



Artistic Principles of VFX

Jason Keyser

Senior VFX Artist, Riot Games

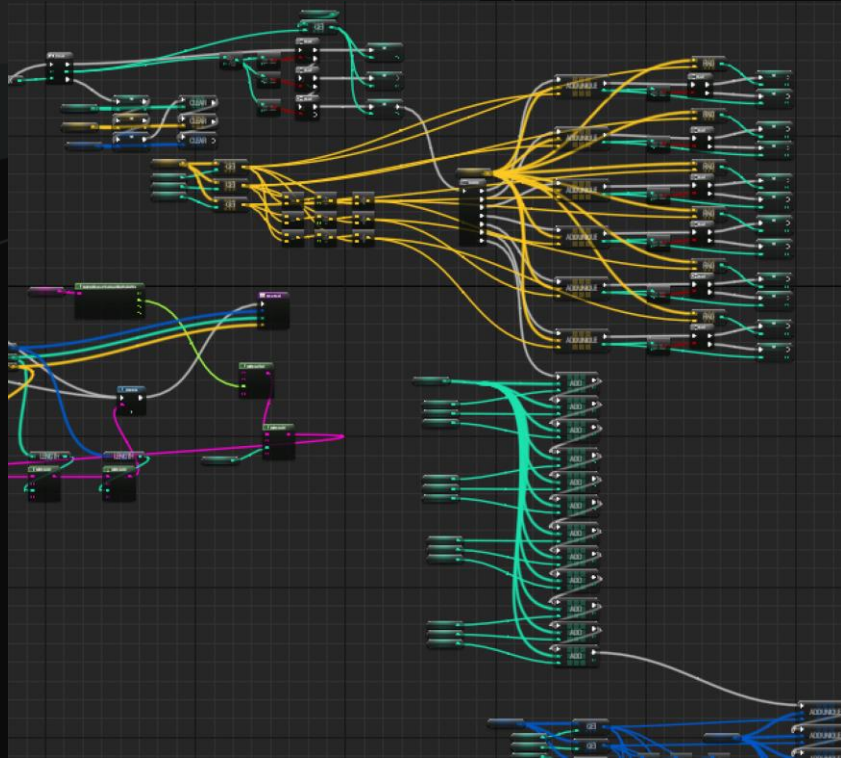
Hadidjah Chamberlin

FX Artist, Blizzard Entertainment

Artistic Principles of VFX



Techy Side of VFX

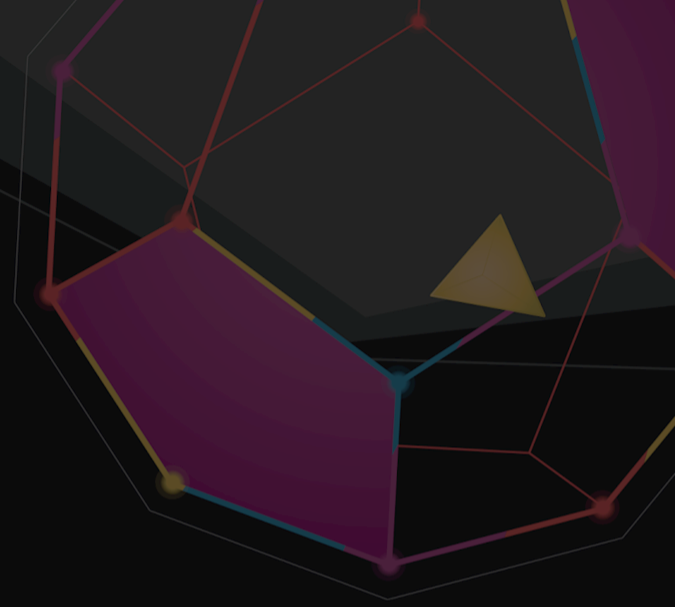
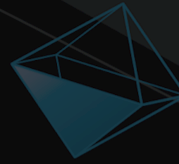
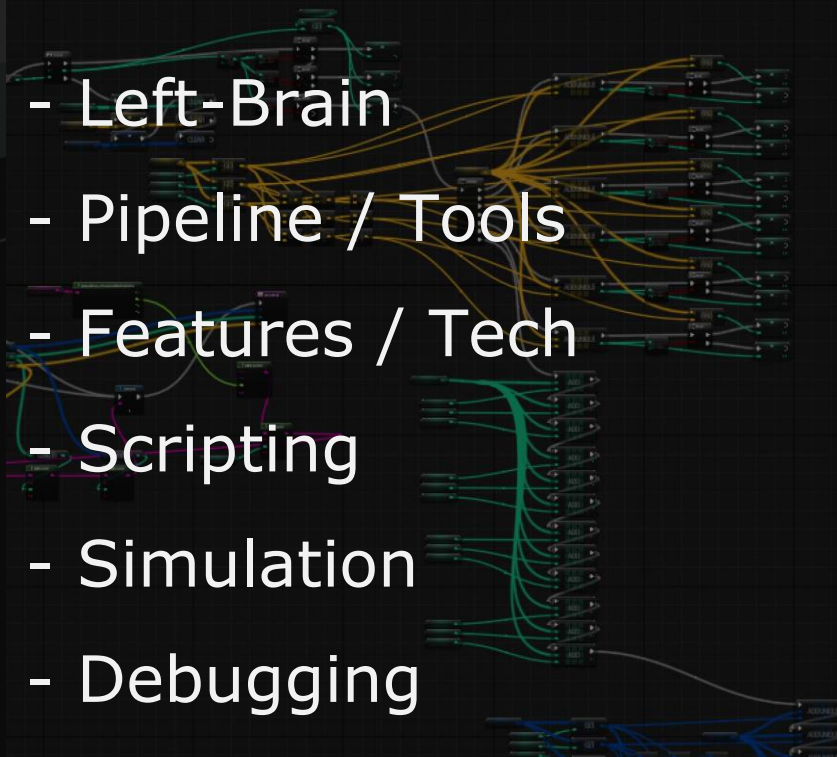


Artsy Side of VFX

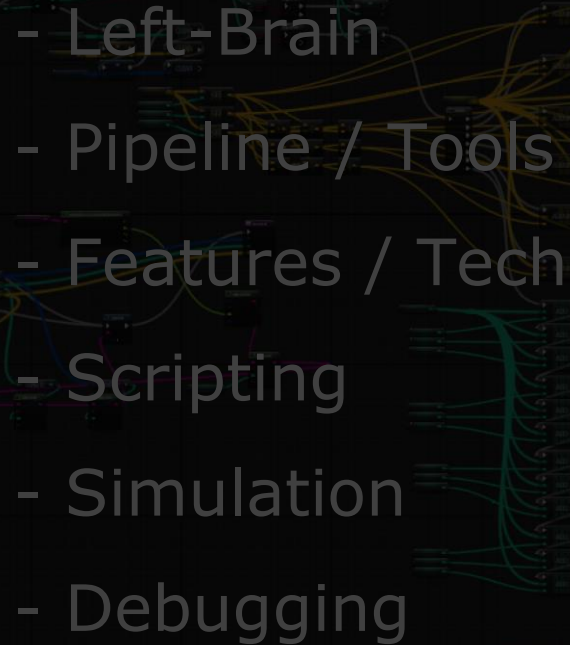


Techy

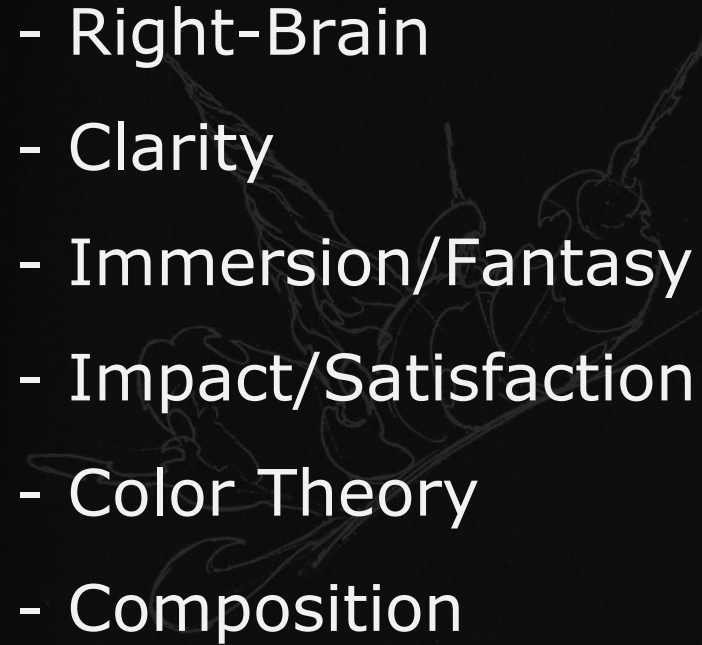
- Left-Brain
- Pipeline / Tools
- Features / Tech
- Scripting
- Simulation
- Debugging



Techy

- 
- Left-Brain
 - Pipeline / Tools
 - Features / Tech
 - Scripting
 - Simulation
 - Debugging

Artsy

- 
- Right-Brain
 - Clarity
 - Immersion/Fantasy
 - Impact/Satisfaction
 - Color Theory
 - Composition

Artistic Principles for VFX



- Gameplay is King!
- Shape & Area of Effect
- Contrast & Focal Point
- Color & Identity
- Timing & Threat Level

Gameplay is King!



Gameplay is King!

Be friends with your designers!



Gameplay is King!

LEAGUE OF LEGENDS



Gameplay is King!



Gameplay is King!



Gameplay is King!



Gameplay is King!



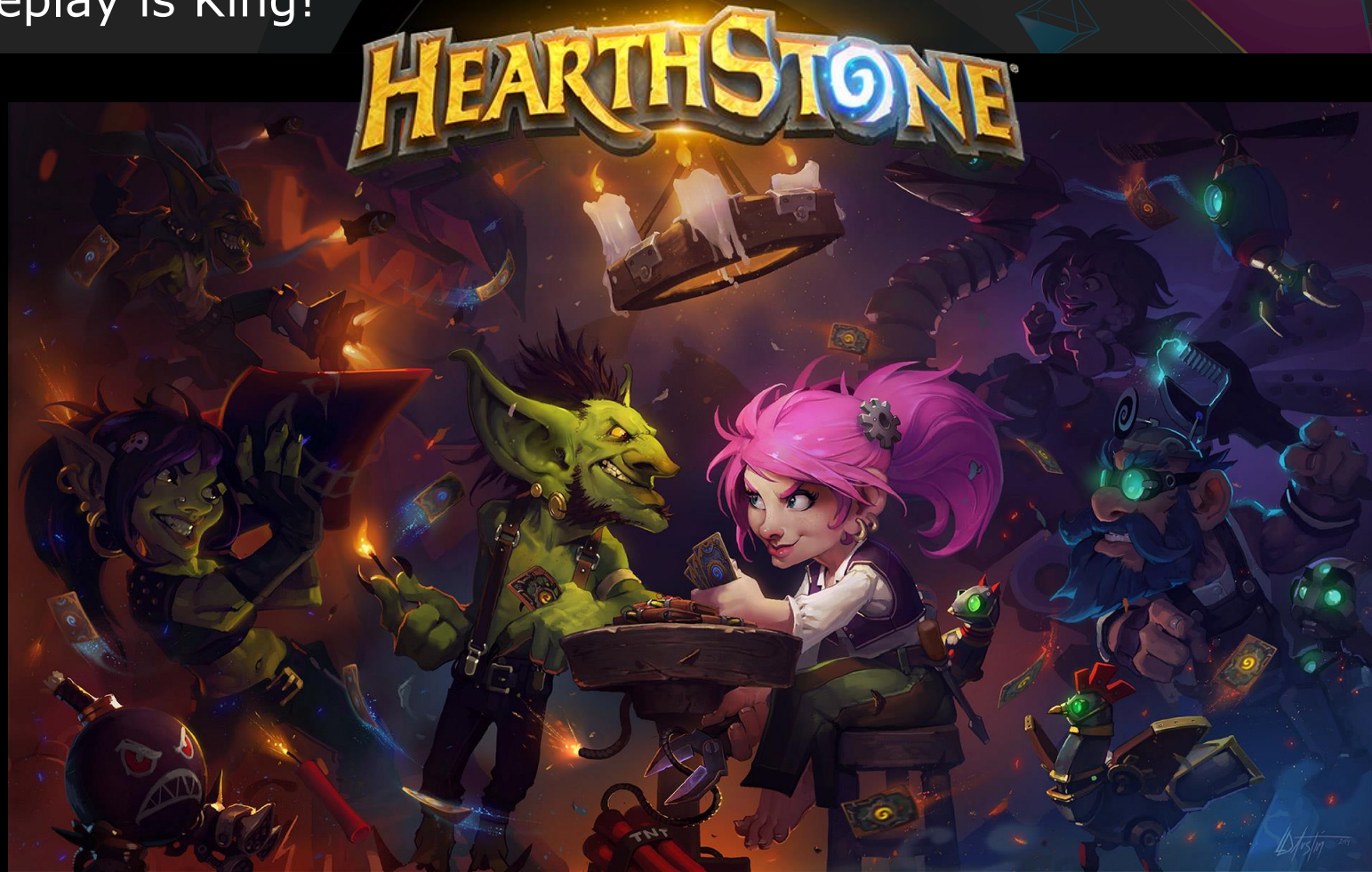
Gameplay is King!



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Shape and Area of Effect



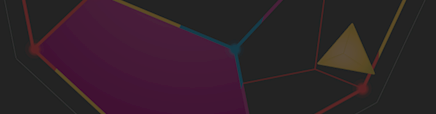
Shape & Area of Effect



Shape & Area of Effect



Shape & Area of Effect



Shape & Area of Effect



Shape & Area of Effect



Shape & Area of Effect



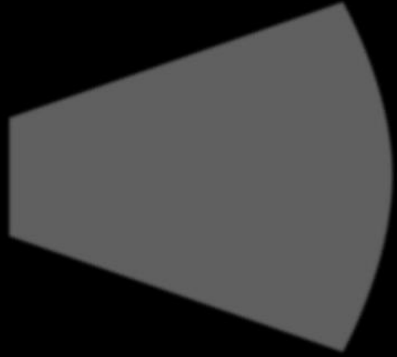
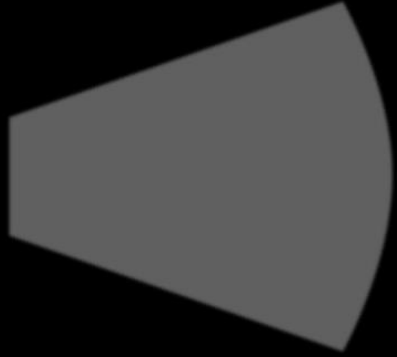
Shape & Area of Effect



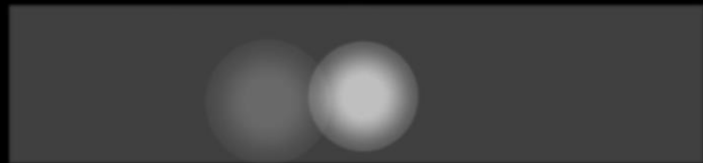
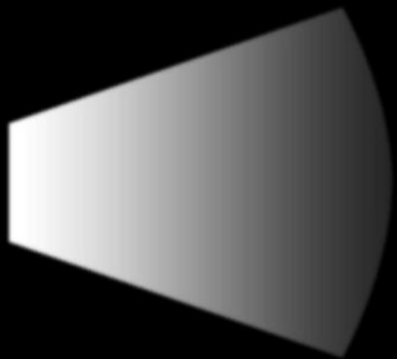
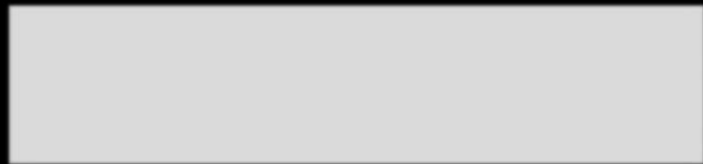
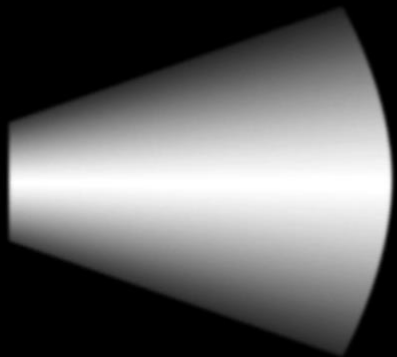
Contrast and Focal Point



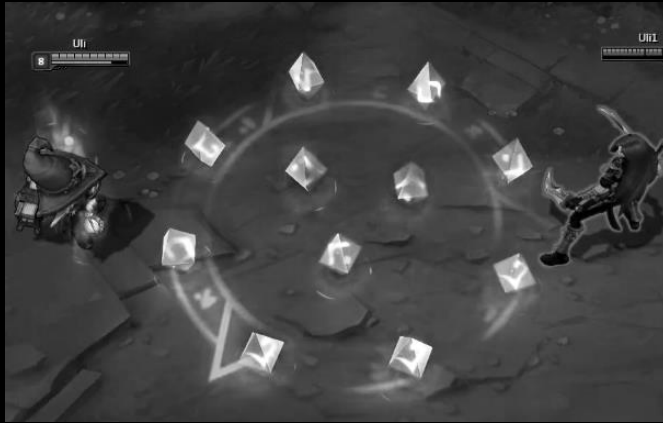
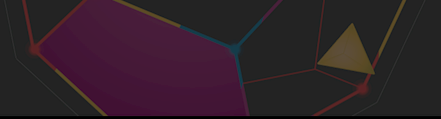
Contrast & Focal Point



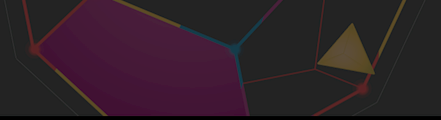
Contrast & Focal Point



Contrast & Focal Point



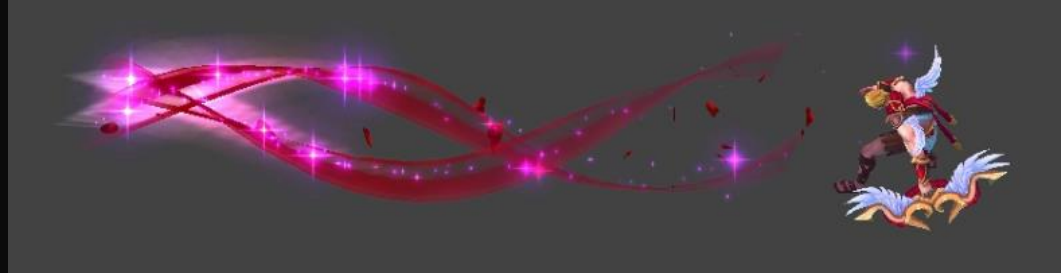
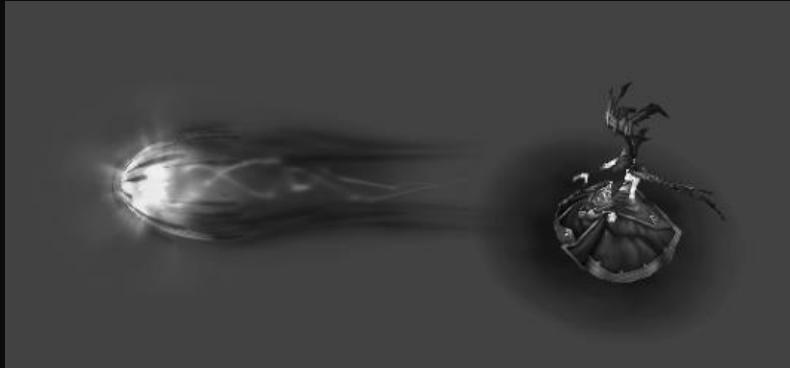
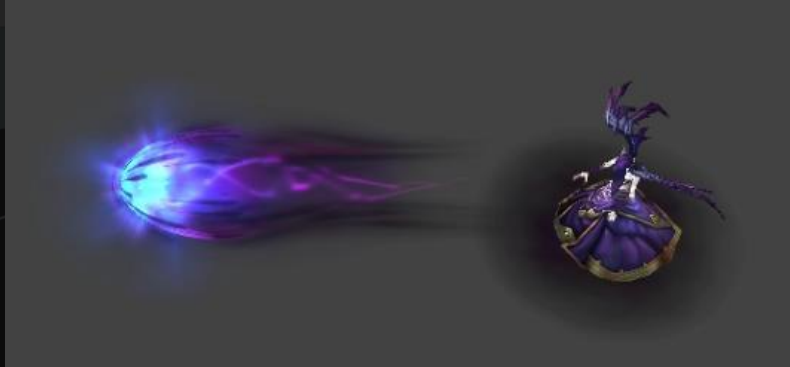
Contrast & Focal Point



Contrast & Focal Point



Contrast & Focal Point



Contrast & Focal Point



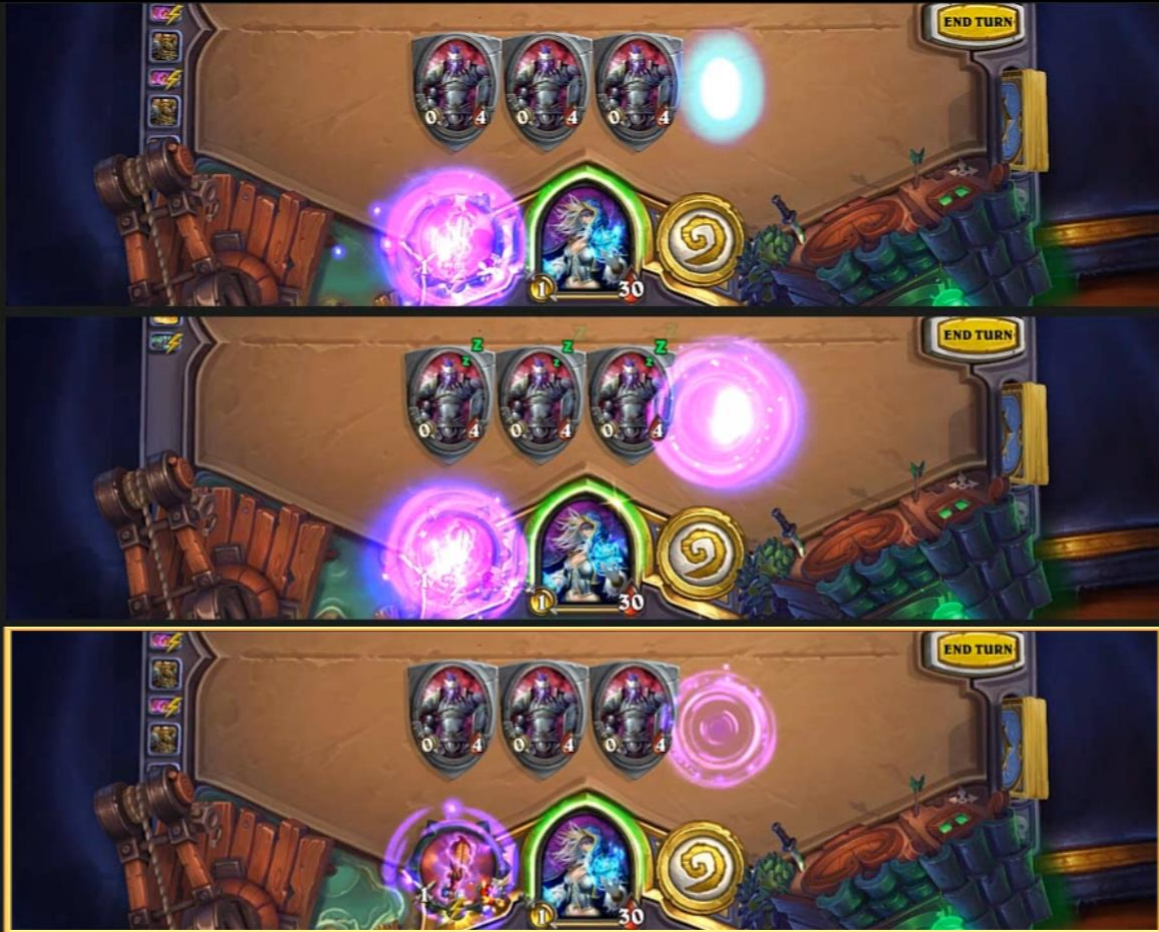
Contrast & Focal Point



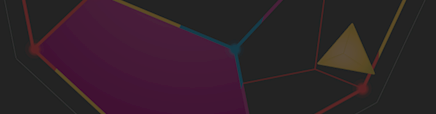
Contrast & Focal Point



Contrast & Focal Point



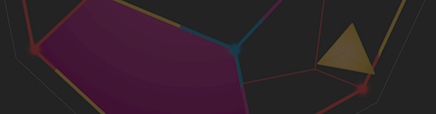
Contrast & Focal Point



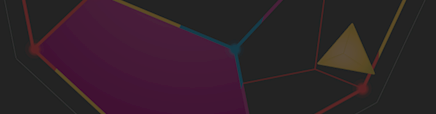
Contrast & Focal Point



Contrast & Focal Point



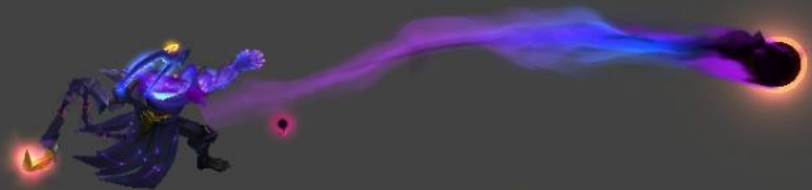
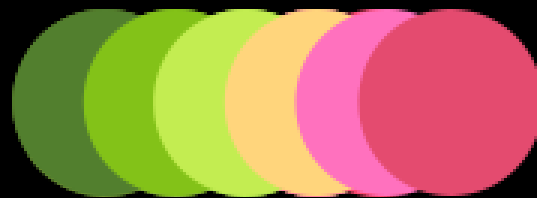
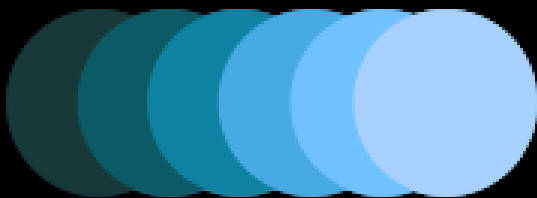
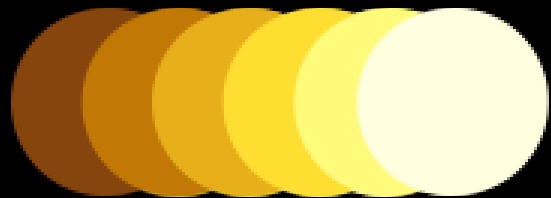
Contrast & Focal Point



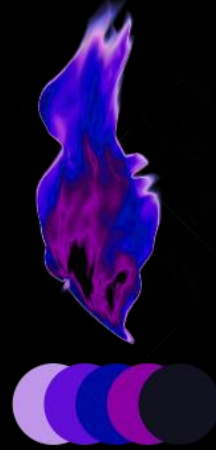
Color and Identity



Color & Identity



Color & Identity



Color & Identity



Color & Identity



Color & Identity



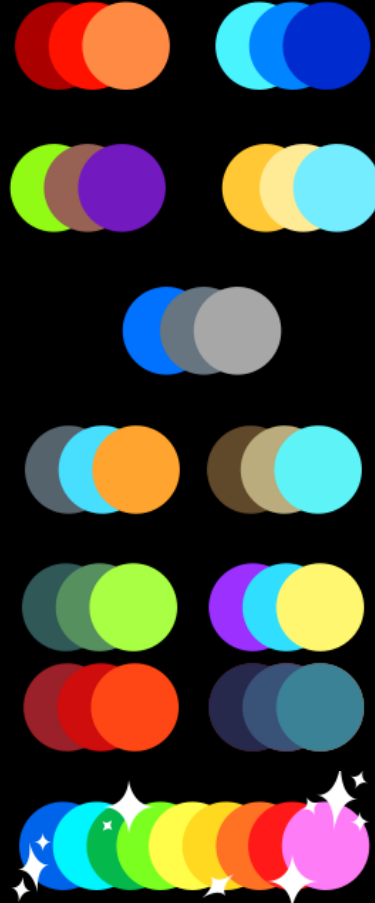
Color & Identity



Color & Identity



Color & Identity



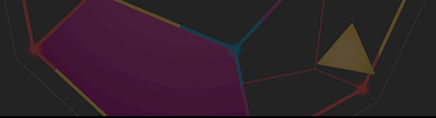
Color & Identity



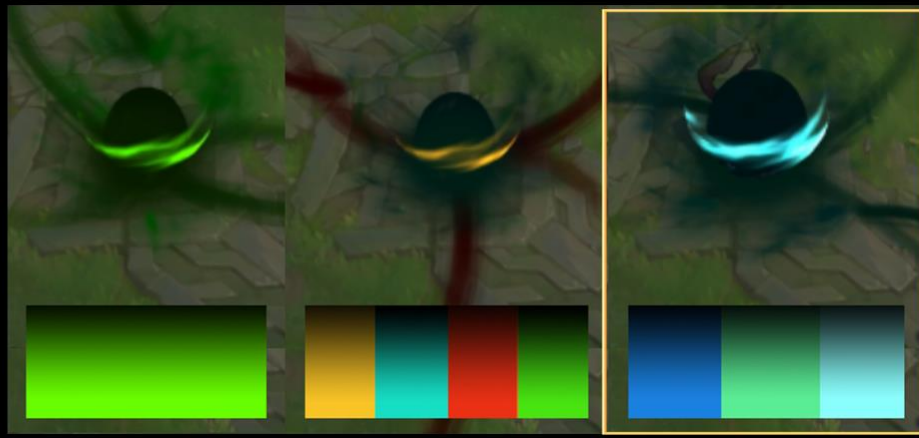
Color & Identity



Color & Identity



Color & Identity



Color & Identity

Demon

Kabal

Arcane



Color & Identity



Color & Identity



Color & Identity

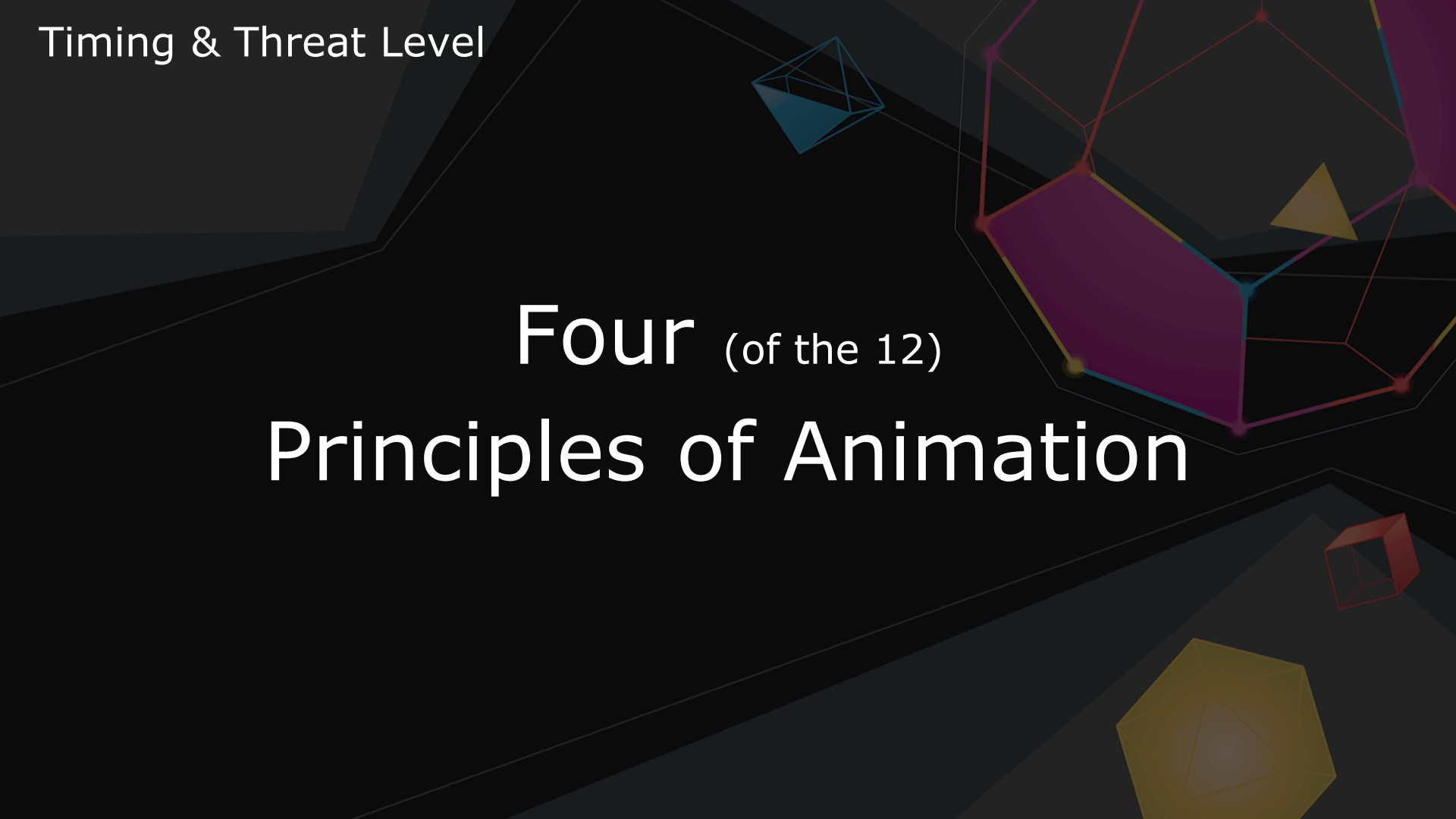


Timing and Threat Level



Timing & Threat Level

Four (of the 12) Principles of Animation



Squash & Stretch

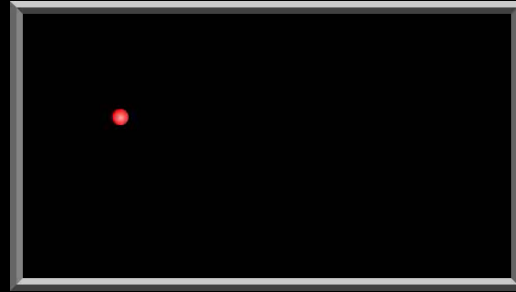


Timing & Threat Level

Squash & Stretch

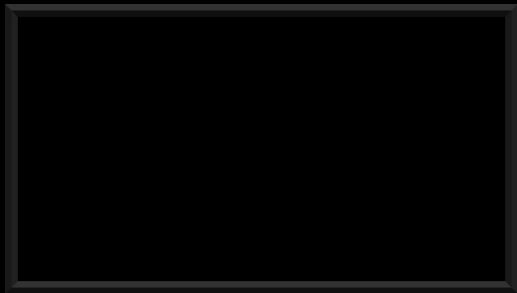


Anticipation

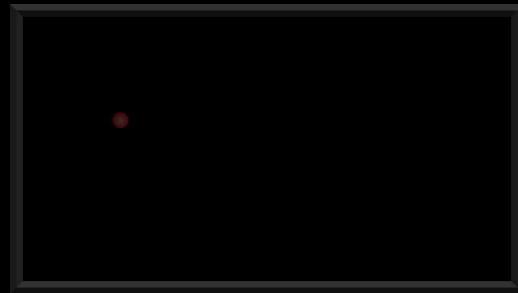


Timing & Threat Level

Squash & Stretch



Anticipation

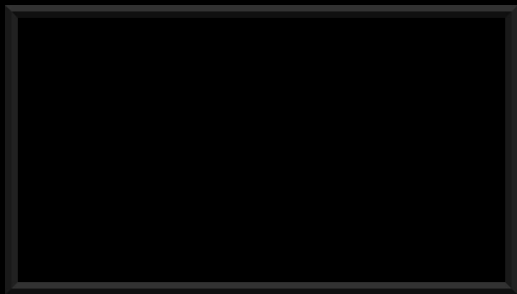


Slow In & Slow Out



Timing & Threat Level

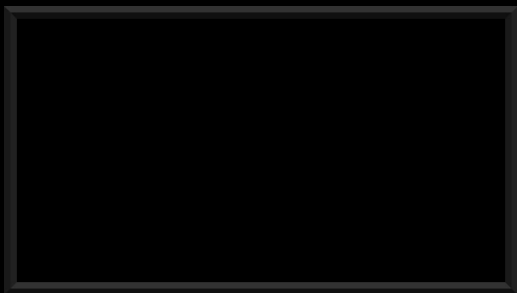
Squash & Stretch



Anticipation



Slow In & Slow Out



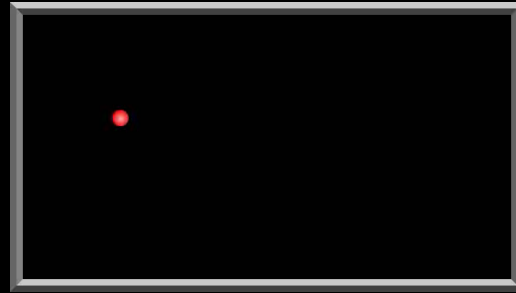
Secondary Action



Squash & Stretch



Anticipation



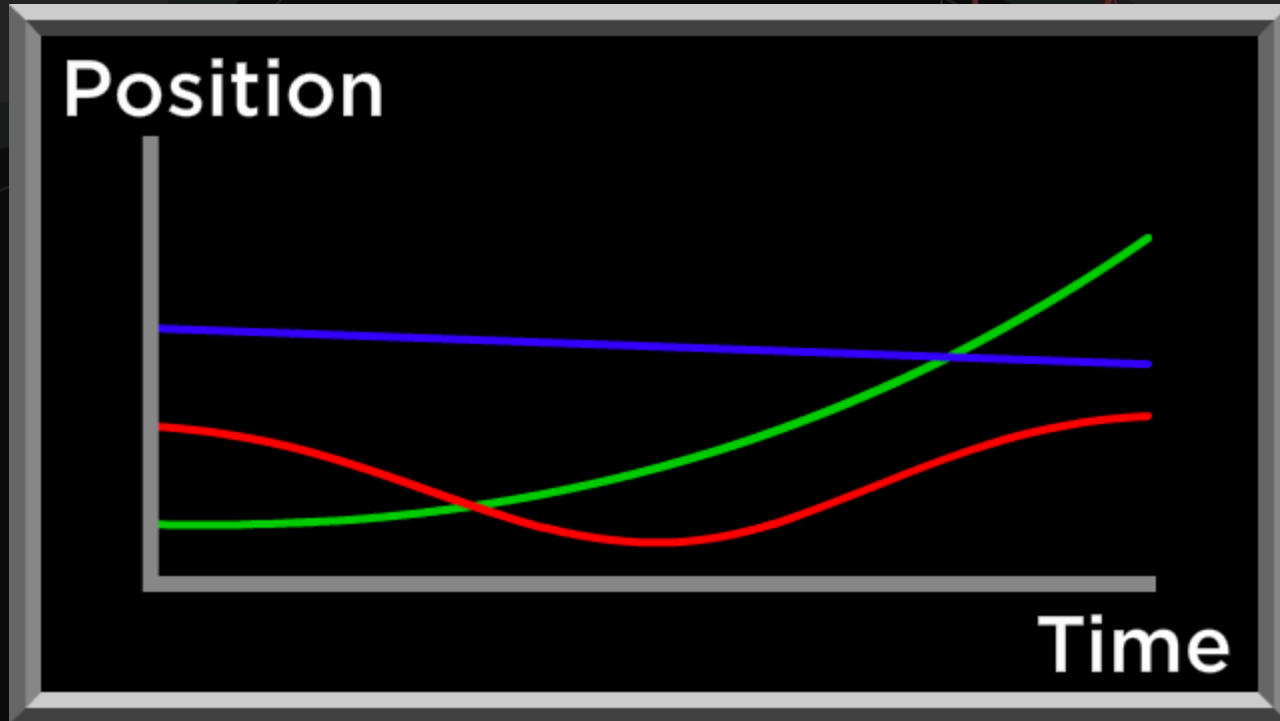
Slow In & Slow Out



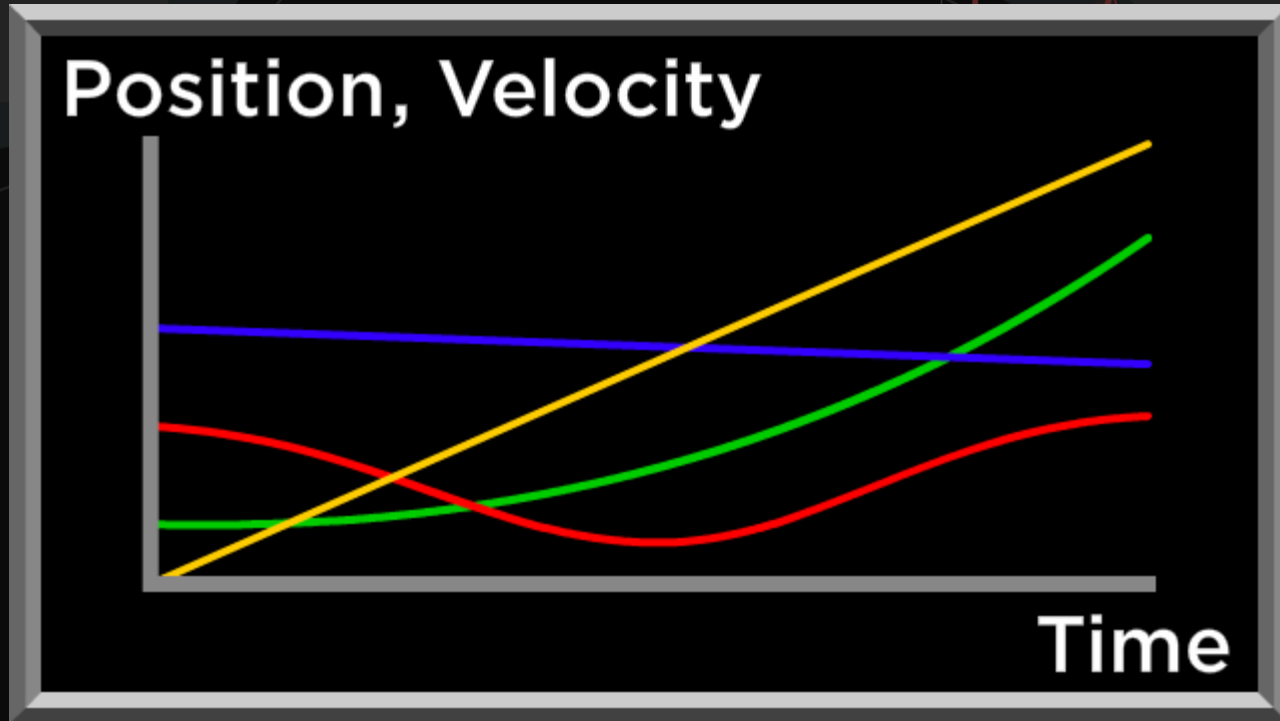
Secondary Action



Timing & Threat Level

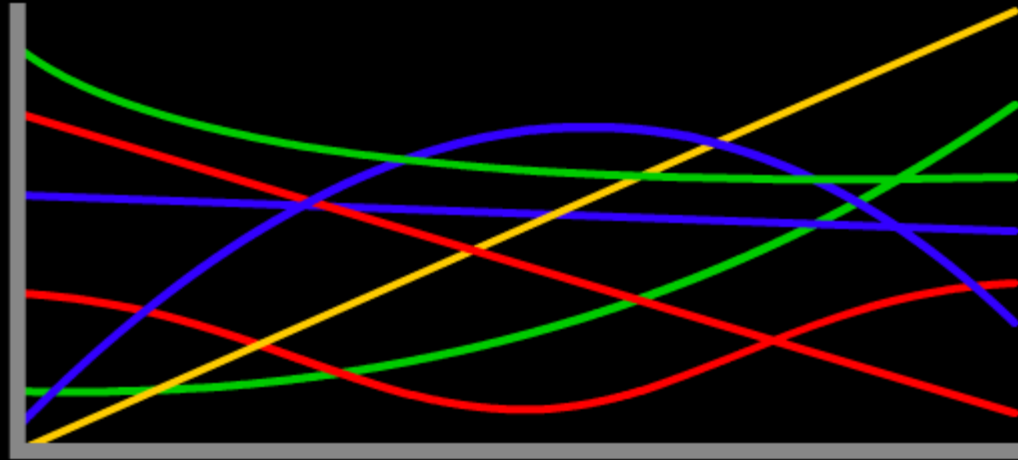


Timing & Threat Level



Timing & Threat Level

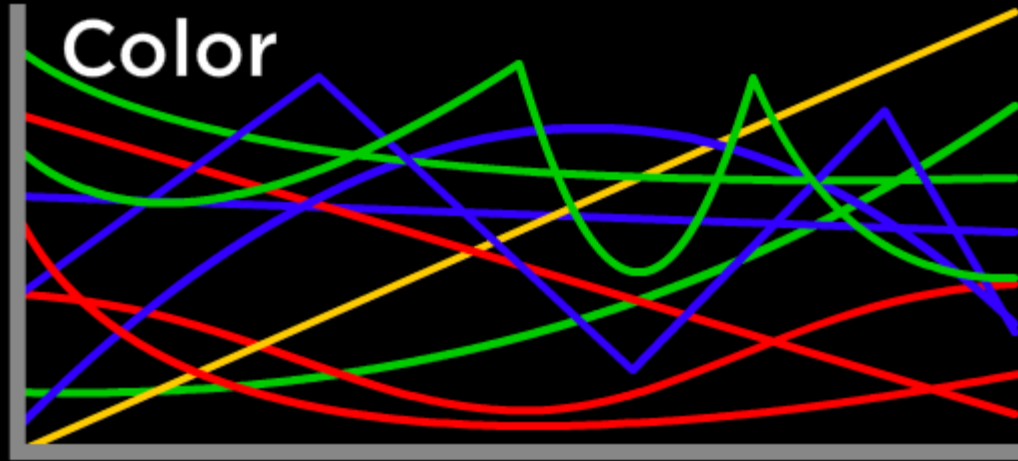
Position, Velocity, Scale



Time

Timing & Threat Level

Position, Velocity, Scale,
Color



Time

Timing & Threat Level

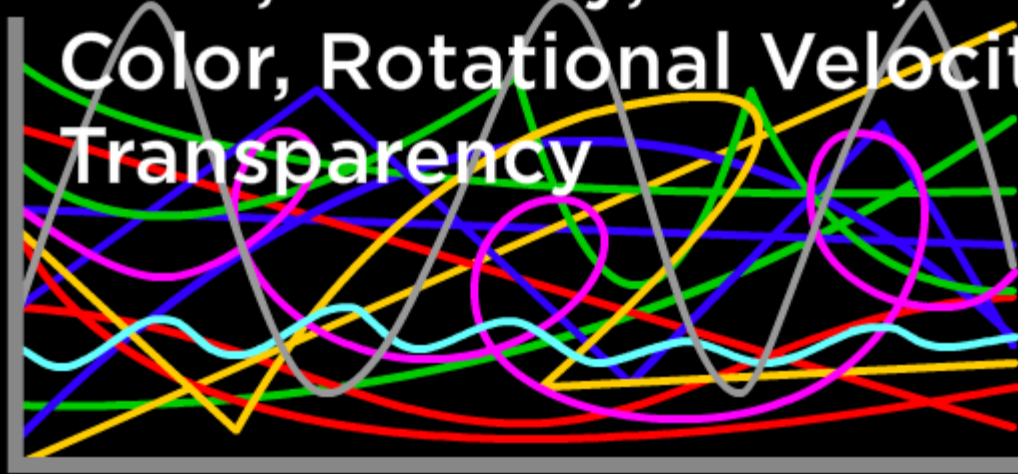
**Position, Velocity, Scale,
Color, Rotational Velocity**



Time

Timing & Threat Level

Position, Velocity, Scale,
Color, Rotational Velocity,
Transparency



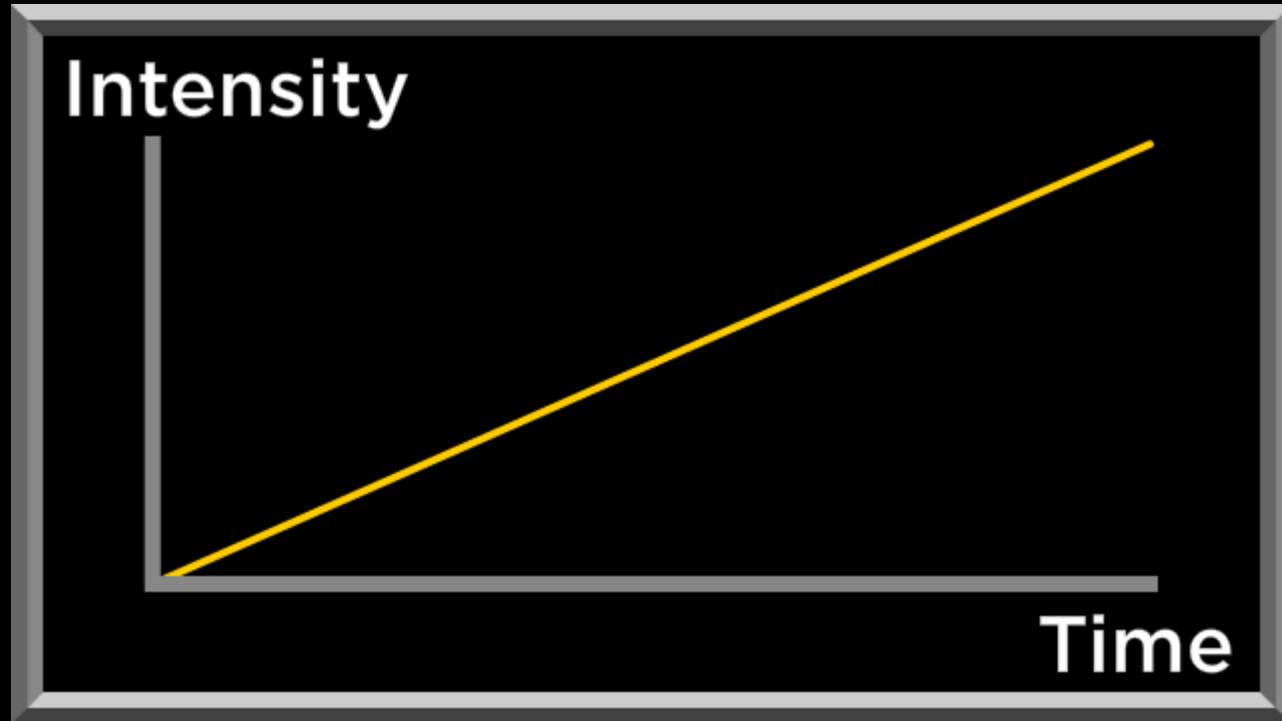
Time

Timing & Threat Level

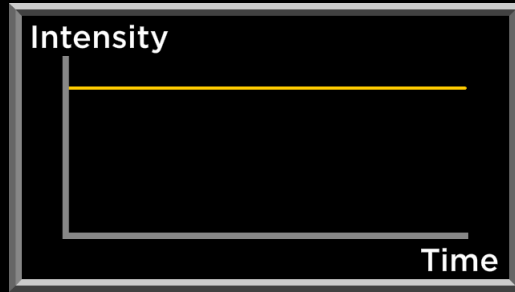
Position, Velocity, Scale,
Color, Rotational Velocity,
Transparency, Lifetime,
Emission Rate, UV Scroll,
Dissolve, [Insert Feature]

Time

Timing & Threat Level

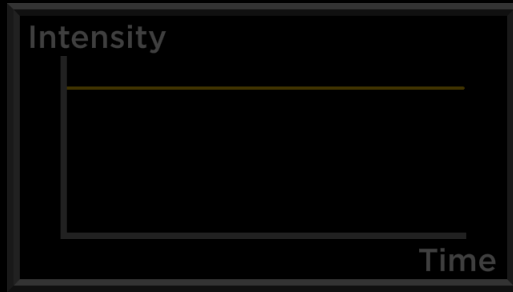


Missile

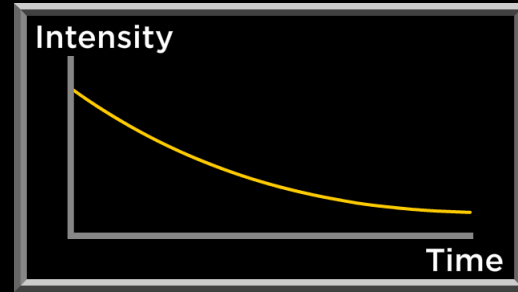


Timing & Threat Level

Missile

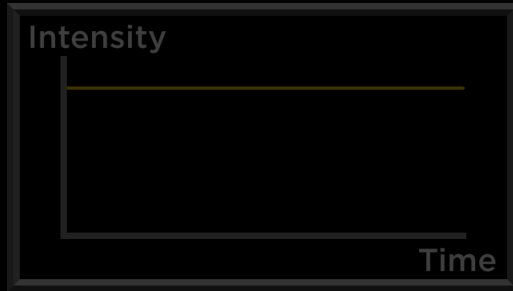


Explosion

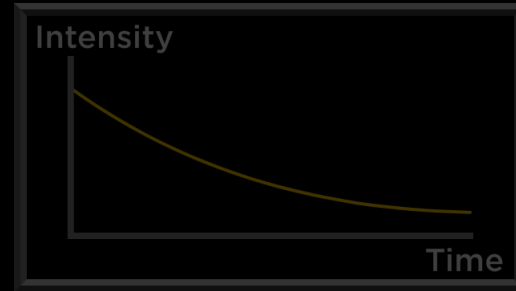


Timing & Threat Level

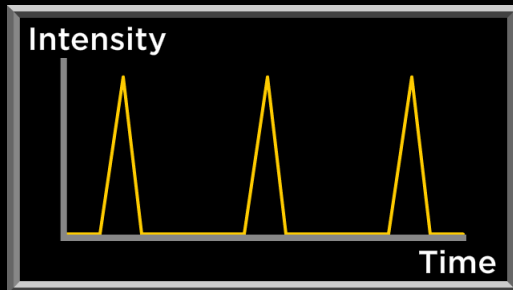
Missile



Explosion

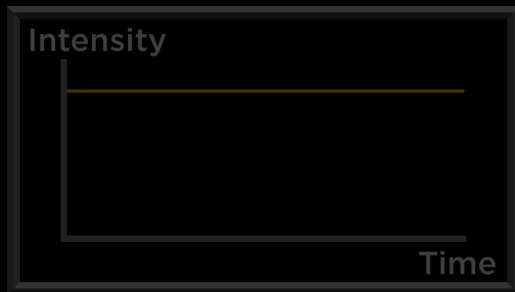


Blinking Light

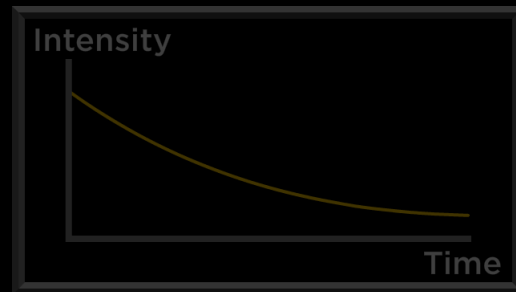


Timing & Threat Level

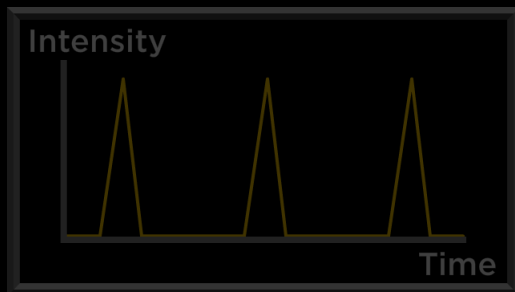
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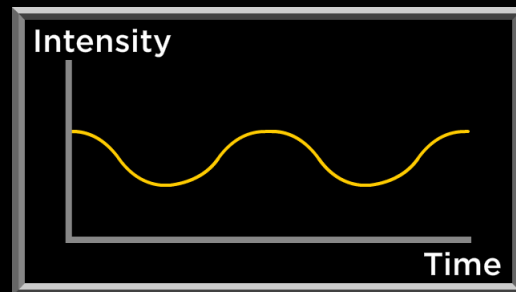
Explosion



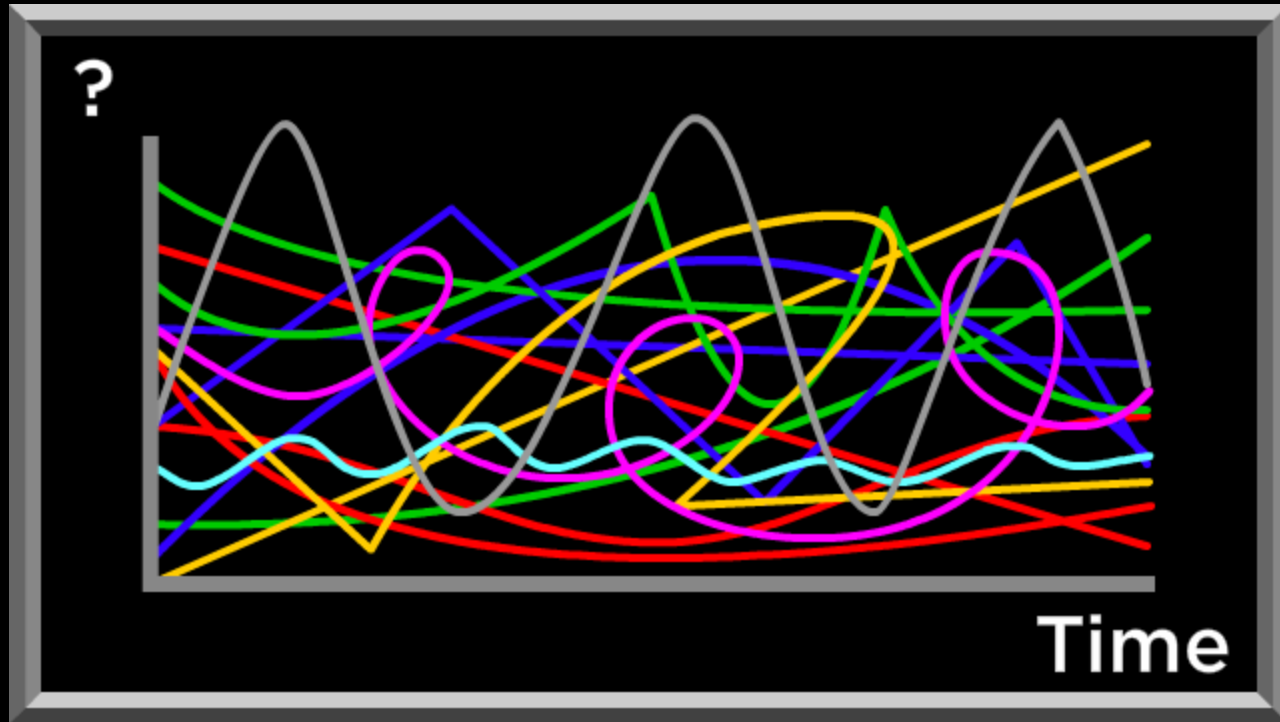
Blinking Light



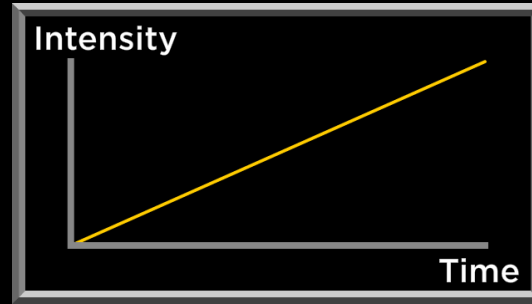
Portal



Timing & Threat Level



4 Principles +



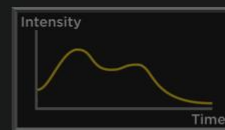
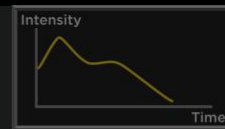
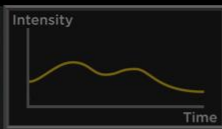
Timing & Threat Level



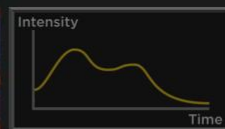
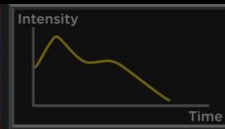
Timing & Threat Level



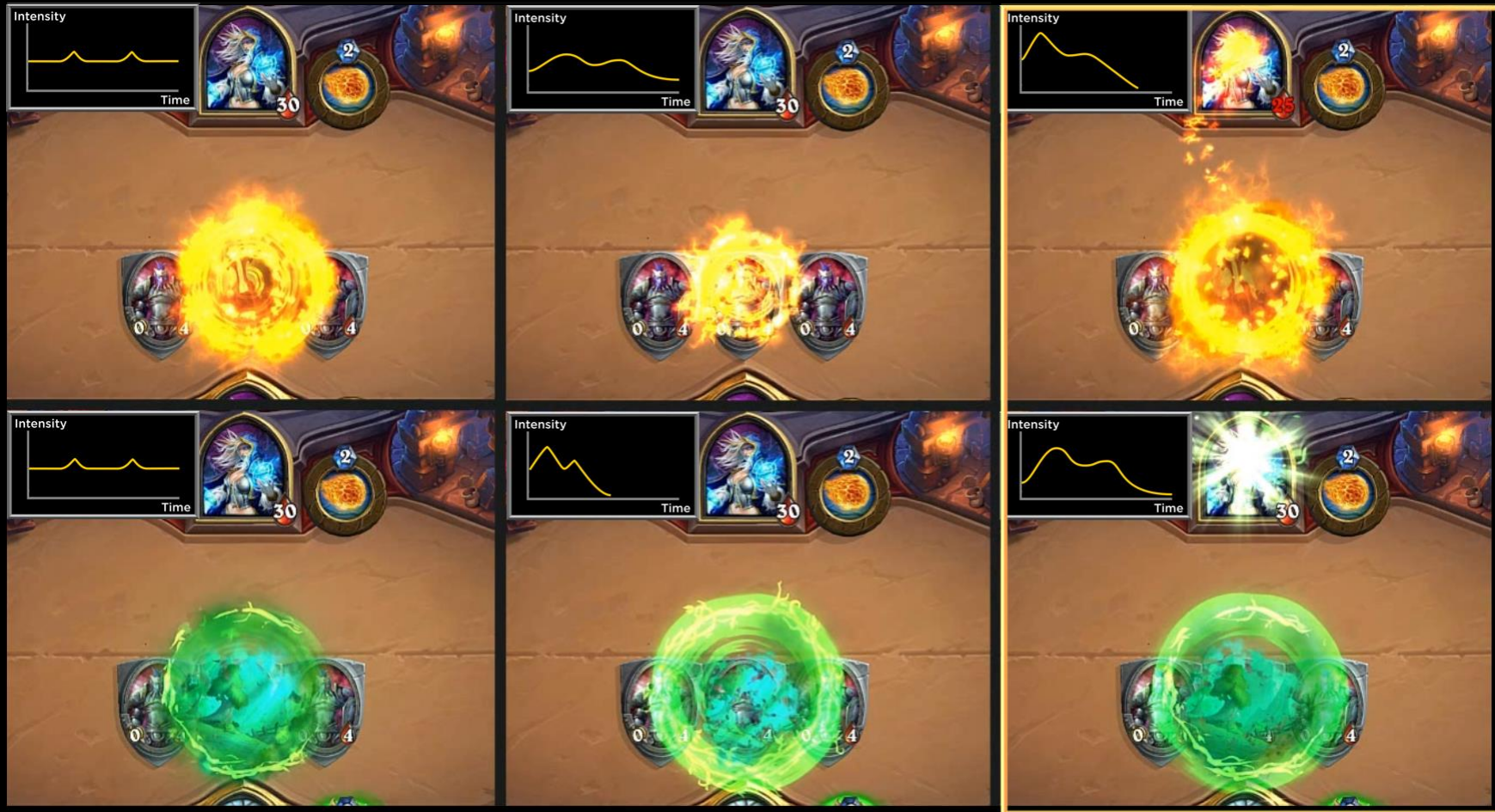
Timing & Threat Level



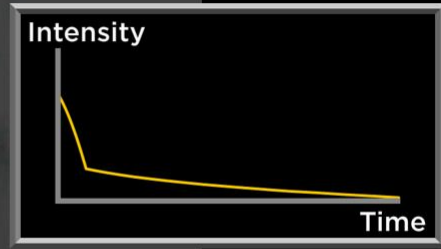
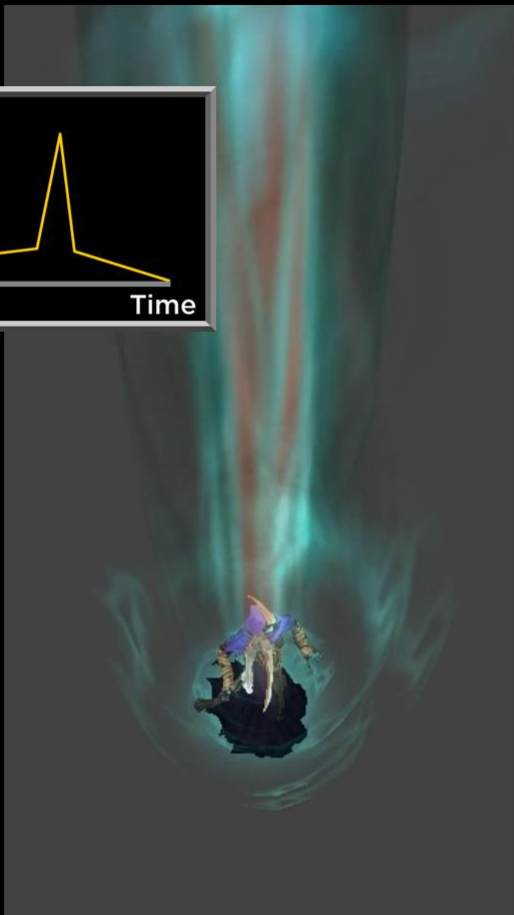
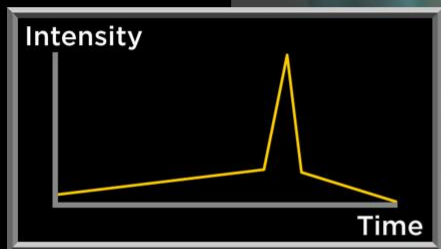
Timing & Threat Level



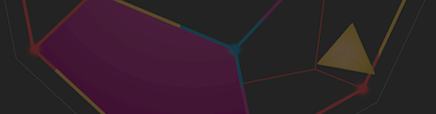
Timing & Threat Level



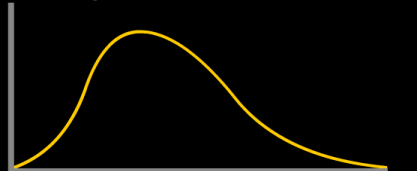
Timing & Threat Level



Timing & Threat Level



Intensity



Time



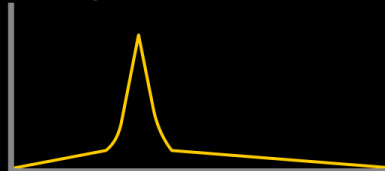
Intensity



Time



Intensity



Time

Timing & Threat Level



Intensity



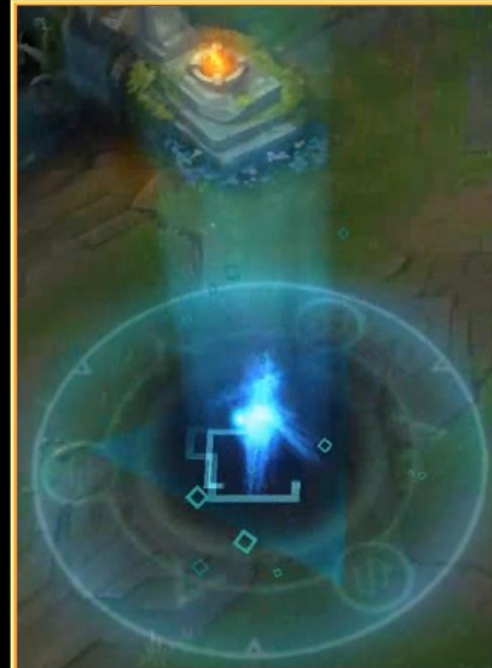
Time



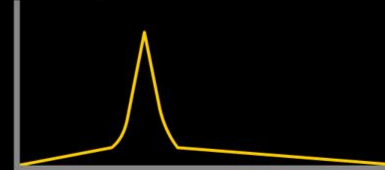
Intensity



Time

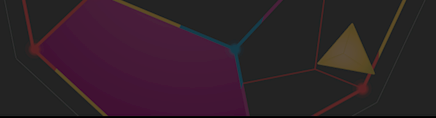


Intensity

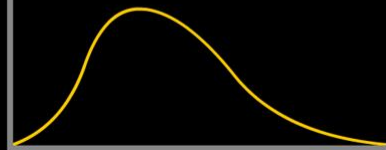


Time

Timing & Threat Level



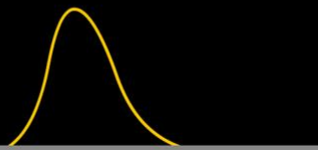
Intensity



Time



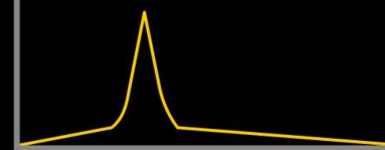
Intensity



Time

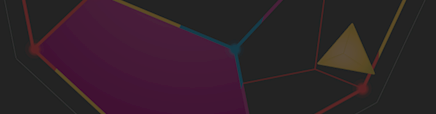


Intensity

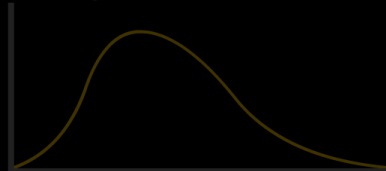


Time

Timing & Threat Level



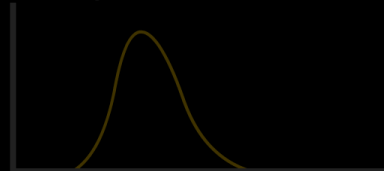
Intensity



Time



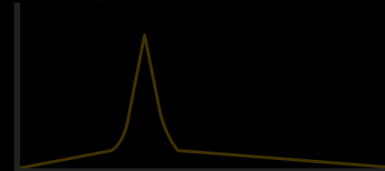
Intensity



Time



Intensity



Time

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- Gameplay is King!
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- Contrast & Focal Point
- Color & Identity
- Timing & Threat Level



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Thank You!

(and keep in touch)



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Hadidjah Chamberlin
hchamberlin@blizzard.com

Hit us up on the Forum!
realtimeVFX.com
@keyserito @hadidjah