

# THE WALKING DEAD



A TELLTALE GAMES SERIES

CRAFTING A STYLIZED WORLD  
FOR THE MATURE FRANCHISE

**MATURE 17+**

**TM**



Blood and Gore  
Intense Violence  
Strong Language

**ESRB CONTENT RATING**

**[www.esrb.org](http://www.esrb.org)**



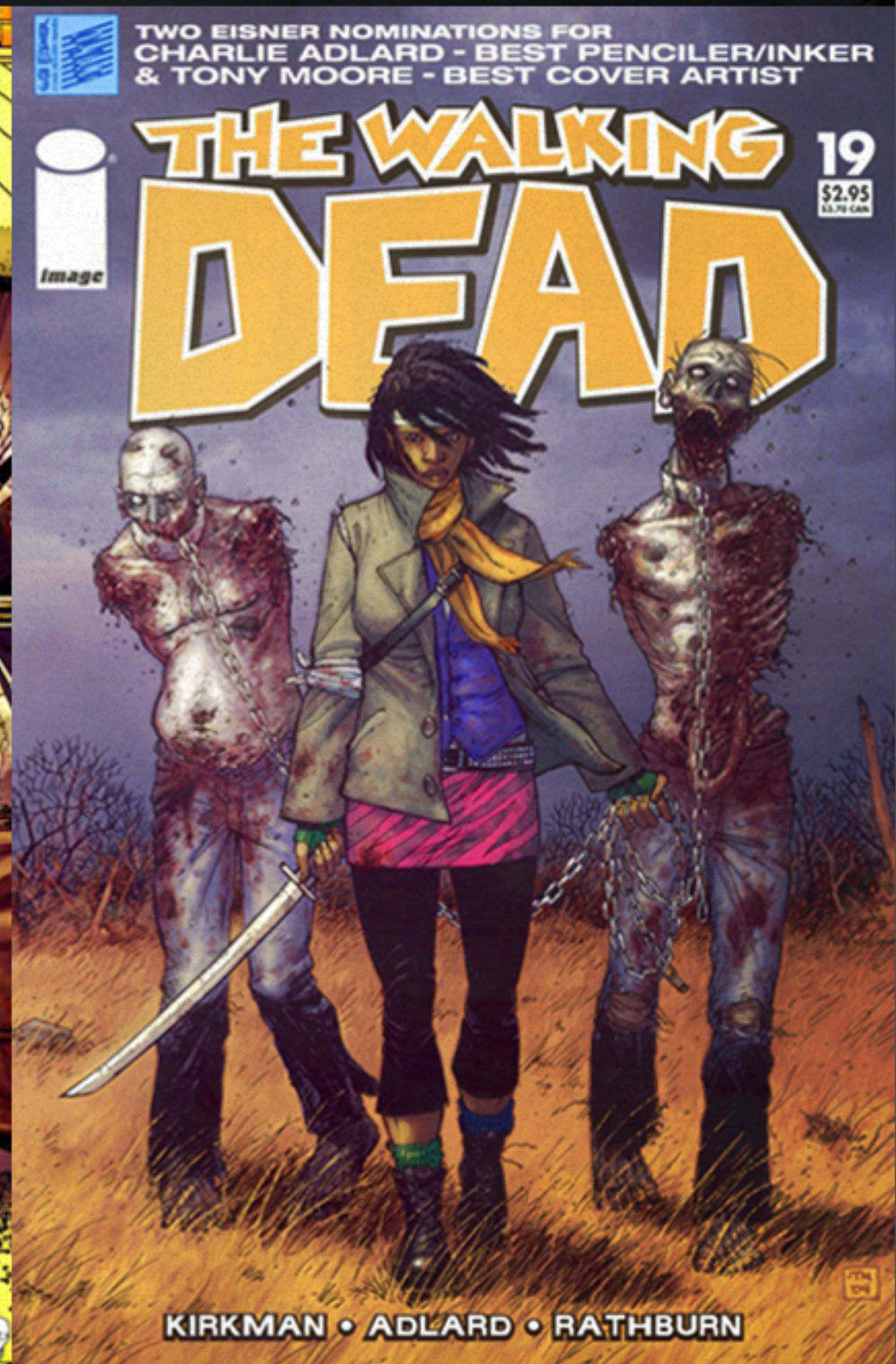
# THE WALKING DEAD



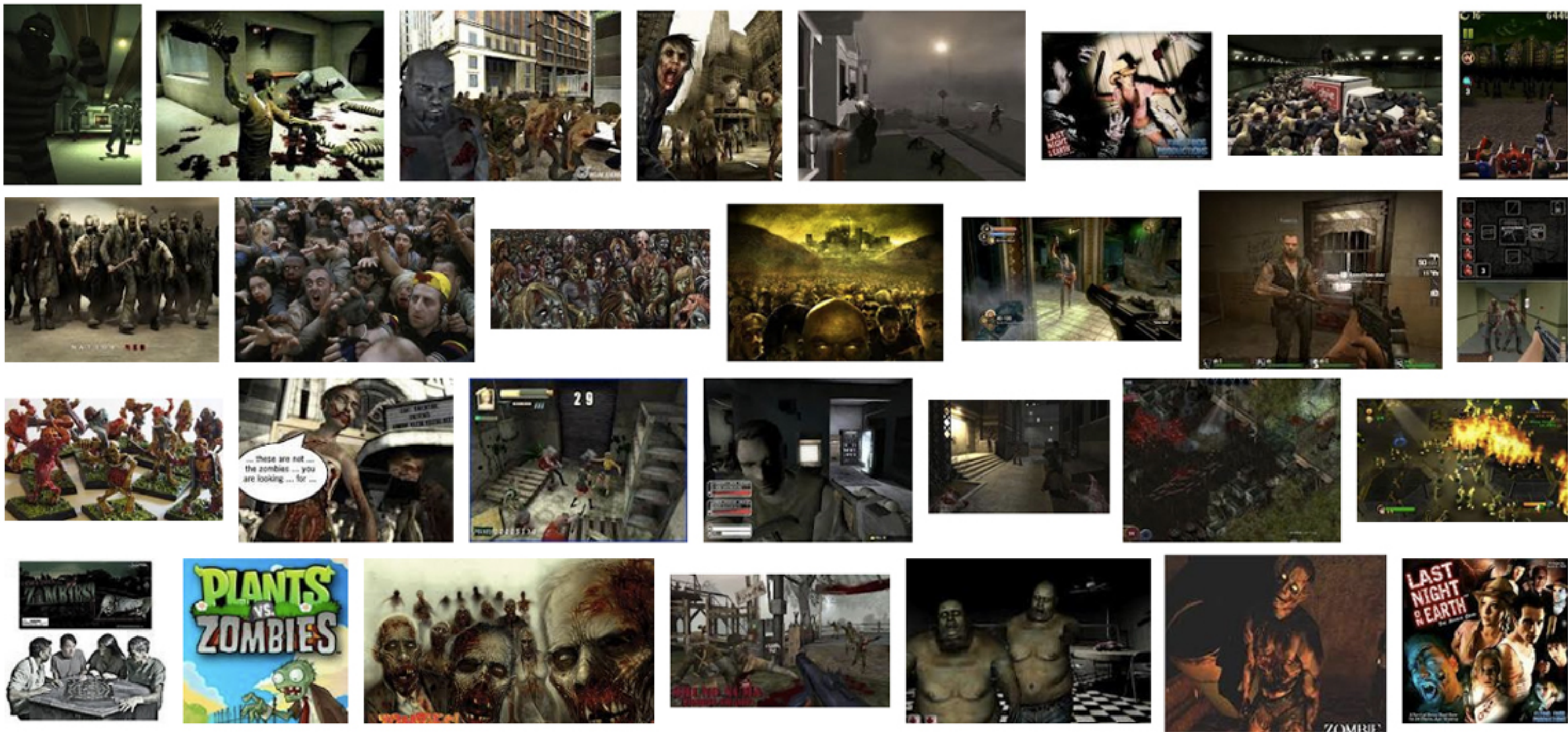
A TELLTALE GAMES SERIES

CRAFTING A STYLIZED WORLD  
FOR THE MATURE FRANCHISE









Page 2







**SAM & MAX**  
[www.telltalegames.com](http://www.telltalegames.com)







# PRE-PRODUCTION









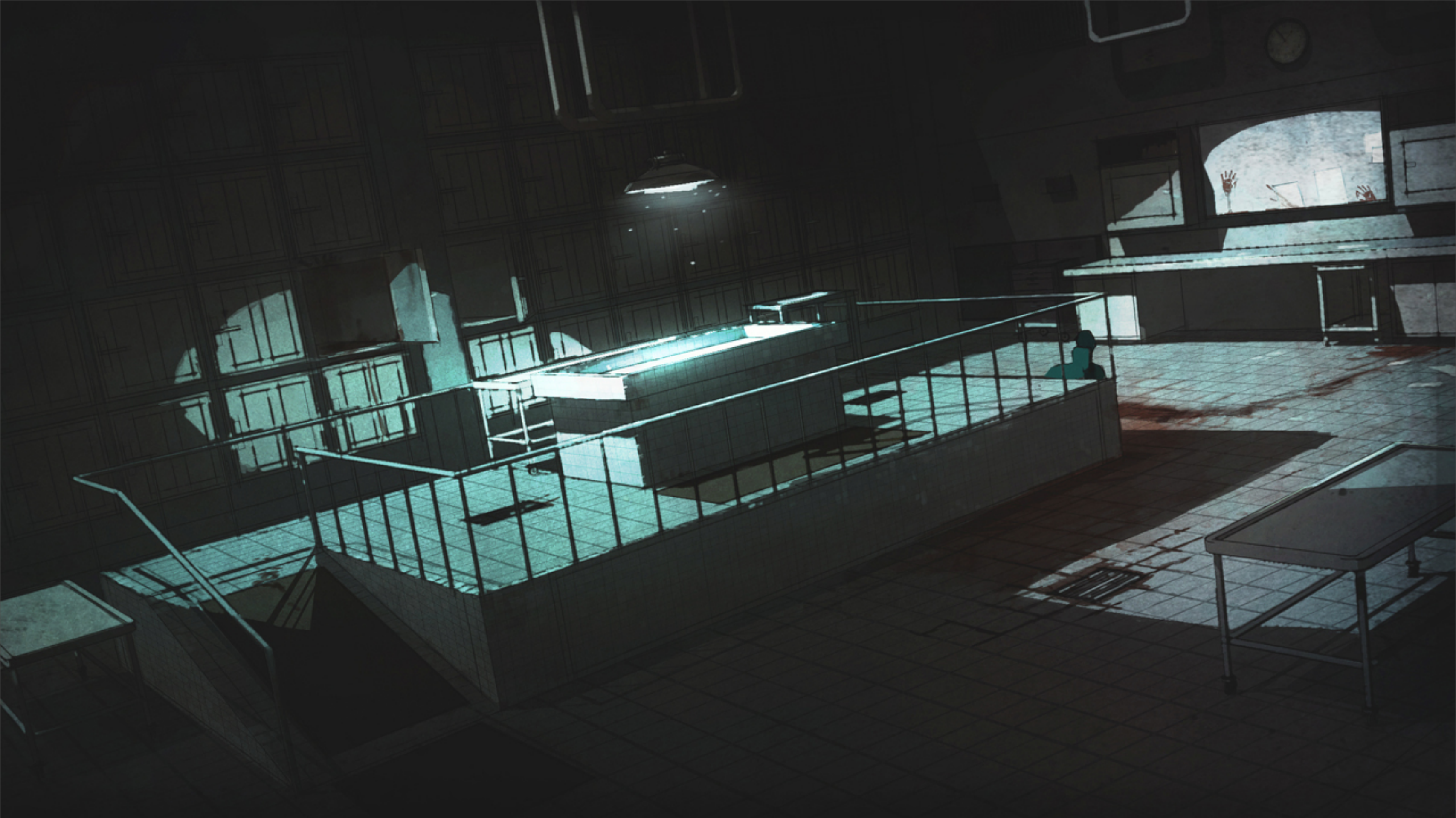






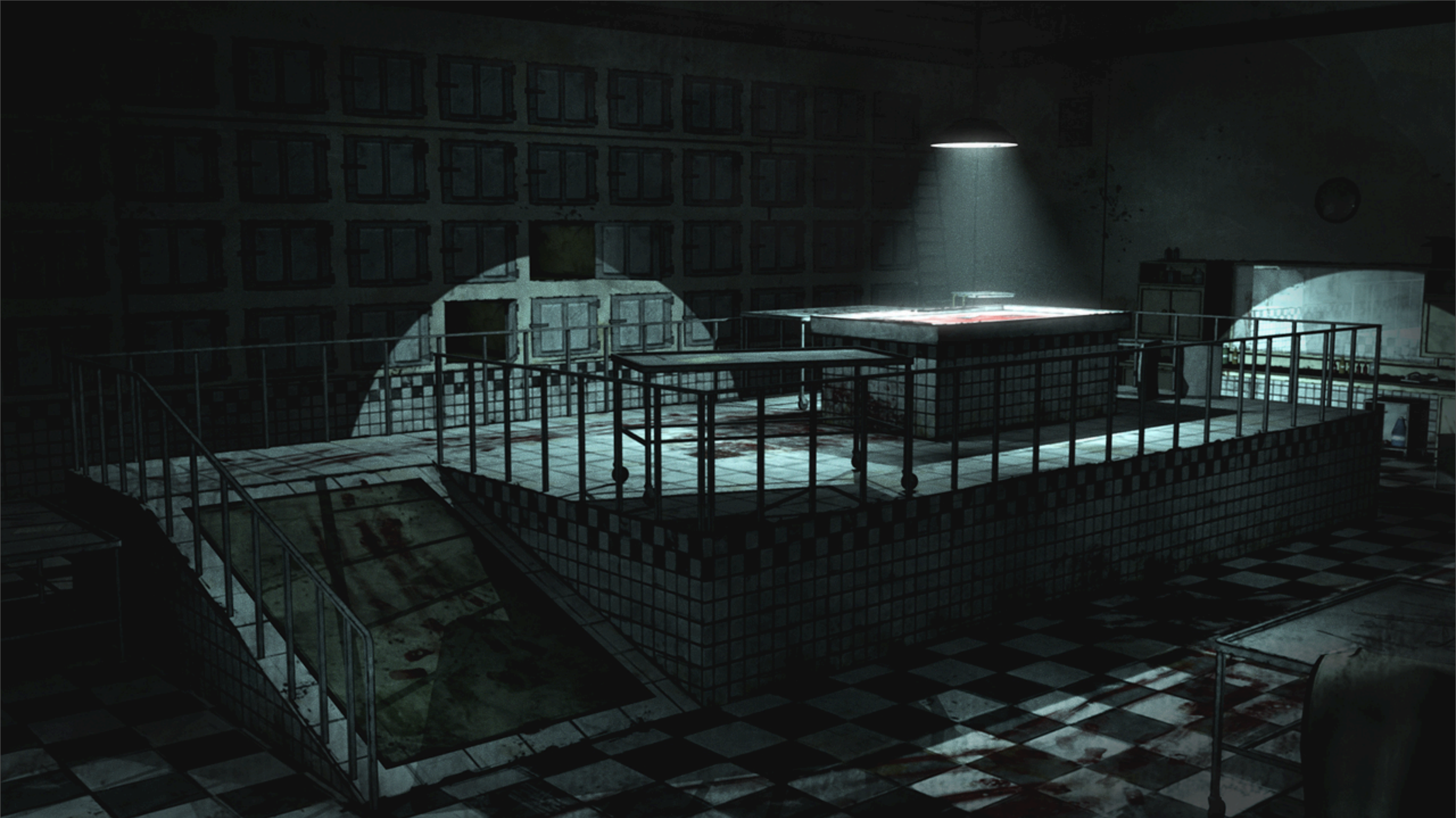




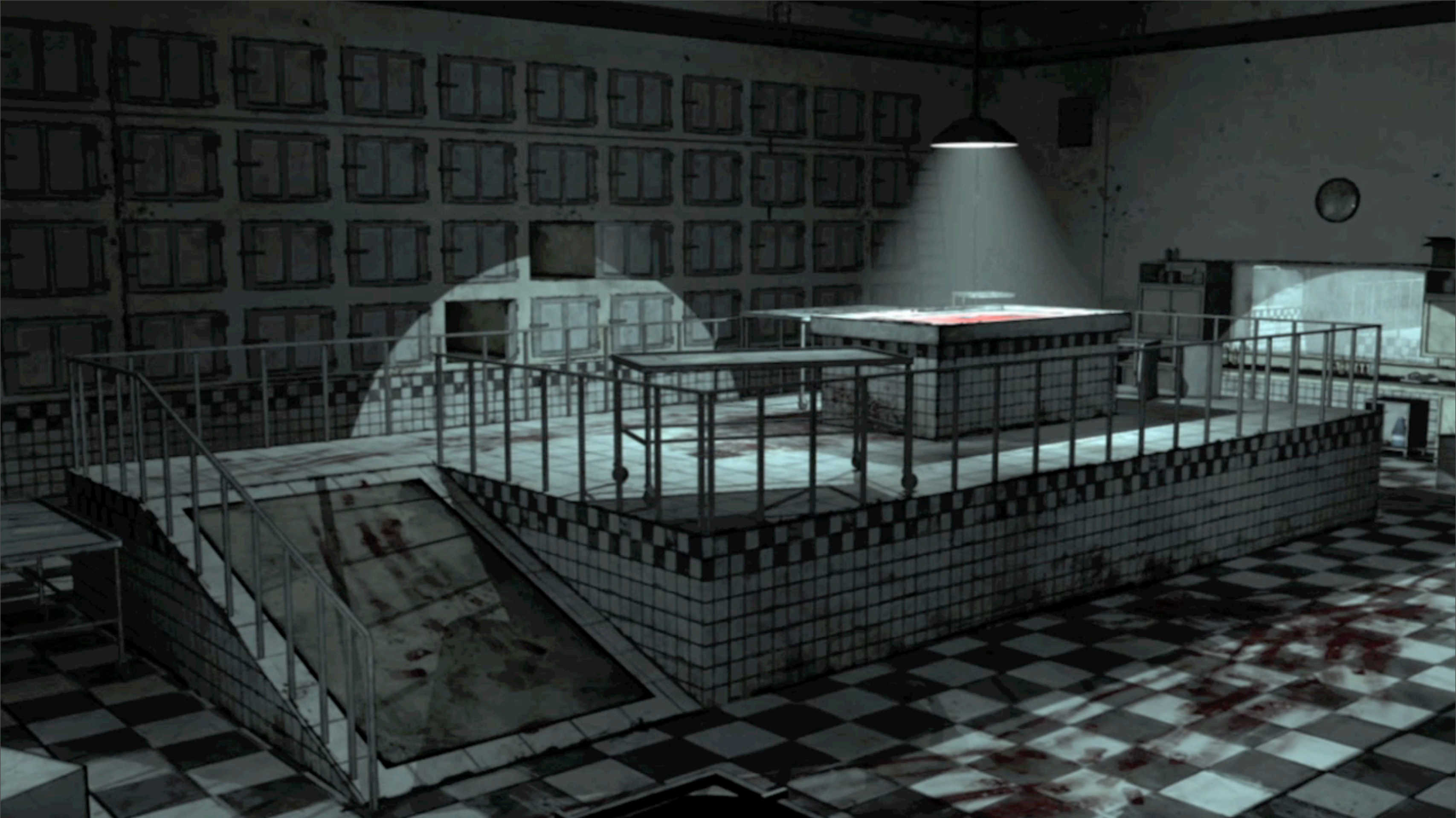


Monday, April 8, 2013

















Monday, April 8, 2013







# THE ART PROCESS





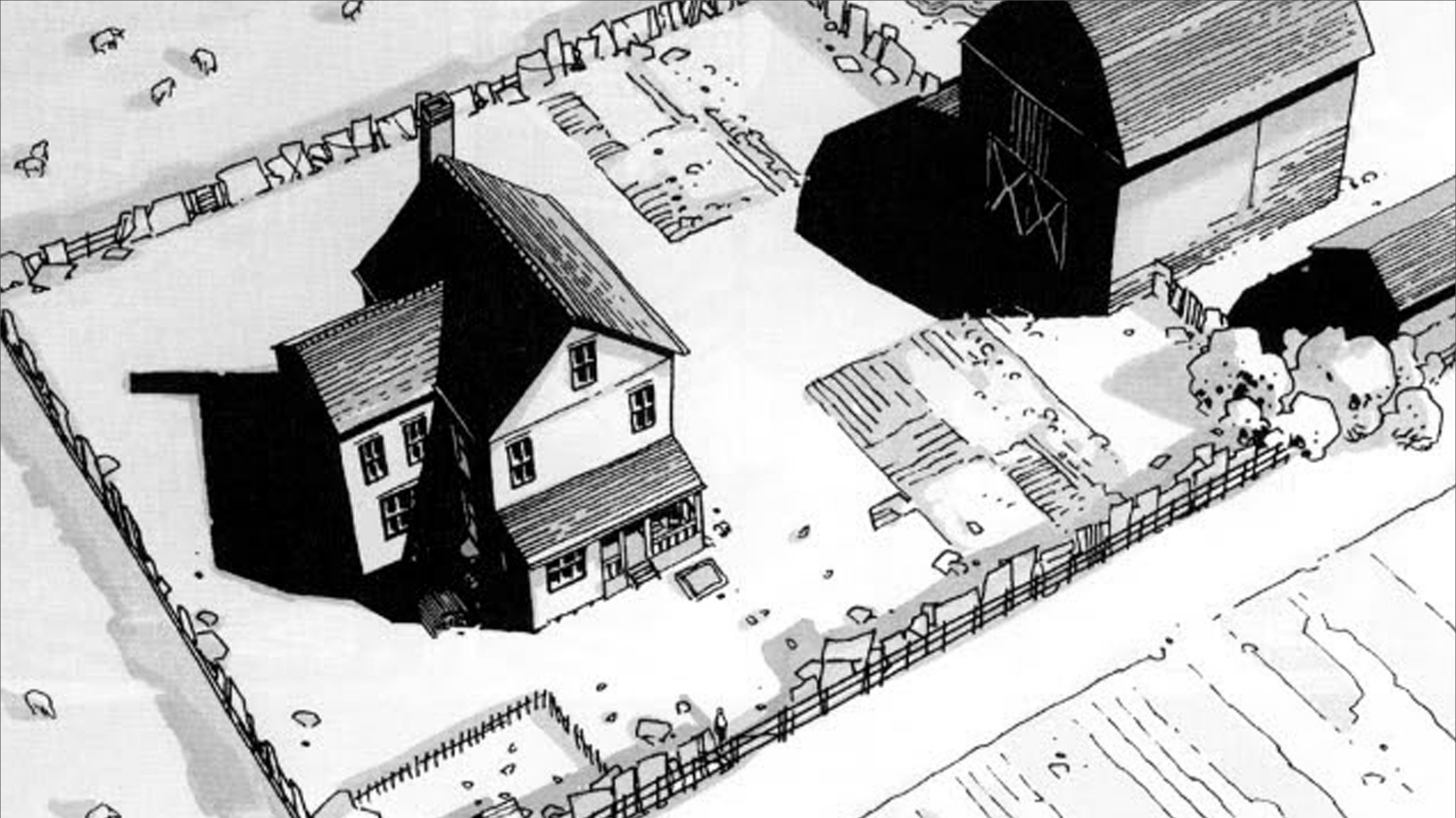






















**HANDCRAFTED LINEWORK**

**COLORFUL TEXTURES**

**ATMOSPHERIC LIGHTING**



# HANDCRAFTED LINEWORK



























# COLORFUL TEXTURES





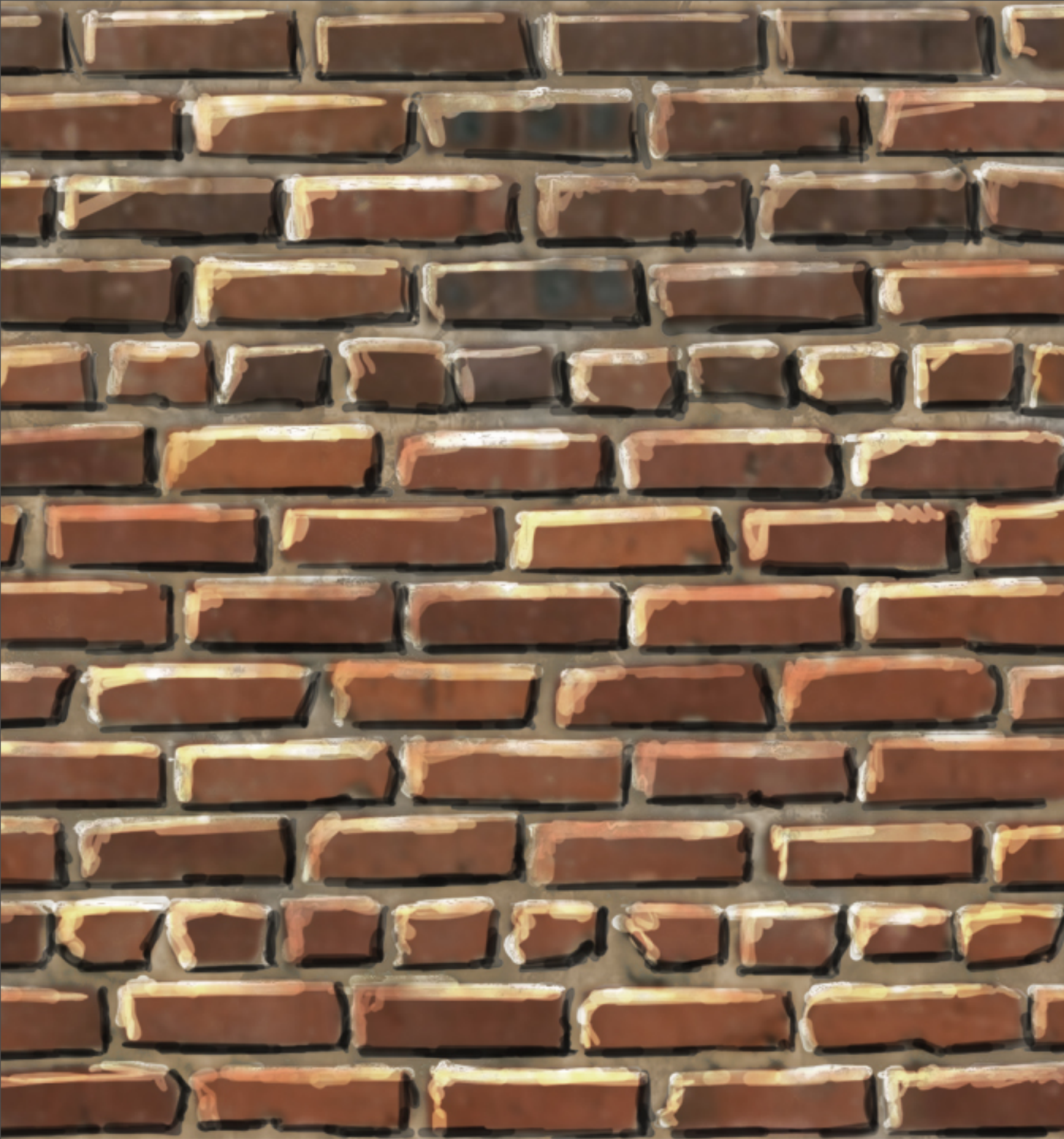
























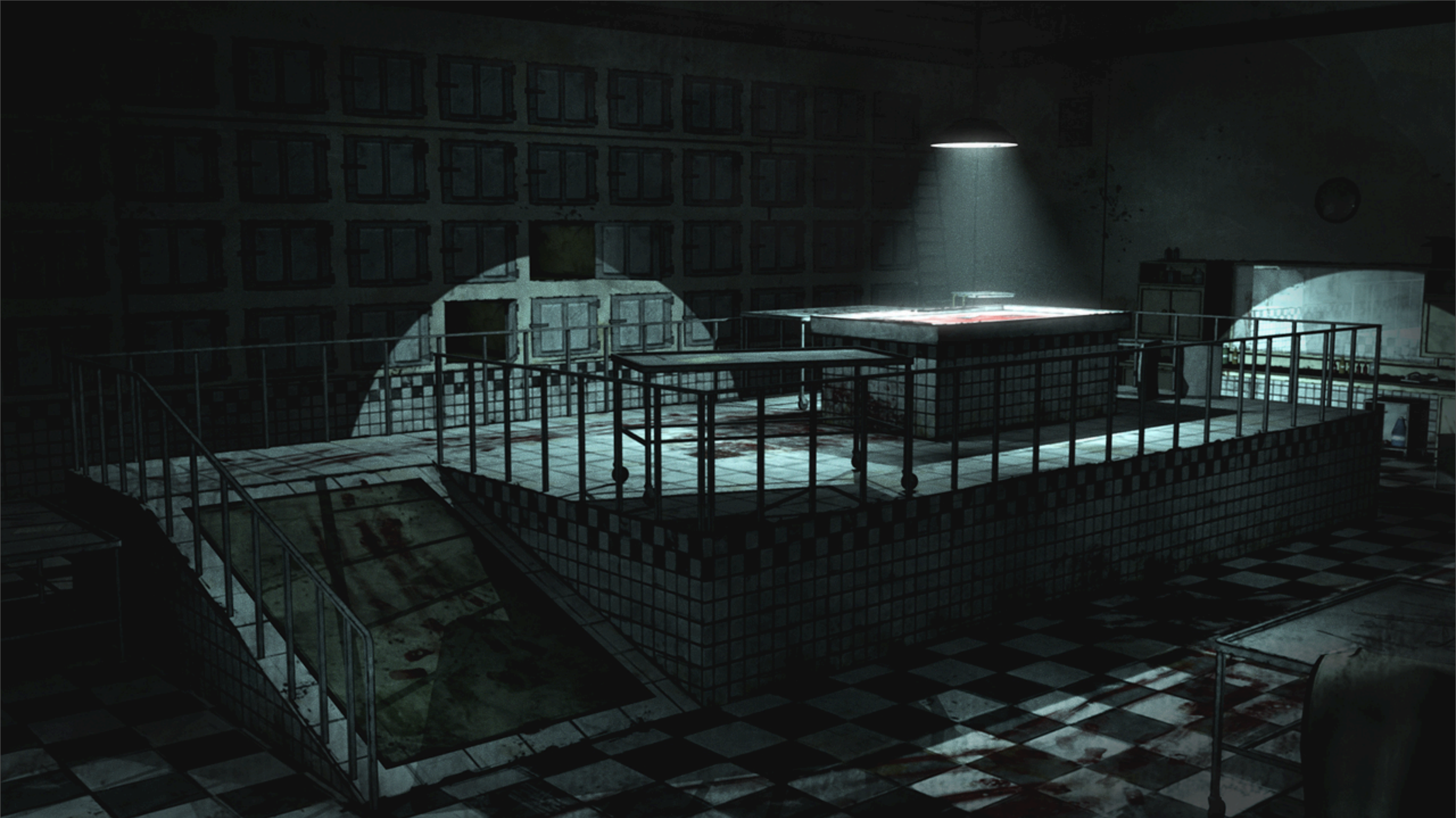


# ATMOSPHERIC LIGHTING







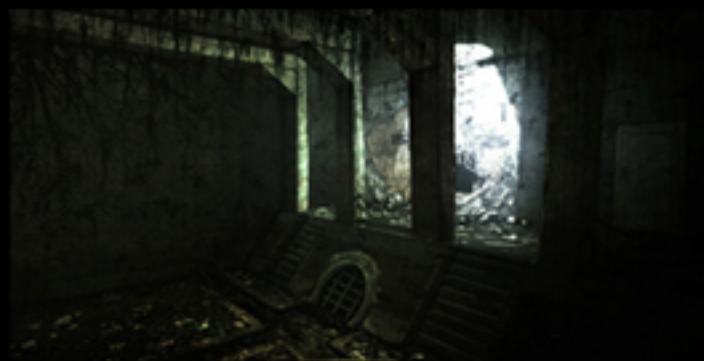
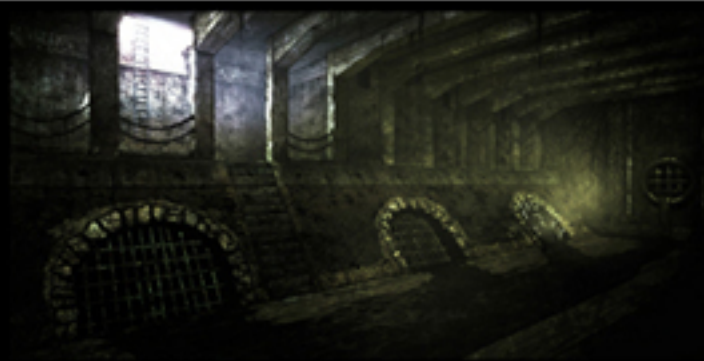
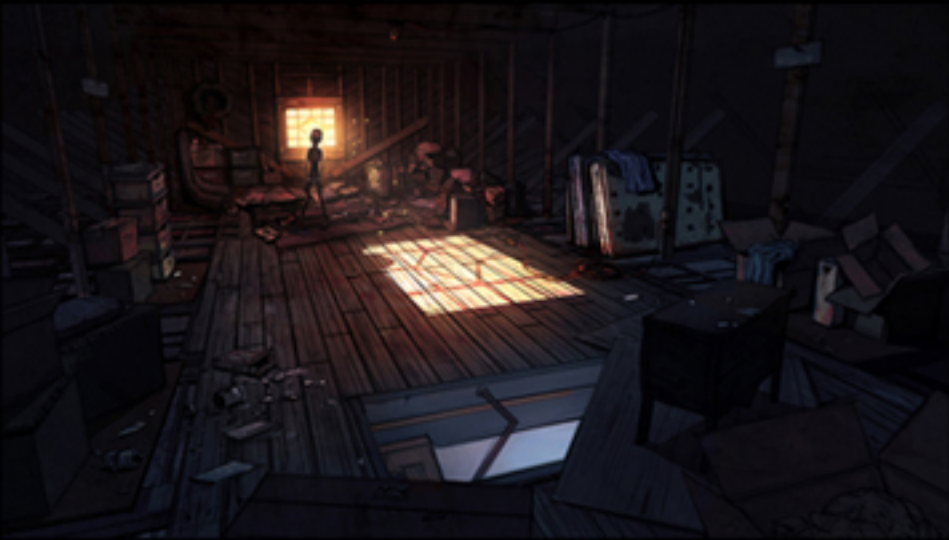


Monday, April 8, 2013













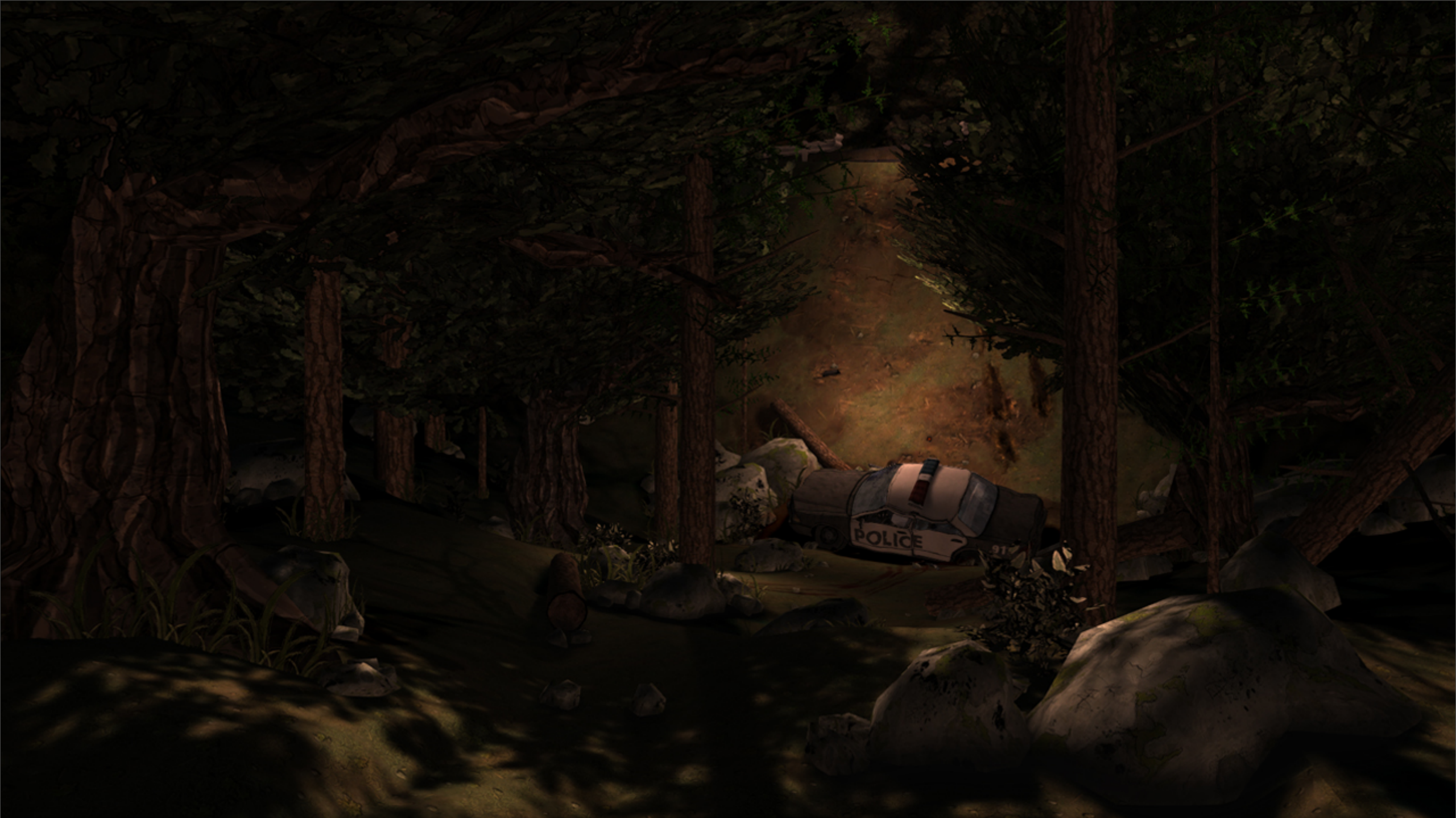










































# TECHNICAL CONSTRAINTS



**Environments = 30,000 Verts**

**No SSAO**

**Vertex Lighting**

**Limited Post Processing**

**NO HDR**

**Reduced Lightmap Sizes**





Monday, April 8, 2013





Monday, April 8, 2013



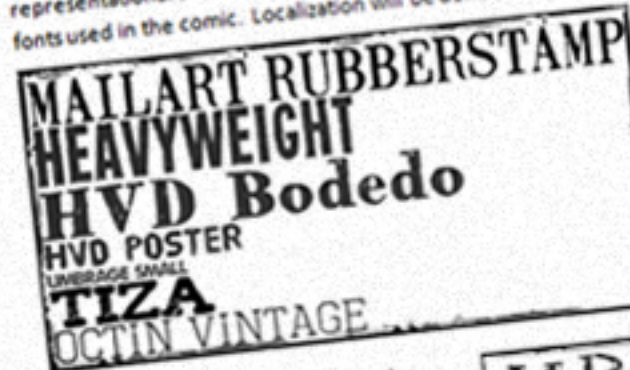
# PRODUCTION



## Text

C:\Telltale\ArtData\Fonts\WalkingDead

The majority of vector based text should follow the examples found in the comic series. Looking at the comic, the typography in the world is definitely hand drawn, but it is also solidly inked without a lot of noise. Their typography is also representational of reality. The below fonts are similar to the fonts used in the comic. Localization will be done in house.



For hand written text a more sketchy style will be used. Pick text that is relevant to the scenario. The Crazy Killer font is a bit too sketch for a note and would be best used in an area where someone had quickly scribbled a cautionary statement on a wall.

Stylized line work will be used for non translatable elements like newspaper and trash. Most of this will be set or not readable by the player.

When possible add a hand touched layer on top of break up the computerized feel of the text. This can be needed.



## Contact

Jonathon Banks (Lead Environment Artist)

[jbanks@telltalegames.com](mailto:jbanks@telltalegames.com)

Yahoo AIM: [telltalejonny](mailto:telltalejonny)

Telltale Games Confidential 2011

## The Walking Dead Environment Style Guide

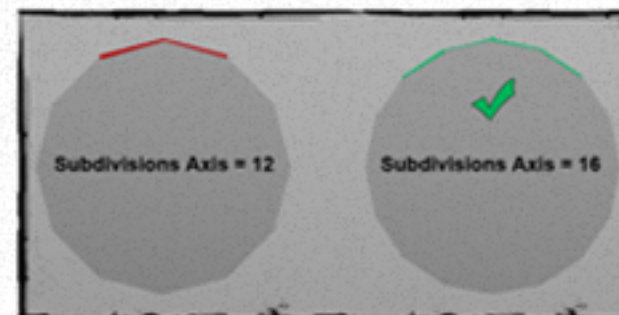


See env\_morgue for environment and prop modeling reference.

C:\Telltale\ArtData\Environments\WalkingDead

## Modeling

Modeling for the environments in WD will be hard edged and realistically proportioned. No bevels are needed to round out boxed geometry. Use low polygon techniques when appropriate. Cylindrical and spherical models should contain minimal faceting and retain their realistically proportioned shape. Modeling is simple and geometric with hard edges in order to showcase the line work of the models later in the texturing process.



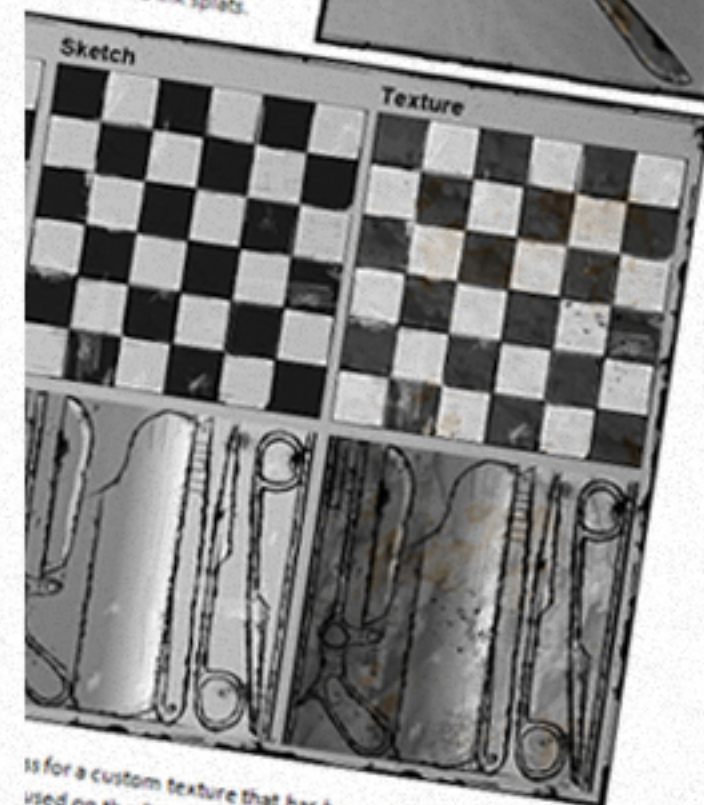
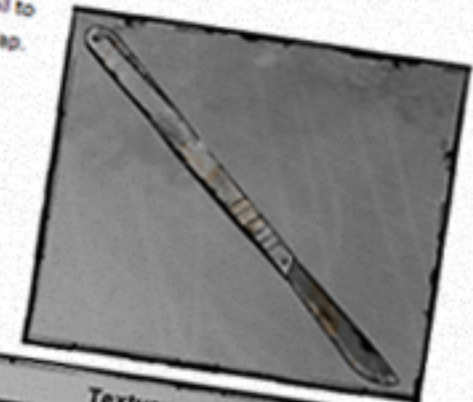
Telltale Games Confidential 2011

res\WalkingDead

Keep grain and blurred detail to be done using a diffuse map.

Use 3 core layers. These are 1 Texture layer.

Use thick lines, determine base with highlights and shadows. Use washes and ink splats.



is for a custom texture that has been mapped onto the floor of the morgue. Small details like bolts and sp instead of being modeled.











**78 ENVIRONMENTS**

**45 CHARACTERS**

**2316 TEXTURES**

**275 OBJECTS**

**77 FX**



# THE FINAL PRODUCT































# THE WALKING DEAD



A TELLTALE GAMES SERIES

CRAFTING A STYLIZED WORLD  
FOR THE MATURE FRANCHISE