

A Directional Model of Concept Art

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Innovative and creative conceptions are fundamental for advancement of animation technology. Knowledge and intelligence of concept art are very essential to visualize the development of final appearance of animation. These are the essentials for visual demonstration of design, idea, and mood. In the present generation, digital technology is used for visualizing concept art for accomplishing a particular task like animation, video, comic etc. The main task of the concept artist is to have broader understanding and knowledge of principles of art, and communication between thought and visualization. Literature on concept art shows that different authors and researchers paid attentions to and gave emphasis on certain specific elements and ideas. The main objective of this study is to develop a directional model of concept art to fill the information gap in this area. Available literatures will be analyzed and discussed, and finally a directional model will be developed.

Field of Research: Animation, Concept Art, Dynamic Drawing, Perspective View

1. Introduction

The developed countries in the world have productively established their animation productions. They contributed to their economic enlargement. Developing countries like Bangladesh can be a center for producing quality animation products (Islam, 2013). To achieve the global eminence of animation it is very important to progress the conceptual thought in the first instance. Furthermore, imagination is particularly highly developed work of the human aptitude. It is the simplest method of typical to create any imaginary thought that known as concept (Carol R. A. 2007). We need some innovative ideas and story. To implement these ideas we require the proper way to express. In design field when we try to show our conceptual thought, we have to have basic knowledge. These are very important to know as elements and principles of art. Into conceptual art the idea is extremely important and the idea becomes a machine that makes the art. If we ask, what is art represent? There are consequently a lot of dissimilar answers- Art is a thing in different period and spaces and in different traditions. In Medieval Latin Arts is like, both work and sense, intended any special form of book-learning, such as syntax.

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My art says Prospero, putting his magic gown. But the Renaissance, first in Italy and then elsewhere, re-established the old meaning; and Renaissance artist, like those of the ancient world. They did actually think of themselves craftsmen (Collingwood, 2013).

Individual culture place on show some form of activities that can be identified as art. In the majority of societies other than our individual, arts play there an essential part in social existence. In the past, persons who wish to appreciate art in its broadest intelligence need to go further than modern Western elitist philosophies that ignored other traditions. Before Standing Transfixed Giorgione's *Tempest* or Rothko's *Green and Maroon* or on hearing Stravinsky's *Rite of Spring* we find our conviction that art meaning is completely deepened (Hagberg, 1998). It could express anyone's thought. As earliest people paint on cave wall to make direction of follow or communicate with others. Sometimes the creation of art work has slight in common with what we typically signify by 'making'. It is an extraordinary perilous business in which the maker never rather knows what they are making until they have in fact through it (Janson, 2001). Art history is the history of any movement prepared by human being. In an illustration form for communicative purposes, expressing thoughts, emotions or making sense to others.

The section of this paper summarized with some previous relevant works as literature review in section 2. We provide details of our working methodology in section 3. The findings and discussion for creating concept art along with their features and advantages are presented in section 4. The concluding discussion is given in section 5.

2. Literature Review

An appearance of illustration is the main goal of concept art. It is express a visual demonstration of a temper for use in films, games, and comics etc. (Wade, 2006). Concept artist should have appropriate sense on elements and principles of art, sound knowledge on color wheel, compositional sense etc. In a word artists need direction to follow for creating a successful concept art. When the concept apply in the work as visualize we need some guide to present it. As established concept art, elements and principles of art is very essential. Art history is the history of any progress or formation organized by human being in an illustration form for forthcoming purposes, expressing feelings, emotions or creation sense to others. We got different answers of this question the same as- art is a purpose in diverse times and spaces and in different culture. Arts in medieval Latin, like 'art' in the early modern English which borrowed both work and sense, meant any special form of book-learning, such as grammar. Art says Prospero, putting his magic gown. But the Renaissance, first in Italy and then elsewhere, re-established the old sense, like those of the ancient world. Standing Transfixed before Giorgione's *Tempest* or Rothko's *Green and Maroon*, or on hearing Stravinsky's *Rite of Spring* we find our conviction that art has meaning deepened. This is very important to get used to the techniques of art significance to express artist's thought for visualization. Creative information helps to think something additional but without technical skill it is

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not possible to express that concept as visual. In the way of imagine the pretend thought as concept it is significant for there to be physically powerful connection between knowledge and skill (Shamsuddin, 2013).

Some art essentials facilitate get the party in progress. These essentials are known as the elements of art. The basic elements of design that explored in the following sections

1. Shape: A circle, square, or triangle, for example, or any other organic form;
2. Line: A continuous path between two points;
3. Size: The quality of being large or little or wherever in between,
4. Direction: The overall physical arrangement of the objects within a painting — either vertical, horizontal, or diagonal,
5. Texture: The real or implied tactile quality.

The elements and principles are the verbal communication artists make use of talk about and analysis art. We can come up with unrestricted design and painting solutions by using the principles about.

1. Color
2. Direction
3. Line
4. Shape
5. Size
6. Temperature
7. Texture
8. Value (Pitcher, 2008).

The elements of art are the construction blocks practiced by artists to generate ideas of art. Line is a spot by means of larger length than distance across. There are two kinds of lines, like- straight and curve line. Straight lines can be horizontal, vertical, or diagonal. Shape is a blocked line. Shapes can express length and width seeing that flat. Forms refer three-dimensional shapes articulate length, width, and depth. Space is the region between and around substance. The space in the order of objects is often called negative space. Negative space has contour. Space can also refer to the mood of profundity. The principles of art explain the behavior that artists use the elements of art in a work of art. Balance is the allocation of the visual influence of objects, colors, texture, and space. If the design was a scale, these elements are supposed to be impartial to create a design feel constant. In symmetrical balance, the elements used on one area of the design are alike to those on the other area. In asymmetrical balance, the sides are dissimilar but at a standstill look balanced. In radial balance, the elements are prearranged around a middle point and might be similar. Emphasis is the part of the design that grabs the audience's concentration. Movement is the pathway the audience's eye takes from beginning to end the work of art.

Pattern is the replicating of an object or symbol all in excess of the art work. Proportion is the mood of unity created when all parts (sizes, amounts, or number) narrate well by means of each other. Rhythm is produced when one or more elements of arts are used repeatedly to generate a feeling of prearranged movement. Rhythm generates an atmosphere like music or dancing. Variety is the use of more than a few elements of design to grasp the audience concentration and to conduct the audience eye all the way through. Unity is the feeling of harmony (Paul, 2013). Exercise of Mind-Map is very effective for prepare good quality of conceptual visualization. The aim of the visual association practices are helps to organize conceptual thought as well. As like to unleash the massive power of the diagram cortex to enhance the memory's accumulating recalling competence through the use of imagery for emphasis and relationship. On the way to start on develop the extraordinary powers of visualization and perception utilized by grand artist of philosopher like Leonardo Da Vinchi. The small child, Alexander, who was only able to write a few disjointed letters of the alphabet, valiantly and persistently insisted that he join in the exercise (Buzan and Buzan, 1997).

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Elements of Design-Line, Color, Texture, Shape, Form, Value, Size these elements are used to construct the Principles of Arts. We can make use of the Principles of arts to ensure our composition. The principles combine the elements to generate an aesthetic residency of things that will create a high-quality design. This area is more significant while contrast to the other elements in a composition. This could be by contrast of values, additional colors, and situation in the arrangement. Balance - is a sensation of visual impartiality in shape, form, value, color, etc. Harmony - transports mutually a composition with parallel units. Contrast - recommends some modify in value producing a visual friction in a composition. Directional Movement - is a visual stream throughout the composition. Rhythm - is a movement within which some elements persist frequently (Brommer, 2011). We got new ideas from this part of discussion about the elements and principles of art. Elements of Art- Line, Shape, Form, Space, Value, Color, Texture. Principles of Art refers Unity, contrast, variety, emphasis, movement, balance, pattern/repetition, rhythm (Kemp, 2013). Regulations for creative composition fall into four basic classes- format, perspective, layout, and illumination or lighting. Two basic moves toward to digital painting and drawing are applied in computer graphics. The first simulates the characteristics of an imaginative standard such as canvas and paint. The second challenge is to automatically produce drawings or paintings by simulating the inventive procedure (Gooch, 2001). To apply all these intelligence aesthetic sense or feeling is very much necessary for an artist. According to Aristotel's opinion three things are important to define beauty; "The chief forms of beauty are order symmetry and definiteness which the mathematical science demonstrate in a special degree." (Mukhopadhyay, 1994). Concept artists want to generate planet and characters, formulate stories with pictures, discover meaning in thoughts, and make emotional relations with a spectators. To visualize the conceptual thought artists need tips, tricks and techniques that really effort for concept artists, matte painters and animators (3dtotal.Com, 2009). Numerous ways to use each method are made available to inspire and care for creative liberty in each artist. Each technique is presented in a step-by-step arrangement; start with a conceptual overview of the required equipments and resources (Doty, 2013). Conceptual Art aims to remove the traditional emphasis on sensory pleasure and beauty. Sometimes replacing it with an emphasis on ideas and view that the art object is to be 'dematerialized'. Concept art sets out to challenge the limit of identity and definition of art works (Goldie, 2009). "Artists often depend on the manipulation of symbols to present ideas and associations not always apparent in such symbols. If all such ideas and associations were evident there would be little need for artists to give expression to them. In short, there would be no need to make art." – Andres Serrano (Stiles, 1996).

3. Methodology

We have collected information by visited animation studios in Bangladesh. We visited 4 leading animation studios and a group of students from universities and get questioner survey among Dhaka. The collected data give us an idea about the problem of this topic and try to solve the way as create a directional model on concept art. In figure: 1we showed there are 26 animation artists and 24 students' opinion in our data. Maximum of them are post-graduate, poor but a few of them are below educational qualification

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(Figure: 2). Almost they are 20 to above 35 years old and maximum of them are male. However, the artists have qualification but not relevant field; 17.5% of them are working more than 10 years (figure: 3). According to survey almost of them are trained but not full length professional degree. They are interested to have courses and workshop to pertinent field. They have clear concept that they want to improve their quality. Industries need more qualified people then exist people who are working as concept artist.

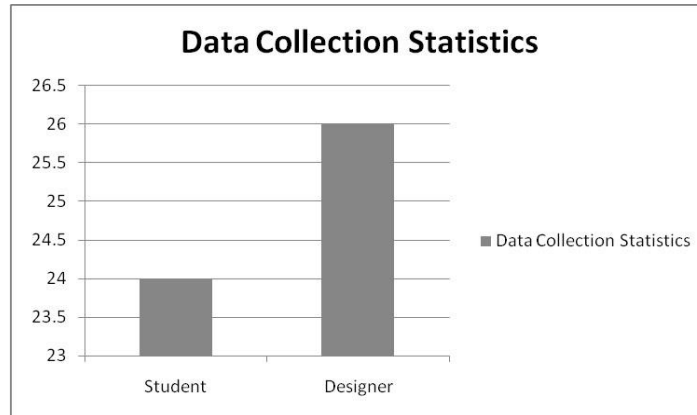


Figure 1: Data Collection Statistics

There are not enough activities about concept art as workshop, seminar, training or any other courses in Bangladesh. We found fine arts or creative arts department in many universities in this country but there is no area under discussion mind mapping or conceptual arts/thought. We also find that there is not sufficient brain storming activities to develop conceptual ideas. The present situation that we found, logistic support is very pathetic. There is no suitable lab or studio for practices conceptual matter.

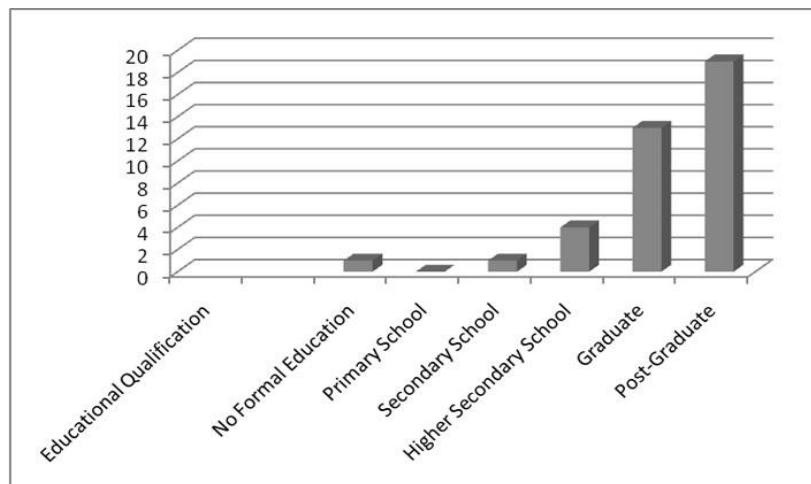


Figure 2: Educational Qualification of Repondants

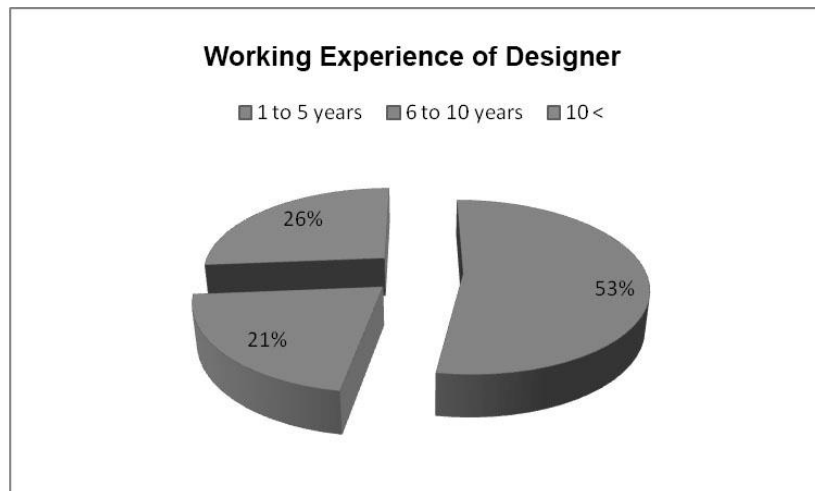


Figure 3: Working Experience

4. Findings and Discussion

We originate that there are lot of difficulties but enormous require and possibilities in this sector. The main lacking of the artists in Bangladesh is lack of aesthetic sense. They do not know the accurate way to work. Curriculum system needs to improve and add related modules in their syllabus. There is also some common predicament in this field as not suitable environment for artist and unavailable require equipments. To establish this kind of field in this country, government needs to pay concentration through education. We developed a model for the artists to follow as direction before start concept art. There are six parts in this model; elements of art, principals of art, format, topic, type and visualization. Each part has subparts also. After a sharp analysis it has found that concept artist should have knowledge and skill to establish and present their valuable thought (Figure: 4).

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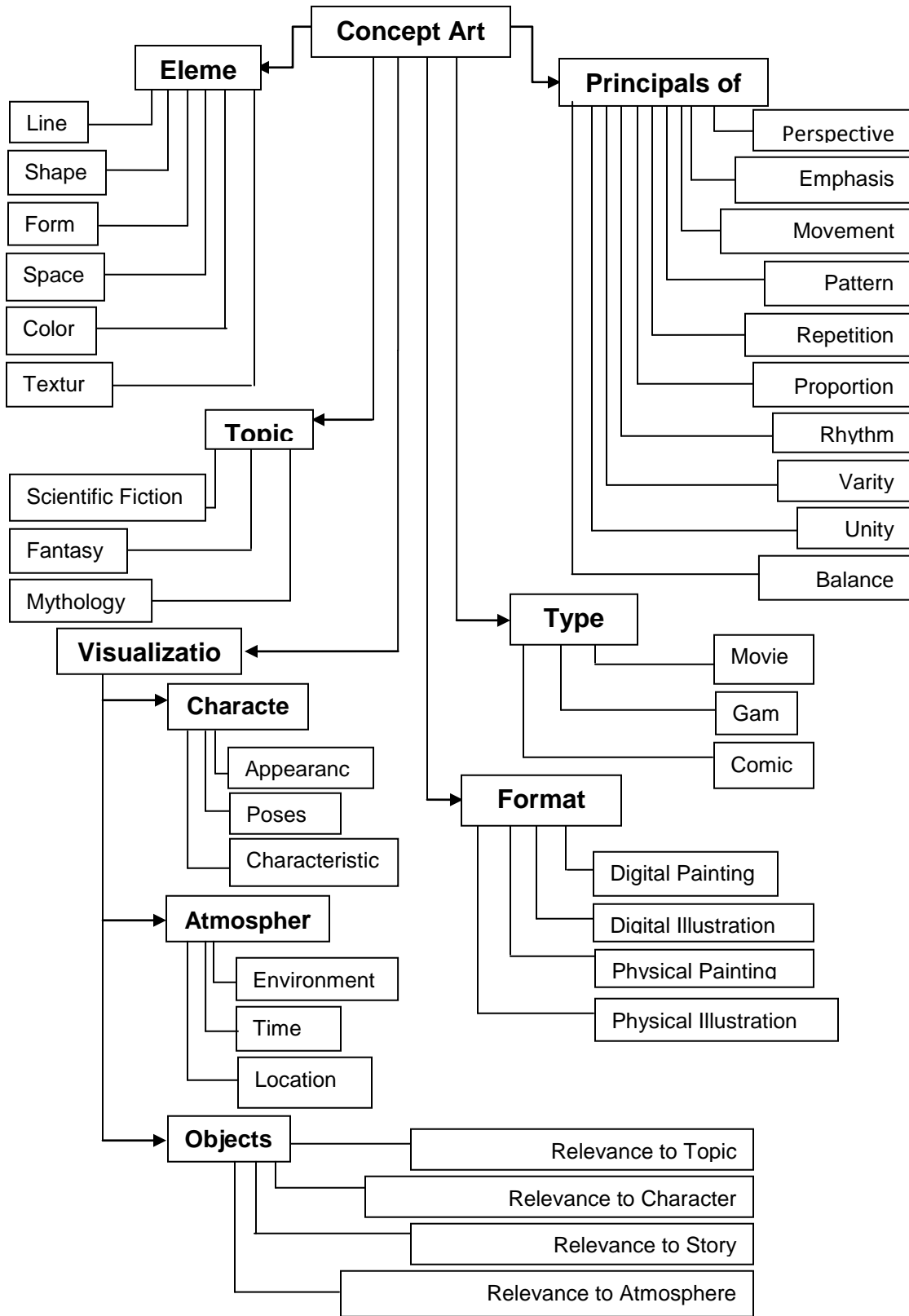


Figure 4: Directional Model of Concept Art

5. Conclusion

Prior to create any kind of animation movie, game, comic, etc. in inventive way, we need visualization our thought as concept art. Conceptual sense is very important to improve this field as international quality. We found in Bangladesh maximum artists are suffering in this field. They need suitable guide or model. They have interest to get knowledge and improve their skill for prospect. This directional model of concept art will be a great support. Especially for them those are interested to work in this field and enrich the quality of animation field in Bangladesh. The direction of future research to find the visualize elements and rectify them to enhance the field of visual media.

Within this research paper, we anticipated the limitations and the gap in the area of concept art in rising animation industry. As developing country, Bangladesh has a rising field of art and animation. We have potential manpower intended for animation industry but here we found lack of suitable institute and skilled instructors. By the side of investigational outcome of data, it is clear that without appropriate concept it is not suitable to start animation film, cartoon, movie or any kind of act which related to this field. This model will help to create a significant product in the future.

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