"Shan"
Visual Development
for Animation

Nutruda Satjawatcharaphong

Department of Computer
Generated Imagery,
Albert Laurence School of
Communication Arts,
Assumption University, Thailand

1. Creative Work Name

"Shan" Visual Development for Animation

2. Name of Artist or Designer

Nutruda Satjawatcharaphong

3. Background or Significant of the project

Trends of making movies from famous novels and fictions has became very popular among the audiences and also the industry from fantasy fictions, romantic novels and even horror fictions. This trend can be seen and accepted. Most of the films are live actions which using actors and there are fewer numbers of animation films compare to the live-actions. In the animation industry, most of the films that based on the actual books are mostly based on comic books or illustration books. According to the records, we have not seen a lot of animation films that based on the fictions or novels which don't have illustrations. So, "Shan" is a Visual Development works which all about creating the looks for the animation in purpose of bringing them to the next process of making the animation. "Shan" is the name of the project which based on the non-fiction series name "Darren Shan" wrote by the writer who has the same pen name as the main character "Darren Shan". Darren Shan is a horror non-fiction series that made a lot of selling and also has been made into live-action film and comic books which only sells only in Japan but never made into a form of animation film.

4. Project Objective

1. To show the creativity of translating the media in form of non-fiction into the visual media by creating and designing the looks. The process of creating and designing is drawing in both traditional and digital which the artwork can be used and developed in the next process of making an animation film.

2. To show the trends of films and animations nowadays of making films based on the books.

5. Concept

"Shan" Visual Development for Animation

Visual Development or Concept Art is started by translating the story and present in form of artworks and illustrations which is a pre-production part of making a film. This project includes character designs and key visuals for the films. "Shan" is the name of the project which based on the books written by Darren Shan. This horror books theme is about a boy who interested in mysterious subjects and happens to steal a spider from a vampire which his action leads to the adventure of him becoming a half vampire half human. The designs of this project will be based only from the first volume of the book series.

6. Process of Design or Art Works

1. Translating and analyzing the story of the book to understand the story and characters which will bring to the next step of doing the design which is researching and finding references. These are the process to understand the writer in what the writer is trying to present and help the designs to make them close to the book as much as possible.

2. Researching and finding references after finished analyzing the book. The looks of people which will be used as references to create the looks of the characters. Environment and lighting to use as references when designing the key visuals.

3. Designing. After collecting the references, the next process is to do the design. In visual Development part, is not only designing once but also refining and developing the artworks to make them perfect and ready for the next step in the production.

3.1 Character Design

After analyzing the book, there are three main characters of the story that played big parts in the book. The first character is a boy who is quite smart and full with curiosity. The references are pictures of foreign boys which looking smart and childish. The second character is another boy who is a friend of the first character, which much like a bully to others according to his family background. The references are picture of foreign boys which look aggressive. The last character is a vampire which look strange and scary according to the book. The references that will be using for this character are picture of foreign actors who has strange and mysterious personality.
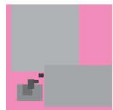
3.2 Environment and costume design

According to characters' names, lifestyles and cultures from the book has show that the location of the story is happened somewhere much likely in the west like United States. The scope of research topics had narrowed to states in the U.S. and has been decided that the setting of the story would be in Georgia which has small town with not mush of cityscape unlike New York city or Chicago. Not only the location but also the costume with the references are the picture af how people in the states are dressing and also the costume of old British man from the past for a vampire character.
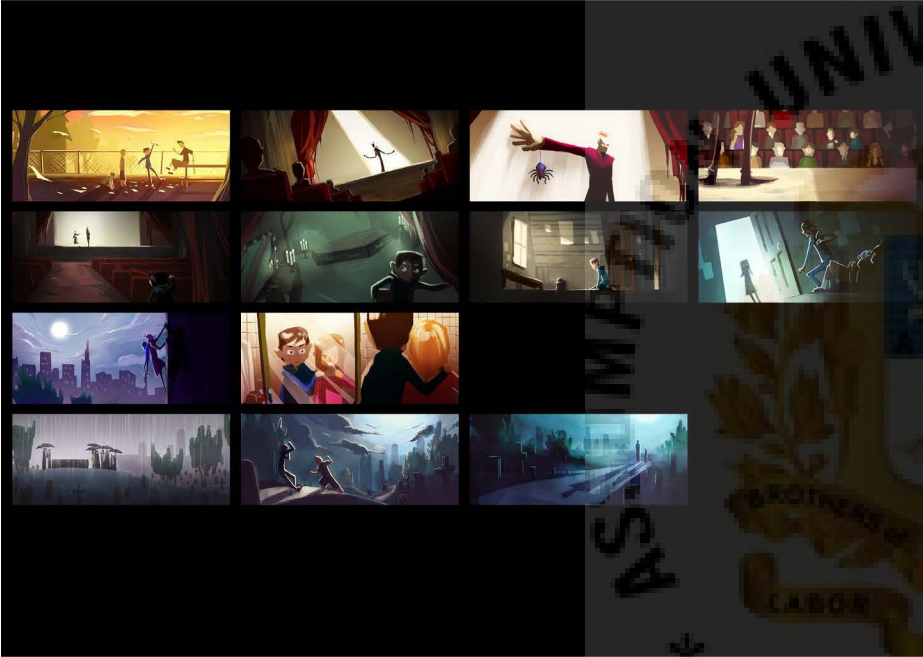

3.3 Color Script
The color scheme for the project would be dark and not colorful to create mysterious and horror mood and tone for the design according to the book's theme.

7. Material and technique of Design or Art works

he tools using for the project is a computer(for designing part) and a printer (for development, references and presentation part).

Techniques of designing are applying references to the designs, using of geometric shapes and forms to create more interesting characters. All the design are created and drawn with Adobe Photoshop

8. Picture of Designed work
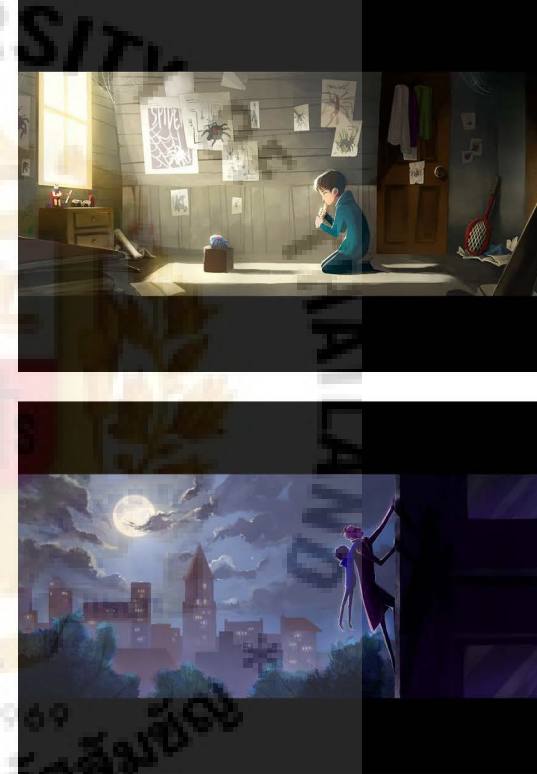
9. Knowledge after finished produce art or design works

1. Knowledge of the story and the language used in the books and novels since the books are originally wrote in English and also the culture of the writer.

2. Knowledge of applying photos of real people and apply to design characters.

3. Knowledge of making Color Script that is about designing the overall look of the film that don't require mush details but supposed to show good layouts and lighting which plays an important of designing in the process of the production.