



# The Art of Afterparty

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**GAME DEVELOPERS CONFERENCE**

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Robin Hood  
Defender of  
the Crown

Mickey's Twice  
Upon A Christmas  
In The Rough  
A Gentlemen's Duel  
Aliens of the Deep  
Warhammer 40K  
Warhammer Age of  
Reckoning  
Hellgate London  
Golden Axe  
Sonic The Hedge Hog  
Rise Of Legends  
Marvel Ultimate Alliance

Kung Fu Panda  
Secrets of the  
Furious Five  
Hewlett Packard  
McDonald's  
TV Commercials

Brutal Legend  
Stacking  
Costume Quest  
Once Upon A  
Monster  
The Cave

Finding Dory  
Inside Out  
Cars  
Frozen  
Big Hero 6

# night school

STUDIO

OXENFREE

MR. ROBOT  
1.5lexfiltrati0n.ipa

*Afterparty*

Afterparty







STORY





LOLA  
WOLFE

NOV  
19XX



AUG  
20XX

SANG  
"MILO"  
BONG



NOV  
19XX

AUG  
20XX

# COMEDIC, ALIVE, + HEART



**THE VISION**





GOALS



UH OH, YOU'RE  
INSANE.

WHAT ARE YOU  
TALKING ABOUT?

WE HAVEN'T SEEN  
YOU.







*INSPIRATION*



Simon Weaner



Simon Weaner



Neil Campbell Ross





Neil Campbell Ross



Jamie Hewlett



Belly-Artisan Entertainment

**TRAILER**





**VISUAL TARGETS**















## BOBOLYNE PARK — FEISTY'S DRINK MENU



BANG BANG  
(sports fanatic)



GIGANTICIDE



THE  
AMBIDEXTROUS SHOOTER



LING CHI  
(cheeseball)



YELLOW FEVER



CHESTERFIELD MASSAGE  
(rich asshole)



HELLO MY BABY  
(witty vaudevillian)

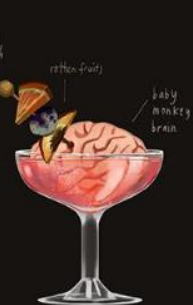


HEARSE CHASER

## WELKIN WAY — SATAN'S PARTY DRINK MENU



FORGOTTEN GOSPEL



THE GREAT FALL  
(evil genius)



JUDAS CHAIR



GLOBAL EXTINCTION  
(raging psycho)

## LITTLE RANTALIA — DURDY HURDY GURDY DRINK MENU



WOLAND'S MARGARITA



SUICIDE BY COP  
(loveable lash)



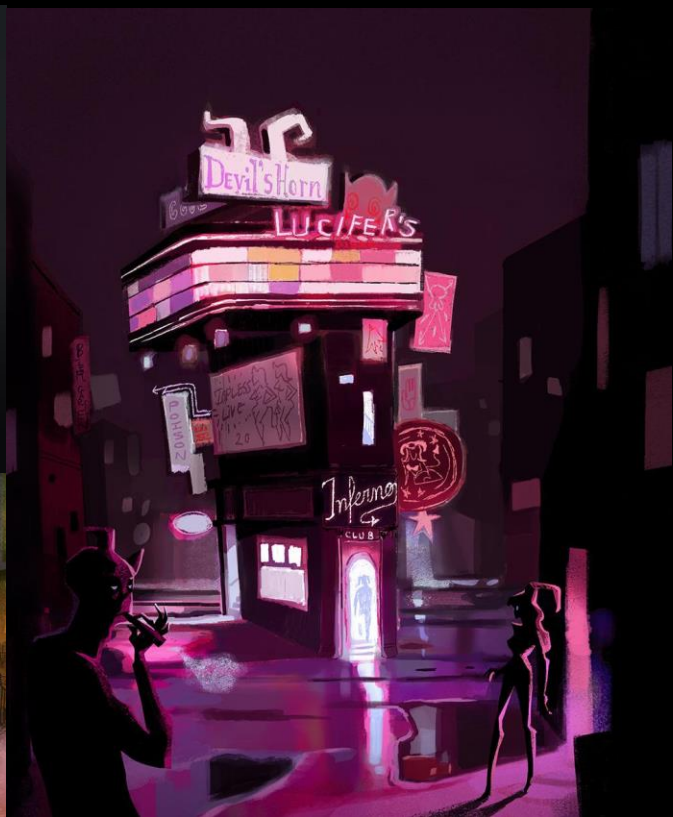
THE  
BLACK DEATH  
(witty asshole)



STUDENT OF PRAGUE



CONCEPT ART





Urban



Primitive

① "Hive"





② "Island"

← Elsewhere

Toll

→ Main Hub





③ "Pillars"





Sam(antha) Hill























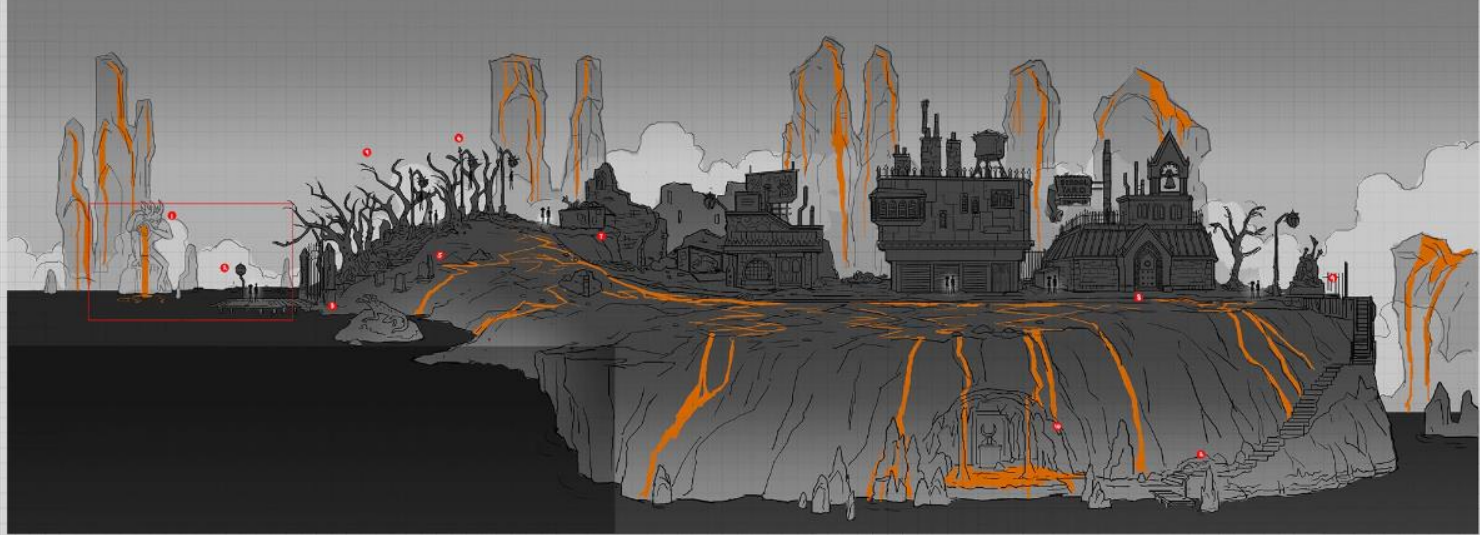


**VERTICAL SLICE**

# VERTICAL SLICE ZONE



- 1. DEMON MONUMENT
- 2. DOCK
- 3. GATE
- 4. TREES
- 5. TOMBSTONES
- 6. HANGING MEN/WOMEN ON STREETLAMPS
- 7. BURNING DUMPSTER
- 8. HERO BAR: SCHOOLYARD STRANGLER
- 9. STATUE
- 10. SHRINE





## Nowhere Vertical Slice Level - Buildings texture pass



Building textures are also limited and repeated



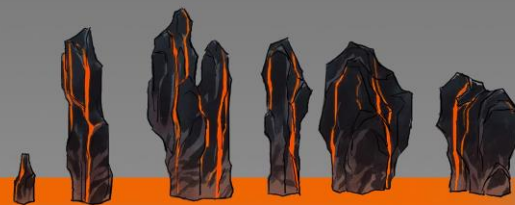
In order to create our buildings modularly, it will be a good idea to break out a building like this.

Roof tilings, metal plating, stone ledges, small details (windows/pipes/horns) provide good reusability. Anything that can be segmented or tiled (metal plates/pipes/roofing) can be easily repeated.

night  
school

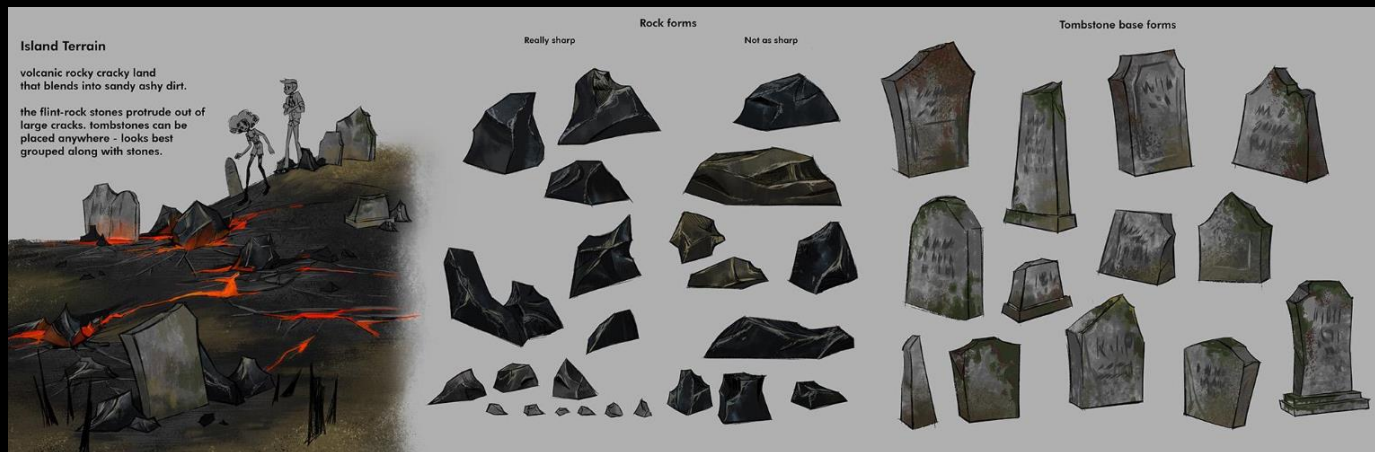
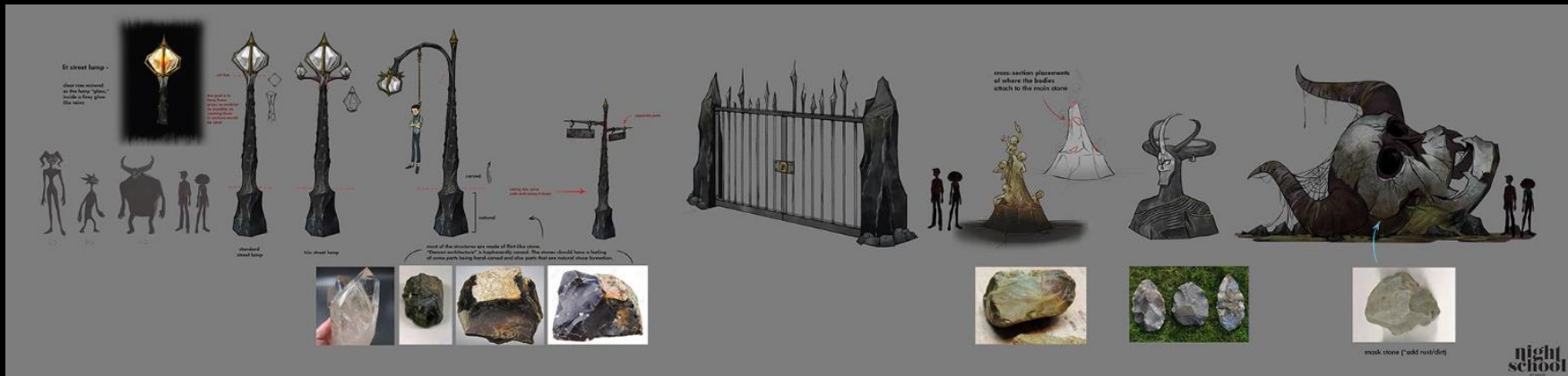
## NOWHERE PROPS

MISC



LAVA PILLARS

night  
school



## How to group

L trees - 20%  
M trees - 60%  
S trees - 30%



trees in back layer  
are darkened to  
reduce noise



L trees - 30%  
M trees - 70%

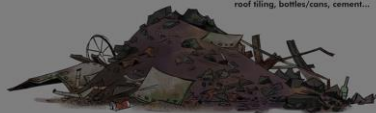
adding size variety and flipping X-axis within 5 trees can create more diversity



night school



Assorted rubble



dirt, rocks, metal plates/pipes/parts,  
roof tiling, bottles/cans, cement...



human skull pile

night  
school









HOW YOUNG DO  
YOU THINK WE  
ARE?

WE'RE ALREADY  
DEAD. SO WHO  
CARES?

WE CAN SWIM.  
DON'T WORRY.













NO.

NADA.

NOPE.

*PIVOT*













THE EIGHT HUNDRED MILLIONTH  
HELLCOMING DANCE

★ FEATURING ★

**LORD SATAN**

AT THE BIG HOUSE ON WELKIN WAY  
TONIGHT, TOMORROW NIGHT, AND EVERY SATURDAY NIGHT



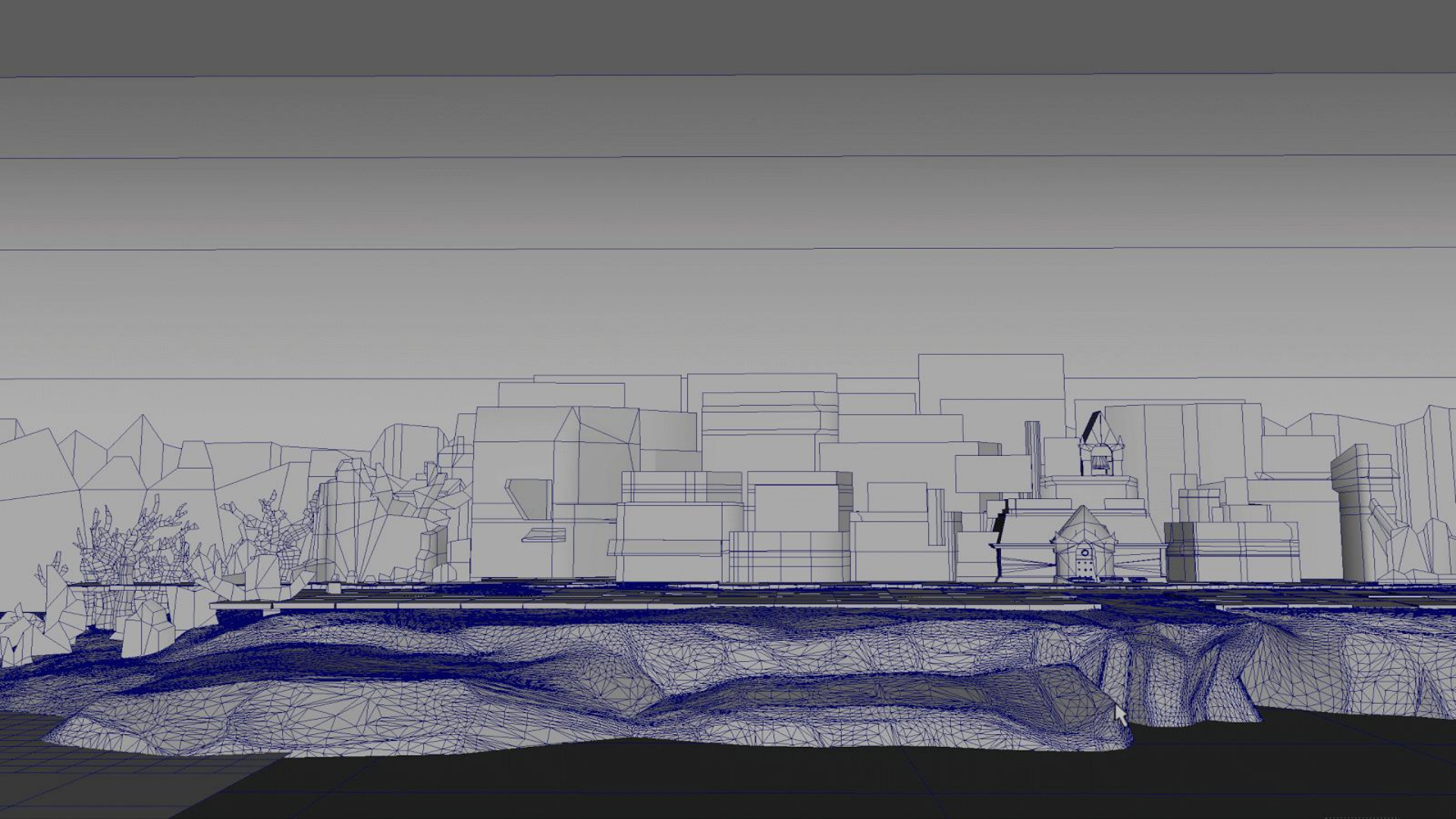
CALLING ALL BADASSES



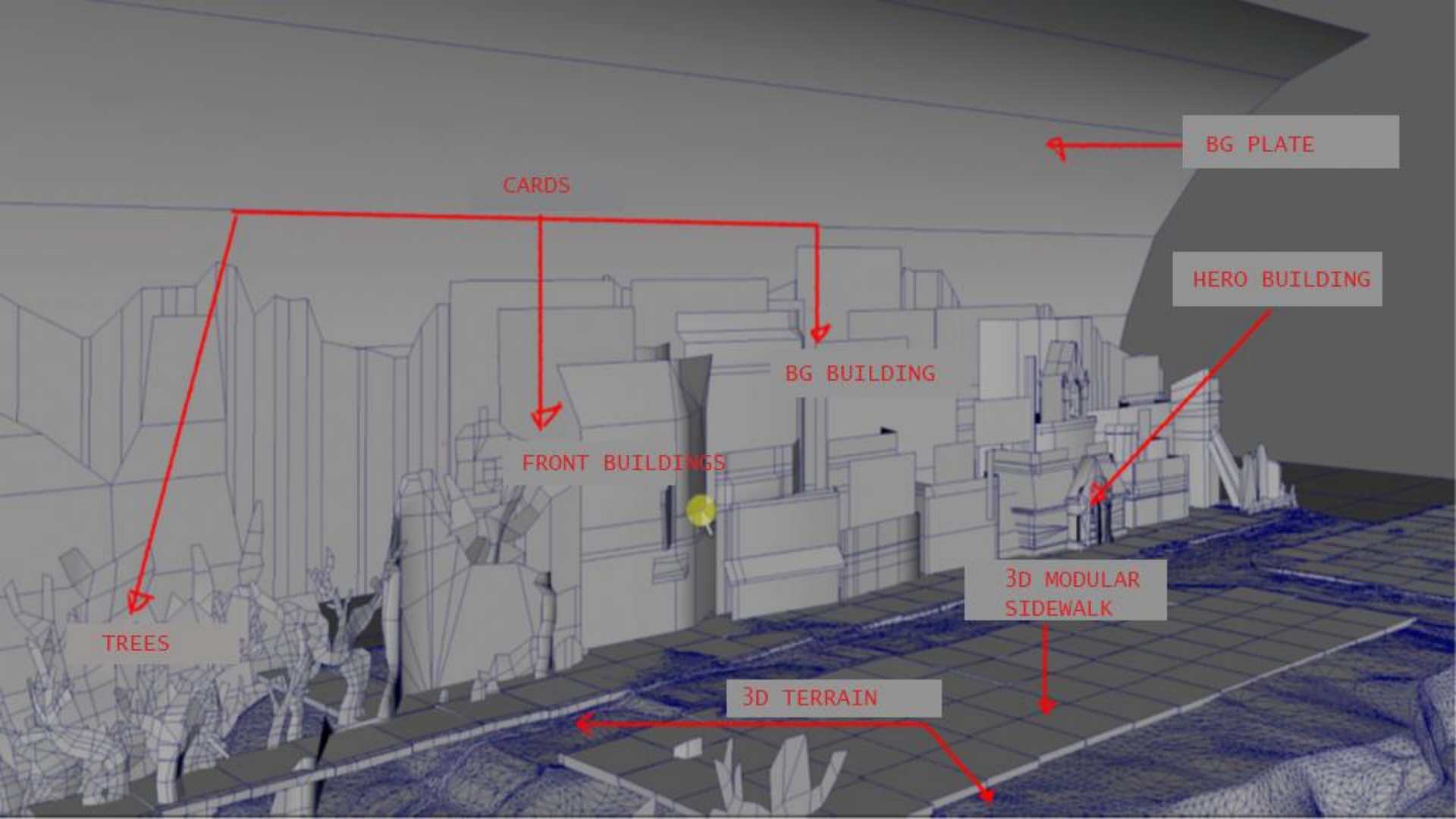
**NEW PIPELINE**











BG PLATE

CARDS

HERO BUILDING

BG BUILDING

FRONT BUILDINGS

3D MODULAR  
SIDEWALK

TREES

3D TERRAIN

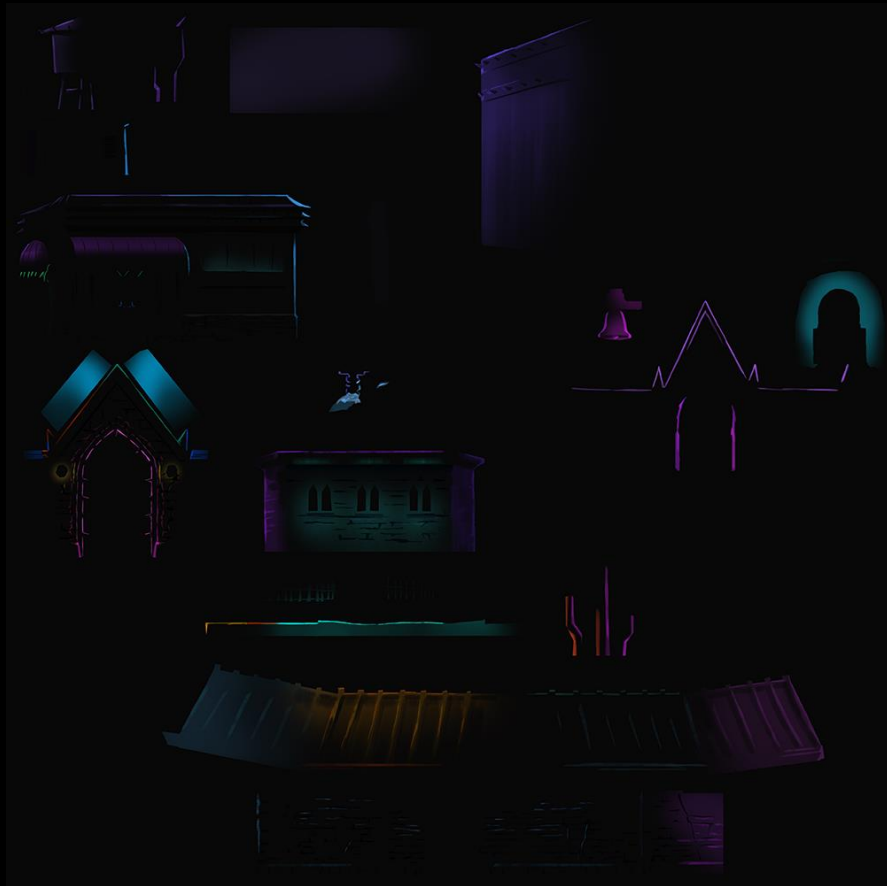
# BARTENDER SHADER

- Albedo - local/base color of surface.
- *Custom Lightmap* - stylized highlights.
- Metal/Roughness - metallic or dull.
- Normal Map - surface detail or bump.
- Emission Map - color and intensity of light.



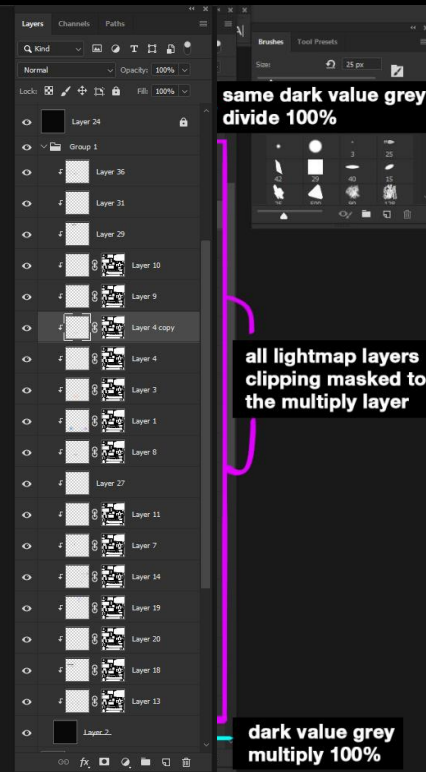
# Albedo

# Lightmap

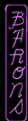




## A collection of 3D architectural assets for a game, including buildings, signs, and props. The assets are arranged in a collage-like fashion. At the top left is a small building with a red roof and a sign that says "DREX". To its right is a large, dark building with a sign that says "SCHOOLYARD". Below the "DREX" building is a small, dark building with a sign that says "DREX". To the right of the "SCHOOLYARD" building is a large, dark building with a sign that says "SCHOOLYARD". Below the "SCHOOLYARD" building is a large, dark building with a sign that says "SCHOOLYARD". At the bottom is a large, dark building with a sign that says "SCHOOLYARD".



Emissive







Schoolyard

STRANGLER

SPIRITS

BARONS





Old 3d Pipeline



New 3d Pipeline











CHARACTER DESIGNS

# AFTERPARTY

4 Meters

2 Meters

1.85 Meters

1 Meter



LOLA

MILO



SAM HILL



SATAN



DEAD HUMANS

Milo

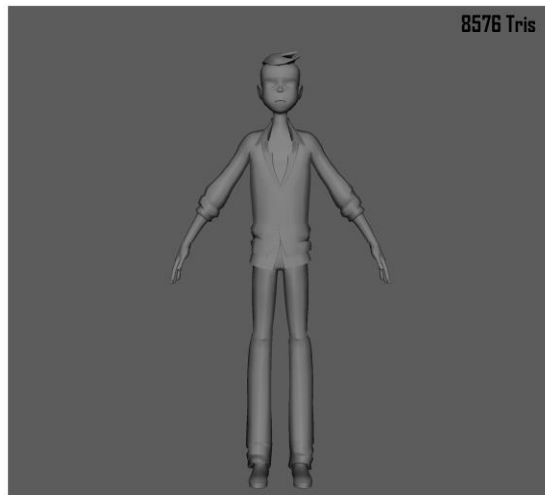








# MILO



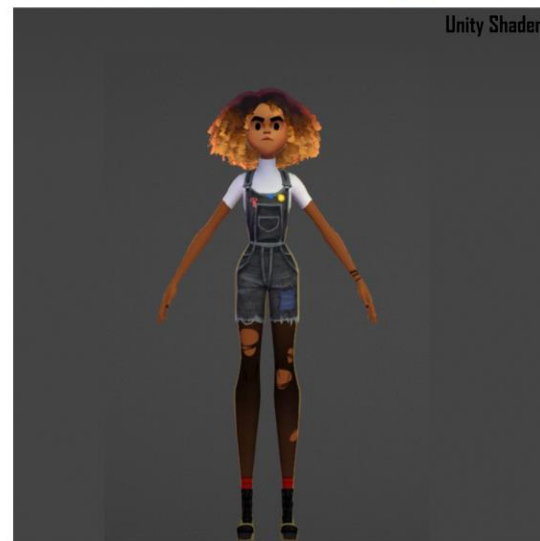
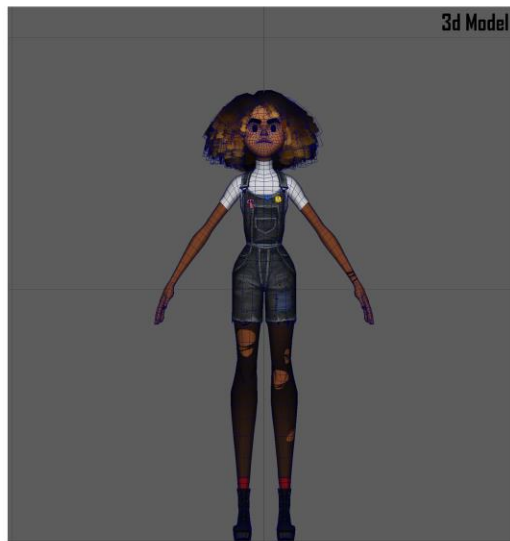
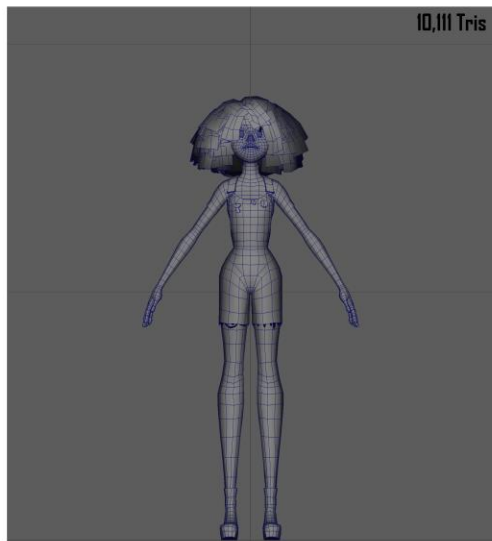




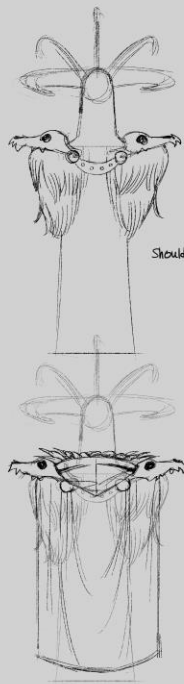




# LOLA

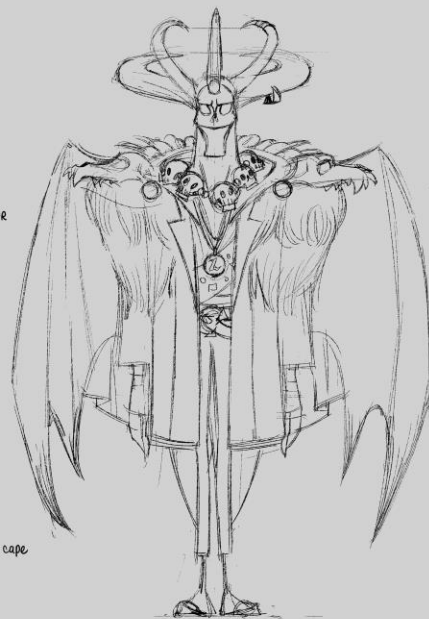






Shoulder pads + eye

hoodie + cape



wings under?





*Satan*



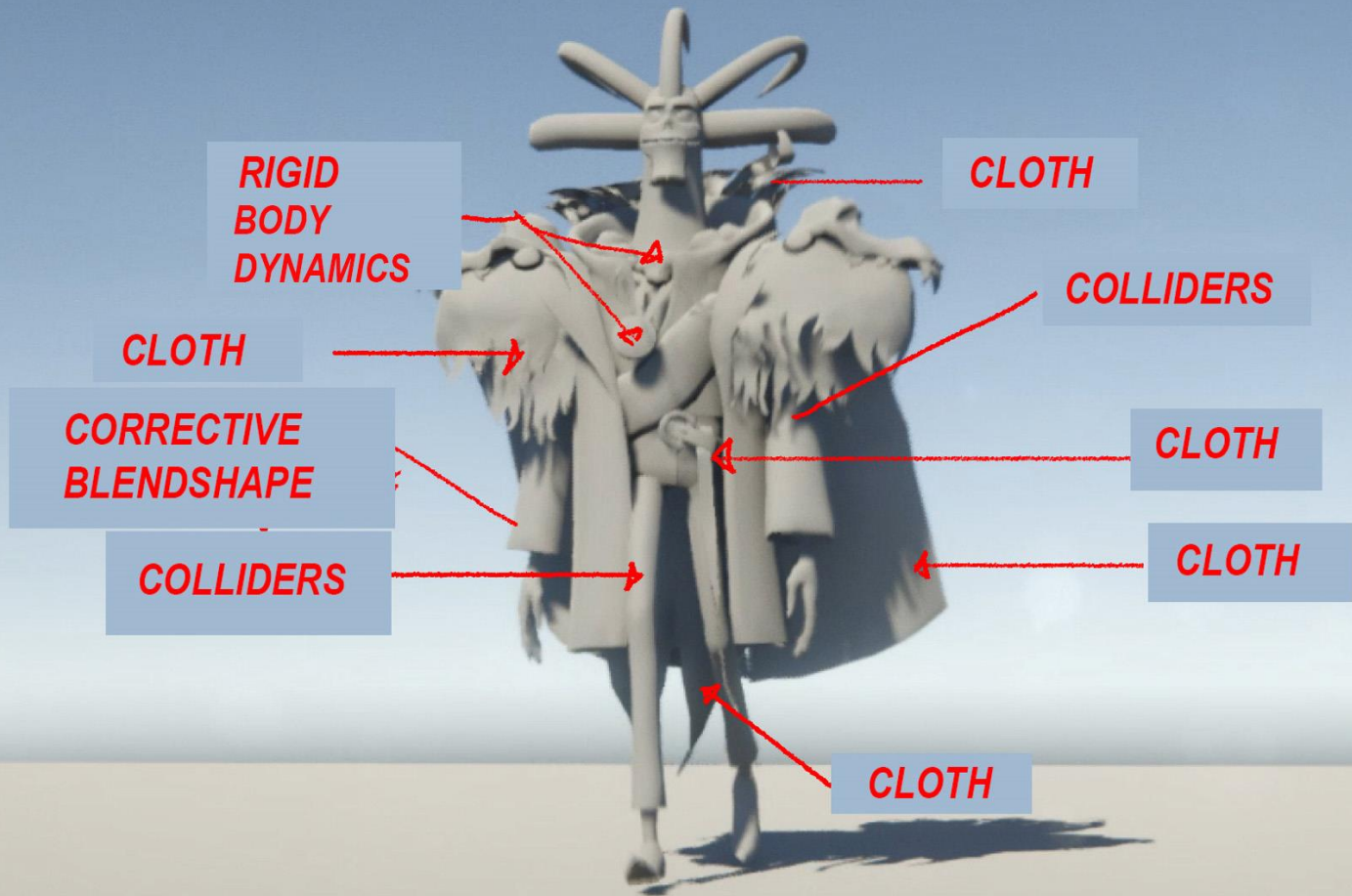
**ANIMATION + RIGGING**











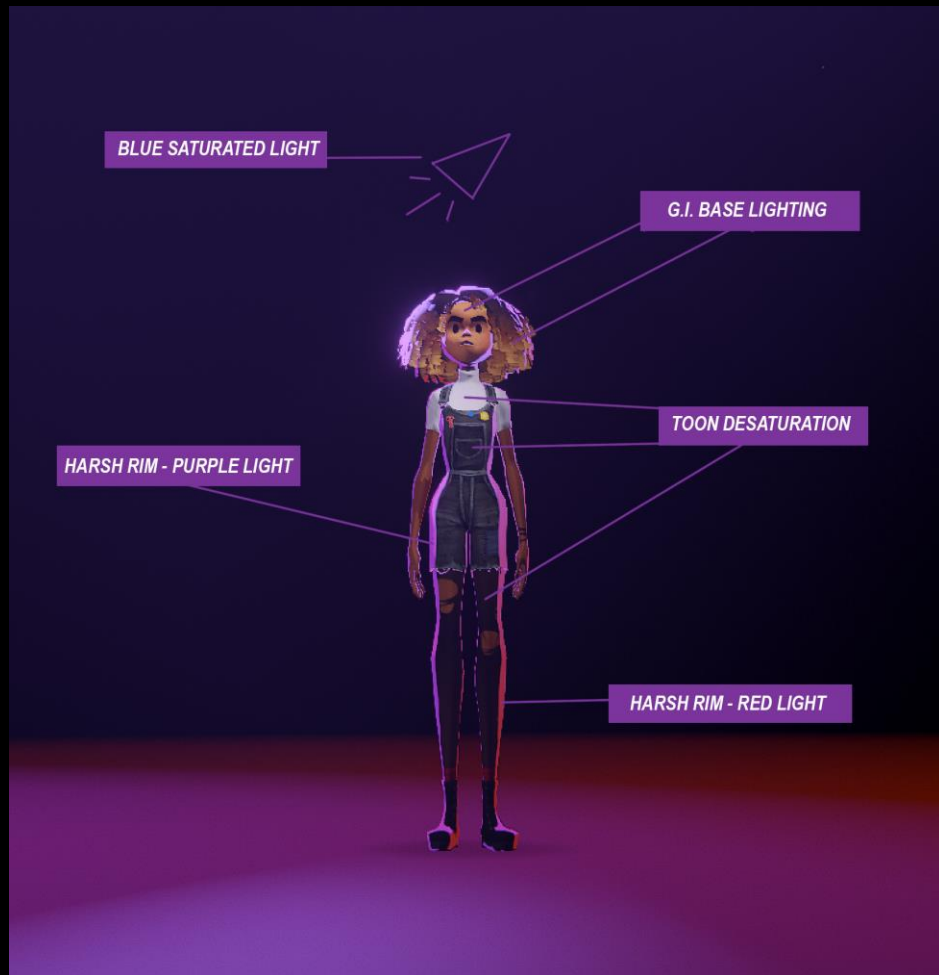
CHARACTER SHADER





## BAR TOON SHADER

- Base lighting – Global Illumination.
- Standard cell shading with de-saturation.
- Harsh Rim – light wraps around edges.



Standard  
Shader



Bar Toon  
Shader



**LIGHTING**









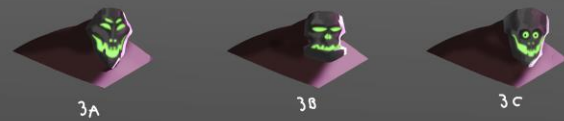


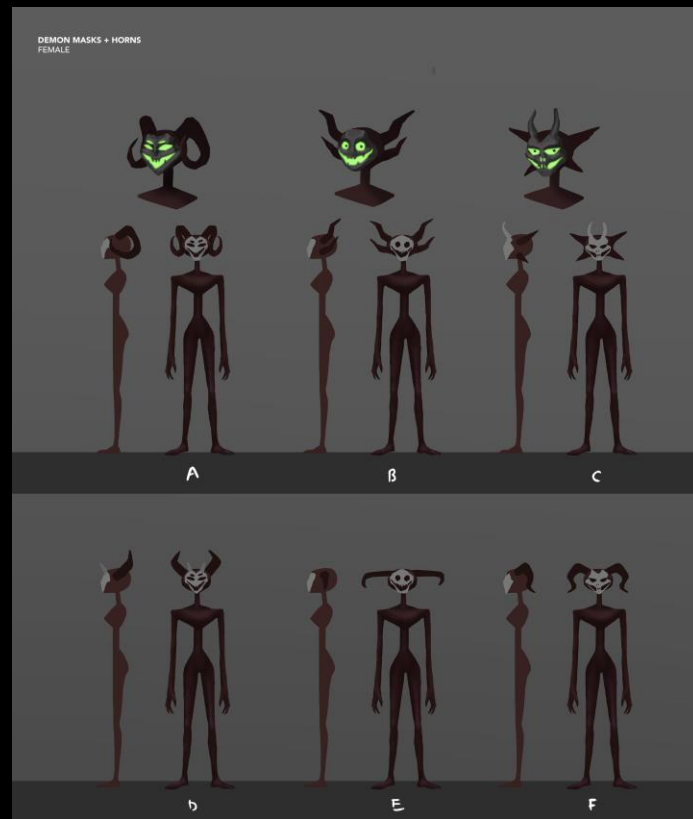


**NPCS**



## DEMON MASKS





DEMON MASKS + HORNS  
SHORT



A

B

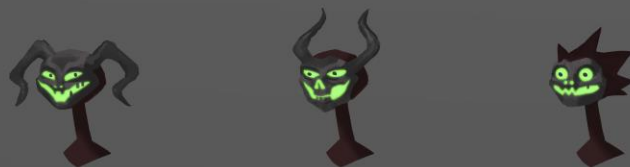
C

D

E

F

DEMON MASKS + HORNS  
MID SIZE



A

B

C



D

E

F





CASUAL CLUBBERS



CLASSY CLUBBERS



NORMAL PEOPLE



OLD-TIMEY



DIVEY DRINKERS



FASHIONISTAS



WORKERS



ROCKER PUNKS



CUMBERGROUNDS

Casual clubbing



High class clubbing



Average



Old timey



Divey alcoholics



Fashiony



Work people



Rocker/followers



Cumbergrounds





DYNAMIC CROWD SYSTEM









STAGING OF MAIN CHARACTERS READ  
CLEARLY TO WHO THEY'RE TALKING TO.

NPC'S ARE GROUPED ACCORDING TO  
ACTIVITY OR STORY

INTERACTIVE CHARACTERS ARE  
TALKING TO EACH OTHER UNTIL YOU  
DECIDED TO TALK TO THEM

CONGRATS

CLASS OF  
"WHATEVER-YEAR-THIS-IS"

FOREGROUND PROPS BALANCES THE SHOT.

The image is a 3D rendered scene of a party in a wood-paneled room. The scene is decorated with string lights, colorful streamers, and a 'CONGRATS' banner. A group of characters is gathered around a table on the left, while others stand in the center. A red couch is in the foreground, and a table with a stack of red cups is on the right. The scene is lit with warm, ambient light from the string lights and floor lamps.

CHARACTERS AND NPC'S EYELINE ARE LOOKING AT ACTION OR REACTION.  
IF SOMEONE IS TALKING, OTHER CHARACTERS INVOLVED IN THE  
SCENE SHOULD BE ENGAGED, LISTENING, AND LOOKING.



CROWD PLACEMENT IS KEY. THEY HAVE A PURPOSE OR A BACKSTORY.

BBOING DEMONSSS

IN LINE FOR TACOS

TAKING PIC OF THIS DEMON  
THROWING UP



FOREGROUND PROPS IN FRAME AND BLURRED OUT

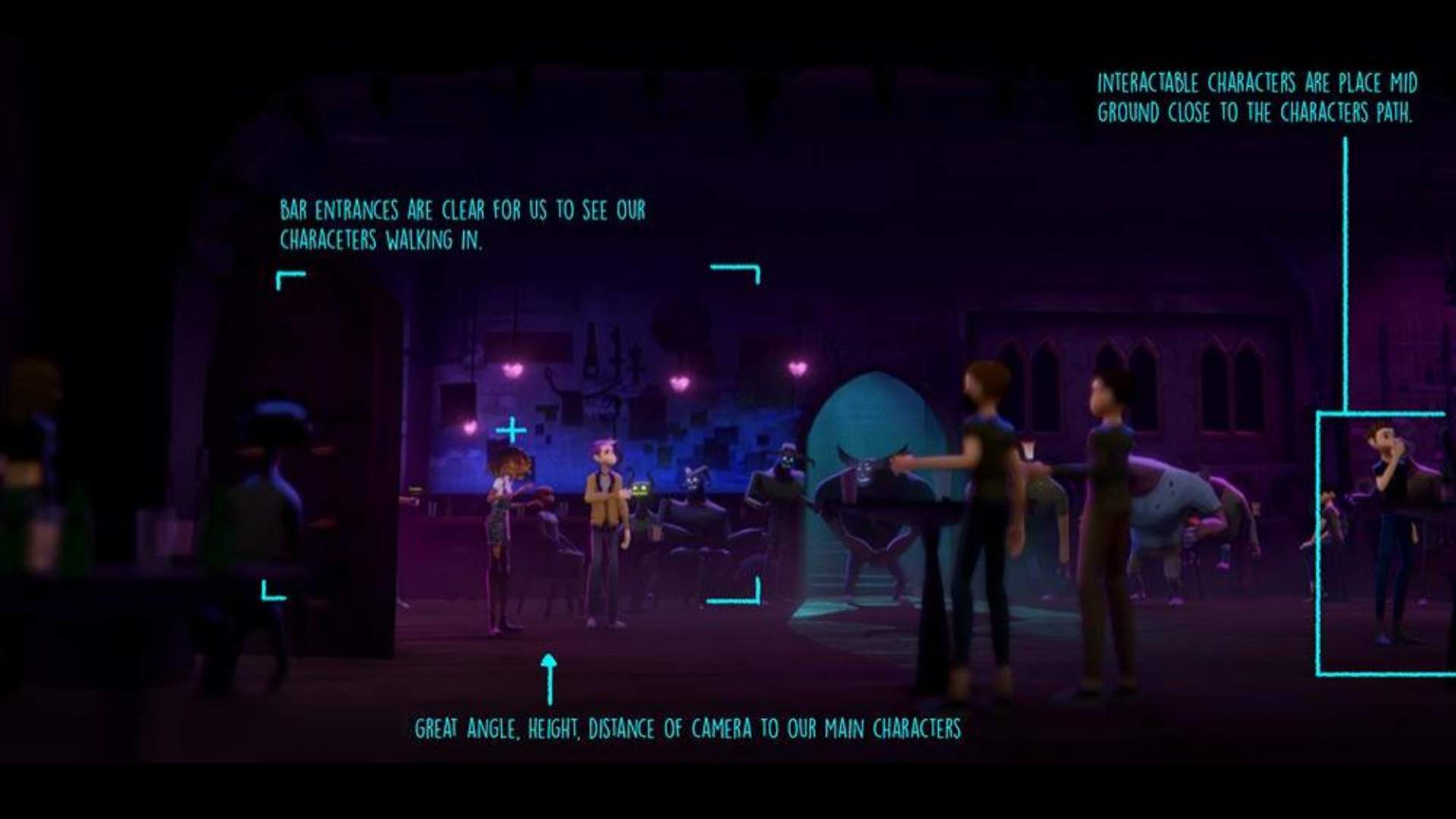




INTERACTABLE CHARACTERS ARE PLACE MID GROUND CLOSE TO THE CHARACTERS PATH.

BAR ENTRANCES ARE CLEAR FOR US TO SEE OUR CHARACTERS WALKING IN.

GREAT ANGLE, HEIGHT, DISTANCE OF CAMERA TO OUR MAIN CHARACTERS



NPC CHARACTERS DURING MINI-GAMES FILL THE BACK WALL.  
THEY SHOULD REACT TO WHO'S WINNING OR LOSING.

FOREGROUND CHARACTERS FRAME THE ACTION.  
THEIR ANIMATIONS ARE VERY MINIMAL TO ALMOST STATIC  
TO KEEP FOCUS ON THE MAIN ACTORS.







**TAKEAWAYS**

**Art Style** - By finding creative workflows and bringing in concept artists more into the production process bridged the gap of concept art to in-game art.



**Technique** - Have super smart engineers and designers that understand art. They're the backbone of your game.





**Scope** - create a game that fits your budget and timeline. Always weigh the risk of adding too many features.



**Skill Set & Teams Size** - Lean on your team's strengths. Empower, Challenge, and Nurture a positive working environment.



**Small and Simple** - make a simple game with few mechanics. Prototype them early and make sure they hit your design pillars.



**Failure** - Don't be afraid to fail. Failure is a part of Success. We were honest and supported each other in finding solutions.



**Collaborate & Communicate** - Don't be afraid to raise a red flag when problems arise. Be open to learn from other team members. Together find creative ways to solve a problem.





**Focus** - With the three little words, it helped us check ourselves when it came to decisions about tone, art, and design. It kept us on the right track.



THREE LITTLE WORDS?

COMEDIC



# SPECIALTY DRINKS

WINE & SPIRITS • CIDER • SLOPPY DRINKS  
TEACUP • CIDER • TONIC • SLOPPY DRINKS  
TODAY • TONIC • SLOPPY DRINKS  
TODAY • TONIC • SLOPPY DRINKS  
TODAY • TONIC • SLOPPY DRINKS  
TODAY • TONIC • SLOPPY DRINKS



**ALIVE**





HEART







# THANK YOU GDC!!!



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