Concept art in games development media essay

Concept art is a form of illustration that is used extensively in media production. Movies, games, animation and comic books will almost always use concept art to convey an idea before it is actually added to a project. Games developers use concept artists extensively in order to perform several important tasks. Indeed, concept art has become one of the most prevalent and unique examples of art that can be found on the internet these days. These are often created through digital means such as Photoshop or Paint Shop Pro, but more traditional methods such as acrylic or oil paints, pencil drawings, charcoal sketches and many others can be employed to excellent effect too. Where actual buildings are to be digitally created it is also not uncommon for actual architectural. The same can be said about other objects too, with detailed plans being produced as concept art for all manner of weapons, armour clothing and other in-game items.

An example of concept art for a building in the Age of Conan role-playing game includes a basic architectural layout for the structure.

The most common types of concept art are usually science fiction or fantasy, but due to the nature of video games, it is now possible to find concept art on almost any theme imaginable. It has always been the primary medium for film poster design since the early days of Hollywood.

Pencil drawing of weaponry from Age of Conan. Crossbow side and plan view.

Shield design shows 2 angles. Drinking Cape painted design.
Concept art is initially used to help sell an idea to a publisher before the game actually goes into production. The main purpose of almost all concept

art is to visually communicate a visual representation of a design, idea, and/or mood that will appear in a project before it is included in the product. This is most often a character, item or area. That way producers, writers and artists have an indication of what they need to create. It is then used to create a new design that does not yet exist in the product.

Massive robot from Transformers 2

Concept art can be used all across the industry. Not only do the 3D artists use it as a basis in order to create computer graphics which go into a game, but it will often appear on websites and at events to publicise a game or movie in all stages of production.

Concept art not only gives visual details, but through them it can convey an overall feeling or mood for the product. Use of shadows and darkness or certain types of lighting can lend a mysterious or sinister feel to a piece of work, whereas bright colours and cartoon visuals might let us know that a game is directed towards a younger audience.

LittleBigPlanet Concept Art

Similarly concept art can be used to appeal to a more mature audience by using sexually stimulating images.

Female warrior from Age of Conan

Concept art appears anywhere that an idea needs to be showcased and presented. Its main function whenever and wherever it is invoked is to sell an idea, whether it is to the games producer who is writing and making the game or to the end user who will actually buy and play the final game. Concept art appears in almost all visual media and is used very heavily in

the games industry since actually implementing the concept into the game can be a time-consuming and costly process.

Player mounts from Age of Conan –
These riding beasts can be used by players online and even have some combat capabilities.