

# Creating the Art of Harry Potter: Magic Awakened

ZENG QINGFENG

Lead Artist, NetEase Games







# Game Introduction

- A global IP game
- Stylized game art
- Collectible card game with MMO and RPG elements for iOS\Android\PC



H A R R Y P O T T E R : M A G I C A W A K E N E D

# What I'll be Covering

1. How to start?
2. How to implement?
3. How to balance?
4. Final thoughts

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# Part 1: How to Start?

Defining the game's art style

A game based on the Harry Potter IP – Harry Potter: Magic Awakened

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# Analyzing the tone of the source material

- Trip to London
- Revisit the canon for inspiration



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# Analyzing the tone of the source material

What was your first impression of Harry Potter?



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We hope that when playing our game, players will feel like they are reading a picture book.

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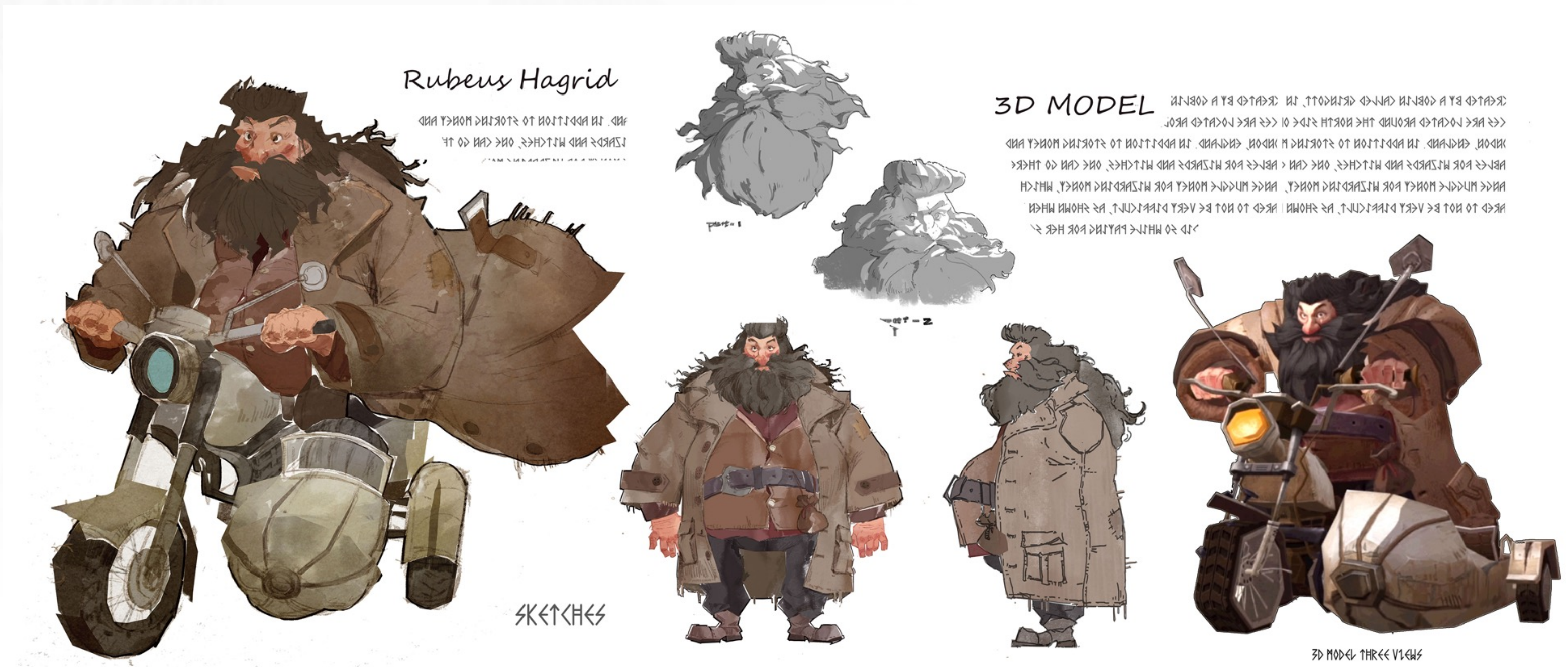
# Establish the style: Storybook Illustrations



Concept art at the early stage



# Establish the Style



Concept art in the early stages



# Establish the Style



Lord Voldemort

Voldemort is the archenemy of Harry Potter, who according a prophecy has "the power to vanquish the Dark Lord". wizard dares not utter his unmentionable name, and refers to him instead with such expressions as

"He-Who-Must-Not-Be-Named" or "the Dark Lord". Must-NäHe-Who-Must-Not-Be-Named" or "the Dark Lord". blood purity signifies his aim to rid the wizarding world o blood purity signifies his aim to rid the wizarding worli



Concept art in the early stages



## A stylized illustration of a man in a long dark coat standing in a laboratory. He has long dark hair and a serious expression, with his arms crossed. The laboratory is filled with various scientific equipment: a large round-bottom flask on a stand containing purple liquid, several test tubes, a feather quill, and a small green frog sitting on a pedestal. The background is white with some floating paper scraps.

## Concept art in the early stages

A central mystery of the series concerns Wagon's lineage.





# Establish the Style



Concept art in the early stages



# Establishing the style

Our unique art style

- Picture book style
- Brush strokes
- Rough texture
- Gentle palette





# Part 2: How to Implement ?

Making characters and scenes  
in the game resemble illustrations in picture book style

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# Hand-Painted Workflow



Physically Based Rendering workflow vs Hand-painted workflow

# Define Asset Benchmarks: Texture





# Deep Understanding of Hand Painting: Lines



Too regular



Too messy



# A deep Understanding of Hand-Painting: Lines



Wild



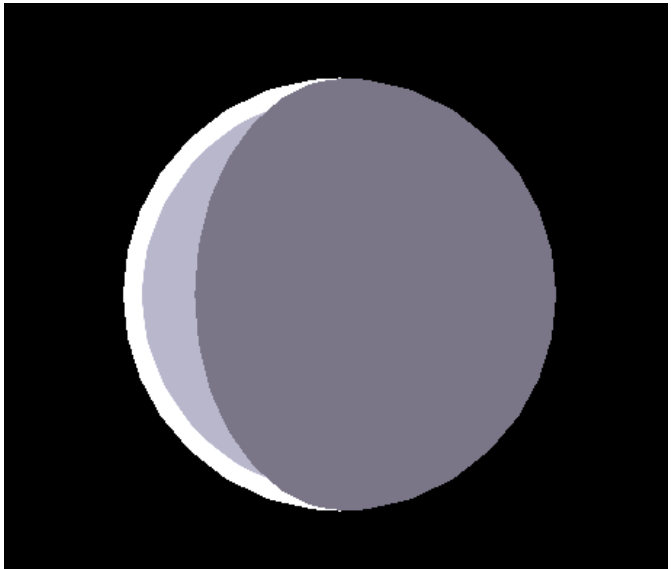
Graceful



# Customize Character Lighting



Rim Light  
Key Light  
Ambient Light

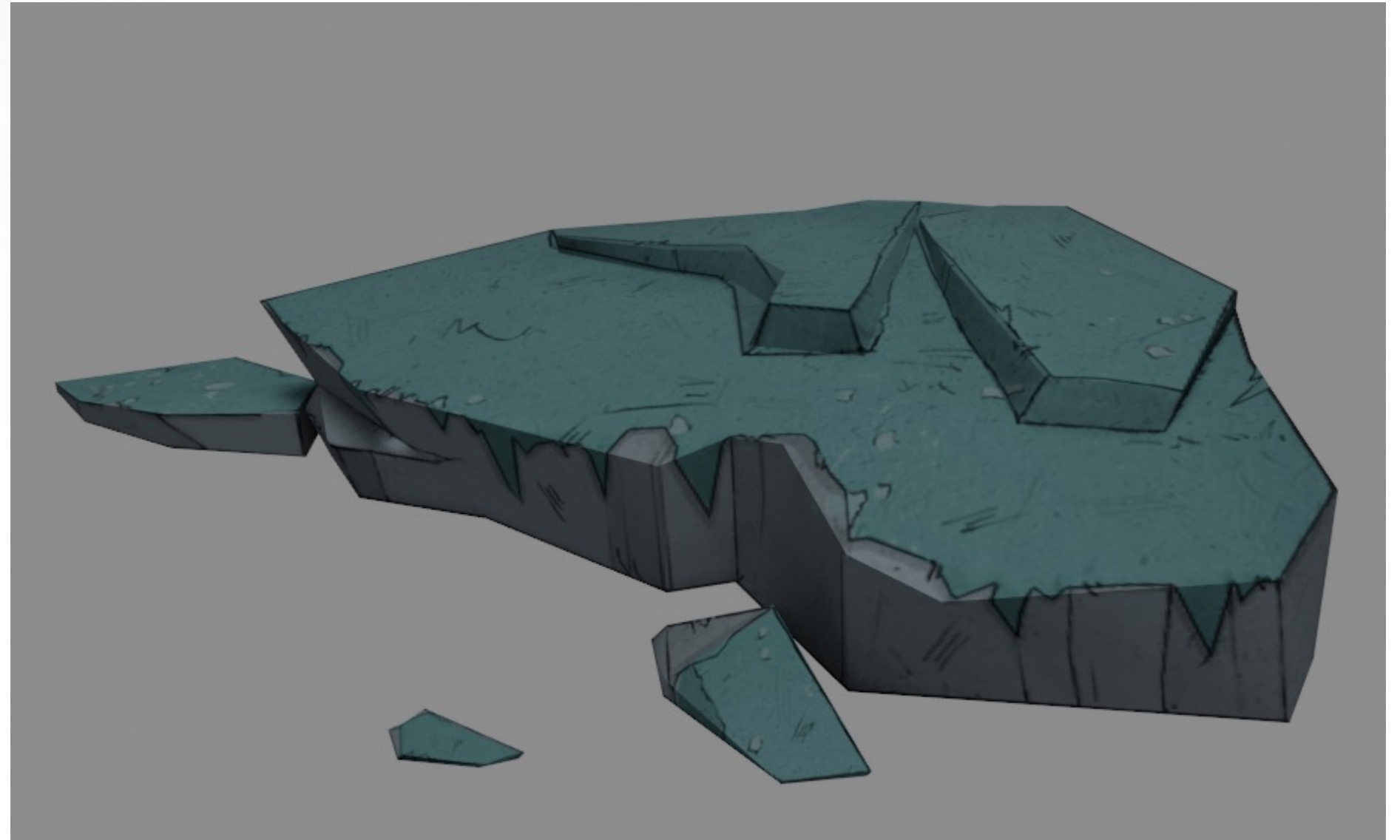
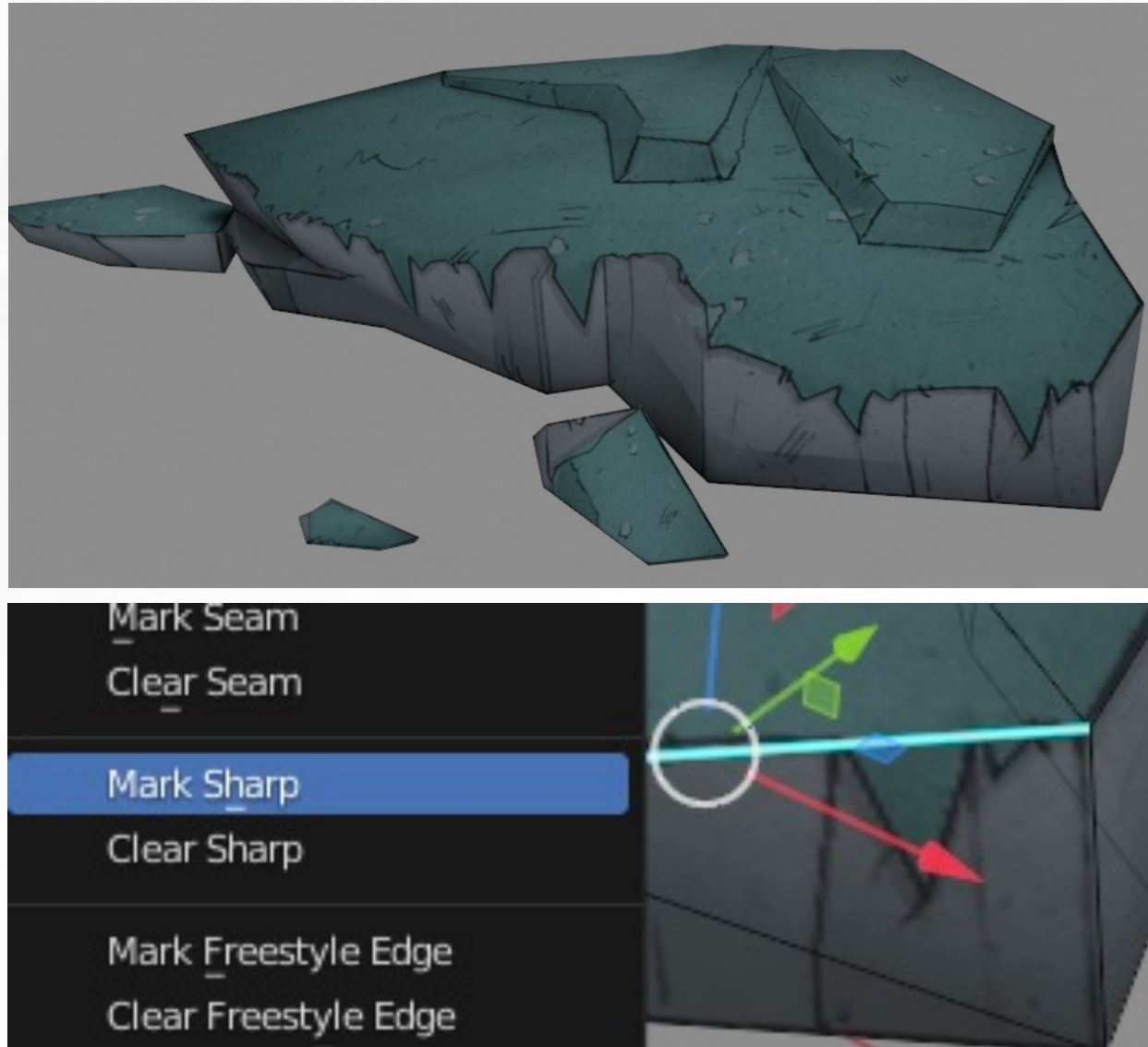


# Stylized Scenes



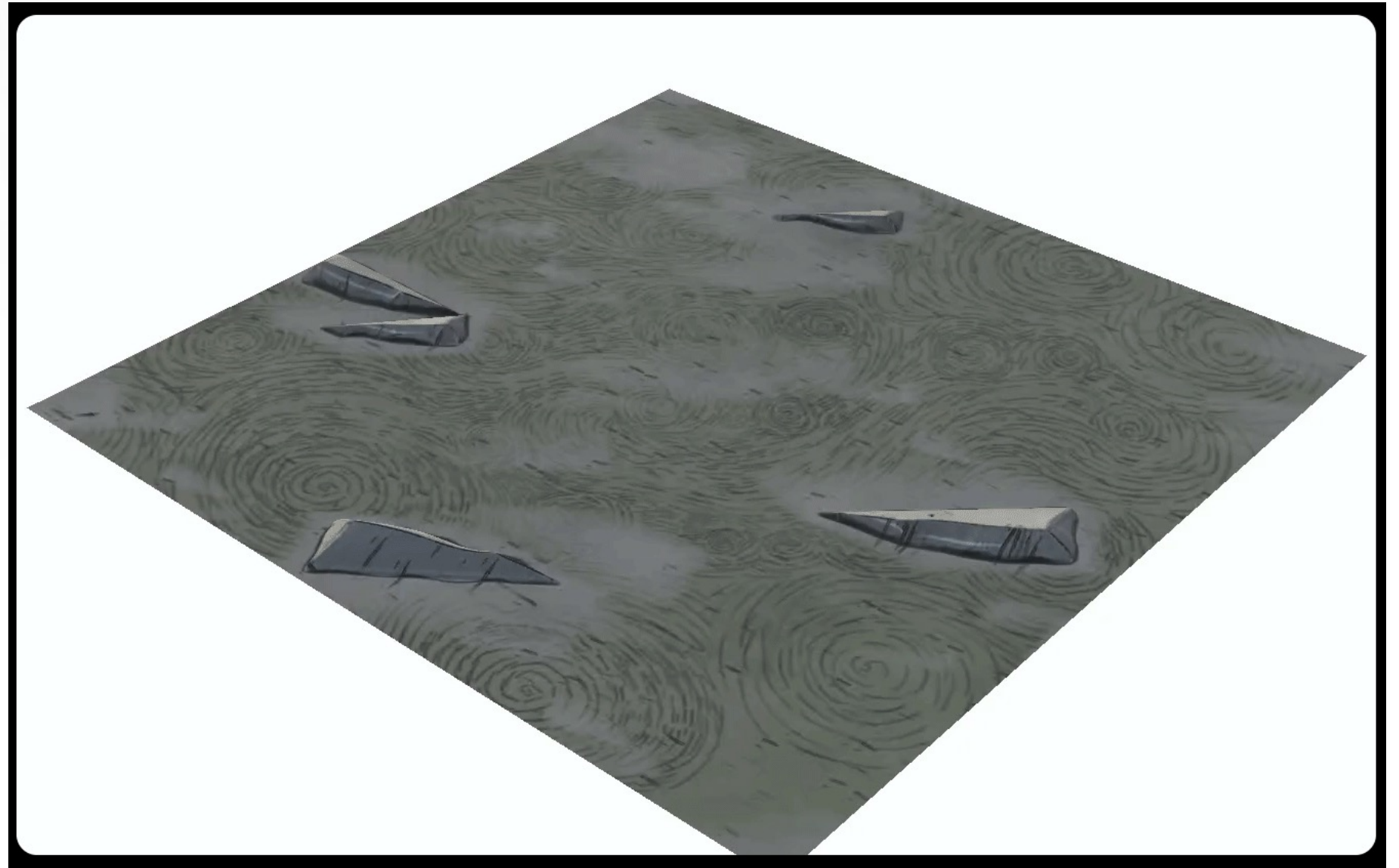
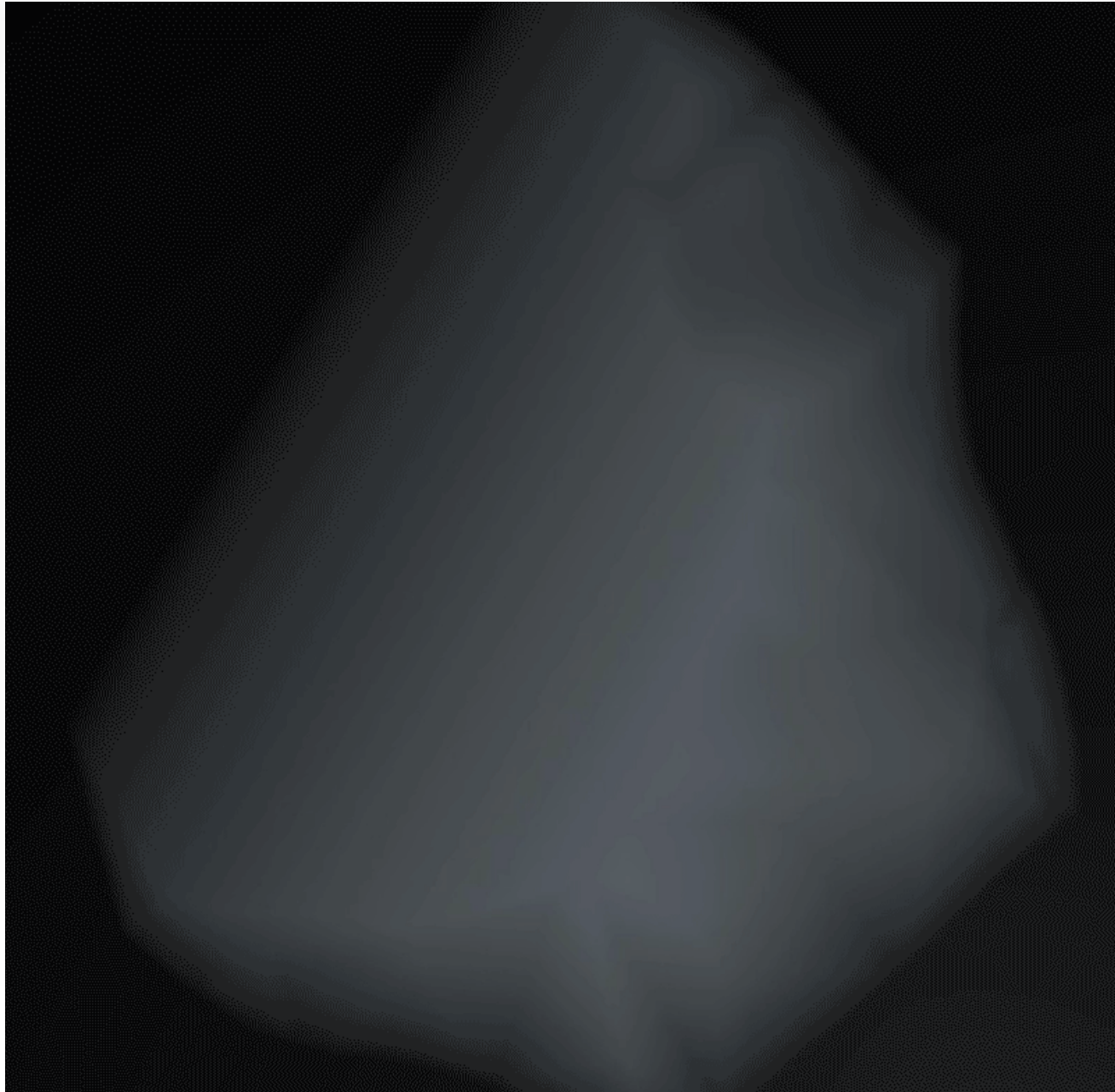


# Common Techniques Used to Enhance the Sense of 2D



Make models look sharper

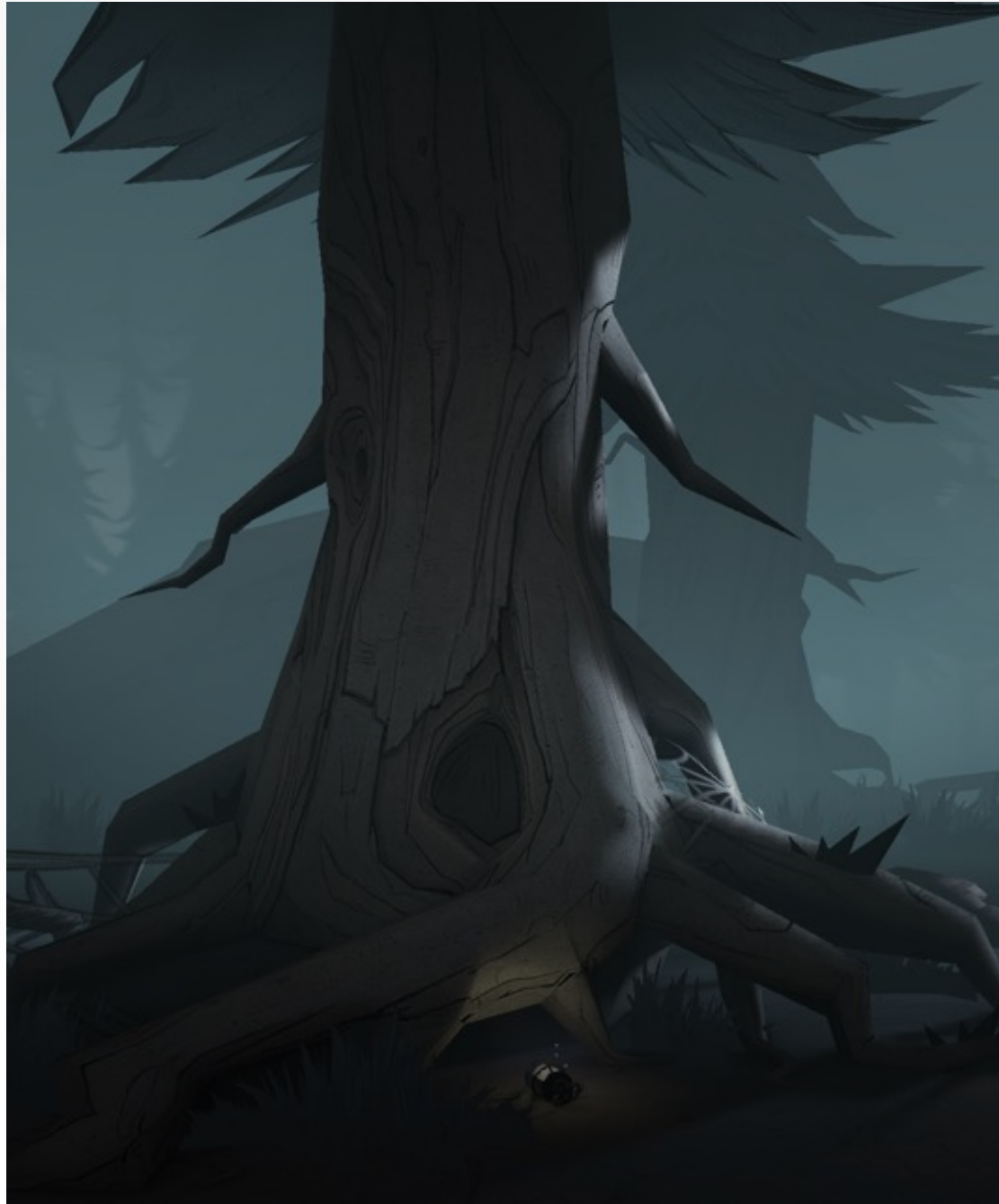
# Procedural Textures



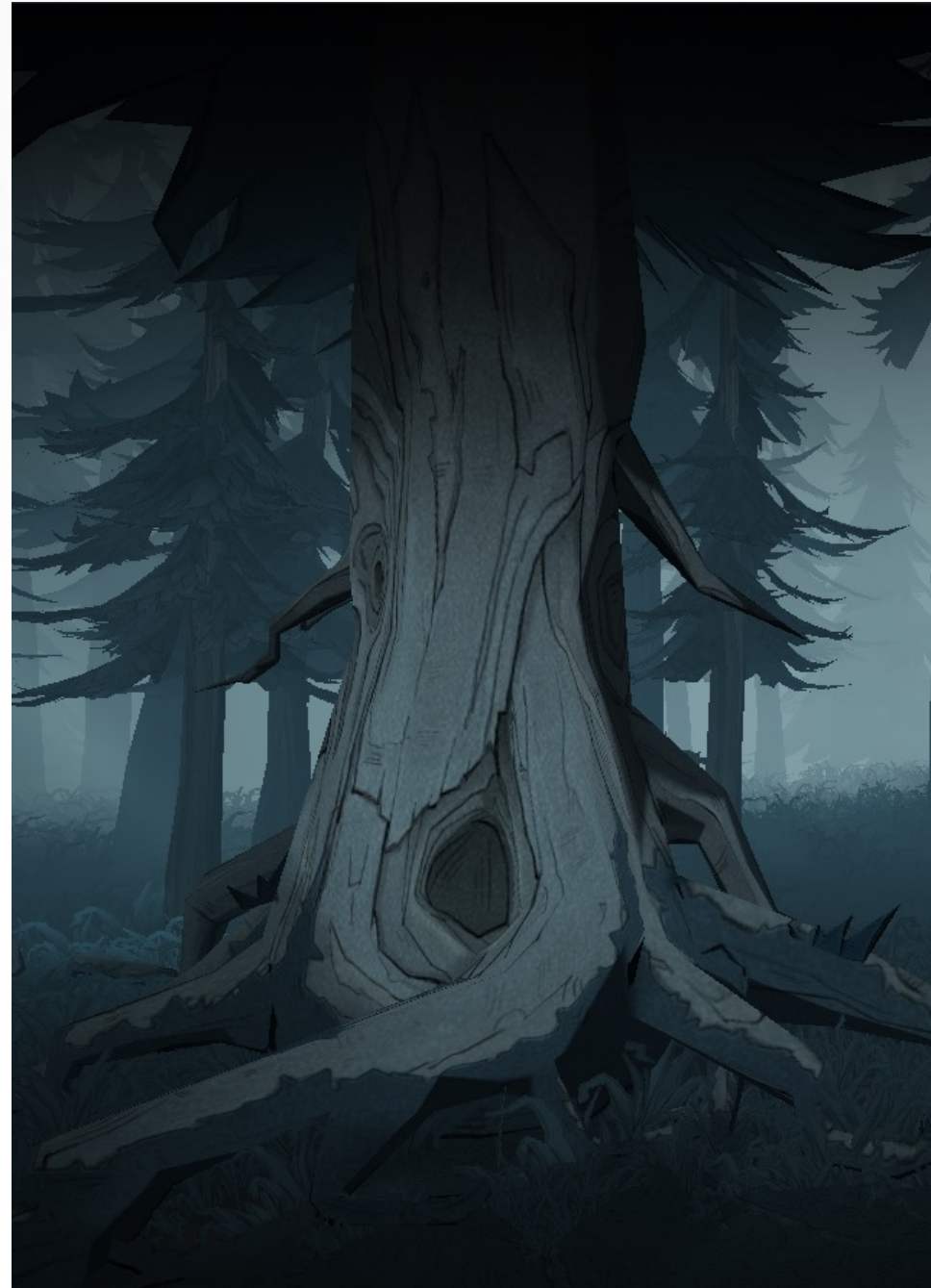
Speed up efficiency and flexibility



# Common Techniques Used to Enhance the Sense of 2D



Avoiding soft light



Sharp light



Rim light



# Common Techniques Used to Enhance the 2D Appearance



Realistic lighting (multiple light sources)



Stylised lighting

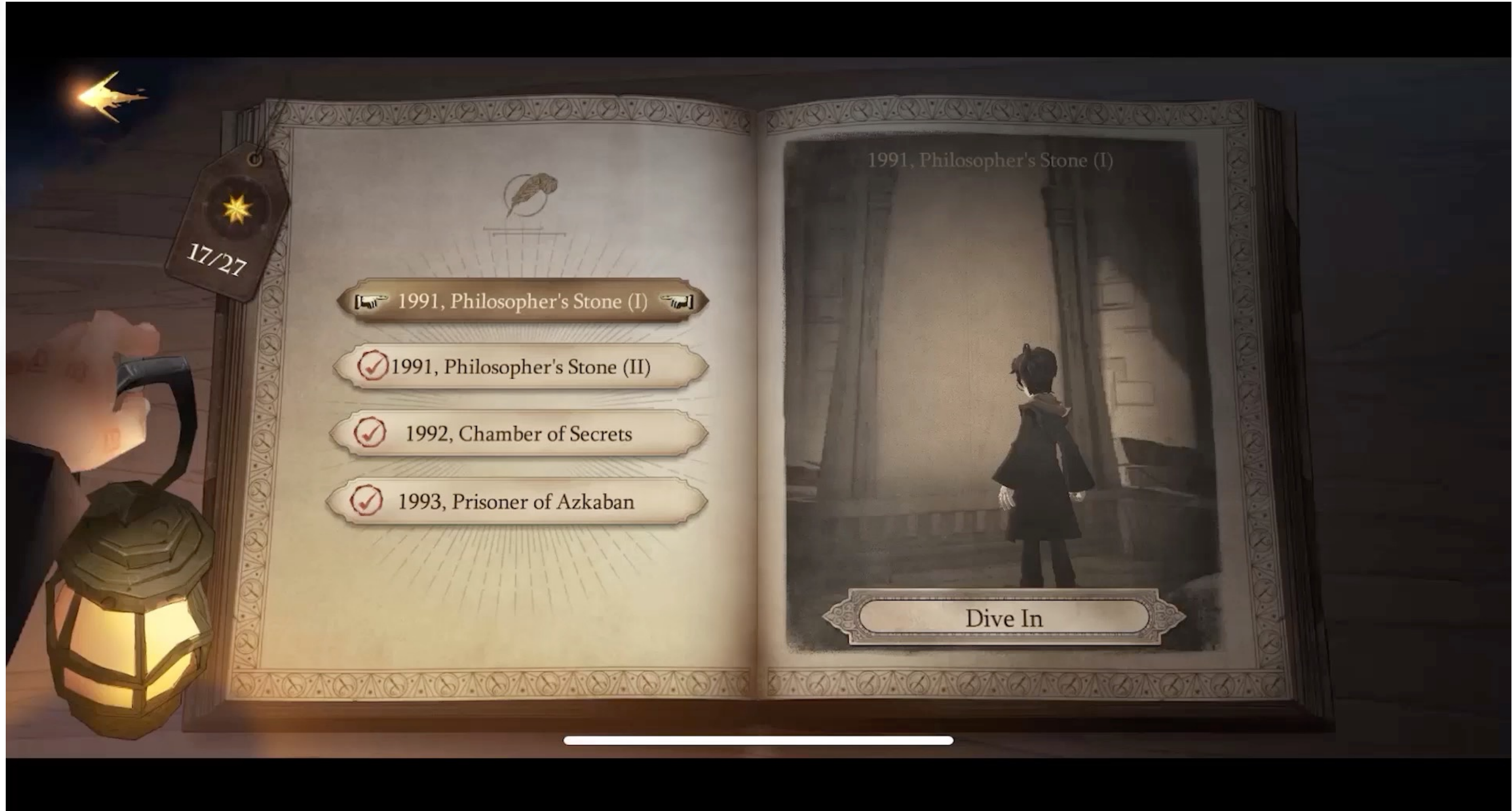


# Common Techniques Used to Enhance the Sense of 2D



Silhouette and sense of space

# Break and Redesign the Set



The Book With No Name



# Break and Redesign the Set



The Book With No Name

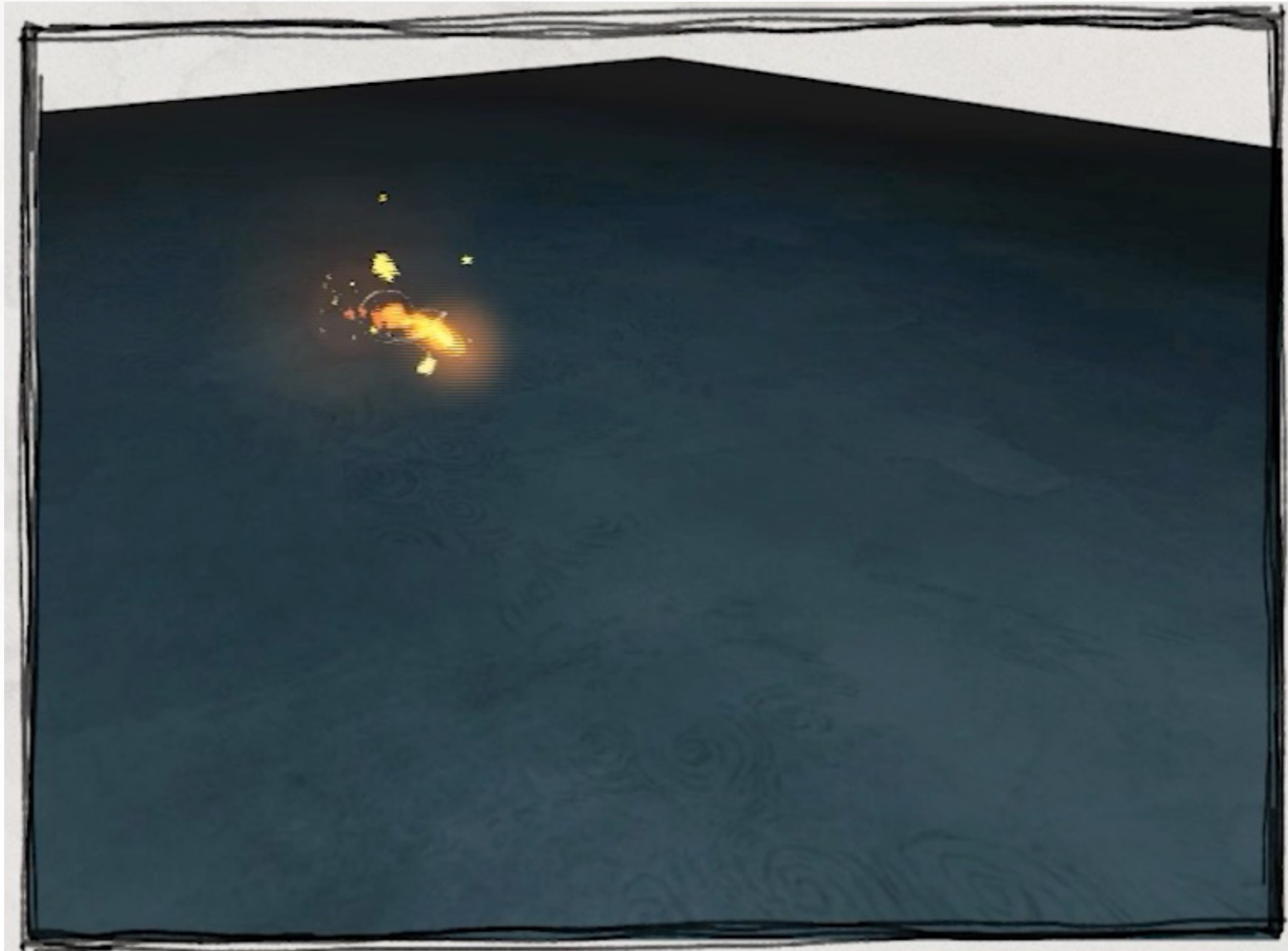
# Part3: How to balance?

## Stylization vs Practicality

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# Set the Tone of VFX at the Early Stage

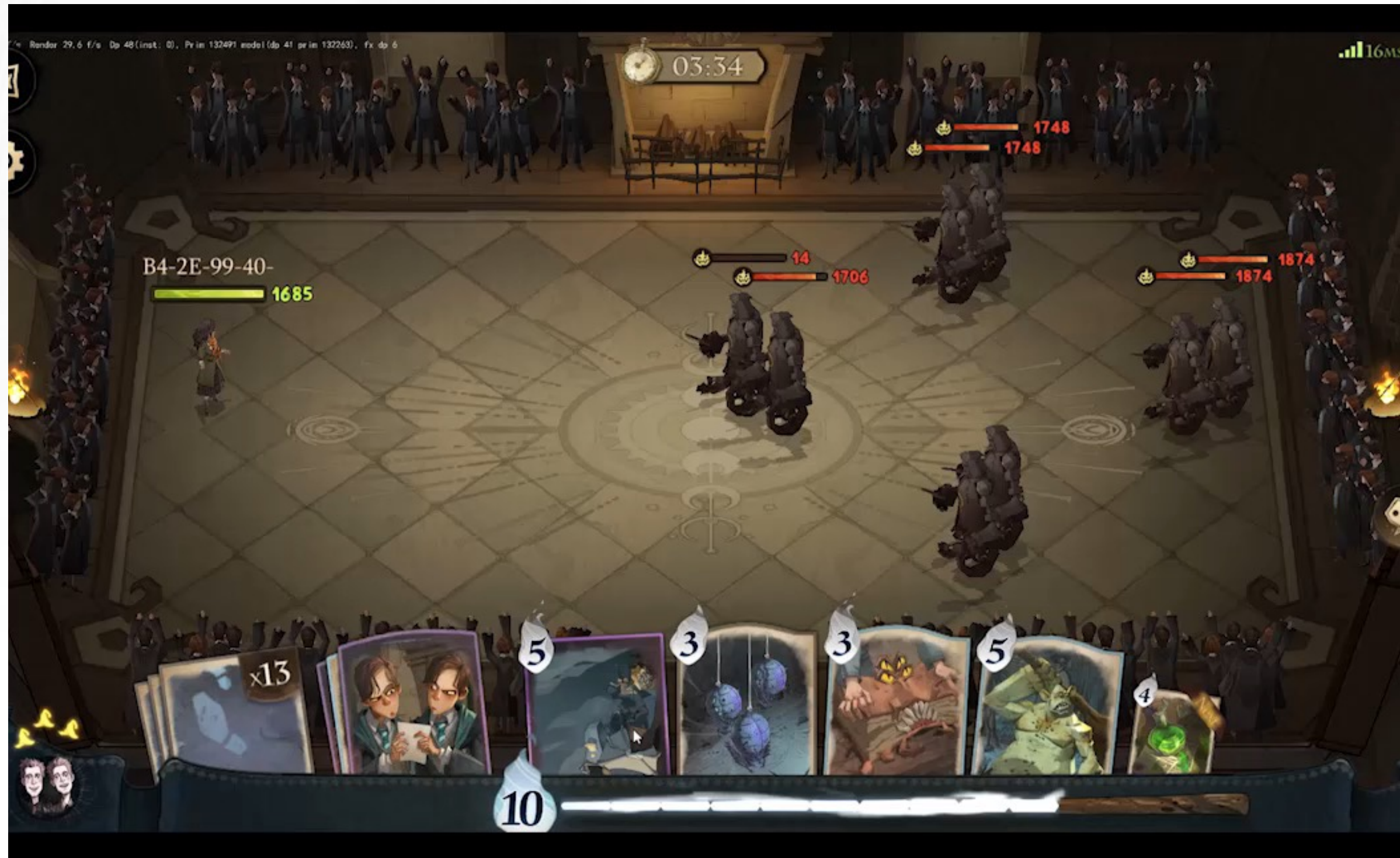


VFX in the early stages



VFX sequence frame

# A Combination of Stylization and Practicality





## Primary focus

- Readability
- Visual clarity
- Visual hierarchy

## Secondary focus

- Stylization
- Artistic appeal
- Visual interest





# Spice Up the Design in Skill Development







# 3 \* \* \* EXPECTO PATRONUM \* \* \*

LIGHT  
LEVEL 10



DETAILS

GUIDE

STORY

**E**xpecto Patronum is an ancient and mysterious charm that summons a magical guardian, and it is the most effective



**A** Patronus' form is usually fixed the first time it is summoned. They are, however, subject to





# Final thoughts

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# Final thoughts

- The importance of defining art style at the early stage





# Final thoughts

- The importance of defining art style at the early stage
- **Build the production pipeline and foster talents**



# Final thoughts

- The importance of defining art style at the early stage
- Build the production pipeline and foster talents
- **Stay true to our artistic vision**







# Thanks

Email: [gzzengqingfeng@gmail.com](mailto:gzzengqingfeng@gmail.com)