

Chiaroscuro

La direzione artistica di un Soulslike tutto Italiano

Federico Ferrarese



Ministero delle Imprese
e del Made in Italy





FEDERICO FERRARESE

ART DIRECTOR AND CONCEPT ARTIST



jyamma
G A M E S

ENOTRIA

THE
LAST SONG

UN SOULSLIKE TUTTO ITALIANO



ENOTRIA

THE
LAST SONG

—▶ LAUNCH TRAILER ◀—

Enotria: The Last Song

Tematiche ed elementi artistici

Raccontare l'Italia attraverso
Arte, Cultura e Storia

Stagnazione e critica sociale

Contrasto tra bellezza e grottesco



ART DIRECTION

DEFINIZIONE ED INGREDIENTI



DEFINIZIONE:

LA SUPERVISIONE CREATIVA ED
ORGANIZZATIVA DEGLI ELEMENTI
ARTISTICI E VISIVI DI UN PROGETTO
VIDEOLUDICO



Individuare e fondere, i pilastri artistici in
un'estetica **efficace** ed **usufruibile**

Assicurare una **coerenza** visiva e
contenutistica all'interno del prodotto

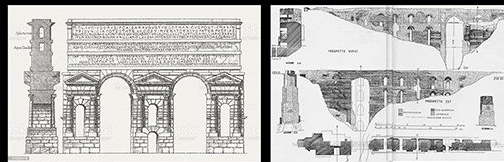
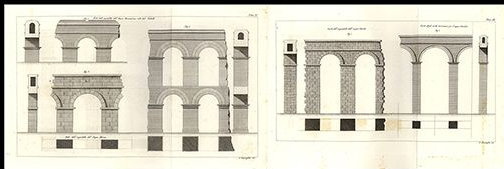
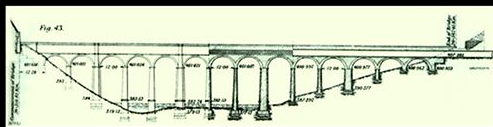
Gestire i reparti artistici, **delegando**,
guidandoli e **supportandoli** durante la
produzione



L'ITALIANITÀ E IL VIDEOGIOCO

ELEMENTI CULTURALI ED ARTISTICI





Porto, Venezia



Duomo, Milano



Gravina di Puglia



Ponte Lupo - Roma



Pont du Gard - Provenza



Ponte Vecchio, Firenze

Cinque Terre, Liguria



Old Bridge (Florence)



Sibiart Museum armory (Florence)



Italian's Theater Mask

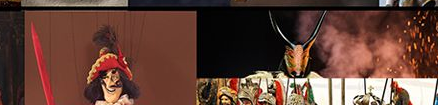
Elemento tipico della cultura italiana, sono le maschere e i personaggi teatrali. L'elemento grottesco nei contenuti e nel design di questi personaggi può essere un elemento strutturale, per creare e rafforzare un mood che contenga elementi dark e al contempo colorati tipici del dualismo culturale italiano. L'utilizzo di colori, forme ed elementi tipici di questi personaggi, che sono isocri e ben riconoscibili anche all'estero, potrebbe essere un ottimo espediente per creare un design originale e carico della cultura del nostro paese.



Pergola Theatre (Florence)



Old Palace (Florence)



Uffizi Gallery (Florence)



Florence Cathedral





Cistus salvifolius (Cisto femmina - white flowers)

Cistus creticus (Cisto rosso - fiori rosa)



Pistacia lentiscus (lathro)



Arbutus Unedo (Corbezzolo)



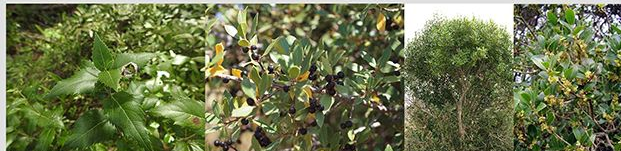
Quercus ilex (Leccio)



Pinus pinaster (Pino maritimo)



Rosmarinus officinalis (Rosmarino)



Phylirea latifolia (lathro)



Citrus limon (Limone)



Capsicum annuum (peperoncino)



Gli STEREOTIPI

Problemi ed opportunità comunicative



Lo stereotipo non va visto esclusivamente come un elemento culturale negativo. esso, nasce da elementi **archetipici** della cultura di appartenenza, condivisi con il resto del mondo.

Risulta quindi, un ottimo “**Hook**”, per attrarre l’utente e fargli approfondire in seguito, i reali valori ed elementi alla sua origine.





CREARE UN'IDENTITÀ ARTISTICA
E DISTINGUERSI TRA I COMPETITORS



Una visione nuova, all'interno di un genere consolidato.



Studiare e conoscere, i **pilastri artistici** alla base dei casi di successo del genere scelto.

Individuare gli elementi, del proprio prodotto, che possono **emergere** ed essere declinati in maniera **originale**.

Fondere i capisaldi di **design** e **artistici** alla base dei casi di successo, con gli elementi **unici** e **personali** della propria visione artistica.



MA NELLA PRATICA, COME MUOVERSI?



Temi e contenuti narrativi

Palette cromatiche e moods

Gestione delle anatomie e proporzioni nel character design

Sense of scale e gestione degli environments



Il risultato del processo, produrrà un'identità visiva che verrà percepita come **originale**, racchiudendo al suo interno gli elementi **familiari** del **genere di appartenenza**.

IL NODO DA SCIogliere

CREATION

The Beginning

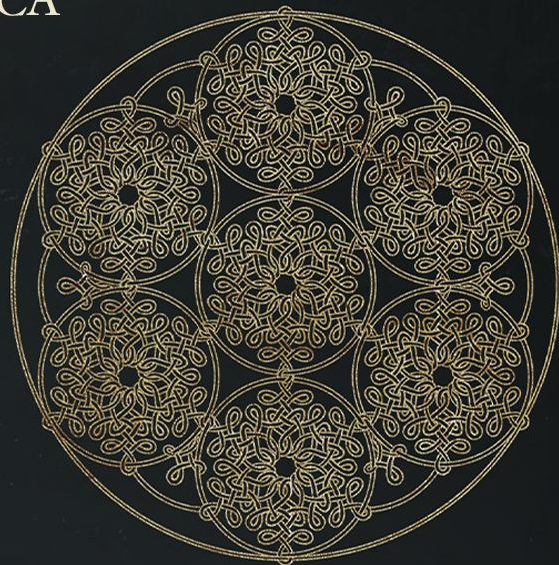


The very instant silence was broken by the first Note,
and the ripple effect of sound that originated Music.

IL NUCLEO DELLA
DIREZIONE ARTISTICA

THE SONG

The Pattern of Life

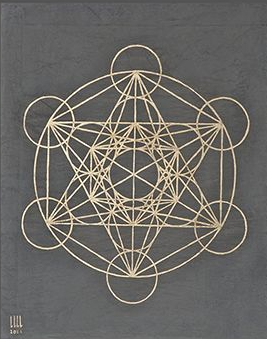


The fabric of Music, composed by notes that complement each other.
It is the symphony that guides particles to shape new creations.

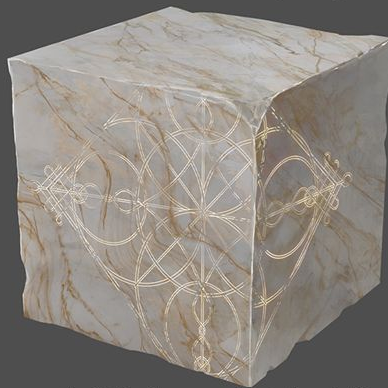
*The Arm is only representative of a tri-dimensional surface in-game



Calacatta gold marble
Sacred geometry
and manuscripts



Marble - Ardore Knots and engravings



Anti-Ardore material palette



2. Line strings which the manequin is
hanged to



Emitting particles are shaped
like manuscript notes



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Bonfire FX
Daryll Espanola | Senior VFX Artist

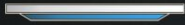
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ENEMY VITALS

TIERS

FODDER



MID-HIGH



ELITE



MINI BOSS

A Long Epic Name, still Boss but Mini



BOSS

A Long Epic Name, the Boss of Bosses



ELEMENTAL



STATUS



BUILDUP



DECAY



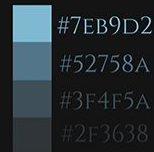
L'ARTE DELL'ARRANGIARSI

BILANCIARE ARTE E NECESSITÀ TECNICHE

QUINTA-PALETTE TEST 01



MANTELLONI GARDEN PALETTE TEST 01



Un approccio **modulare** e **sistemico** è fondamentale, per raggiungere un compromesso ideale, tra **quantità** e **qualità** degli asset necessari.







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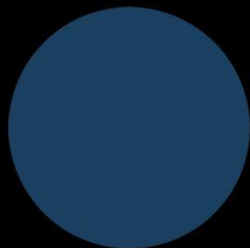
STRALE - ARENA
Miriam Battini | Environment Artist

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MOOD COLORS DOMINANT PALETTE

THIS COLORS MUST AFFECT ALL THE COLORS OF THE AREA, ESPECIALLY THE ROCKS TO GIVE A DOMINANT BLUE IN THE PALETTE



#1C4061



#142D44

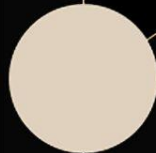
ARDORE ROPES AND CANDLES FLAMES



#FADA95



#EBDAB6



#DFD1BE

WATER



#44BAD4

ALGAE
BIOLUMINESCENCE



#376E94

CANDLES AND PAPER



#ECE8CF

PAPER



#DDD6A9

CANDLES

JUNIPERS



#888179



#484340

SAND



#D0C4AE



#786755

CAVE ROCKS



#6F757B



#424951

DRAPES



#985657



#704242



#374961



#E4BD63

COLOR PALETTE

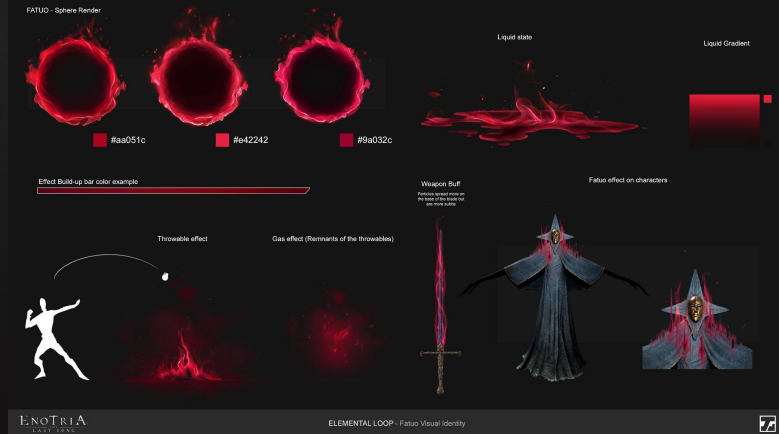
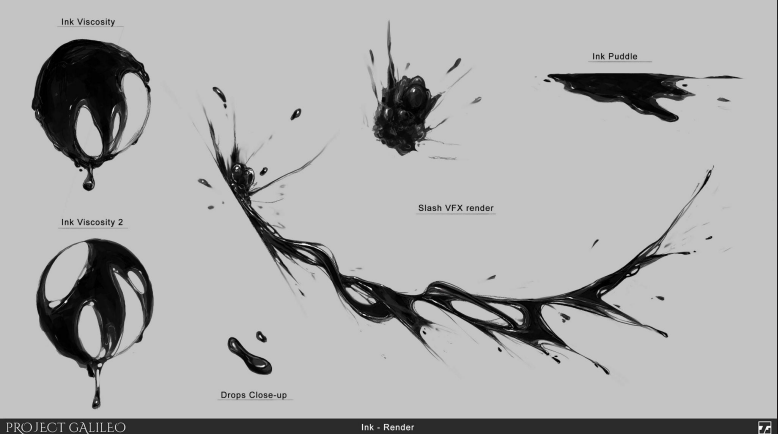
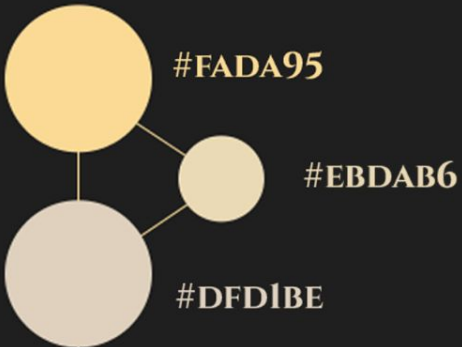
HIGHLIGHTS / BLOOM
WITH PARTICLES

RUINED MASK
panning to give movement

OPACITY GRADATION

BRAND PALETTE

BASE LINE COLOR
(to which effects are added)







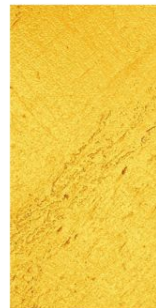
UNO, NESSUNO E CENTOMILA

UN VIAGGIO NELLA CHARACTER ART





GOLD



PORCELAIN

SHAPE DESIGN

IL SEGRETO DI UN CONCEPT VINCENTE





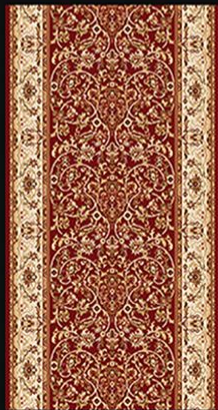
SAME PATTERN OF ZANNI'S COAT
(COMMON TO ALL MEMBERS OF THE
ACTING SCHOOL OF ZANNI?)



FRONT

SIDE





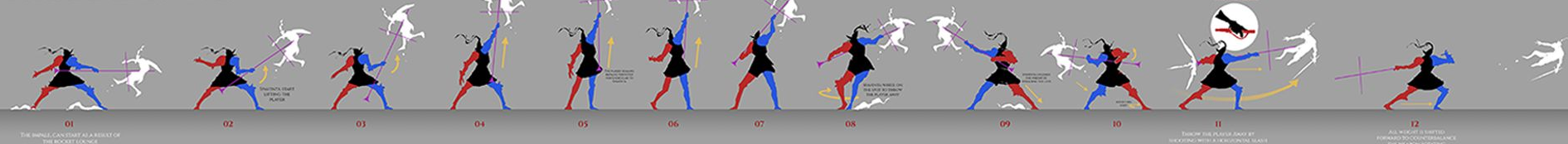
ROCKET LUNGE

SWAVENTA PUTS HIS WEAPON HORIZONTALLY AND SHOOTS TRAVELING IN A STRAIGHT DIRECTION



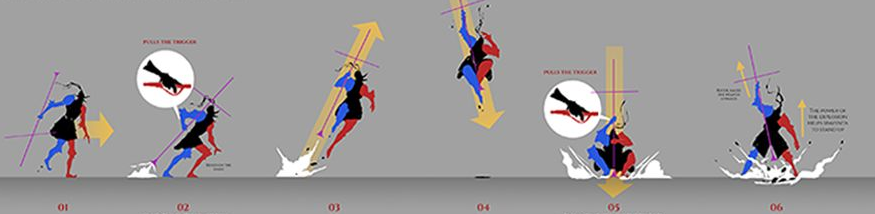
IMPALE

SWAVENTA CAN LITERALLY IMPALE THE MC WITH HIS WEAPON



ROCKET JUMP

SWAVENTA PLACES HIS RIFLE'S MOUTH ON THE GROUND AND SHOOT TAKING OFF AND LANDING ON THE MC



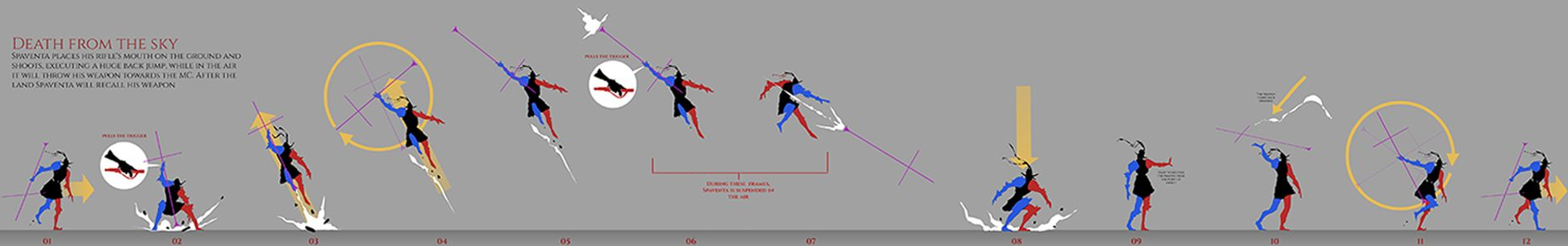
THE GUNSLINGER

SWAVENTA AIMS TOWARD THE PLAYER FIRING 7 BULLETS



DEATH FROM THE SKY

SWAVENTA PLACES HIS RIFLE'S MOUTH ON THE GROUND AND SHOOTS, EXECUTING A HUGE BACK JUMP, WHILE IN THE AIR IT WILL THROW HIS WEAPON TOWARDS THE MC. AFTER THE LAND SWAVENTA WILL RECALL HIS WEAPON



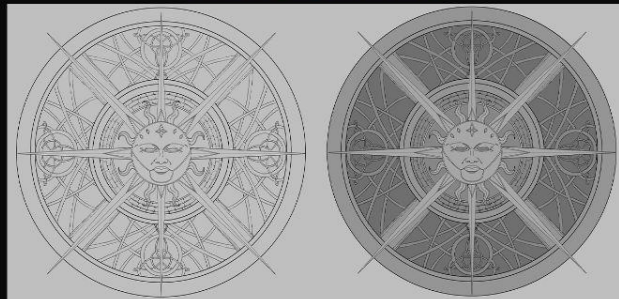
FIRST ITERATION



THRONE

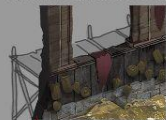


GROUND DECORATION

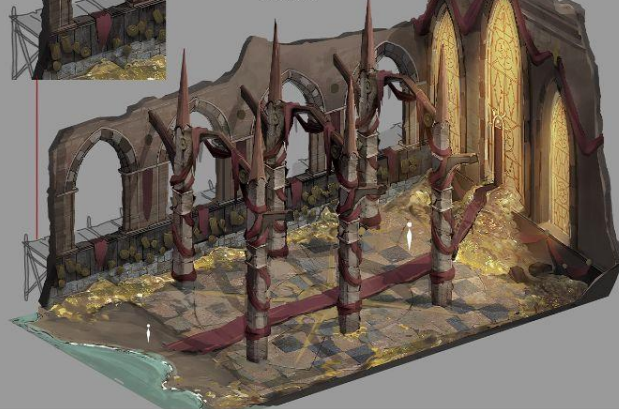


THUMBNAILS - STUDIES - MOOD

Spaventa Rifleman Location



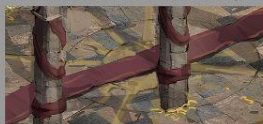
Arena Phase 1 Overview



Lots of shields on the walls



Sun Decoration Hidden under the carpet



Treasure Chests



Arena Phase 2 Overview



Damaged walls and floor revealing the sun underneath

More shields on the pillars





LE TERRE DI ENOTRIA

ENVIRONMENT ART E VIAGGIO DEL GIOCATORE



Strutturare e guidare l'esperienza visiva durante il viaggio del giocatore



Le ambientazioni devono risultare uniche e riconoscibili

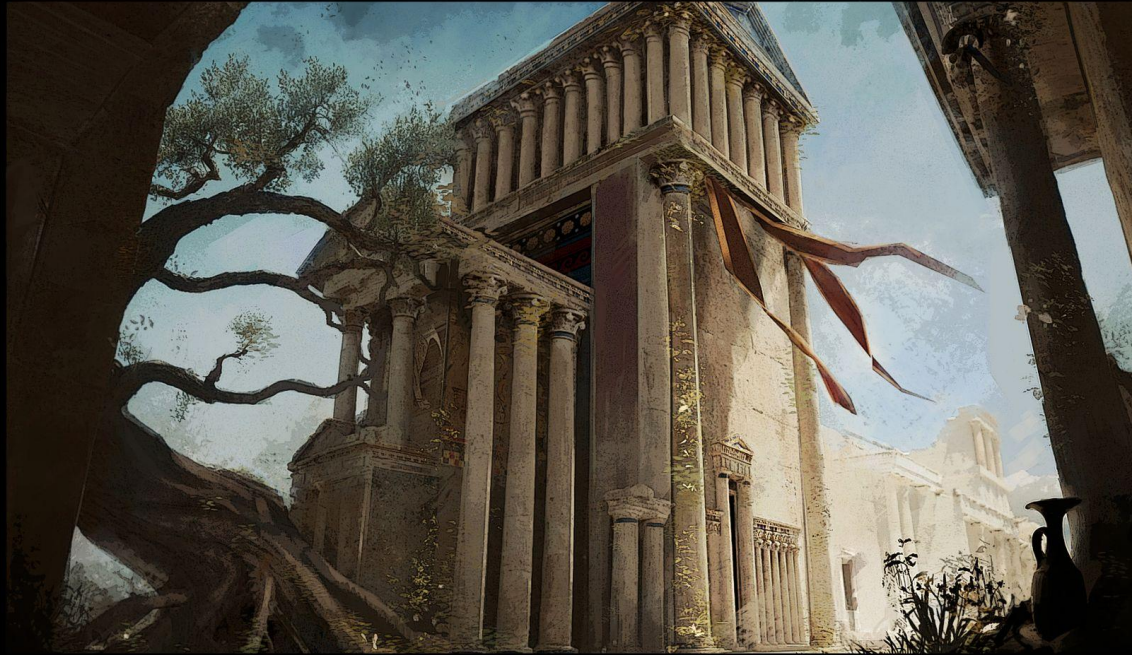
Gli elementi artistici devono sempre essere funzionali al ritmo del gameplay

Il giocatore deve potersi orientare attraverso le ambientazioni



Tra realismo, storia e fantasia.

Il giusto equilibrio per creare un mondo fantastico con basi reali

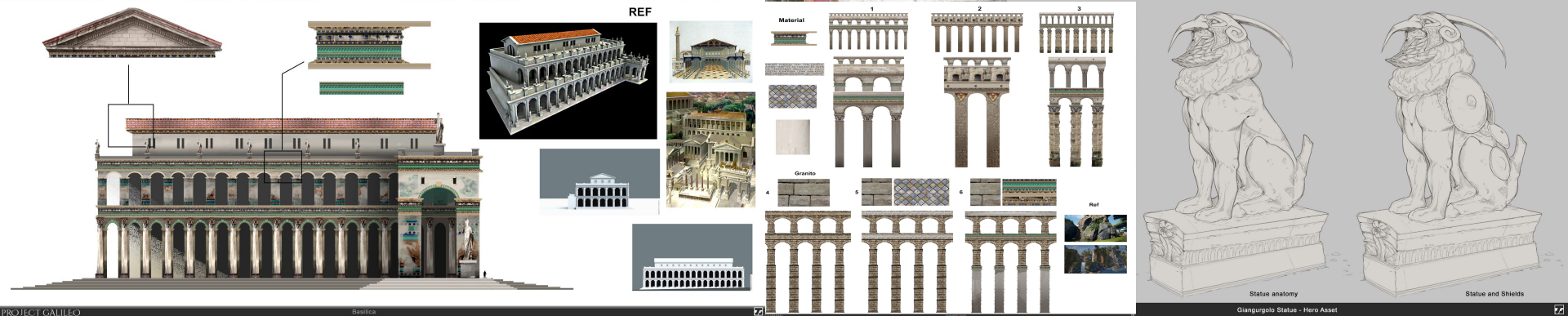


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FALESIA CITY VISUAL
Jacopo Lariccia | Concept artist

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PUPPET FIGHT - CRADLE OF CHANGE

Kélian BUIATTI | 3D Environment Artist

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ROAD TO QUINTA, THE CITY OF ACTORS

Kélian BUIATTI | 3D Environment Artist

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THE CRIMSON TREE - MONASTERY OF MAJA

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URBE - FALESIA MAGNA

Kélian BUIATTI | 3D Environment Artist

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ASTRARIUM MAGISTER - LITUMNIA
Kélian BUIATTI | 3D Environment Artist

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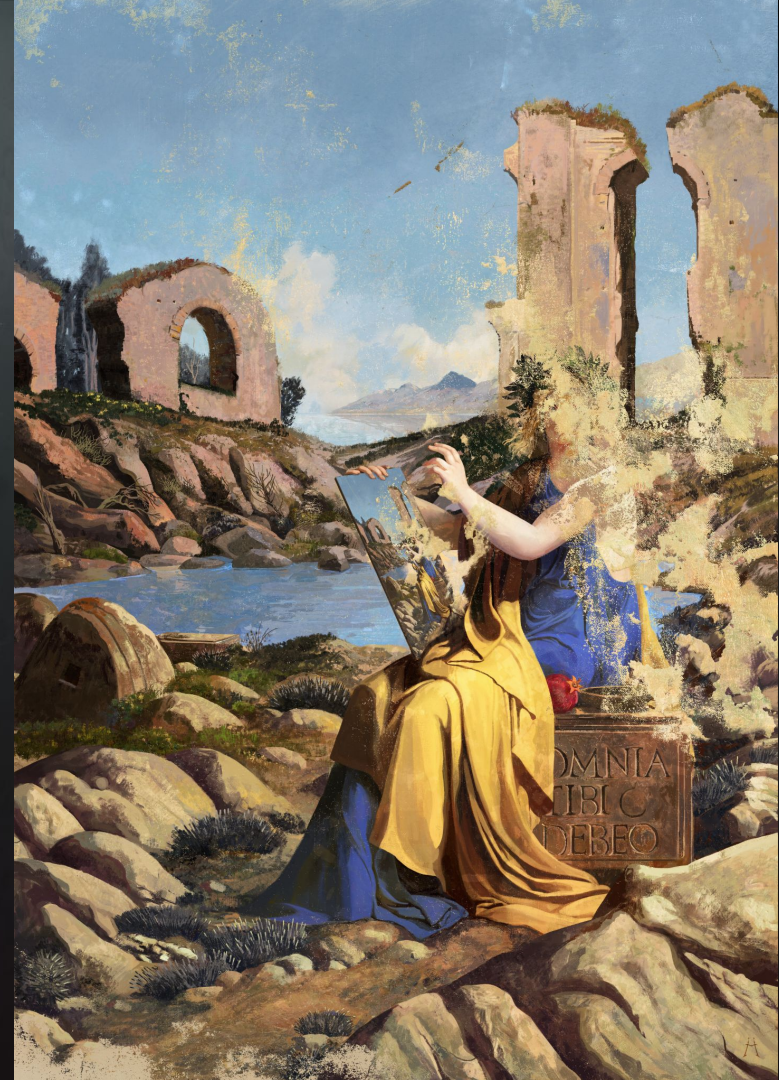
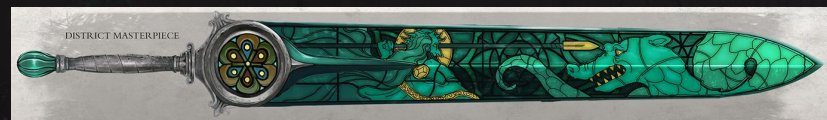


LA NARRATIVA INDIRETTA

RACCONTARE UN MONDO ATTRAVERSO L'ARTE









ENO TRIA
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THEATER OF MASK CLOSE-UP - QUINTA
Kéllian BUIATTI | 3D Environment Artist

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Impara l'arte e mettila da parte!

Tips and tricks da tenere a mente.



Analizzare i **punti di forza** della propria visione e **adattarli** alle esigenze del mercato

Mantenere una visione artistica **salda** e **coerente** in tutto il prodotto

Coniugare sempre **arte** e **narrativa**

Comunicare in maniera **chiara** e **delegare** al team in modo da far emergere la creatività di tutti

Ricerca il più possibile **metodi**, **pipelines** e **soluzioni intelligenti**, per ridurre il carico di lavoro



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