



SAN FRANCISCO, CA MARCH 5-9, 2012 2 12

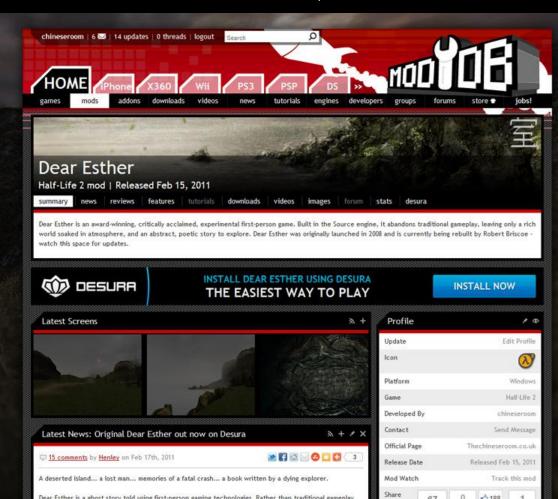
## Introduction

- Started out as a Mod in 2008
- Was originally a research project



### Introduction

- Was a cult success in the modding scene
- But not fulfilling its true potential



## **Strengths**

- Engaging voice-over narrative
- Rich detailed history and story



## Weaknesses

- Visual detail inconsistent with narrative detail
- 'disconnection' between audio and visual experience



# The Concept

- Reconnect the story to the visuals
- Use the environment as an immersion tank







# **Early Art Test:**

- Looked flat and unconvincing
- Realism not happening



# **Impressionistic**

- Mix of the real and surreal
- Detail and perceived detail
- Mirrors the story's ambiguous nature



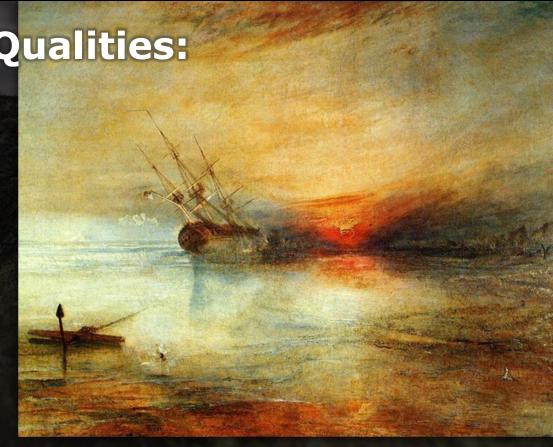
# **Impressionistic**

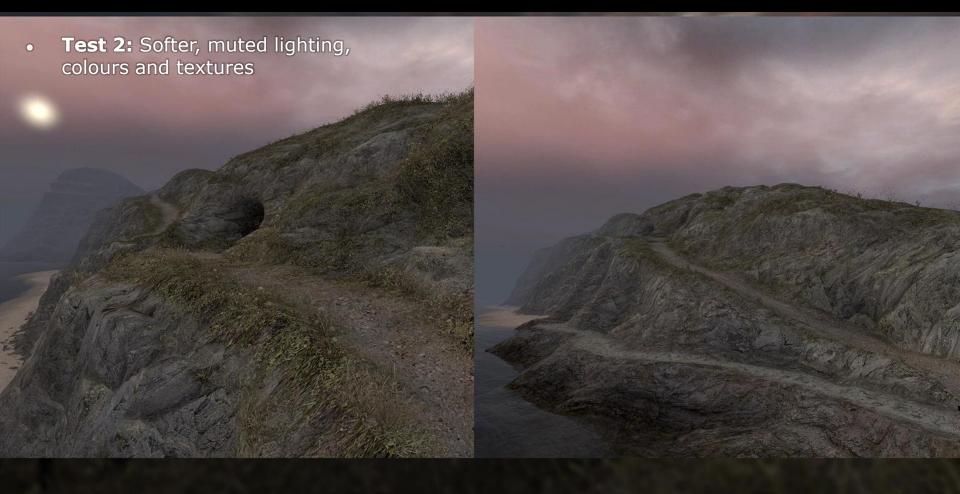
- Atmospheric
- Mysterious
- Immersive!



# **Impressionistic Qualities:**

- A strong sense of light, atmosphere
- Evoking emotion over reality
- Constrained colour palette









#### **Realism isn't the Holy Grail for Immersion**

• It's not the fidelity of the content that matters, but the message and experience you portray through that content

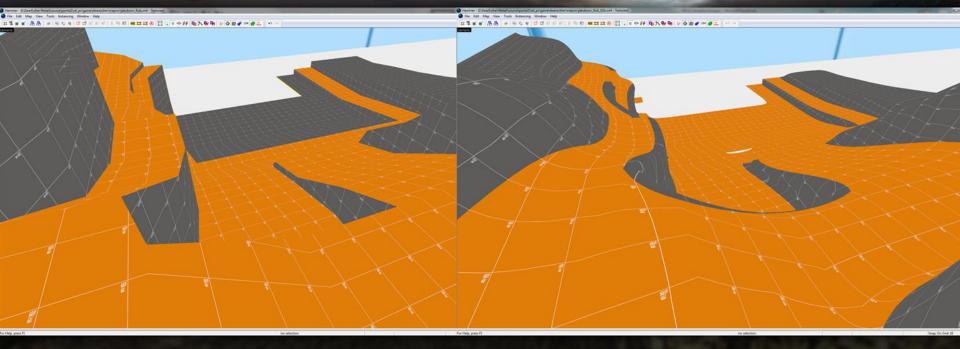
# The Importance of Detail: Connecting the story to the world

## **Example Scene**

- Missing important narrative details
- Has huge potential to add to the story

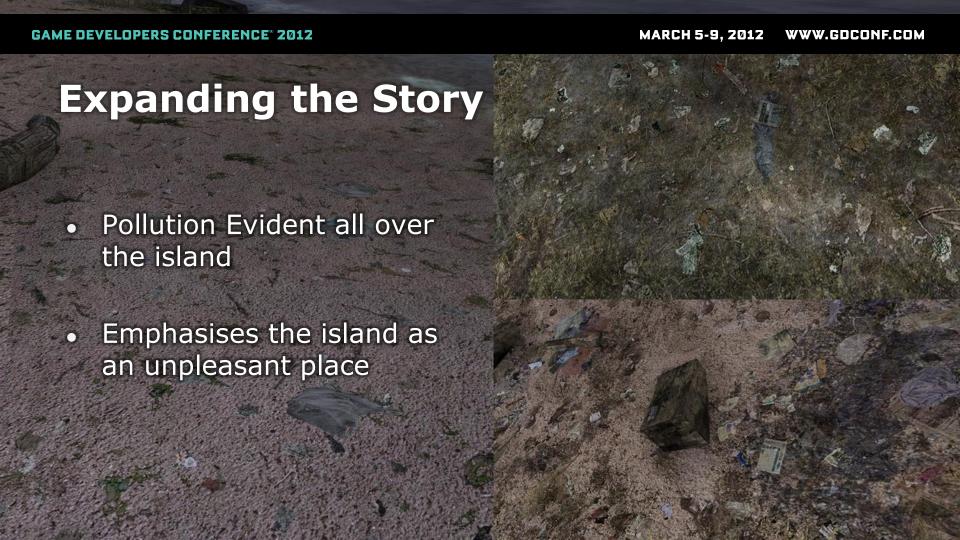


# **Setting the Stage**



Building the Terrain



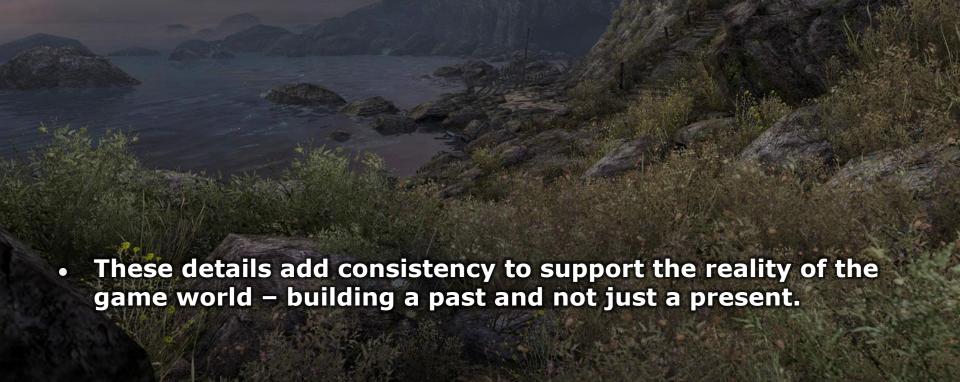


# **Expanding the History**



Other Shipwrecks scattered throughout the island



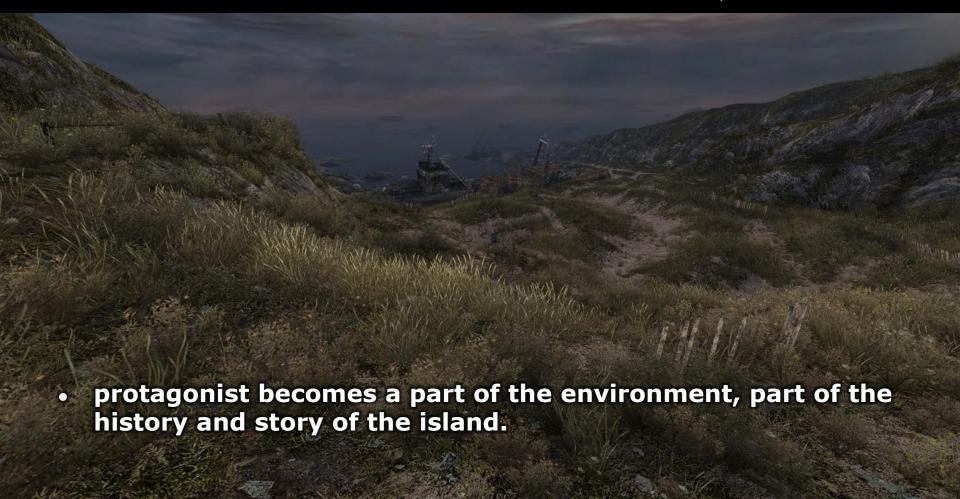


## **Smaller Details**

- Randomised
- Reward Exploration
- Connect to the Protagonist's past







# The Importance of Detail: Bringing the world to life





# Subliminal Signposts: Creating an emotional connection

## **Subliminal Signposts**

- Indirect and symbolic in nature
- A representation of Images, emotions, thoughts and feelings
- Help build upon the surreal aspects







#### Conclusion

- The Art style can define your experience and help support your goals
- Not just about creating a physical landscape, but also an emotional one
- All of the details, large and small, are the glue that binds the story to the environment

