

Assignment Coversheet

Please complete **one** copy for each assignment & attach securely to your coursework submission

Student Name: Jada Thorp
Student ID: 22007979
Assignment Tutor Name: Maliha Miriam
Assignment Title: Presentation
Unit Title: 24/25 Diploma In Professional Studies
Course & Year: Games Art, Year 3 (sandwich year)
Due date: 21/05/2025

You must ensure that your work is clearly labelled.

DPS: My Year in Industry

Jada Thorp, 22007979, j.thorpo220221@arts.ac.uk

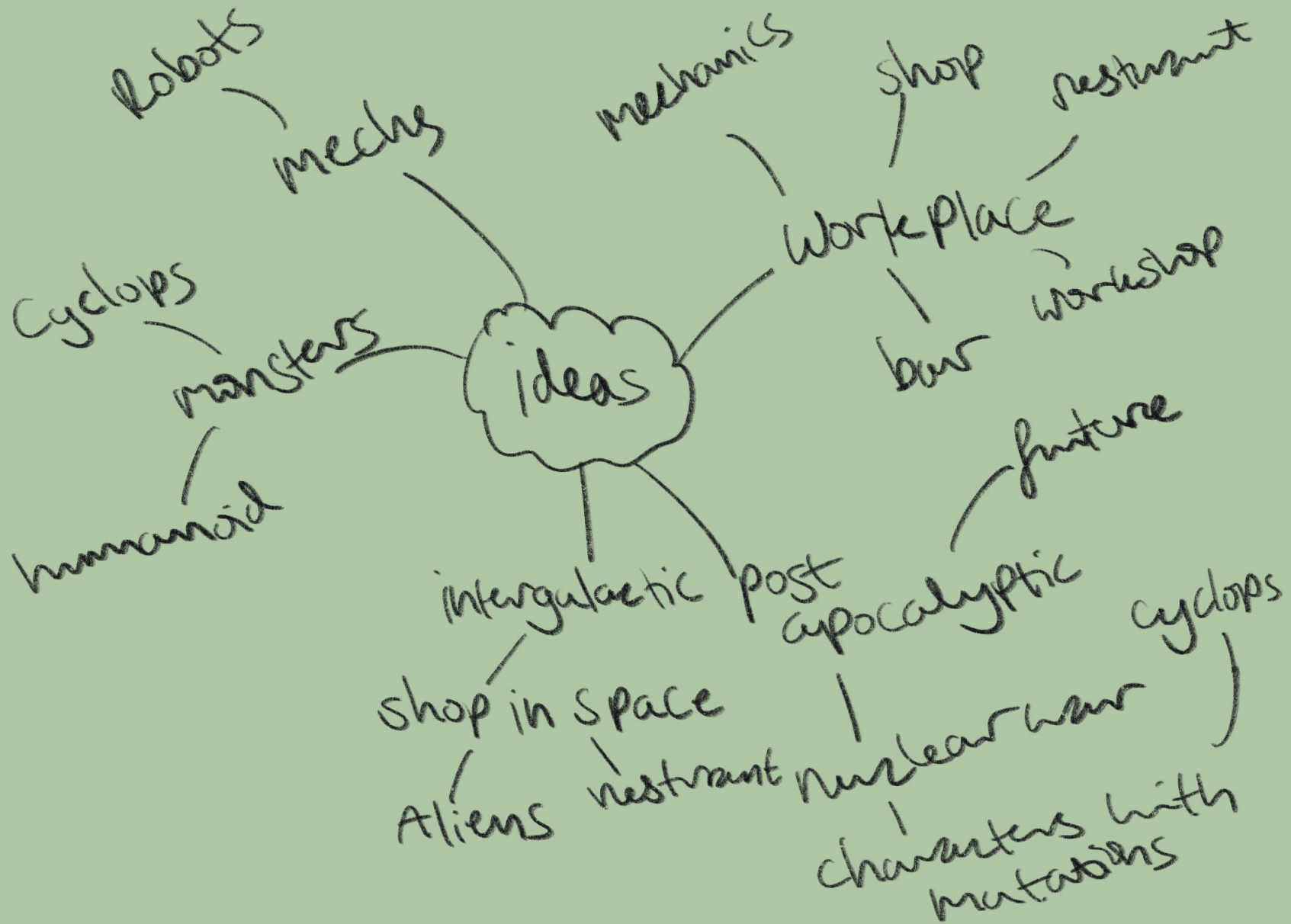
Isobel Stenhouse

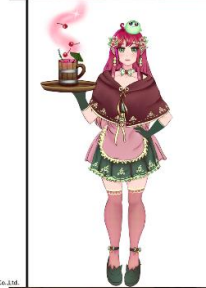
Overview

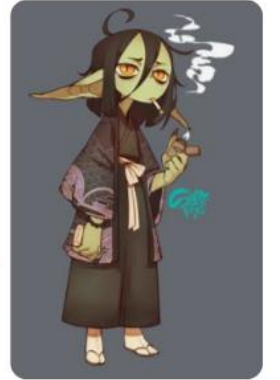
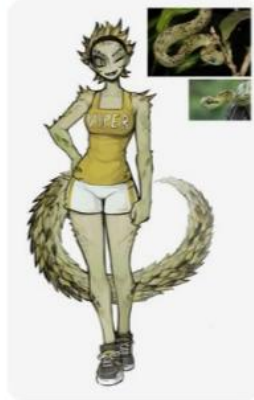
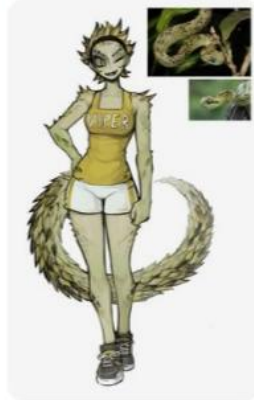
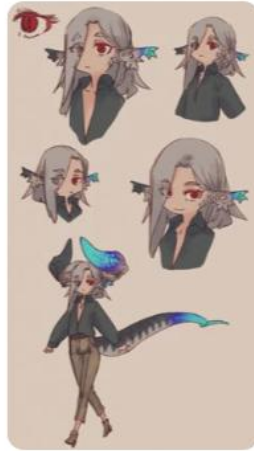
Thinking of a genre and an era of your choosing, each of you will design either a work environment (anything from a quaint market stall to a factory floor on a giant vessel) or one or two of the key characters who work there.

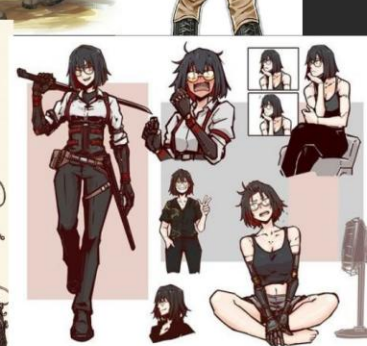
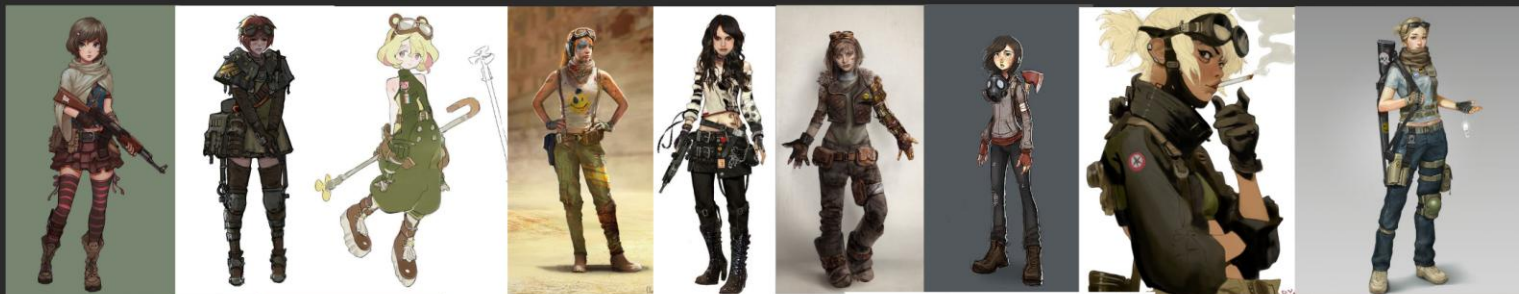
If you choose to focus on character design, you will also design one playable character.

And regardless of whether you focus on environment or character, you will design one key prop that the playable character steals from a tradesperson, along with a few other props that enhance the storytelling and gameplay.

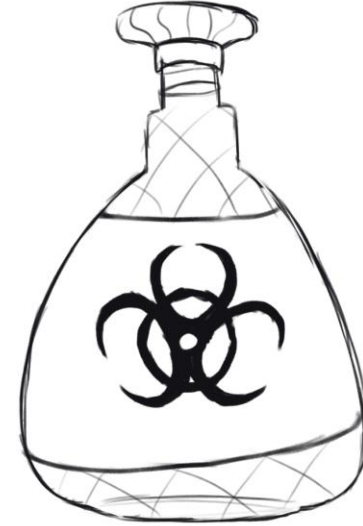
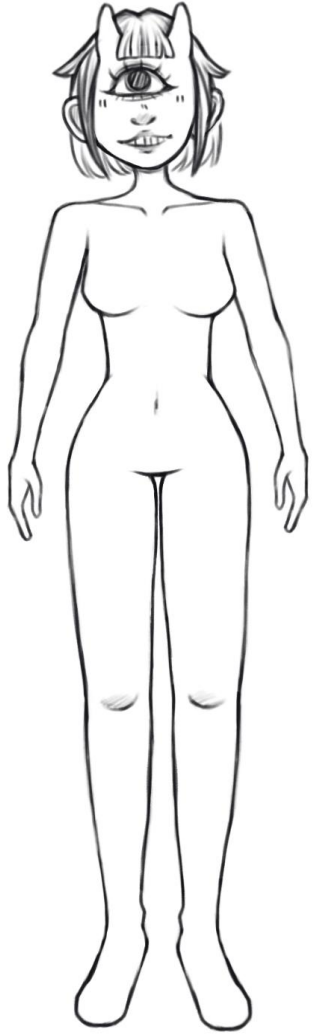






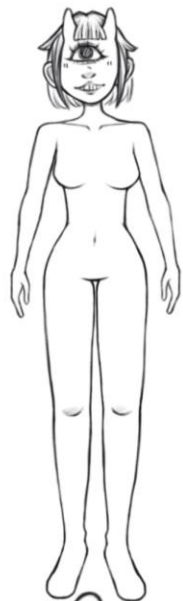






- Special alcohol
- Last one of its kind left in the apocalypse
- The bar is the only place that has it.



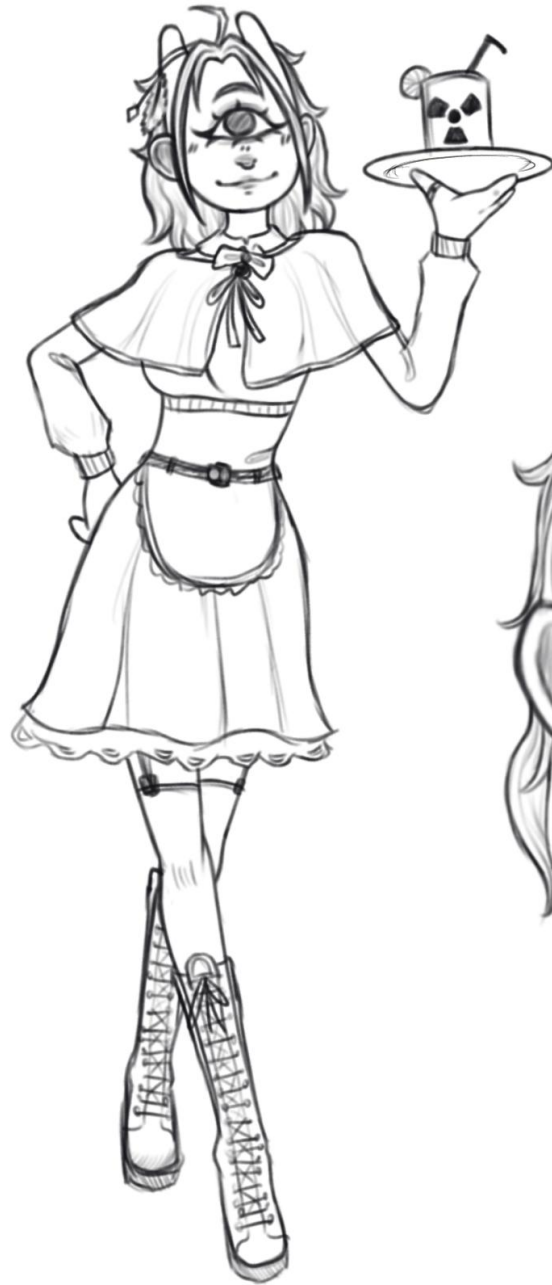




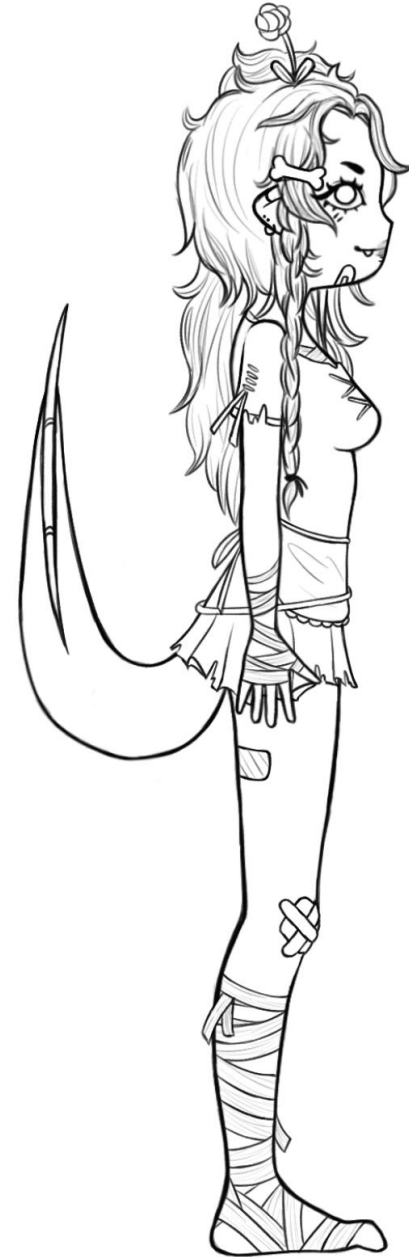
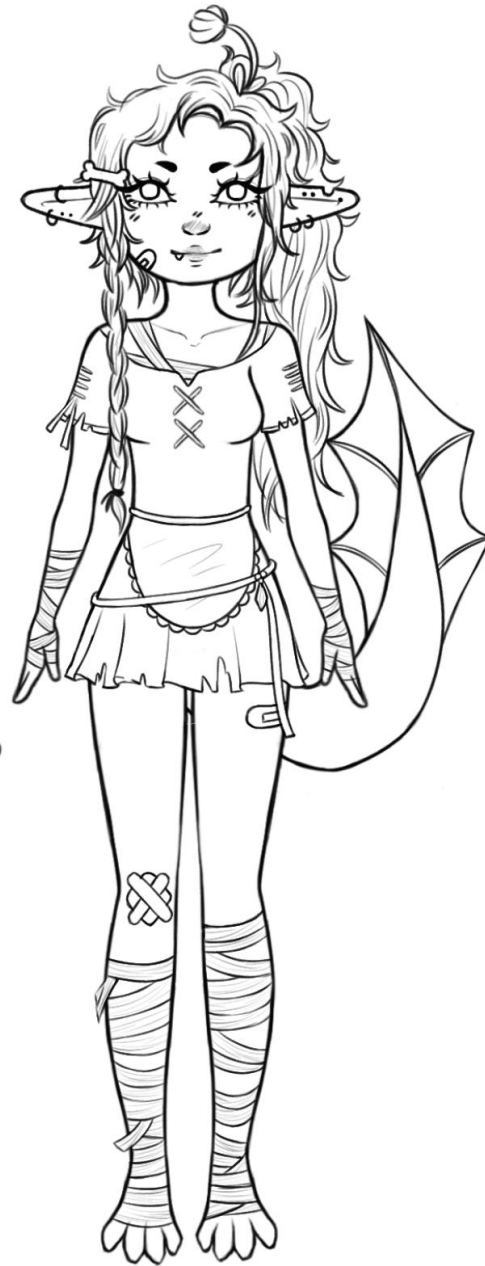




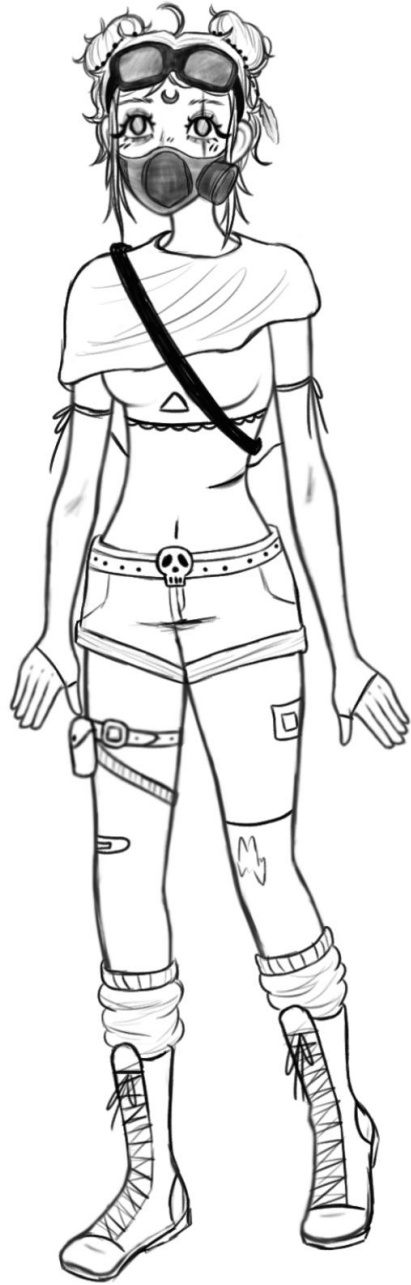
Cyclops



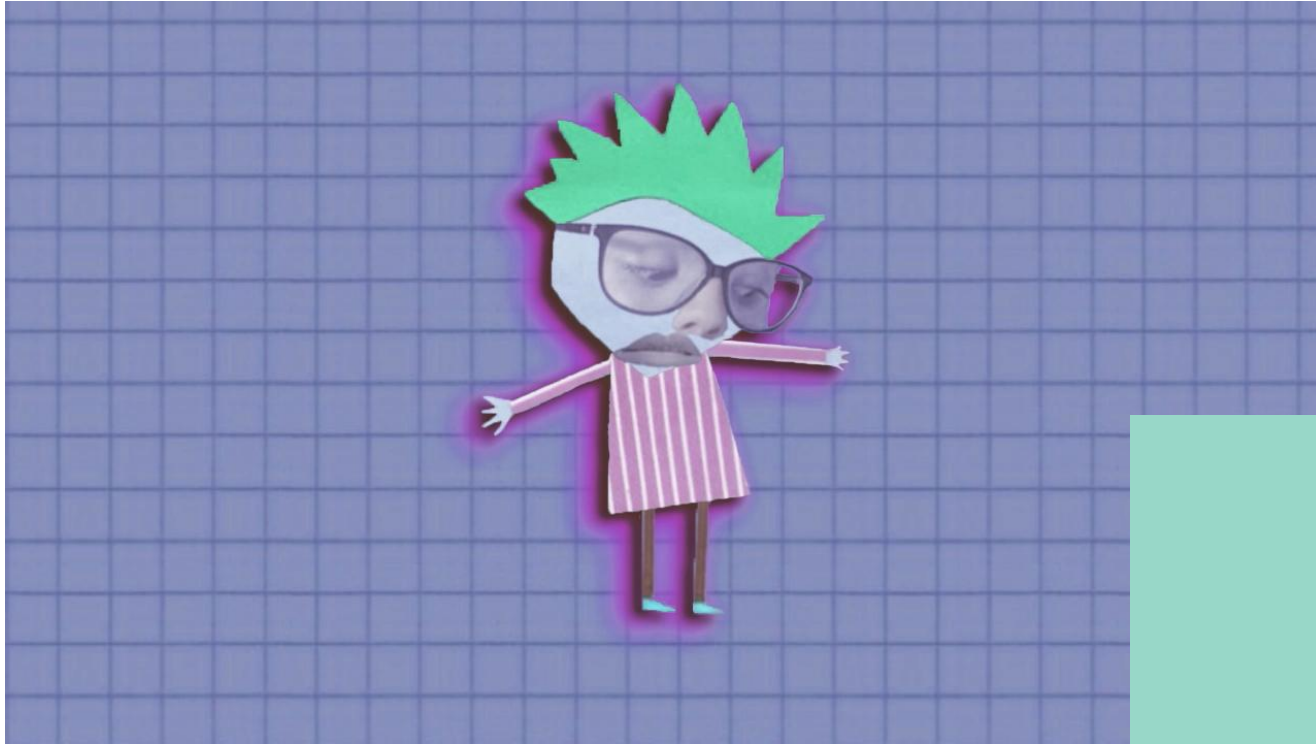
Orc



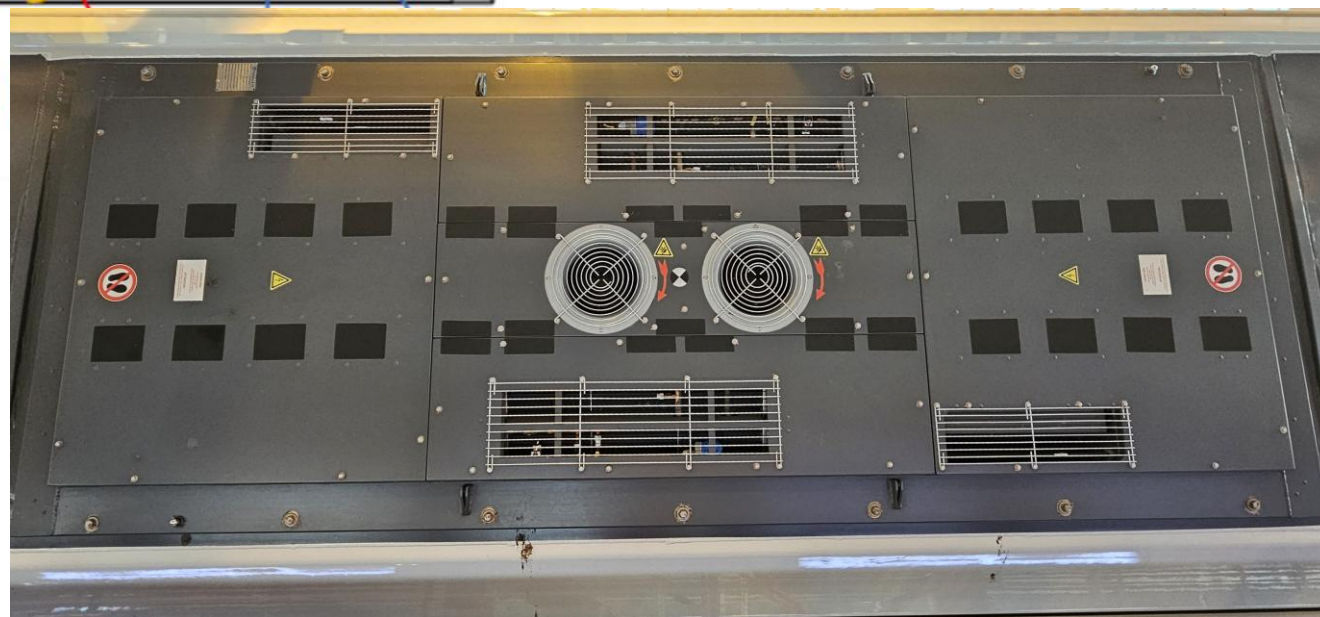
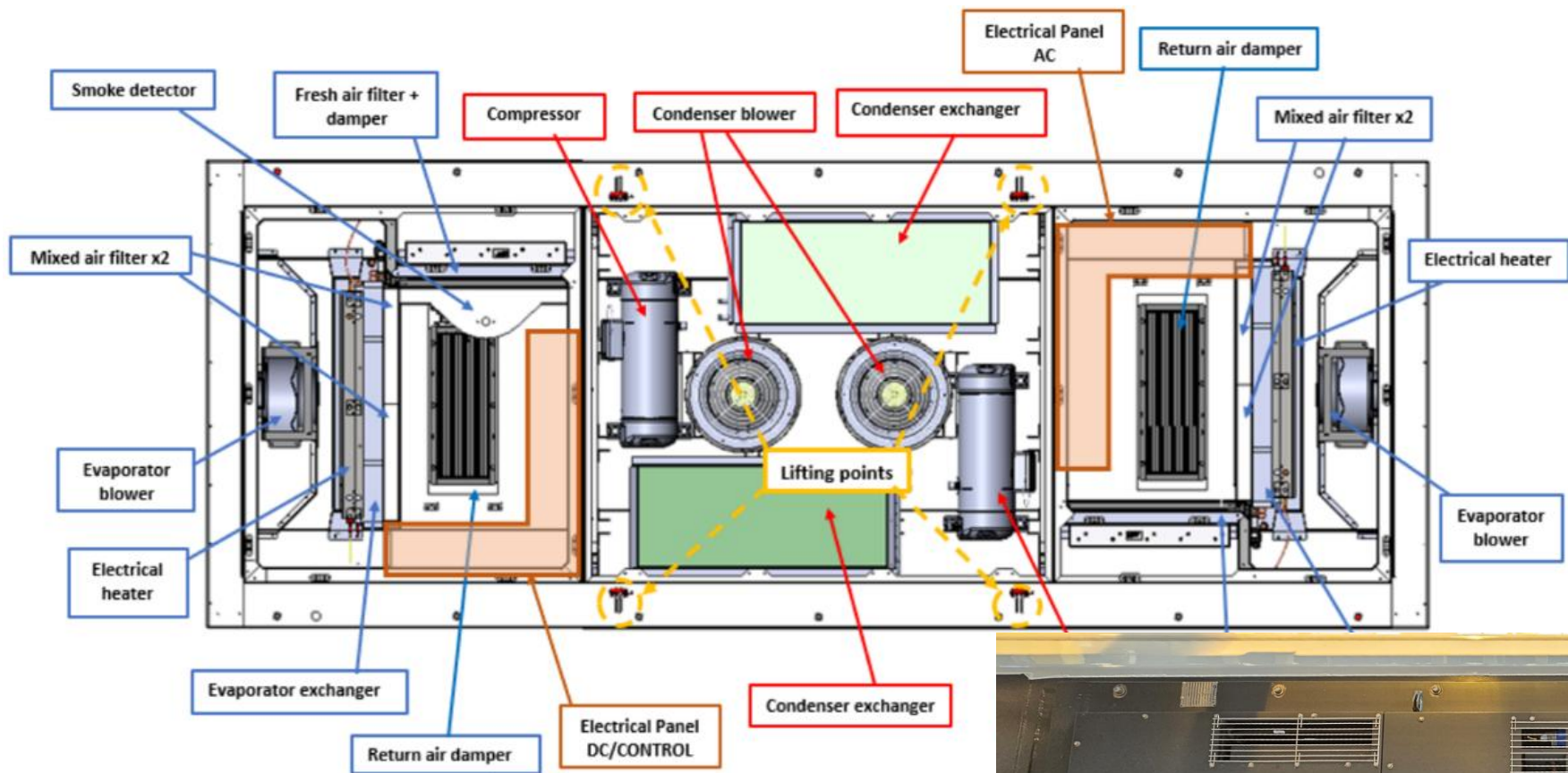
Human

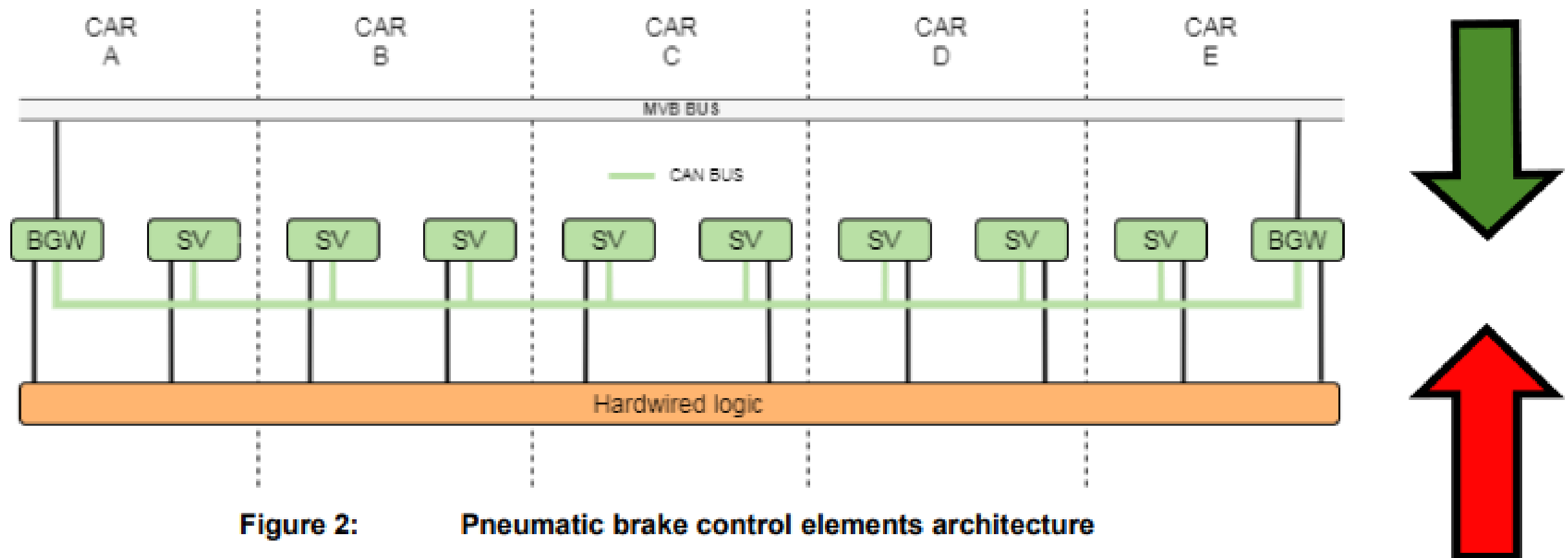


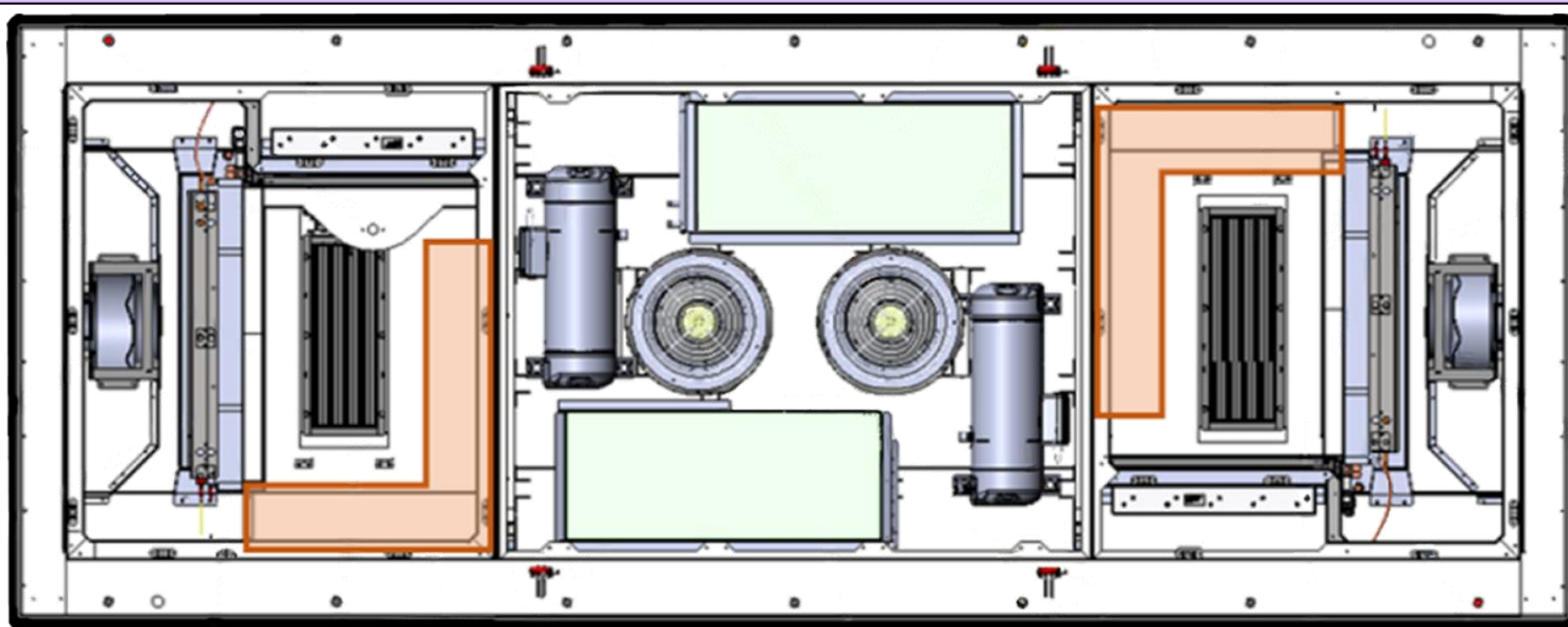
CAF Rail



Wiggle 





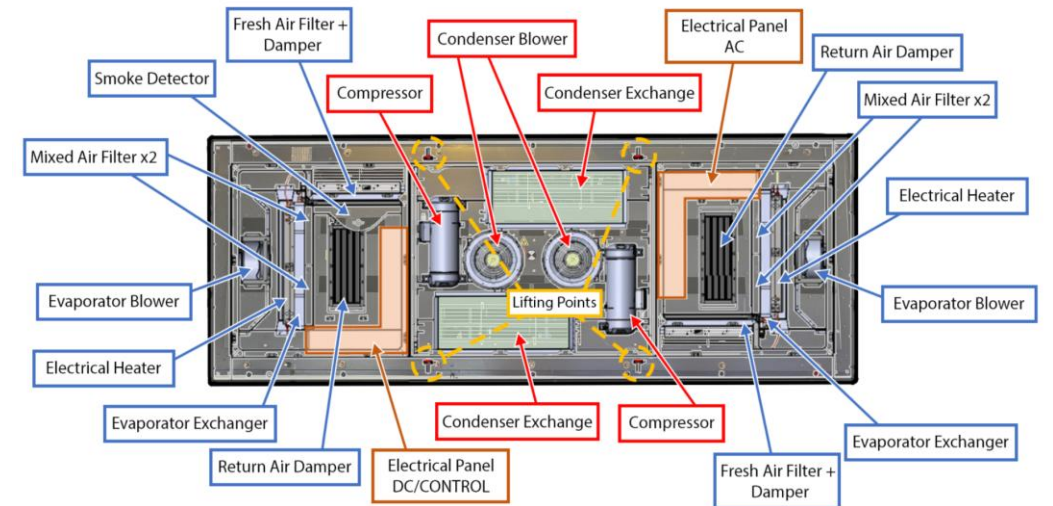
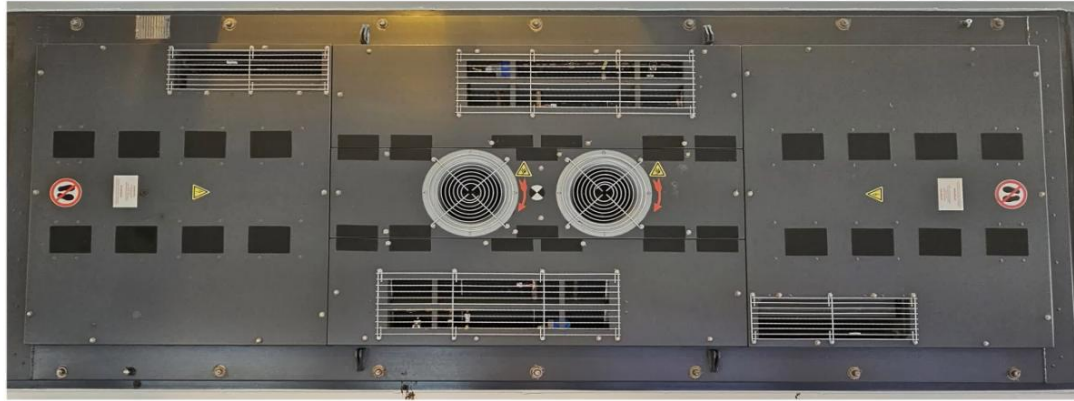


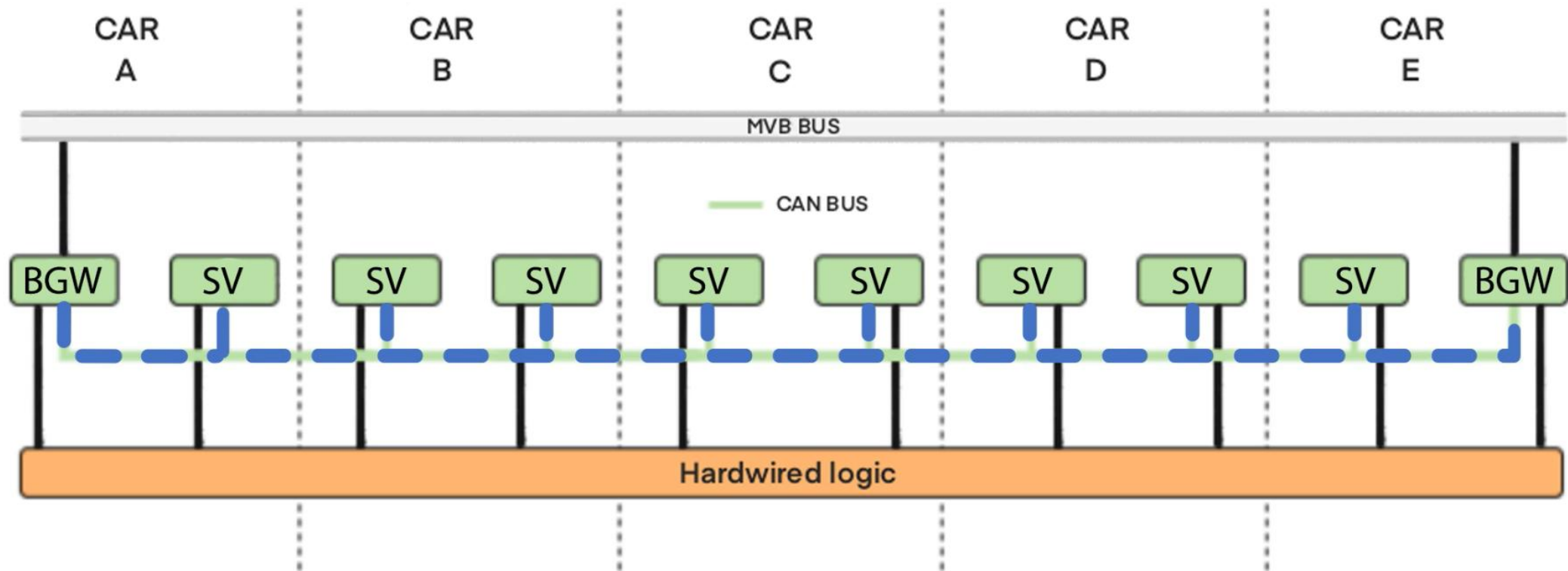
Electrical Panel
AC

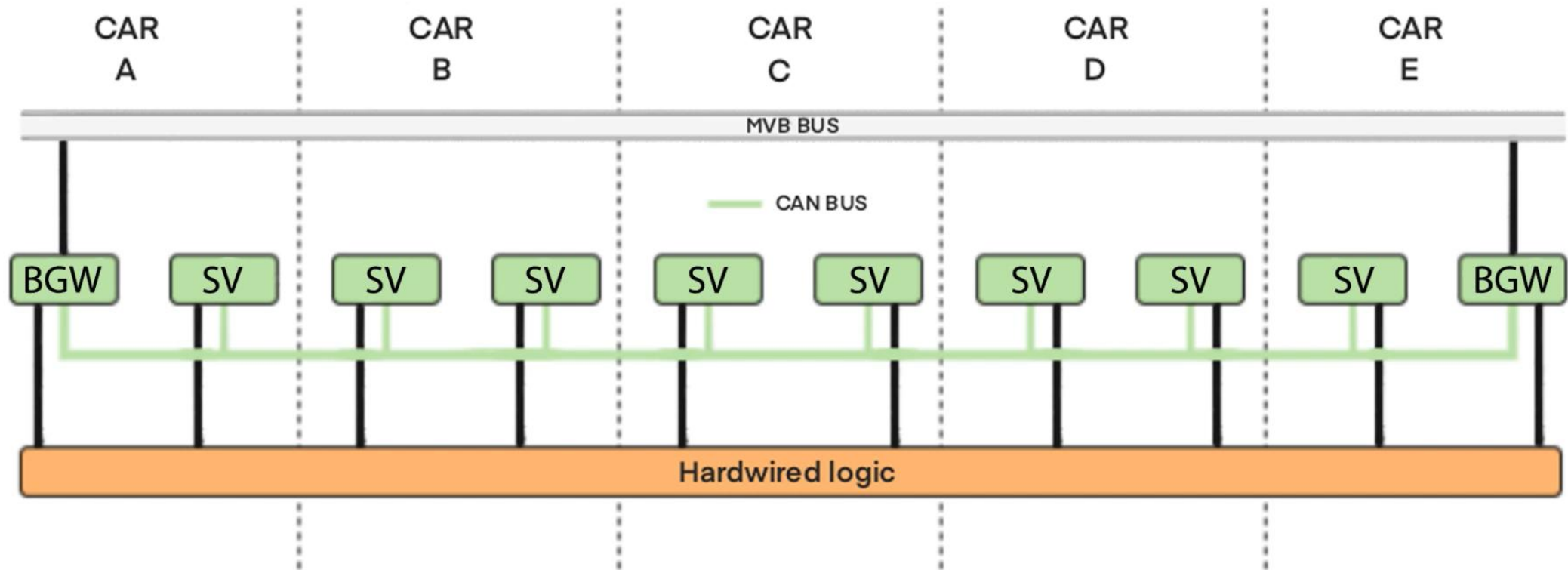
Electrical Heater

Condenser Exchange

Lifting Points







Sky x V3 x Creative Shift

THE BRIEF

THE CONTEXT

"Sport is an invaluable part of our society. It builds stronger communities, promotes inclusivity and enhances our national pride. At Sky, we're incredibly proud of our role in the sector – over the next decade, our goal is to help bring millions more fans across all sections of our society to the benefits of sport. With continued focus on innovation, participation, and investment from every part of the ecosystem, including government, sport can continue to unlock greater social and economic benefits for the UK."

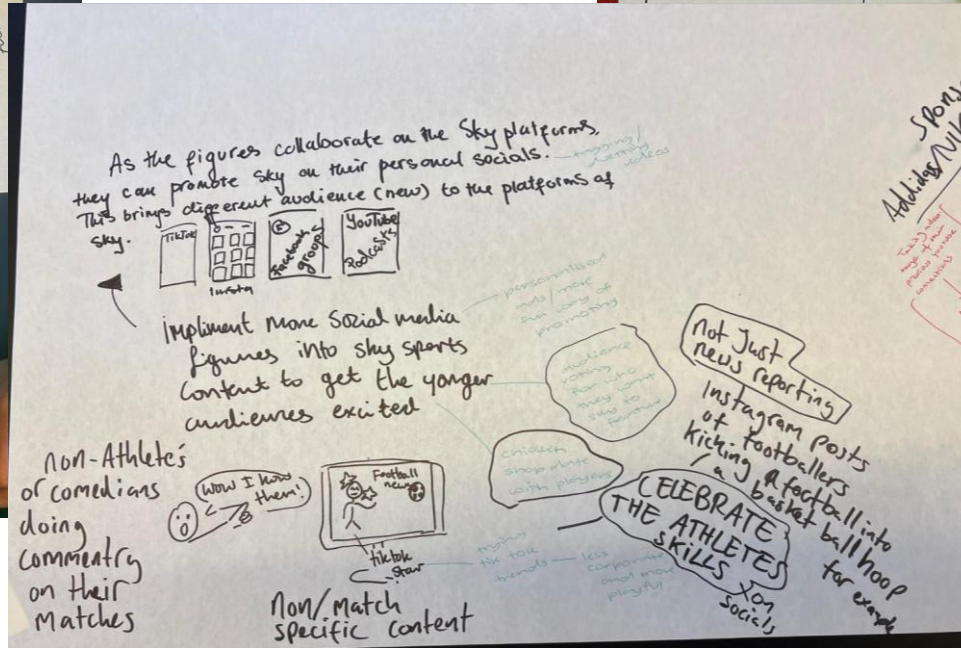
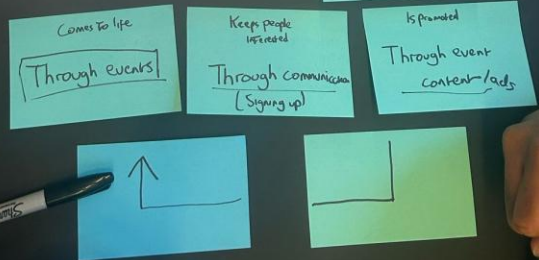
— Dana Strong, Group CEO, Sky

THE TASK

Sport has never been more culturally relevant, as an industry it touches gaming, fashion, drives change and promotes equality. However, there is a whole younger generation that don't engage with what Sky Sports has to offer.

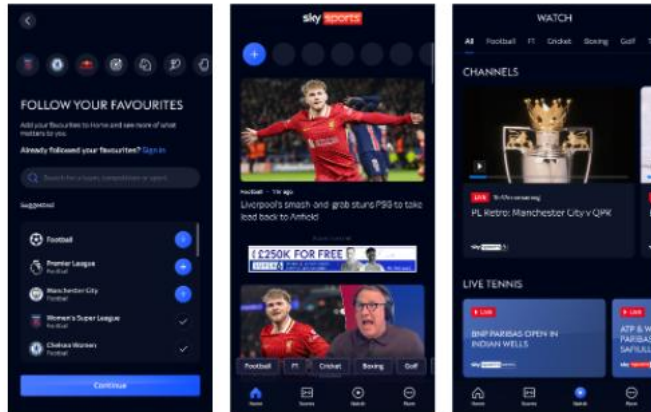
Create something to make Sky Sports relevant for younger audiences.

This could be anything from new types of content, to an evolved brand look and feel, exciting new product innovations and revenue streams, even an attention grabbing campaign... we're looking for big, bold ideas that evolve Sky Sports and make it stand out.



app design

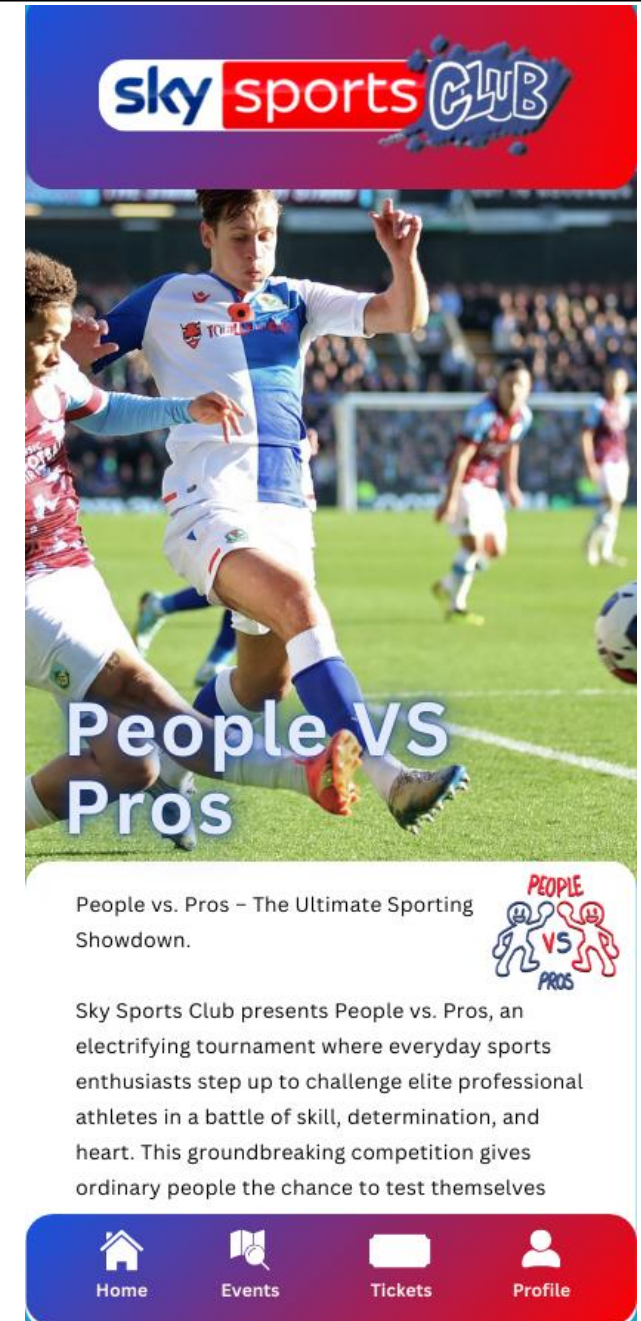
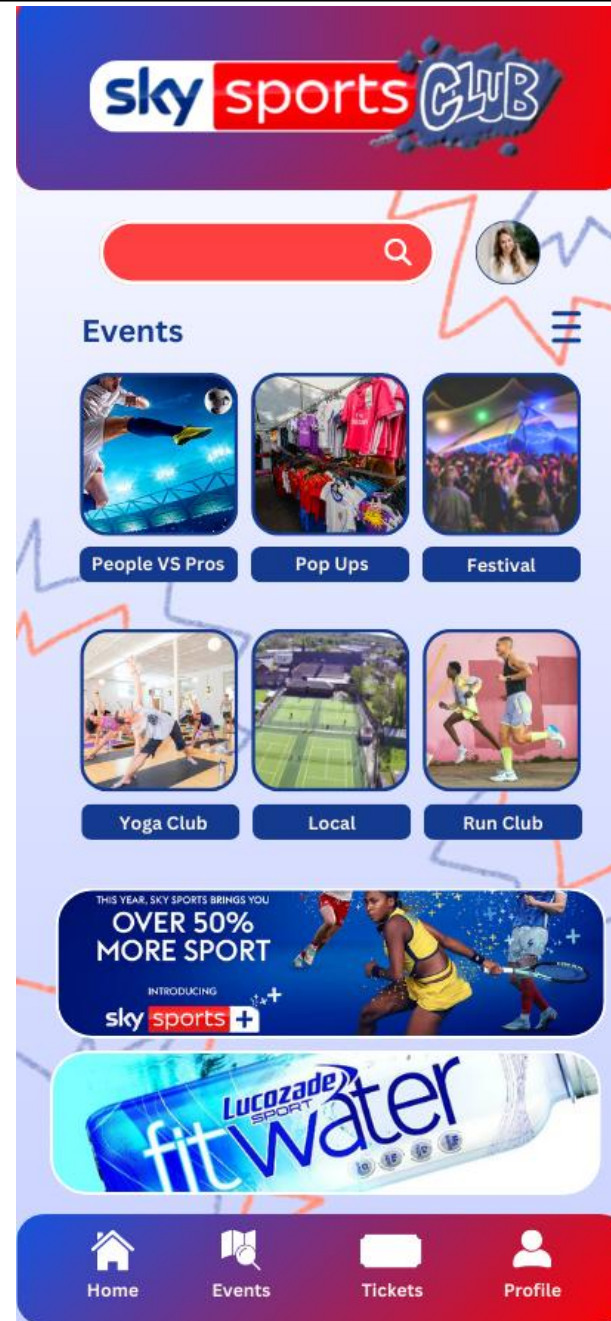
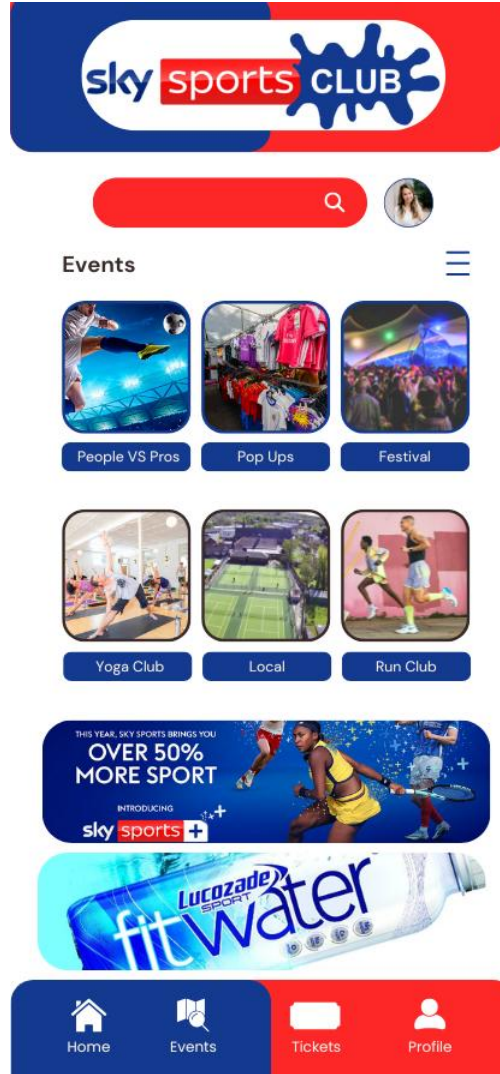
existing sky sports app



- follow interested topics
- profile
- groupchats/ social networking feature
- links to sky sports social media/ social media highlights
- ongoing/ future events
- sports clubs
- tickets to events (paid and free)
- applications to take part in events (people vs pros)
- personalised newsletter
- info about sky sports subscription
- ads from sponsors
- info about merch collabs/ pop ups
- content from events (e.g. people vs pros clips)
- live streams (paid)
- calander with events listed
- scannable ticket section

app design ideas with a more modern and vibrant look







PEOPLE VS PROS

Tournament ticket



Ticket Number: 0123456789

Gate 12
Row 07
Seat 35



Sky Sports Club App

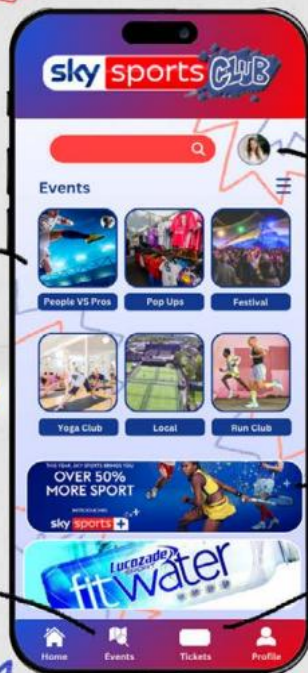
Upcoming events

Customisable profile

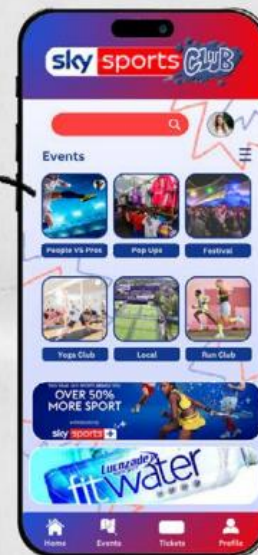
Search events near you

Brand sponsorships & ads


View your tickets



GOOAL!!




Hi




Kayla
@kayla_de_se

GRAPHIC DESIGNER




Godwin
@g_t_art_

ILLUSTRATOR




Oshin
@oshiibikigt

FINE ARTIST




Kristina
@kgyonduzova

MARKETING CREATIVE



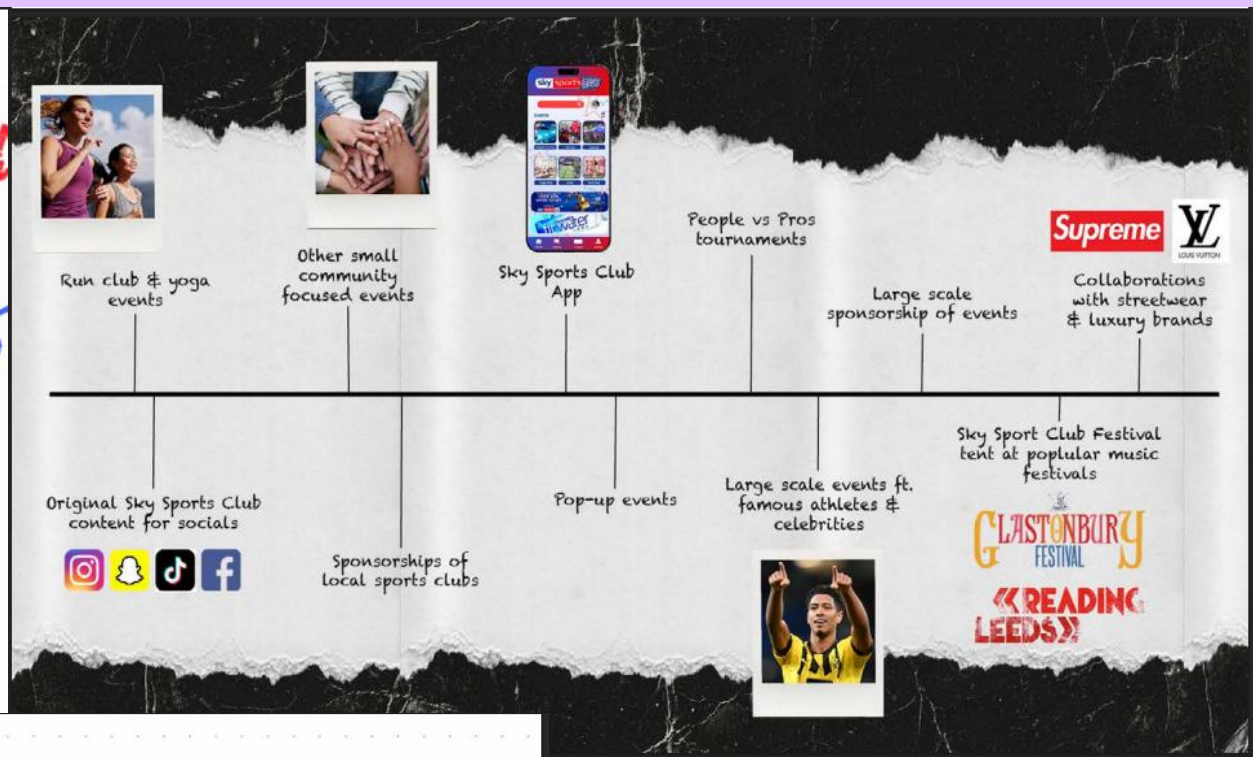
Renee
@_leanne_renee

GRAPHIC DESIGNER




Jada
@j444d_

GAMES ARTIST



Hi



DO IT ALL

Blink Industries

Title

Blink Industries Opening Scene

The Brief

A golden rule for modern video games is to hook the player within the first few minutes. You are working on the intro cinematic of an action-adventure game. This game starts by introducing the main character with a quick animation before jumping into an epic fight. The hero of this game is called "Blink Industries". You are tasked with creating the opening scene for Blink Industries, arriving right before a boss fight.

The Scene

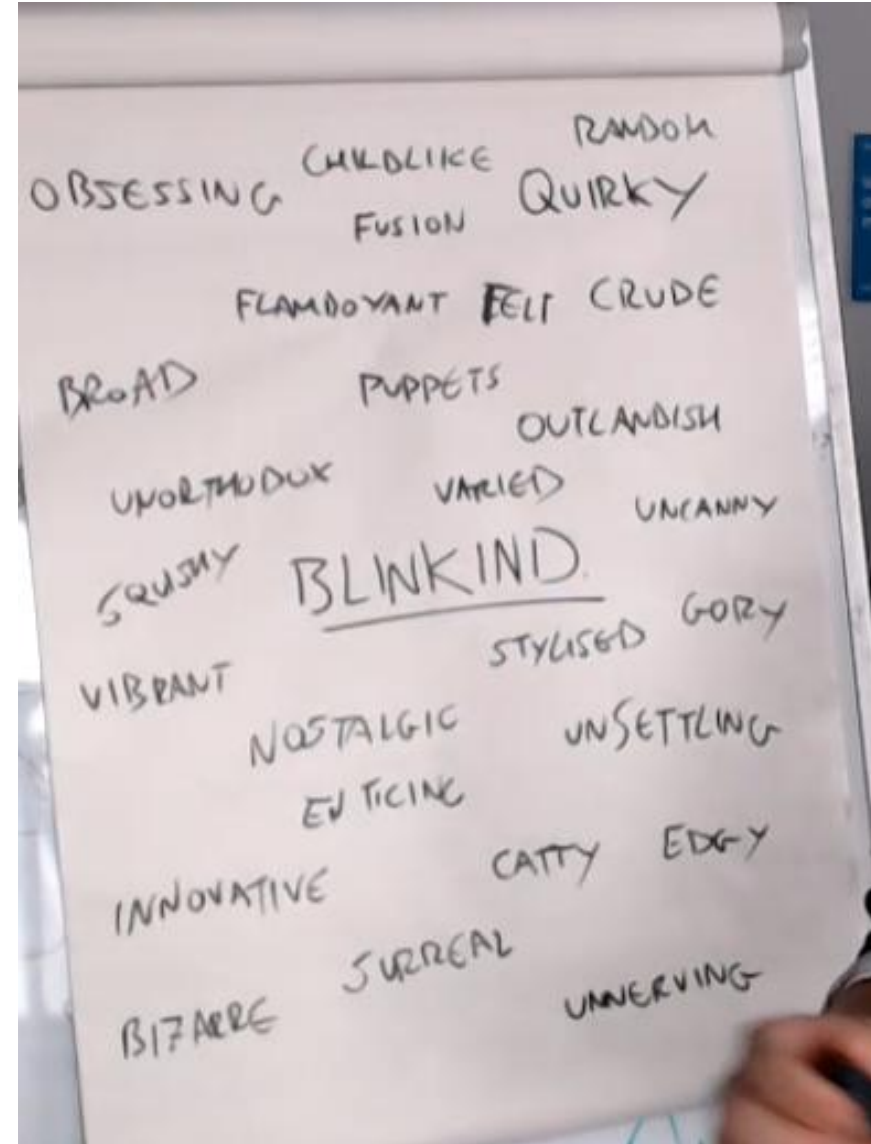
"Blink Industries" enters the scene with a striking pose ready to fight, before the camera moves to a third-person perspective facing the monster/foe/challenge.

Who is Blink Industries?

Well, Blink Industries isn't a character, but a company. But for this assignment, Blink Industries will be the hero/heroine of a video game. You will need to come up with a concept for the character design of a possible Blink Industries hero/heroine. You can take inspiration from our website: <https://www.blinkindustries.tv/> and turn some facts and information into a digital character person.

Assignment Technical Information

- This is a group project, make sure you work with your teammates to come up with a concept and divide the tasks.
- The sequence needs to be created in a game engine (Unity or Unreal) and the final video rendered and exported in an .mp4 file.
- The full sequence can be from 5 to 15 seconds long. Remember that the longer the scene is, the more work you need for animations.



PROTAGONIST

INTERACTION: SMALL, IN A LARGE WORLD

PERSEVERING THROUGH IMAGINATION & WHIMSY
BRINGING COLOUR INTO WORLD - TOUCHING & MOVING THROUGH
ARTIST CHALLENGING CORPORATE WORLD - CHALLENGE
REIMAGINING COLOUR & ARCHITECTURAL STYLE

PERCEPTION: BOSS IS STUBBORN, UNMOVING

POSITIVE OUTLOOK - ZIPPY! FIGHTING FOR A BETTER WORLD

SEEING POTENTIAL - CHECKPOINTS, POP-UPS

ANTAGONIST IS PROTAGONIST'S BOSS

POWER DYNAMIC IN DETAIL LEVEL

COMMUNICATION:

CHIRPY, TWEETING LIKE BIRD STREAM OF CONSCIOUSNESS

ENDEARING, SWEET OBVIOUS EMOTIONAL STATE

HAND GESTURES

RELATION TO AUDIENCE:

WARM, CONNECTED TO PROTAGONIST'S JOURNEY

A BIT TOO WEIRD BUT GOOD INTENTIONS

ANTAGONIST

INTERACTION:

DESK INTRO - BOSS'S OFFICE LEVEL

SHARP, UNSETTLING MOVEMENTS

LUMBERING, THROWING FROM DESK - STATIONERY

PERCEPTION: CHILDLIKE, PACIFYING FACADE

CUT TO FILM-GRAIN POV SHOT FOR ANTAGONIST

SMALL, FAST MOVEMENT, HARD TO DISCERN

SMEAR FRAME PROTAGONIST

ANNOYING FLY FACADE BREAKING DOWN

COMMUNICATION:

BEEPS & PRINTER SOUNDS OFFICE BUZZWORDS

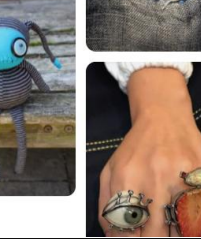
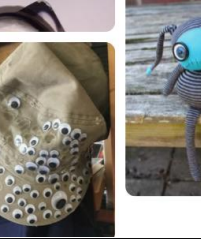
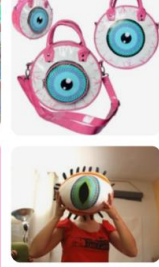
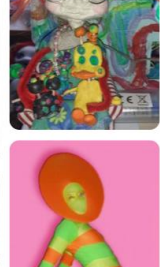
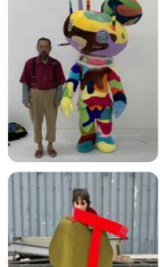
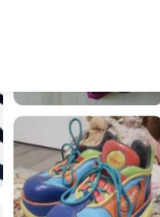
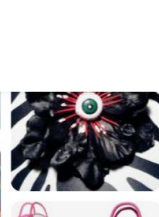
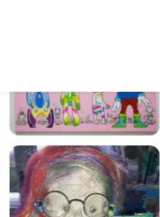
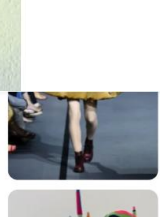
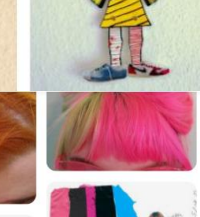
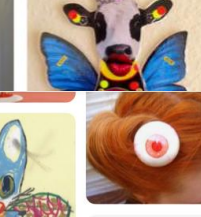
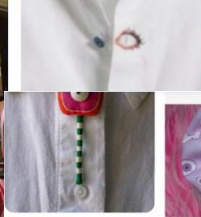
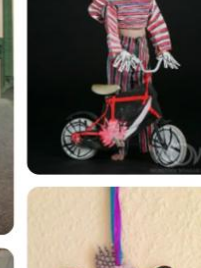
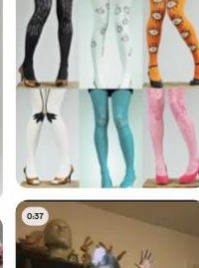
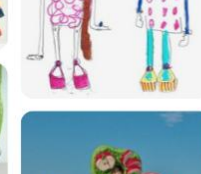
BINARY VOICE QUALITY SYNTHESIZED, TWO-TONE

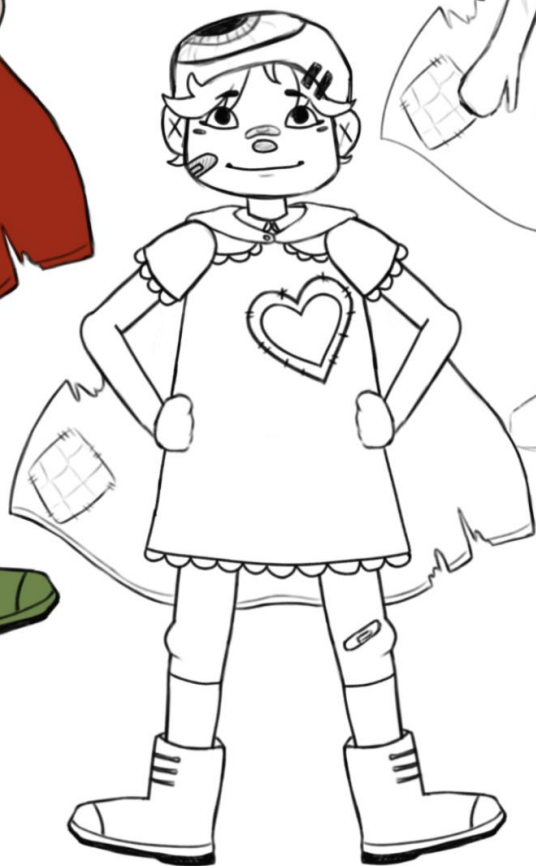
FLAT, UNEMOTIONAL SHUTTERSTOCK PHOTO VIBES

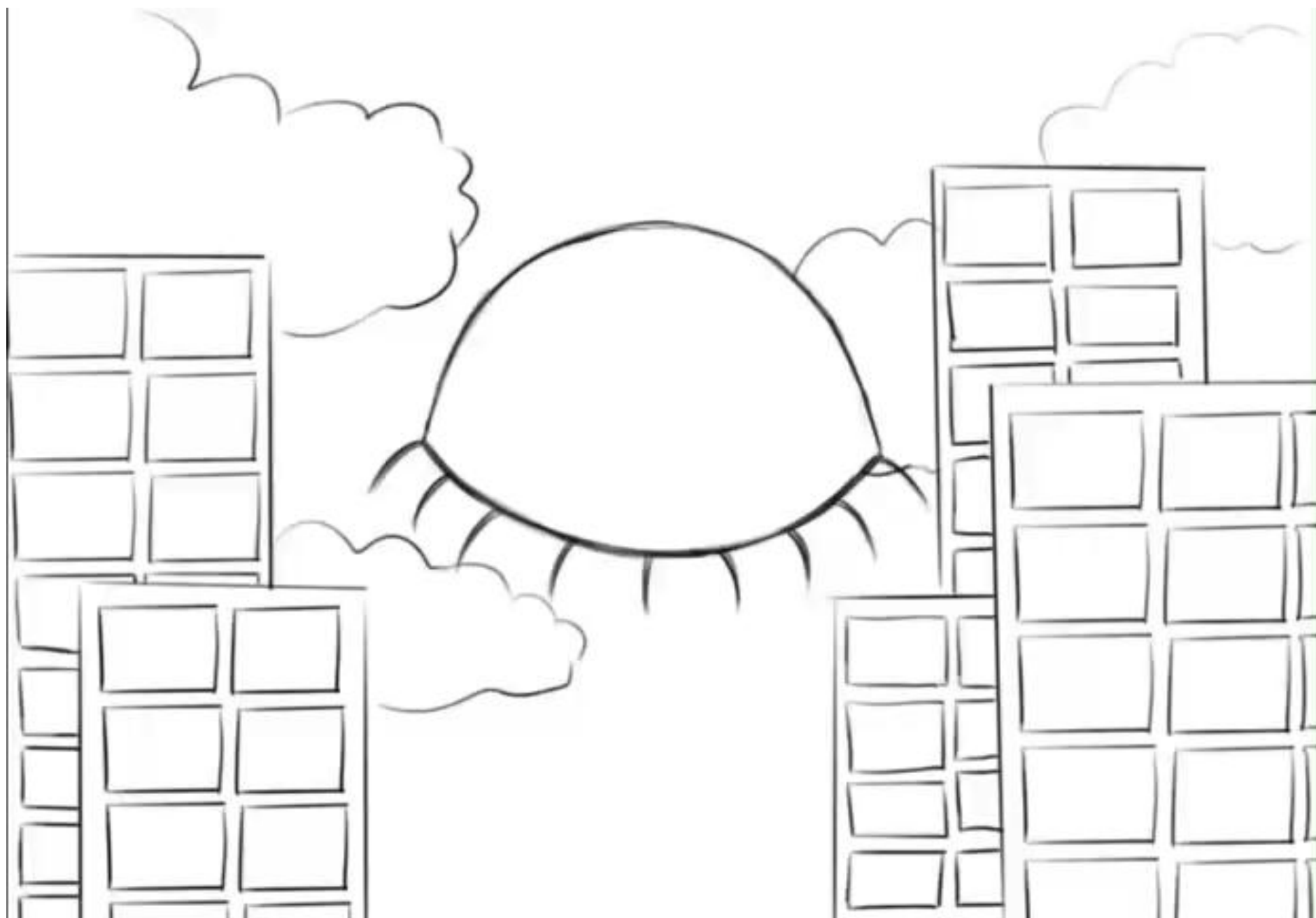
RELATION TO AUDIENCE:

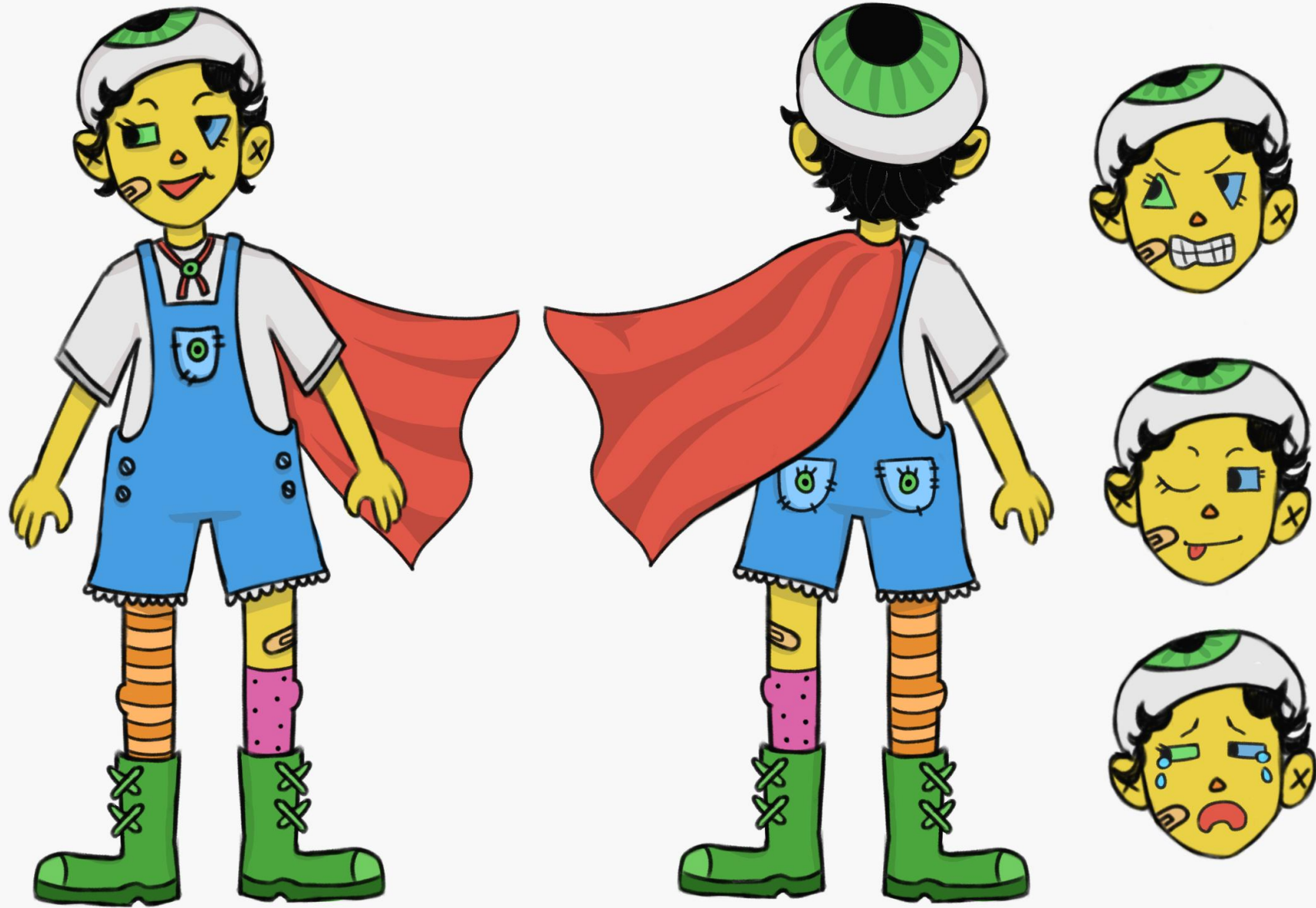
INTIMIDATING LIGHTHEARTED/UNSETTLING BALANCE

GO UP IN SPARKS UPON DEFEAT









Protag character sheet - Jada







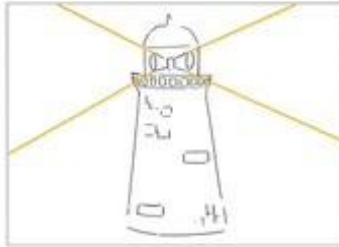


Museum of Brands

Poem 2 Storyboard



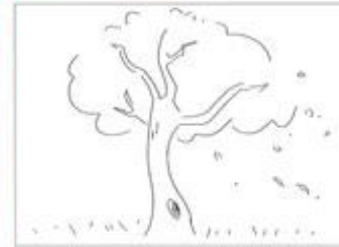
Once a beacon,



Once a guide,



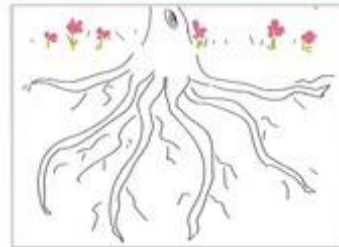
Now a



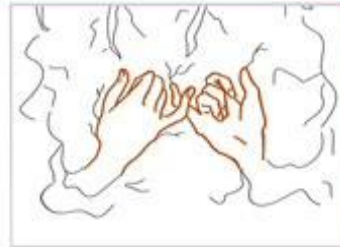
garden, where memories hide.



Amidst the blooms,



the roots run deep,



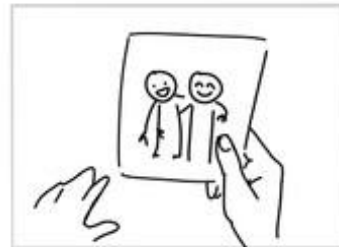
A promise made, a past to keep.



In quiet corners, love remains,



A sacred space, where peace sustains.



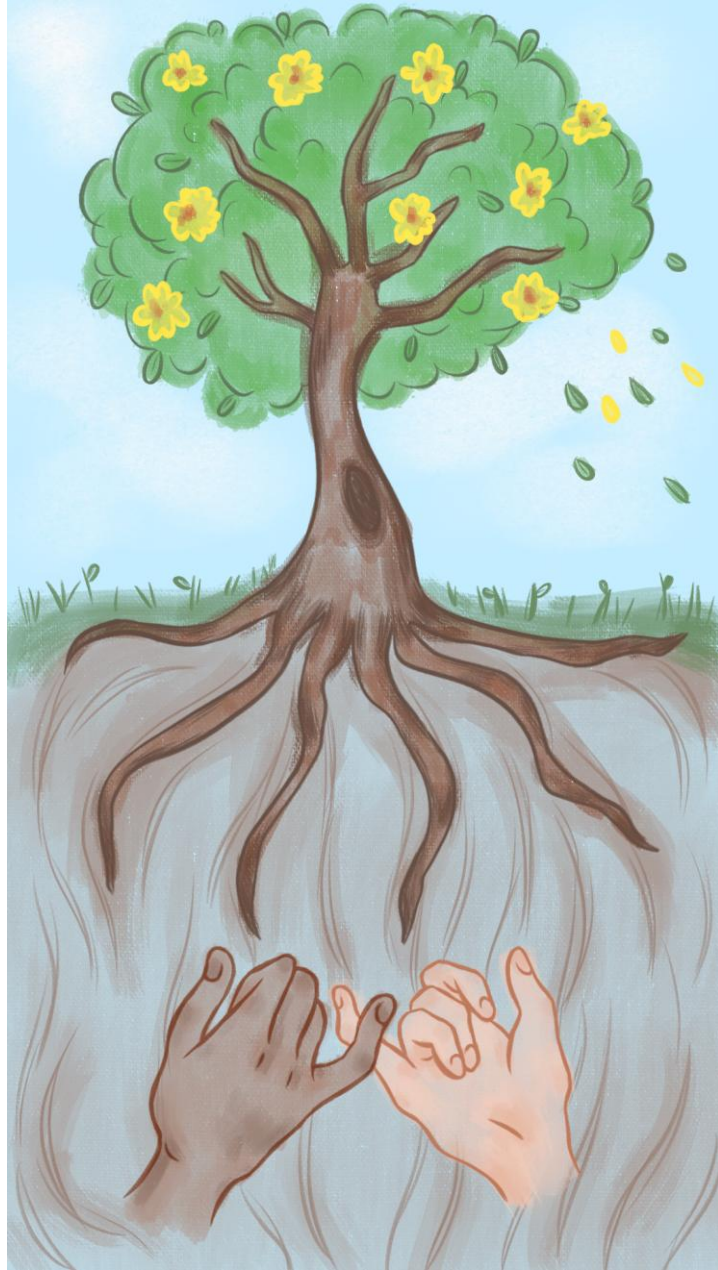
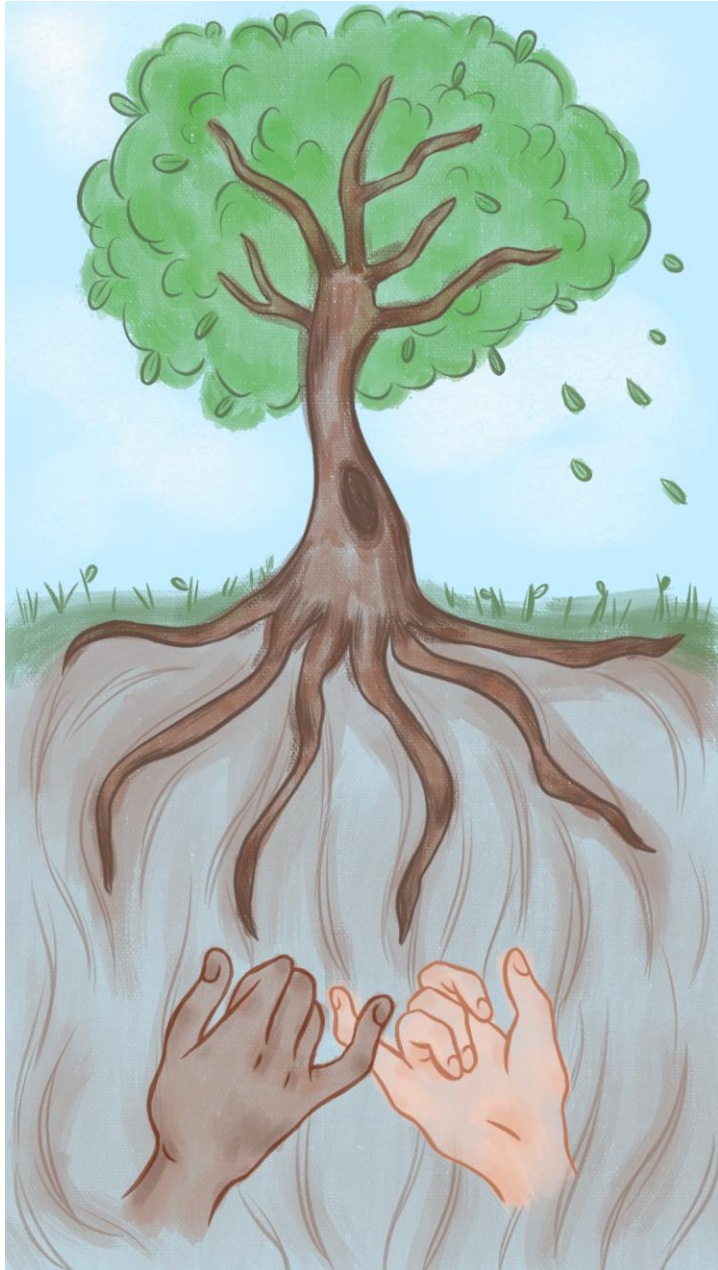
Though shadows fall, the light still lingers,



In every leaf, in tender fingers.

← Maybe ...





Thank you for listening!