not your own.
Learn the details and express concerns.

III. Develop a solution

Your creative process, brainstorming and realization
(choose the most optimal solution and minimize risks)

Solve individual problems at each stage, not all at once.
Do not take the next step until the previous one is done

The design does not depend on the drawing technique - it should always be read clearly.
The Design is an ability to explain and convey an idea

Find a highlight, a clue, a characteristic feature that will make the image really memorable and recognizable!

IV. Evaluate the solution

Is the goal achieved? Do the players like it?

Principle of operation:

Consistency, plausibility, persuasiveness, coherence, integrity

Main questions: What? Why? With what reason? How?

High concept   **Goal**

Character ⇌ Art ⇌ 3D model from the art
(we are dealing with a living entity, its behavior is important)

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1. Generate **adjectives**
(understanding characteristic emotions)

2. Collect **visual metaphors**
(embody expressed feelings and emotions, transform words into visible images)

3. Search for **references** and perform a series of **sketches**
(corresponding to the goals and objectives above, simple recognizable shapes)
- Explore the various directions and forms
- Choose and combine with each other
(those things that most optimally solve the problem)
- Develop and clarify the result
- If necessary, expand/reduce the used vocabulary

4. **Ready silhouette**
(refining and finalization)

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1. **History of the object**
World and culture,
character and type,
qualities and properties,
profession and affiliation,
etc.

Objectives

Detailed subtasks (Techniques)

The degree of conditionality and expressiveness
Silhouette, shape, line
Proportions
(A)Symmetry
Scale, size, layout
Poses, angles, dynamics

Areas of rest and attention
Contrasts, tones
Facial expressions, emotions
The props and details

Color and light
Textures and materials
Highlights, details, render polishing
Decoration of the finished work

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