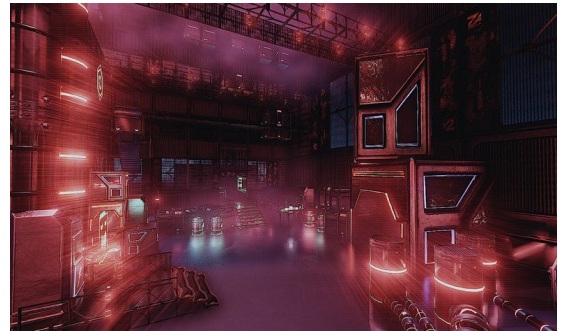


Project Proposal

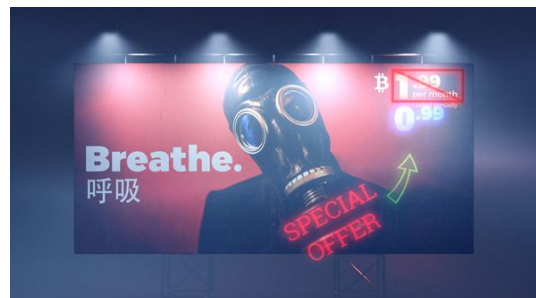
Candidate Name	Stewart Hamilton
Pathway	2D Art - Concept Art
Project Title	Automation Factory
Project Concept	

Outline

The project that I am going to create is going to be my factory design, I have decided to go with this idea as I feel it is the best one to create. The main viewpoint will be an external view of the factory, this is because I believe that creating the outside of the building will benefit myself and the viewer as I will be able to create more assets to fill up the space outside of the factory. On the outside of the factory I will create a couple of pipes that have neon liquid in, this is to try and give the idea that there is toxic waste flowing through the building, I might also create a waste area that will have broken machines in it or the machines that didn't work correctly, I feel like this would be a good addition as it can add more to the design and make it look even better. The colours for the factory will be a grey colour as I want to make it seem old and I will also add in some brighter colours as I want to make it look good and I feel just one colour wouldn't look great, I will then incorporate a couple of neon colours to it and this will be for the toxic waste that we see in the pipes that will be on the outside of the building.



After creating the factory I will go on to create a couple of billboards which are advertising products that could be available for example drones that the factory is making or other machines that they are making. This would enhance the design and add more detail to it which would then allow the viewer to gain more information about the factory and the scene so they could understand it better. The billboards colours will be mostly grey for the background as the drone that I will add to it will be a white colour, I will then also add some neon colours which will act as the lights for the drone.



Another asset that I'll be creating is drones, I feel this is necessary as the factory is an automation factory and will therefore be producing these drones, they could be rogue and escaped or could just be helping the factory as security patrolling the outside of the building. I believe that by creating

the drones it will give me more to create and test my skills as well as improving my design overall. The drone colours will be either a grey or white or dark blue as I feel this would look good and I will use a few neon colours to make it light up and look even better.

The final set of assets that I'll be creating will be a couple of vending machines up against the walls of the factory, these could be easily visible or I could put them round the side of the design and just have the sides of them showing, or create them to make it seem as if they have been pushed over and broken into. The colours for the vending will probably be a blue and a red to show the different vending machine as I want to create two different variants as they will each show different items.



Process

Workflow

To start off my project I will be creating a few rough sketches of the factory and each asset I listed above, this will then give me a rough idea of how everything will look which will help me decide which design I should carry on with. After this I will aim to create a few final design ideas based on the design that I took forwards from the rough ideas, this will allow me to continue to make it look good and also allows me to tweak it in any way necessary. Following on from this I will create a few colour ideas of each design which will be using different shades of each colour and I will also be experimenting adding neon colours to this process as it's an important part of my design. After the colour ideas I will then choose one design of the factory and each asset and then take this through to the final design stage, this will mean I will have to create on final design based on the previous design I created, this will allow me to change any aspects of the design at this point and will allow me to finish off the designs and make them look good.

Presentation

Presentation – How do you plan to present your project to a professional standard?

When I present my project I will aim to make it look as professional as possible, to do this I will present each piece of my work on a blank canvas with the artwork centered. I will try to make the canvas a colour that will allow my artwork to stand out, this means that the colour of the canvas would probably need to be a different colour for each piece of artwork that I create. I may also add some neon highlighting to the canvas in order to brighten the picture up and allow the viewer to see it more easily, this will also tie in with the canvas colour in order to help make my artwork stand out.