Week 02 - Concept Art & Visual Development

October 12th, 2023 - October 19th, 2023

In modern animation productions, the story and visual development go hand in hand and influence each other. Think about the main theme of your story and how it should be reflected and intensified in your visual style.

How can visual style help tell and enhance your story?

Create a visual concept for your project. It should include the following:

- Mood board with inspirations from other movies / games / art. You can also add your own artificially created images:
- Create a guiding principle for the visual style of your film and describe it in a few sentences. How do you want the viewer to feel when they see your film, and how do you want the images to achieve that?
- Use AI tools to create concept drawings for
    - the main settings/environments
    - the main characters (in "action poses")
    - key moments in the story

Inspiration to think about: Color Palette, Shape & Form, Textures & surfaces (Patina), Lighting

Add your Mood Board, guiding principle and concept art to your .pdf from Week 01, post it on the discord (week 02) and give feedback to the other participants.