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/ART DIRECTION
/CONCEPT ART
/ILLUSTRATION

HI, MY NAME IS LESTER,
a.k.a. **TEY!**

A passionate artist with over
a decade of experience crafting
stylized visual identities and
leading creative teams.

Happy Clients :)



UBISOFT



Tencent
Games





DRAGON HEIR
SILENT GODS

ROLES: **ART DIRECTION, CONCEPT ART**
CLIENT: **TENCENT / SGRA**



1



2



3



4



5



6



7



8





A



B



C



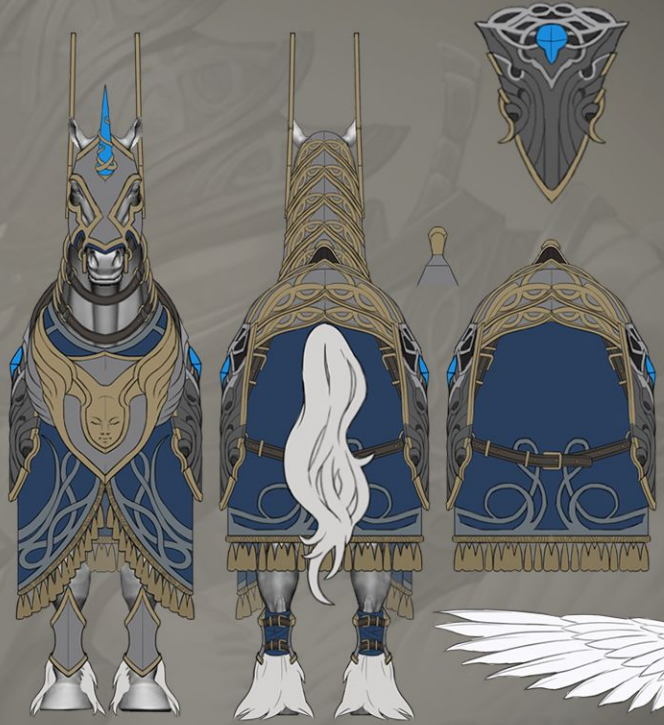
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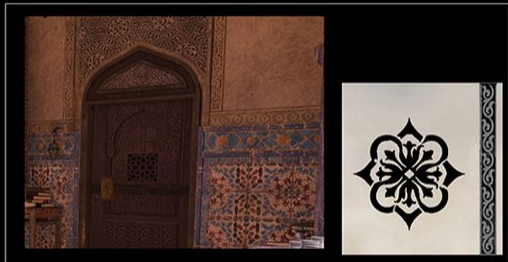


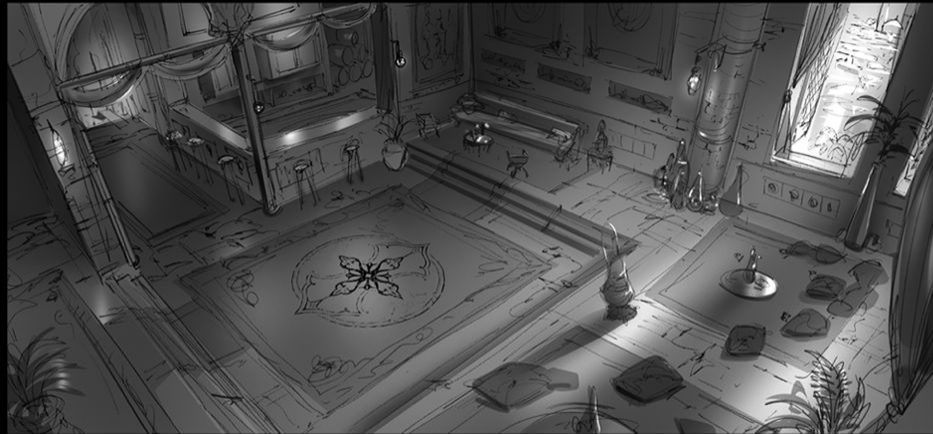
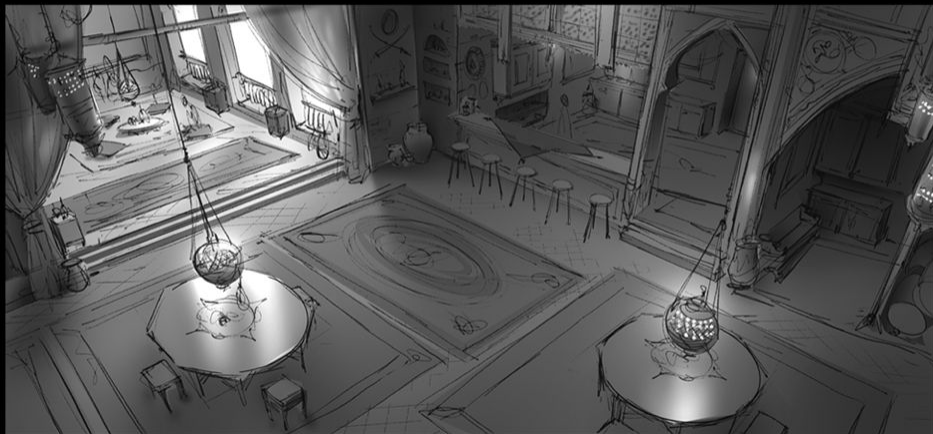




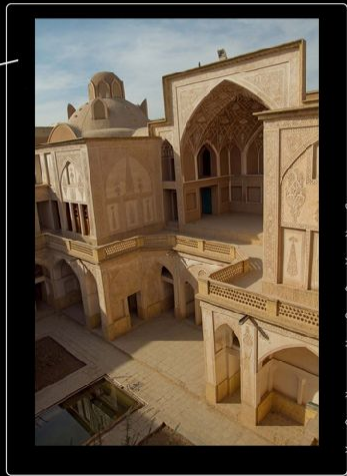
DRAGON HEIR SILENT GODS TAIL LOGO BY











A S O T I Y I

SKETCH EXPLORATION



BLOCK OUTS / SHOT EXPLORATION



DRAGON ROAR TAIL LOGS V



CURSED KING'S GUARD

CHARACTER DESIGN CASE STUDY

Studio: Humble Squid Creatives

SKETCHES

The task was to create a King's Guard that is affected by a dark curse that's hidden on his back, covered by a shield.

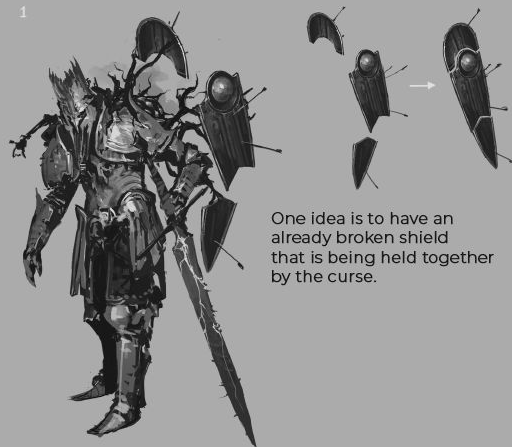
We created several different thumbs for the looks and we ended up choosing these three to push.



**CURSED
KING'S
GUARD**

EXPOUNDING ON THE IDEA

The curse on his back is in a form of abscess with veins or arms around it. This is his weakness and may be exposed by destroying the shield.



Version with arms does not feel as good fit to the narrative compared to veins.



CURSED KING'S GUARD

EXPANDING ON THE IDEA

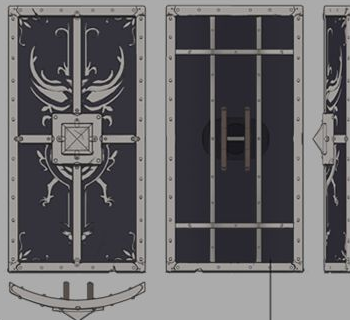
We ended up with this design as we feel like it is the strongest out of all the options and the mechanic is not as complicated.



**CURSED
KING'S
GUARD**

CURSED KING'S GUARD

Once a fiercely loyal and imposing family guard, this burly warrior was corrupted by a necromancer, resulting in shattered armor and a cursed, gas-emitting abscess mutating his flesh. To protect and conceal this grotesque vulnerability, he wears a heavy, family-crested shield slung across his back while wielding a deadly, dark-magic-marked two-handed sword.



Since this will be for a 3D game, a clear character sheet is also needed.



WEDDING HALL

ENVIRONMENT DESIGN CASE STUDY

Studio: Humble Squid Creatives

THE FIRST STEP

Our task is to analyze the illustration and break it down to a smaller, more manageable concept references for 3D artists. This overview is a crucial part for this process.

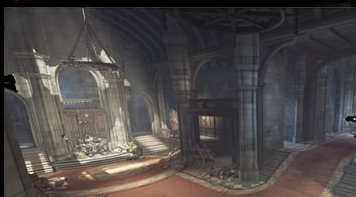


WEDDING HALL

EXPANDING THE VISUAL LIBRARY

Gathering references is just as important as drawing the concept, probably more.

✗



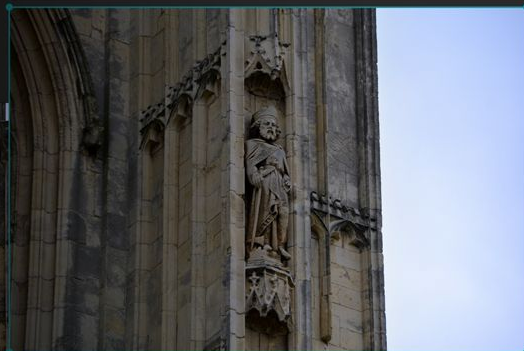
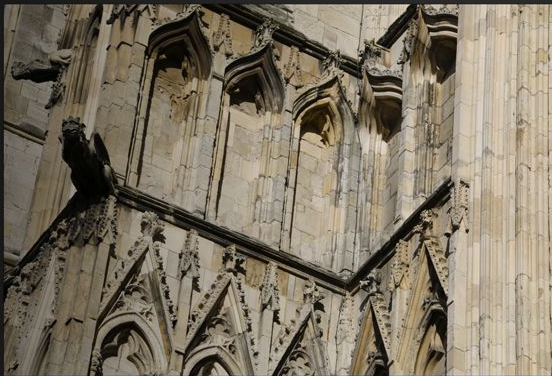
shutterstock

○



Getting the right proportion is also necessary, we're trying to create something realistic rather than cartoonish.

WEDDING HALL



dreamstime.com

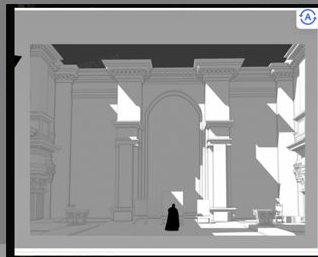
ID 141595525 © Paolo Paradiso



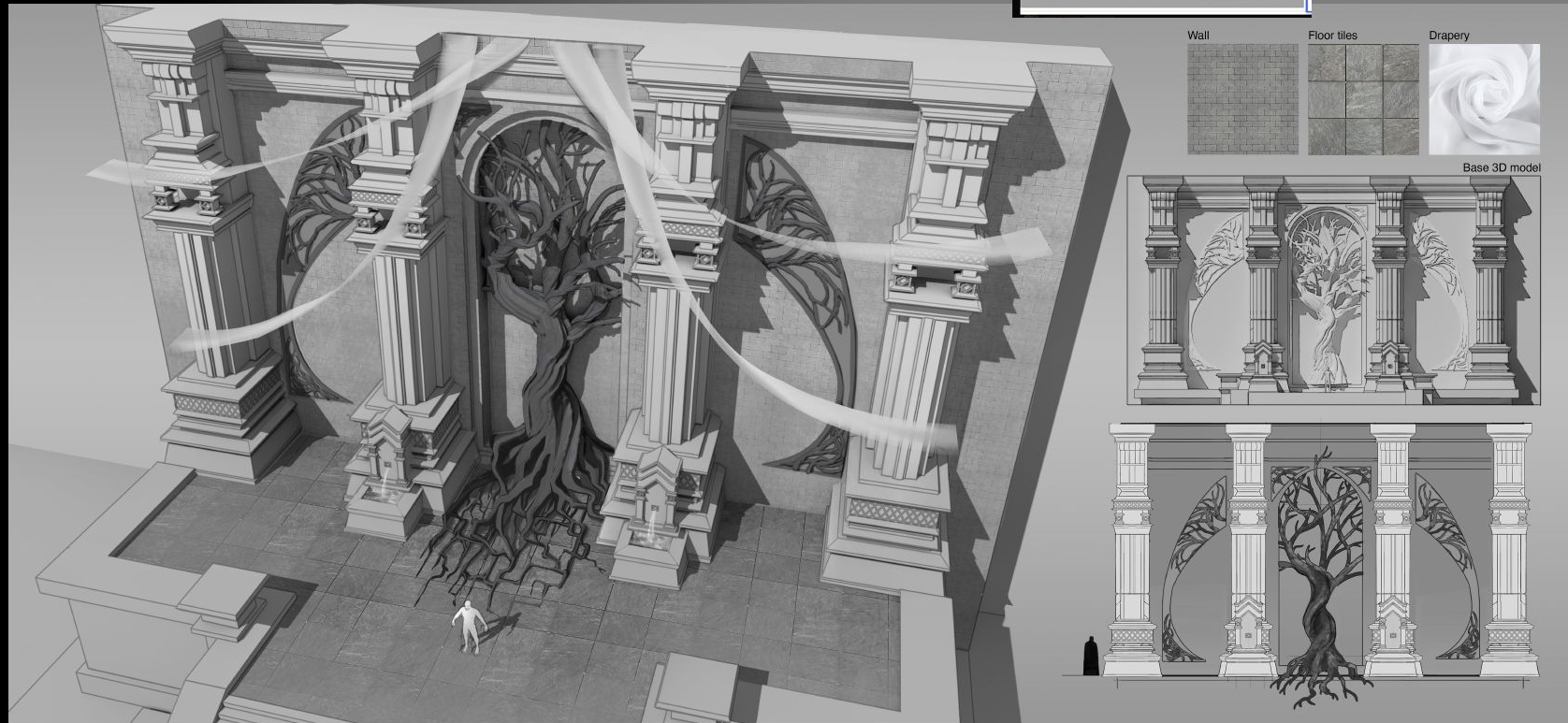
3D MOCK-UP

To be able to properly break down the illustration, we recreated the scene in 3D. This will help us with multiple camera angles that is needed for the final delivery.

Having a 3D scene also helps with setting up lighting.

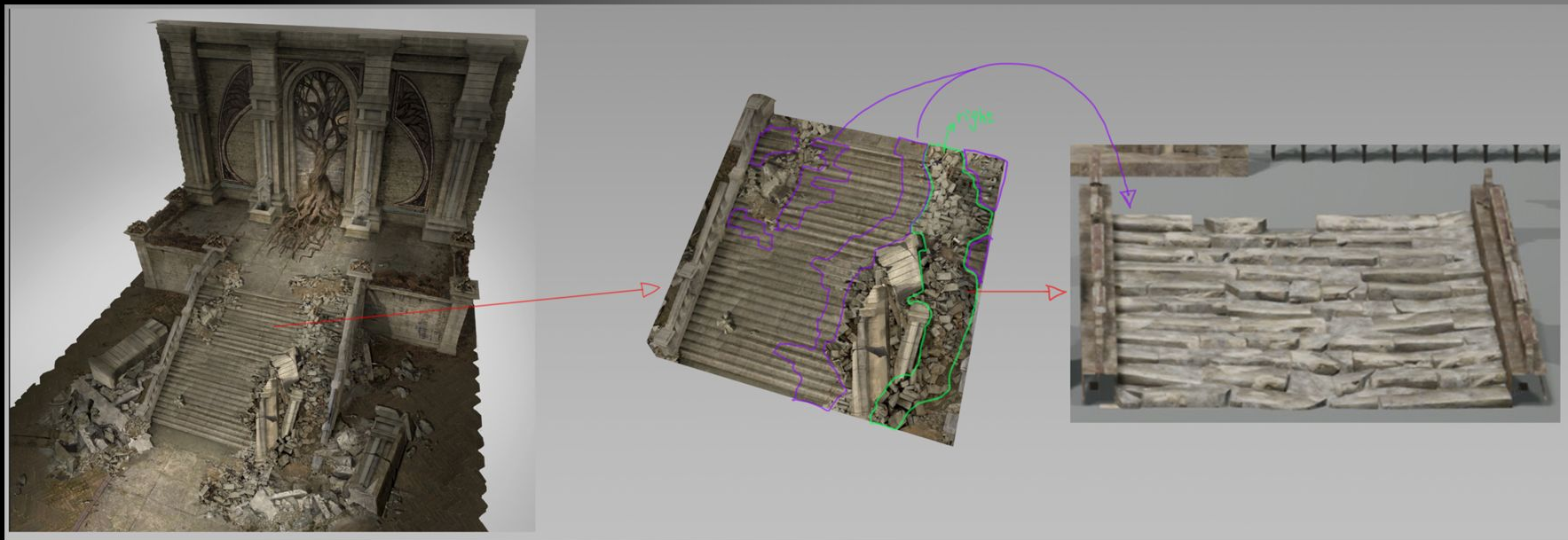


WEDDING HALL

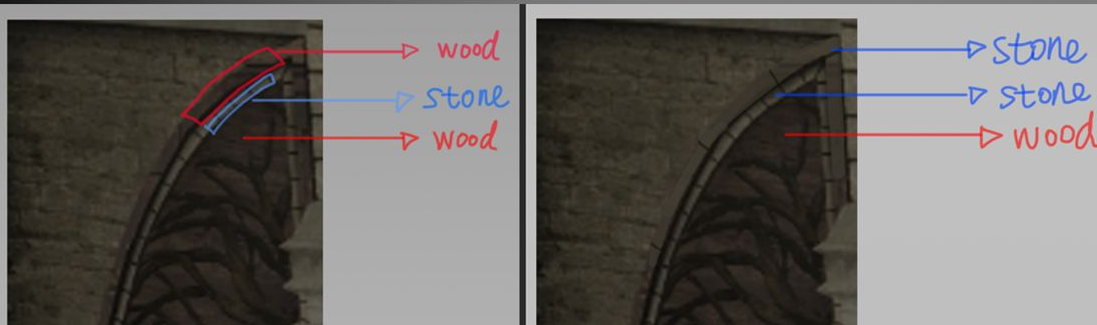


BELIEVABILITY IS KING

In this scenario, the damage on the stairs are separated between whole steps and completely damaged steps. Since this place is a ruins, it will be more believable to have some steps slightly damaged mixed in.



Another thing to consider are the materials. Not just choosing what to use but, also how they are being used. In this example, it is more believable to have this part on the wall have stone borders and the sculpture be wood rather than having the woods separated.



WEDDING HALL

BELIEVABILITY IS KING



But how do we really design a chaotic environment? In this thumbnail we added dirt and big clumps of materials that doesn't really belong to the scene.

WEDDING HALL

In the final version we corrected and made sure that every material and every damage makes sense. Meaning we thought about how each individual part gets damaged and how they could be laid down in the scene.

Imagining 3 levels of damage. How does it look like and how it affects the scene.



BELIEVABILITY IS KING



Continuity in design is also another thing that will add to making something believable. In this example, the part that is highlighted in green are in different styles and it doesn't make sense for actual design.

Another issue here is the red highlighted part where we don't see an interesting construction on the arcs.

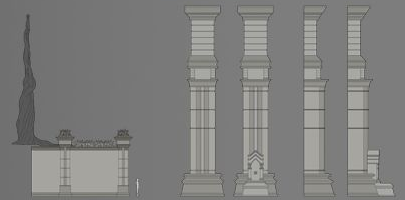
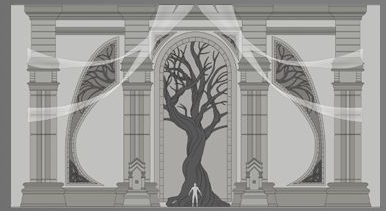


In the final version we made sure to add continuity and more interesting construction. Not just on the arcs but on the pillars as well.

WEDDING HALL

TREE WALL

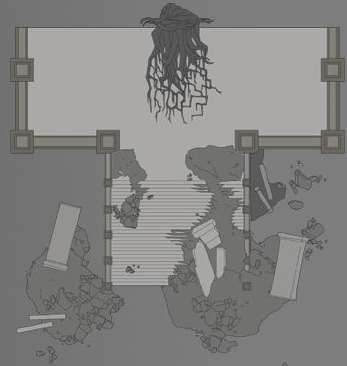
WEDDING
HALL



**THRONE
AREA**



**WEDDING
HALL**





The logo features the words "AGAINST" and "WAR" in a bold, distressed, white font. The word "AGAINST" is positioned above "WAR". A yellow pencil is drawn diagonally across the word "AGAINST", with its tip pointing towards the top right. A white brushstroke, resembling a thick, curved line, is drawn across the word "WAR". The entire logo is set against a solid black background.

AGAINST WAR

ROLES: **ART DIRECTION, ILLUSTRATION**
CLIENT: **ASOBIMO**

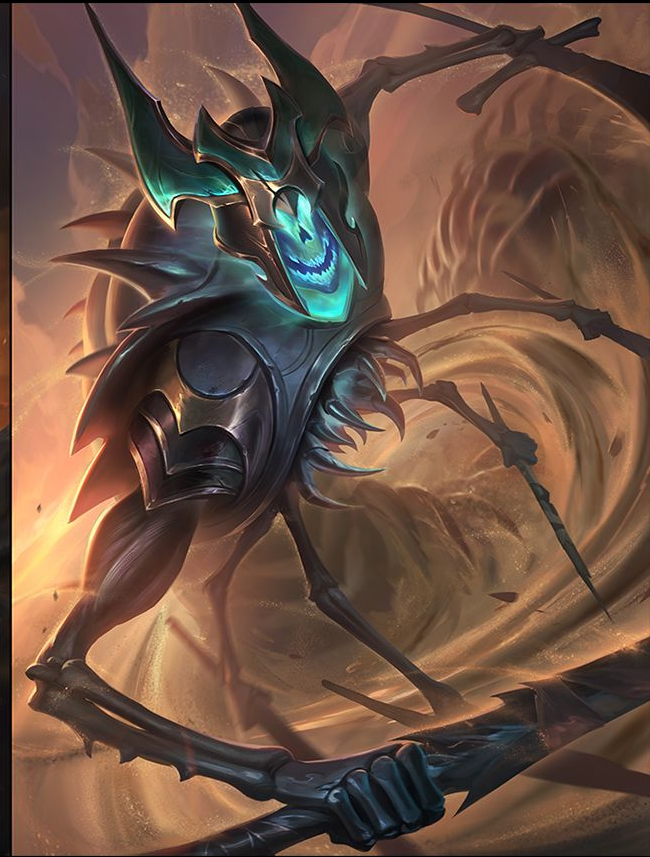




BLIGHTFELL

ROLES: **ART DIRECTION, ILLUSTRATION, USER INTERFACE**
CLIENT: **MERLYN LABS**





4:3

3:2

ROUND 06



6
 Player Name
 40 18 7

Player Name
 15 6 34
 6

SKIP
 45

RESERVED

--	--	--	--	--	--

19:5:9

21:9

ROUND 06

Hand of cards:

- Card 1: [Character]
- Card 2: [Character]
- Card 3: [Character]
- Card 4: [Character]
- Card 5: [Character]
- Card 6: [Character]

Player 1 (Left):

- Health: 40
- Mana: 18
- Resources: 7
- Level: 6

Board:

- Top Row: [7/7], [2/2], [7/7]
- Bottom Row: [2/2], [13/11], [8/3]

RITUAL X2
Does an effect during the initial reveal phase.

(Card Effect)
Set Up Ritual Give an ally +2 attack.

"Fear not the unknown, for I am the guardian of life's code."

BLESSING
+1/+4

ONE-HANDED THALE
MINION
2 RITUAL 6
All allied units gain +1 Health.

Player 2 (Right):

- Health: 34
- Mana: 6
- Resources: 15
- Level: 6

RESERVED:

- [13/9]
- [13/9]
- [13/9]
- [13/9]
- [13/9]

19:5:9

21:9



FONTS USED

Primary

Use this font for headers or names of the cards and the skill names.

Use this for the multiple effects skill as well.

Adelon-Bold

Uppercase: A B C D E F G H I J K L M N P Q R S T U V W X Y Z

Lowercase: a b c d e f g h i j k l m n o p q r s t u v w x y z

Numerical: 1 2 3 4 5 6 7 8 9 0

Punctuation: . , = ? ; : " ' ! () @ % &

Secondary

Use this font for description of the cards.

Use bold font to highlight a certain text.

Lato Regular & Bold

Uppercase: A B C D E F G H I J K L M N P Q R S T U V W X Y Z

Lowercase: a b c d e f g h i j k l m n o p q r s t u v w x y z

Numerical: 1 2 3 4 5 6 7 8 9 0

Punctuation: . , = ? ; : " ' ! () @ % &

Special Case

Use this font for abilities and stats description.

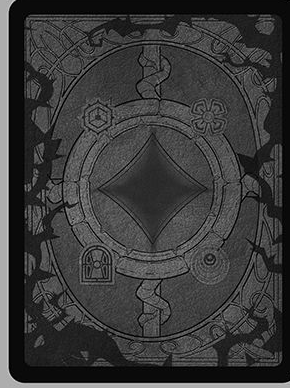
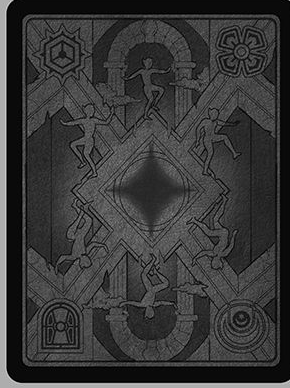
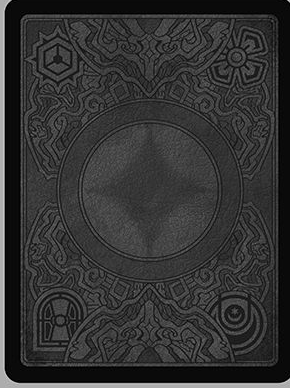
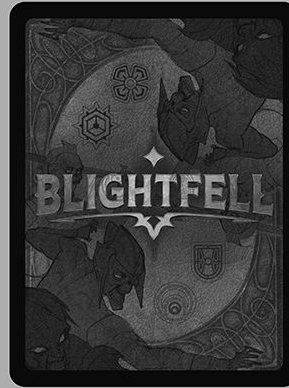
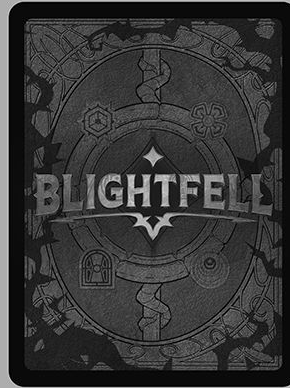
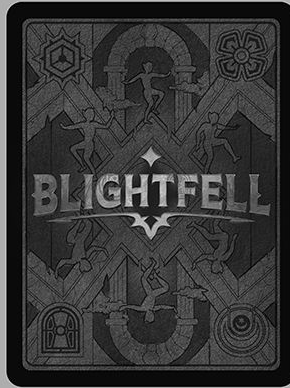
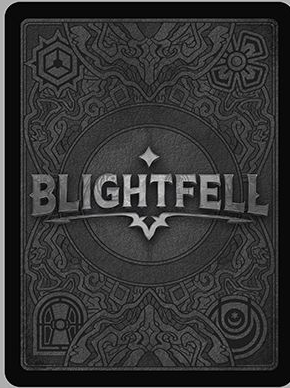
Emerland Regular

Uppercase: A B C D E F G H I J K L M N P Q R S T U V W X Y Z

Lowercase: a b c d e f g h i j k l m n o p q r s t u v w x y z

Numerical: 1 2 3 4 5 6 7 8 9 0

Punctuation: . , = ? ; : " ' ! () @ % &



Option 1

Option 2

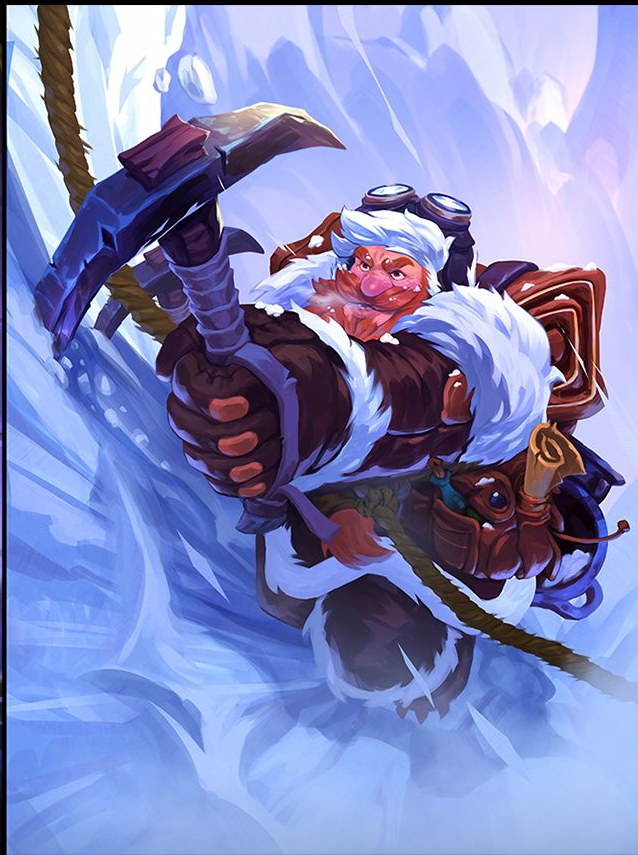
Option 3

Option 4



ROLES: **ART DIRECTION, ILLUSTRATION**
CLIENT: **BLIZZARD ENTERTAINMENT**





THANK YOU!

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/ILLUSTRATION

