



Our Standards of Artistic Excellence

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Chapter I – The Brief

Chapter II – Shapes & Volumes

Chapter III – Textures & Materialities

Chapter IV – Artistic License

I. The Brief

A Brief is a key document made and given by the client that acts as a guideline.

Think of it as a framework.

It should be straightforward, easy to read and should address any potential questions the artist might have.

It ensures a smooth initial relationship between the artist and the client.

A. Types of Briefs

You will come across project Briefs and asset Briefs. Project Briefs encompass the overall technical and artistic characteristics of the client's project. Asset Briefs detail the individual characteristics of an asset or a series of assets.

The Brief might be joined by adjacent materials such as concept art, references, mood boards etc. Do not start execution in case anything is missing.

B. Optimal Brief

Depending on the quality and quantity of the given information, a Brief can be optimal, overbearing or incomplete. We consider an optimal Brief to contain clear and concise information that speaks directly about what must be done and that does not leave any room for technical or artistic interpretation.

Think of it this way: if the given Brief leaves you with more questions than answers, then it is incomplete. If it has so many details that you don't even know where to start, then it is overbearing.

Key elements

- Project Briefs & Asset Briefs
- Template Brief
- “Client Brief” stage
- Benchmark scene
- Rubbish in, rubbish out
- Always follow the Brief

C. Template Brief

It is important to create your own template Brief, that encompasses every necessary detail. You can ask the client to complete it or complete it alongside them. But it is vital to have a document that contains every piece of information you need to ensure a smooth process.

It should contain everything from style guides to technical details such as file formats, required modelling stages, UV texel density etc.

D. Understanding the Requirements

The template Brief will be used at the “Client Brief” stage, when all the preliminary discussions happen. To be 100% sure about the quality expectations you need to make sure you receive a benchmark scene at this stage.

Always remember: “RUBBISH IN, RUBBISH OUT”

E. Deliver only based on the agreements above

Remember: The result of your work, and of the entire Project, will be fully and solely judged in accordance with the Brief.

Key questions

Among the most important and universal questions are the following:

- **Localisation:** Where does the action take place?
- **Time:** When does the action take place?
- **Civilisation/Culture:** Which one, if any, does the asset/project belong to?
- **Category:** Does the subject belong to a social/professional/aesthetic category?

F. Universe/Synopsis

An important artistic element in the creation of assets is the artist's understanding and knowledge of the universe and/or the synopsis of the project. This will help us create a mind map to help navigate both the overall project and the individual assets.

Once the universe is known, it becomes easier for the artist to understand how the asset will fit into the world.

This way we contribute towards the story that is being said by our work.

See the examples below for more clarity.

Example 1: An Abandoned Car

The car will have different particularities based on the location in which it was abandoned. Its wear and tear marks can be caused by usage, human interaction or natural factors, such as hot sun, excessive rain, wind, humidity, the presence of animals.



Desert



Interior



Forest

Example 2: A Pair of Overalls

In order to accurately portray a pair of work overalls, we must know details such as: are they new or used, the material they are made of, the profession of the person wearing it etc.

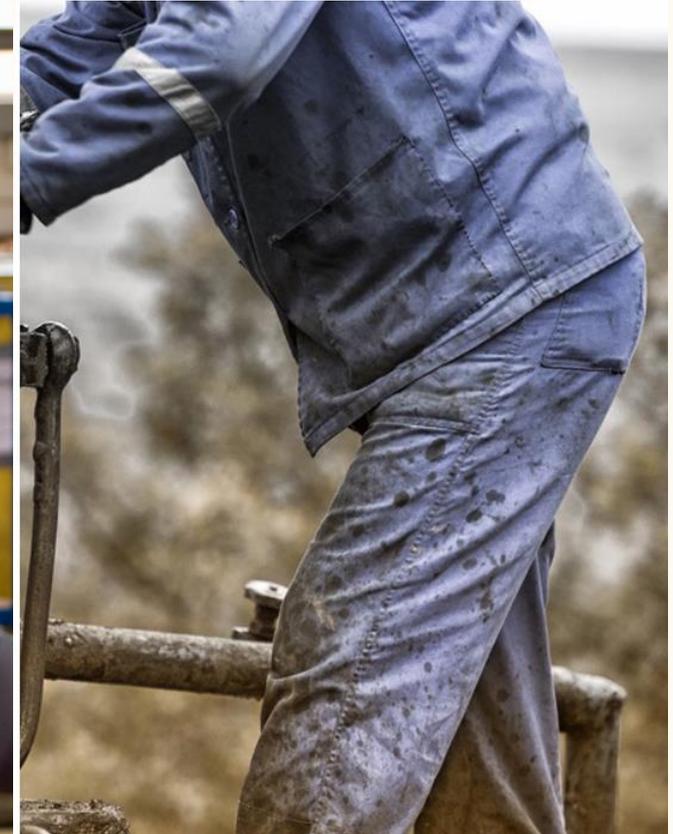
They will all influence the way in which those overalls look, their colour, the intensity and location of their wear and tear marks.



Painter - Decorator



Car mechanic



Oil pump worker

Example 3: A Church

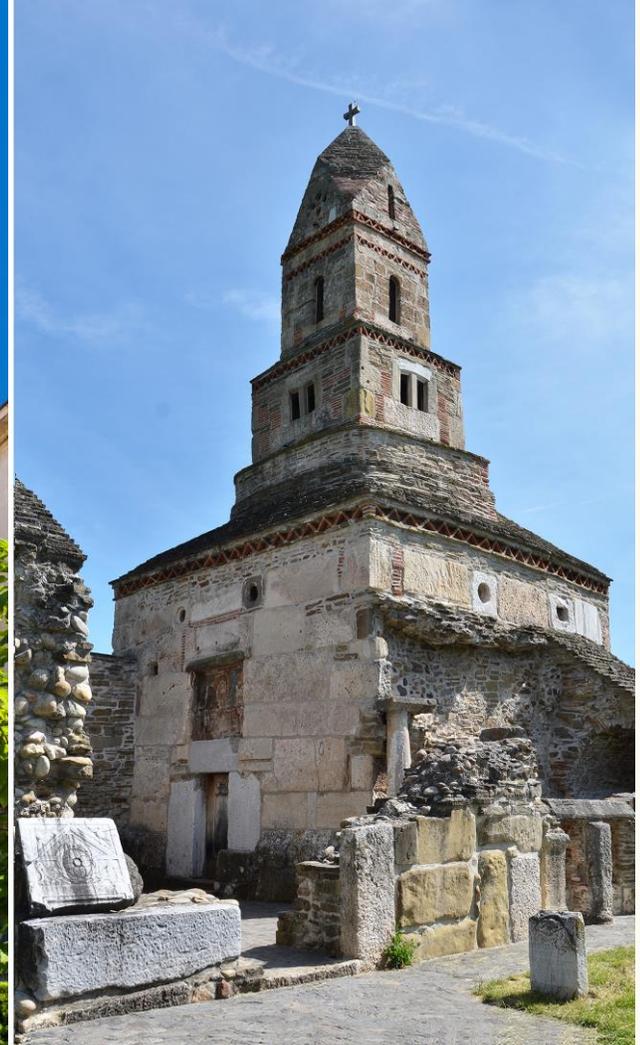
Depending on the geographic position, the era or the culture, the building of an edifice might be made of completely different materials. These materials, alongside the vision of the architects and the functionality of the construction, will dictate elements such as volume, silhouette or proportions.



18th c. – Bogdan Vodă, Romania
“Sfântul Nicolae” Church



1722 – Bucharest, Romania
Crețulescu Church



13th c. – Densuș, Romania
“Sfântul Nicolae” Church

Asset Brief Example

SUBJECT:

A throne made by the combination of diverse objects, situated in a tropical forest.

The object will be made as a game-ready asset in a photorealistic style, to the current quality standards of the industry.

TIMELINE:

10 business days.

SPECS:

Poly Budget: Up to 15k tris.

Texture Budget: 1x 4096x4096 PBR texture set (workflow gloss/spec or roughness/metalness, at choice)

DELIVERABLES:

Maya Scene (.Mb): working unit set in meters and up axis set on Y

Exports .obj or fbx

Maps in tga (4k) format - (albedo, normal map, gloss/spec or roughness/metalness, opacity, etc.)



Asset Brief Example

This is a nearly optimal Brief because it gives us enough information to understand the client's vision.

- ✓ Asset – Game-Ready Throne
- ✓ Where? – Tropical Forest
- ✓ When? – Not specified, but definitely not earlier than the 80s, judging by the TV style; the state of degradation is given by the concept
- ✓ Artistic Style – Photorealistic
- ✓ Technical Requirements – poly budget, texture budget and PBR, export and map details

It's still a good idea to make sure the "when" matches with the client's vision.

This Brief example is missing a benchmark scene, but there is a possibility this very asset might become one after it is done, if none are available.

The next step, after the Brief has been agreed on by both parts, is to gather references to consolidate the vision of the final asset. Time to create the moodboard.

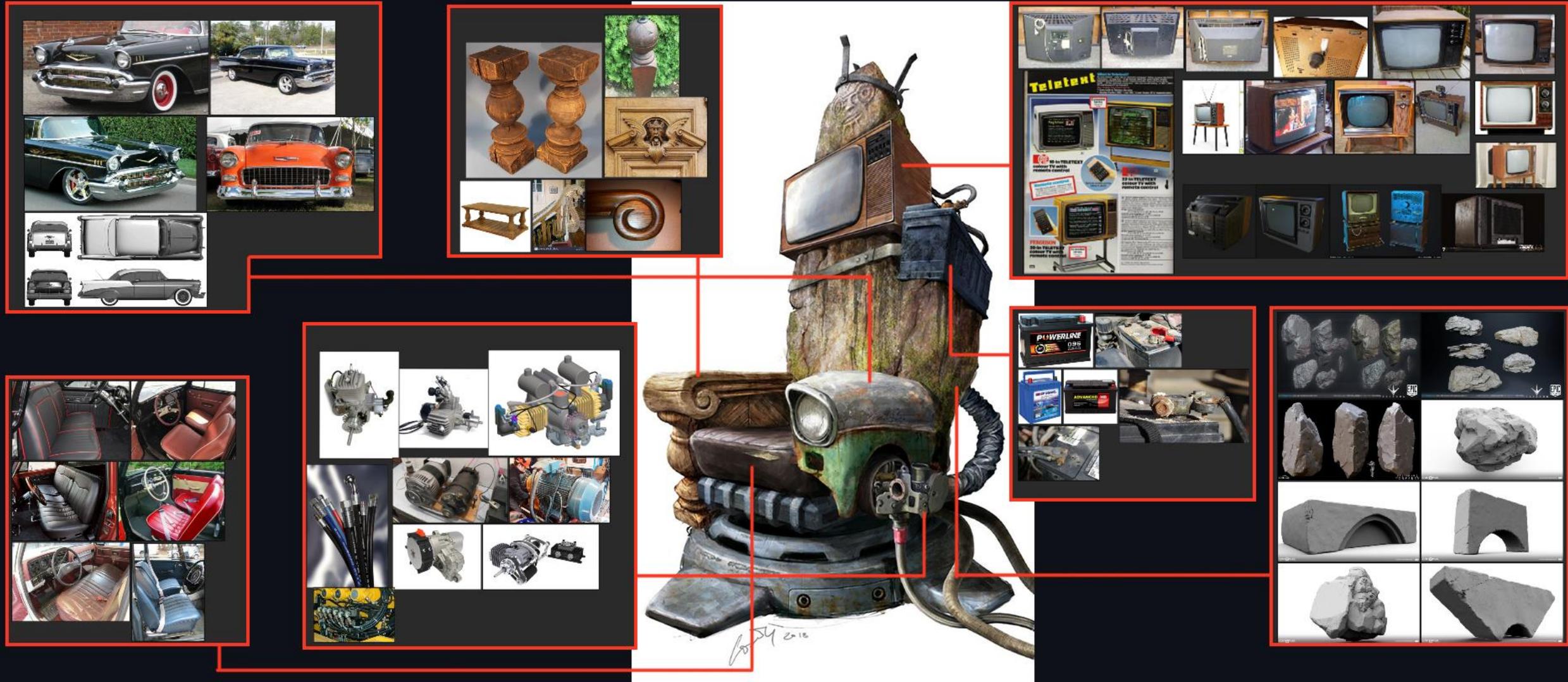
The moodboard is a collection of visual references that help an artist better understand an asset. They are usually photos found through something as simple as a Google image search.

References must be clear and concise and should cover every angle of the asset.

Even if the asset subject is fantasy or sci-fi, we must still look for references of similar objects/beings. These references will become the moodboard that will offer details about the asset and its story, such as the materials it is made of, dimensions and proportions, technology and construction details, design, particularities, usage etc.

See the moodboard example below for more information

Moodboard Example



In conclusion, always make sure you have an optimal Brief approved by the client, and never begin production without it.

Remember:

**Ask anything to understand
everything and assume
nothing.**