

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

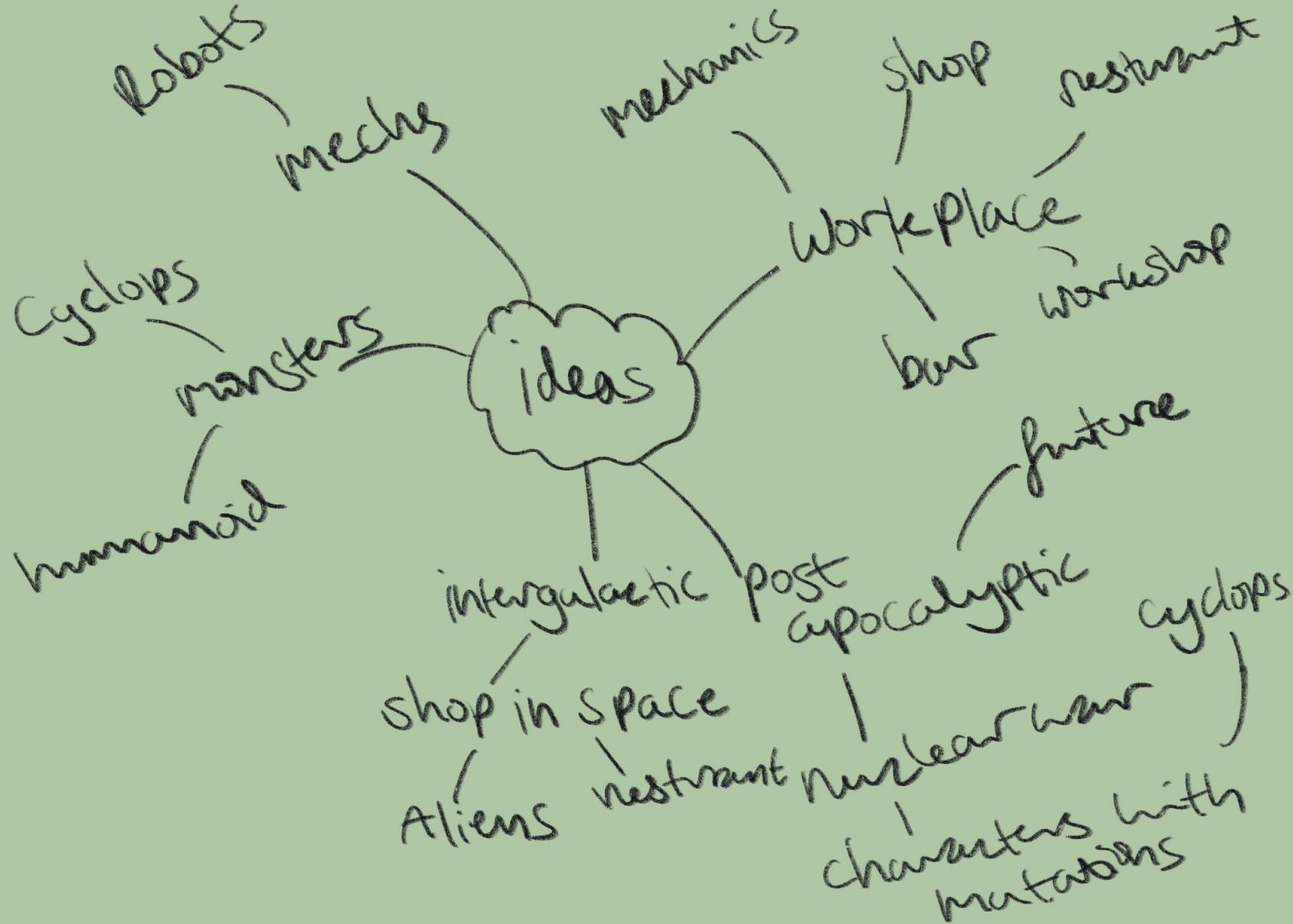
Isobel Stenhouse

Overview

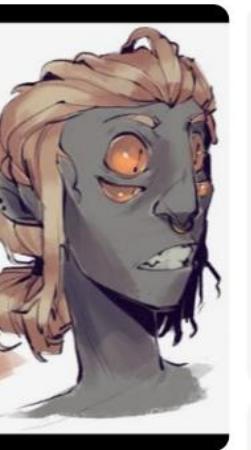
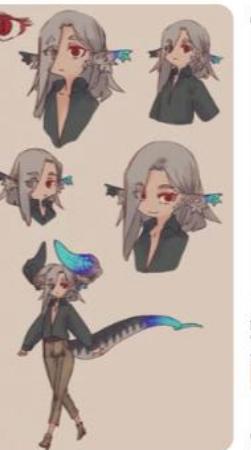
Thinking of a genre and an era of your choosing, each of you will design either a work environment (anything from a quaint market stall to a factory floor on a giant vessel) or one or two of the key characters who work there.

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

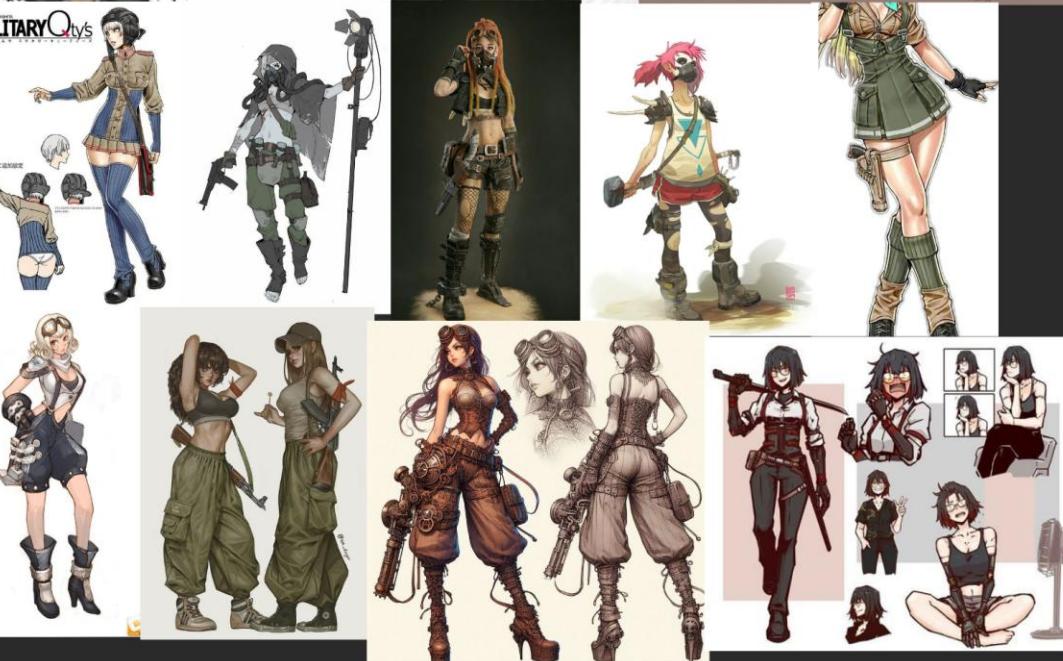
And regardless of whether you focus on environment or character, you will design one key prop that the playable character steals from a tradesperson, along with a few other props that enhance the storytelling and gameplay.



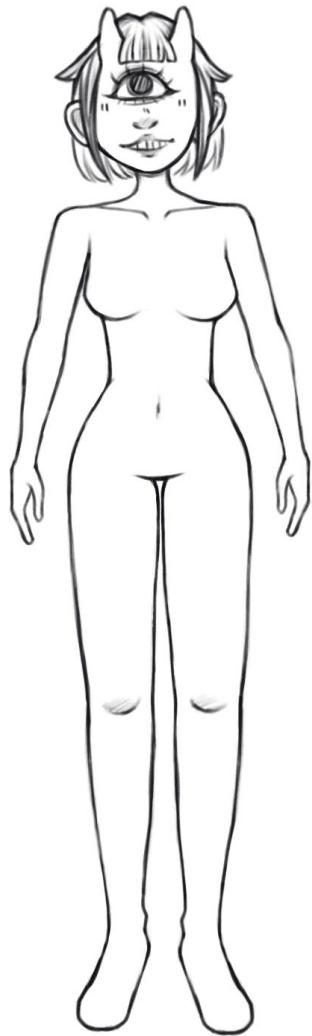




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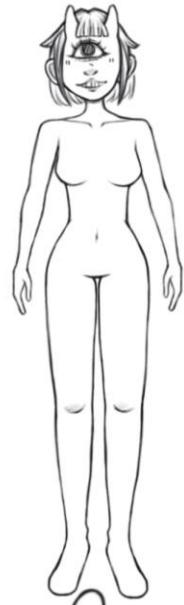


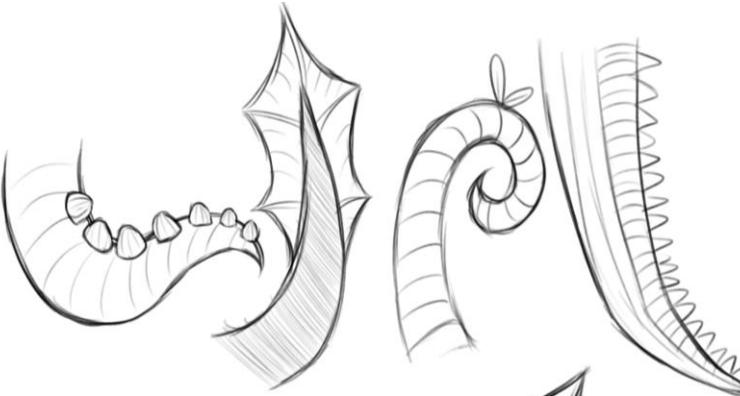




- Special alcohol
- Last one of its kind left in the apocalypse
- The bar is the only place that has it.

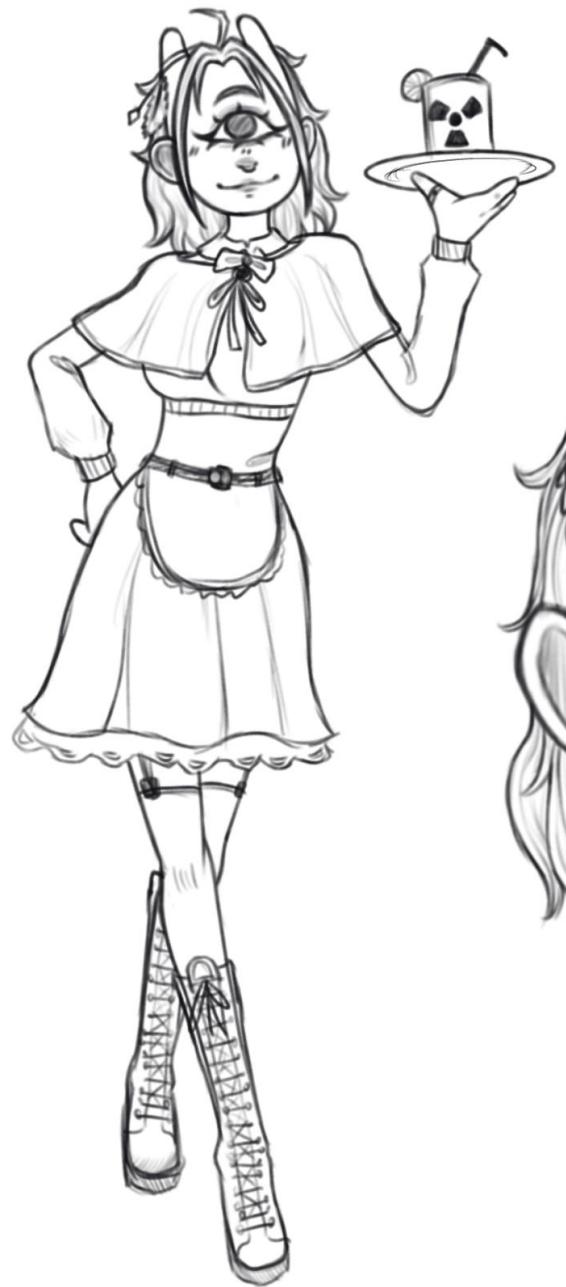










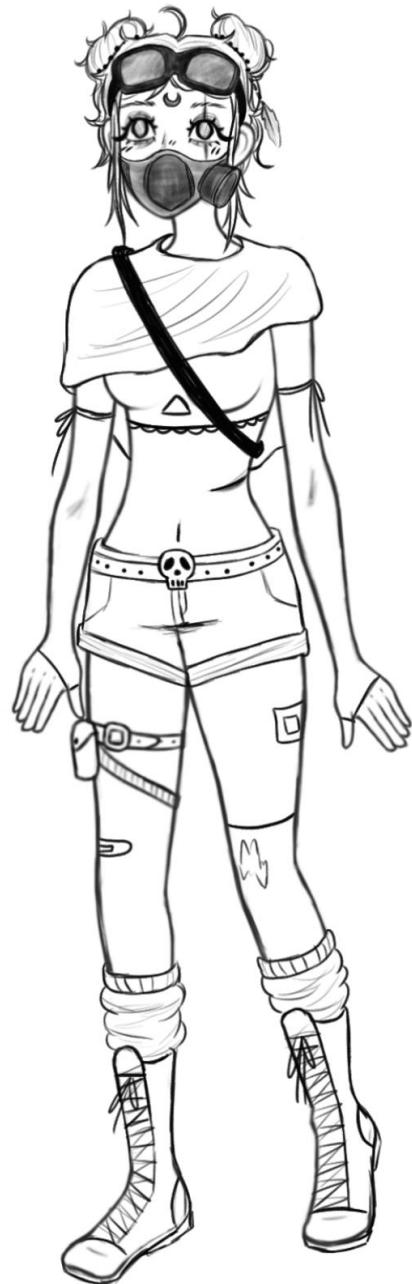


Cyclops



Orc





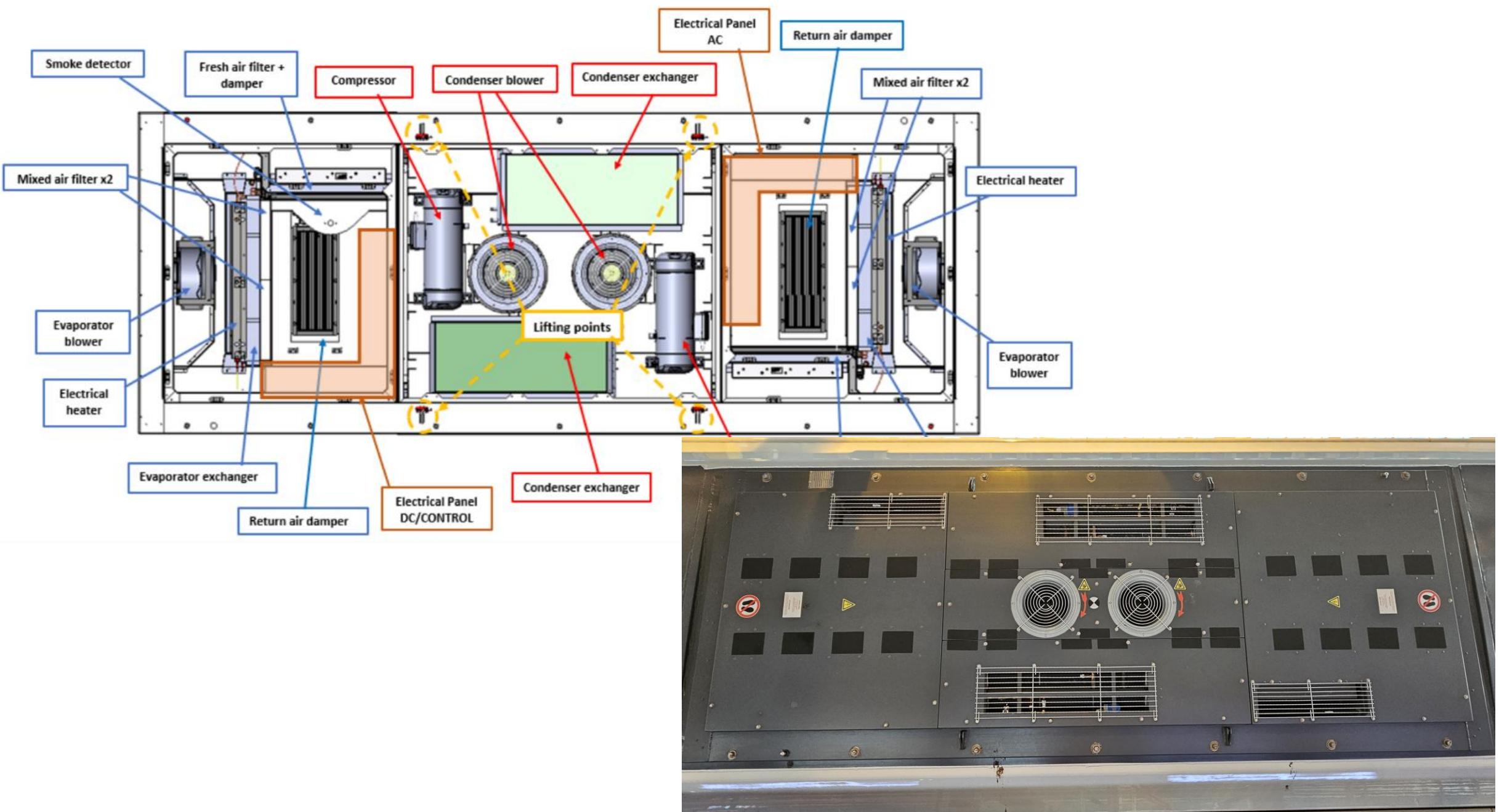
Human

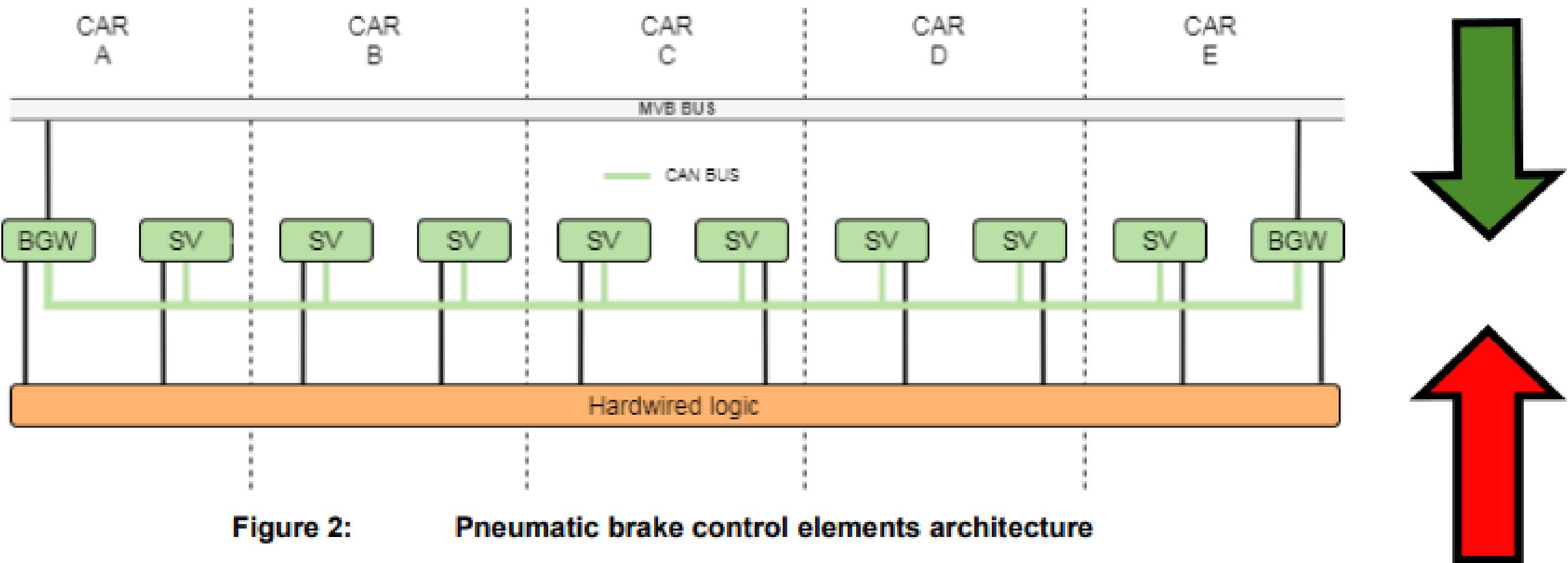


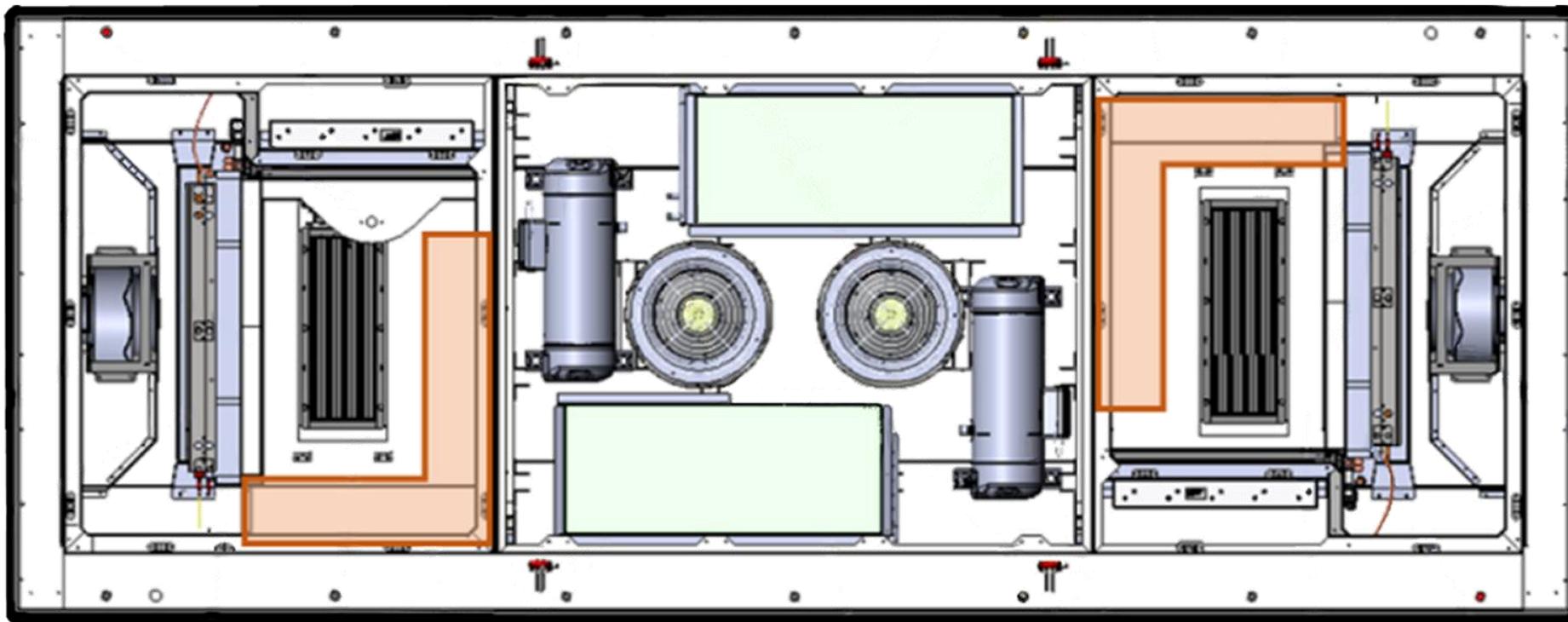
CAF Rail



Wiggle 





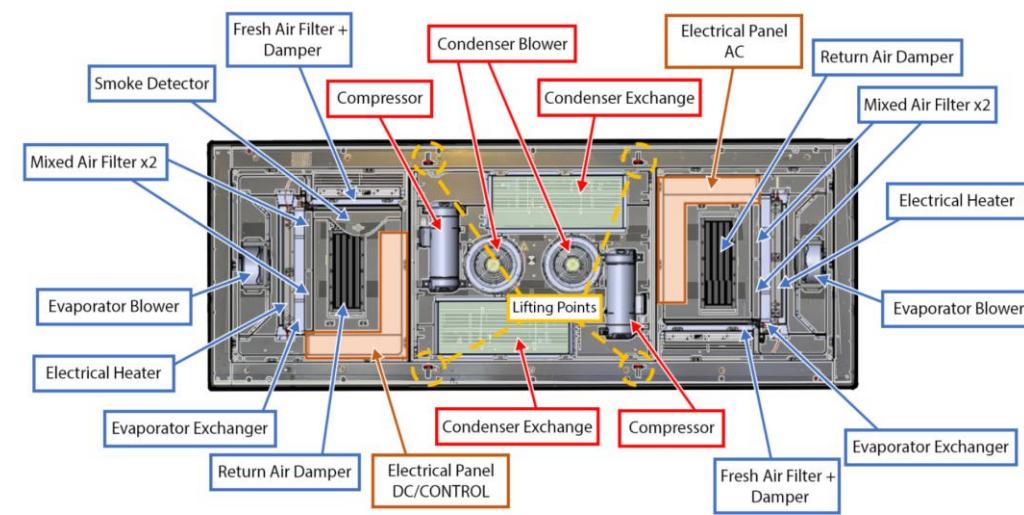


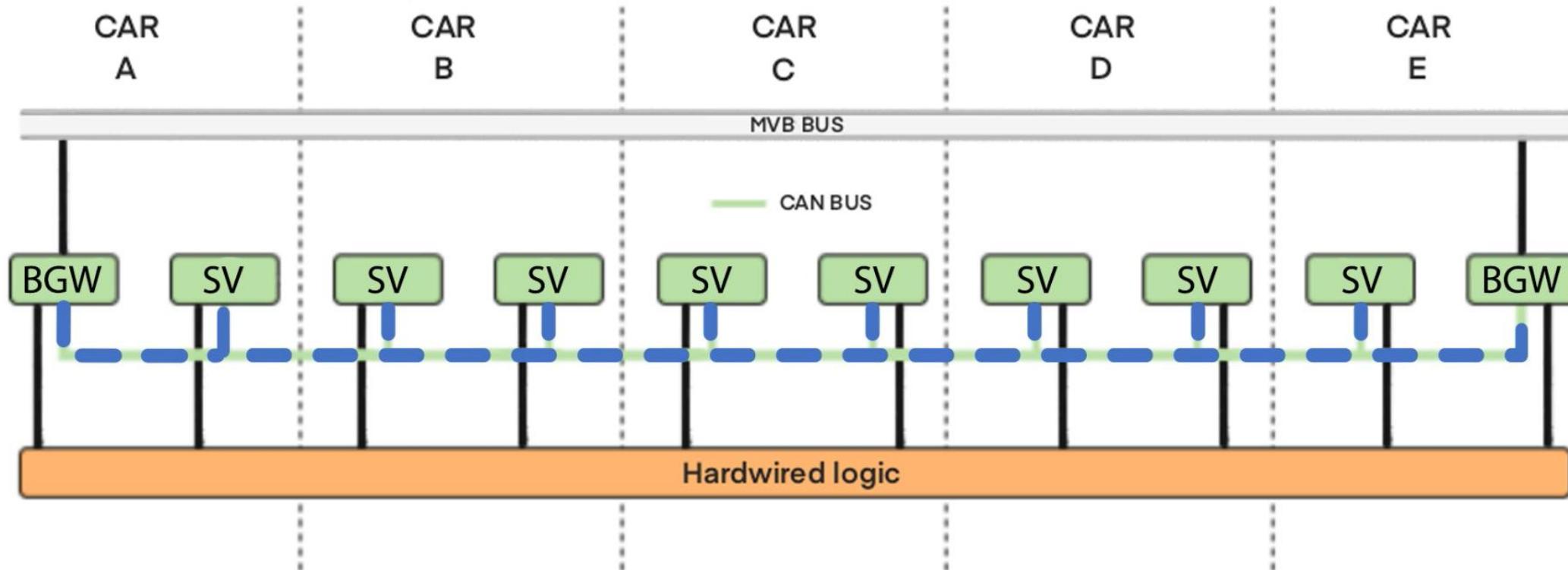
Electrical Heater

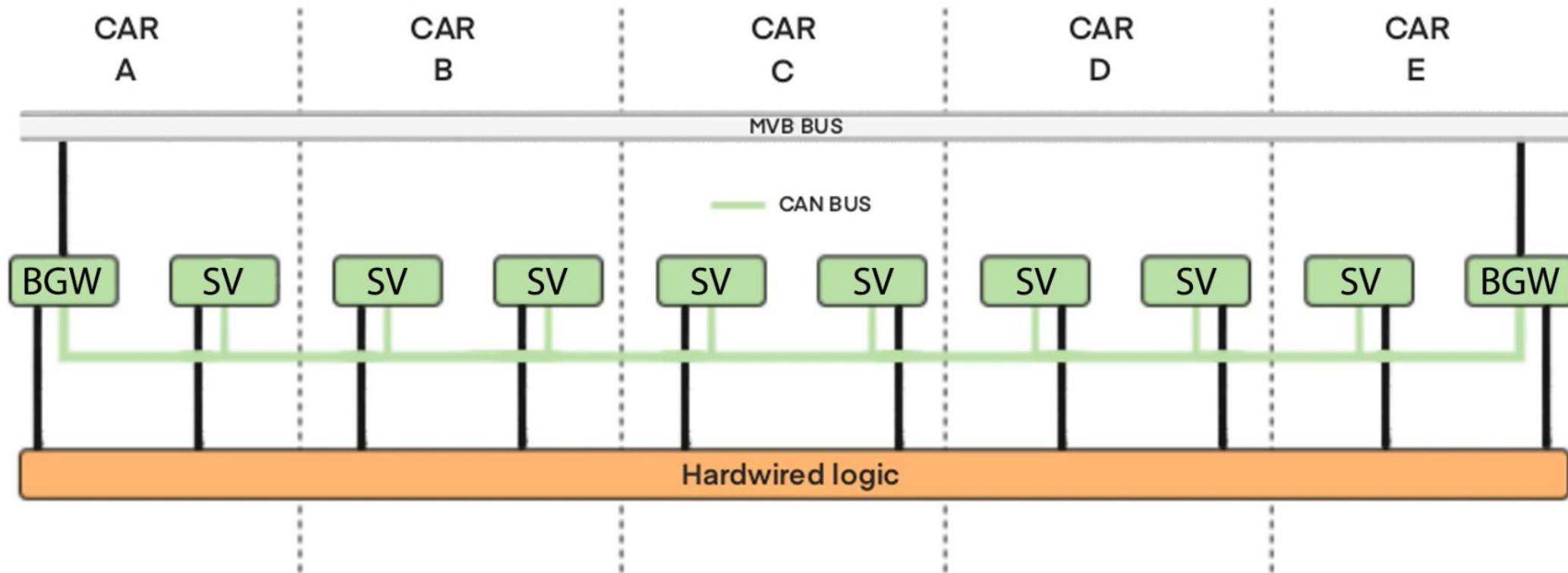
Condenser Exchange

Electrical Panel
AC

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."

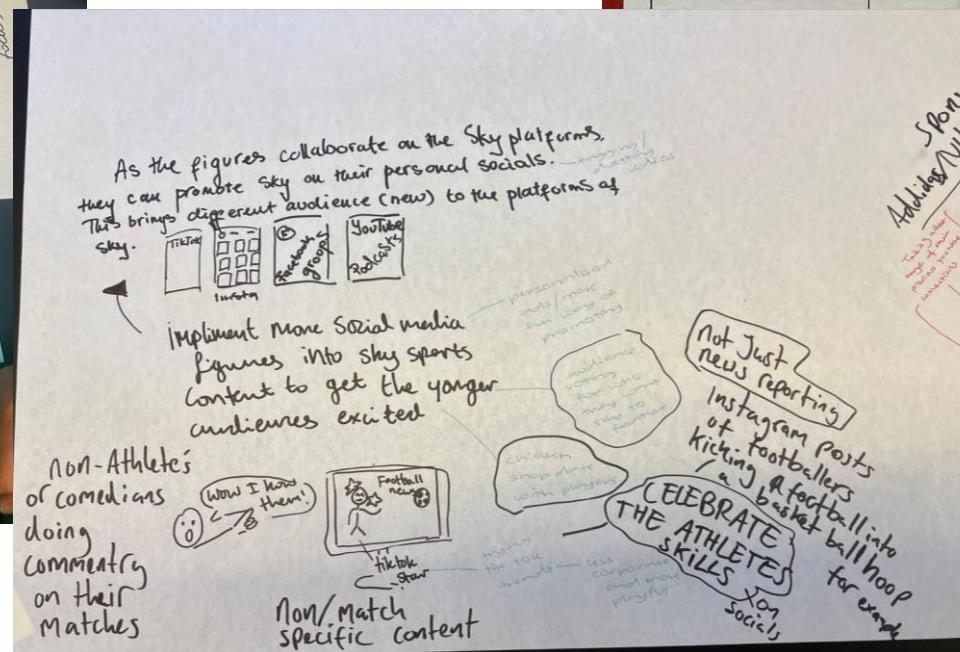
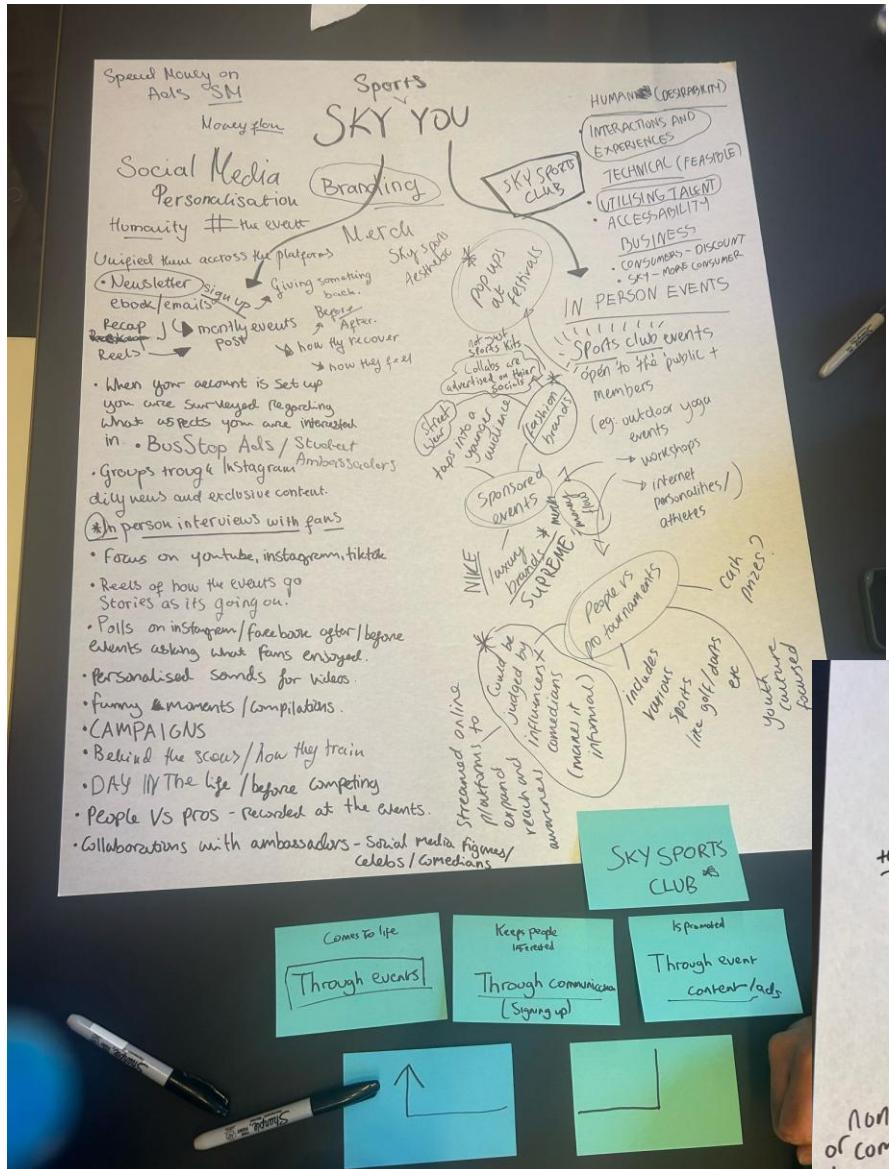
— Dana Strong, Group CEO, Sky

THE TASK

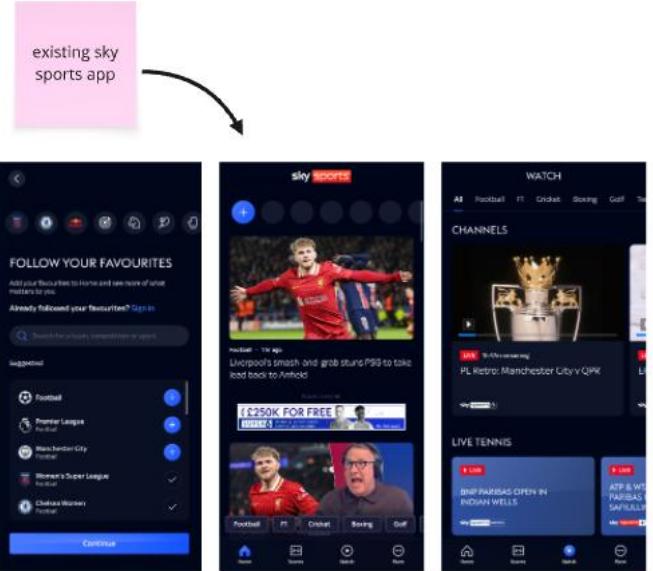
Sport has never been more culturally relevant, as an industry it touches gaming, fashion, drives change and promotes equality. However, there is a whole younger generation that don't engage with what Sky Sports has to offer.

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

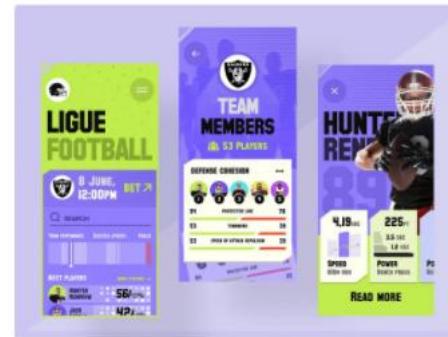


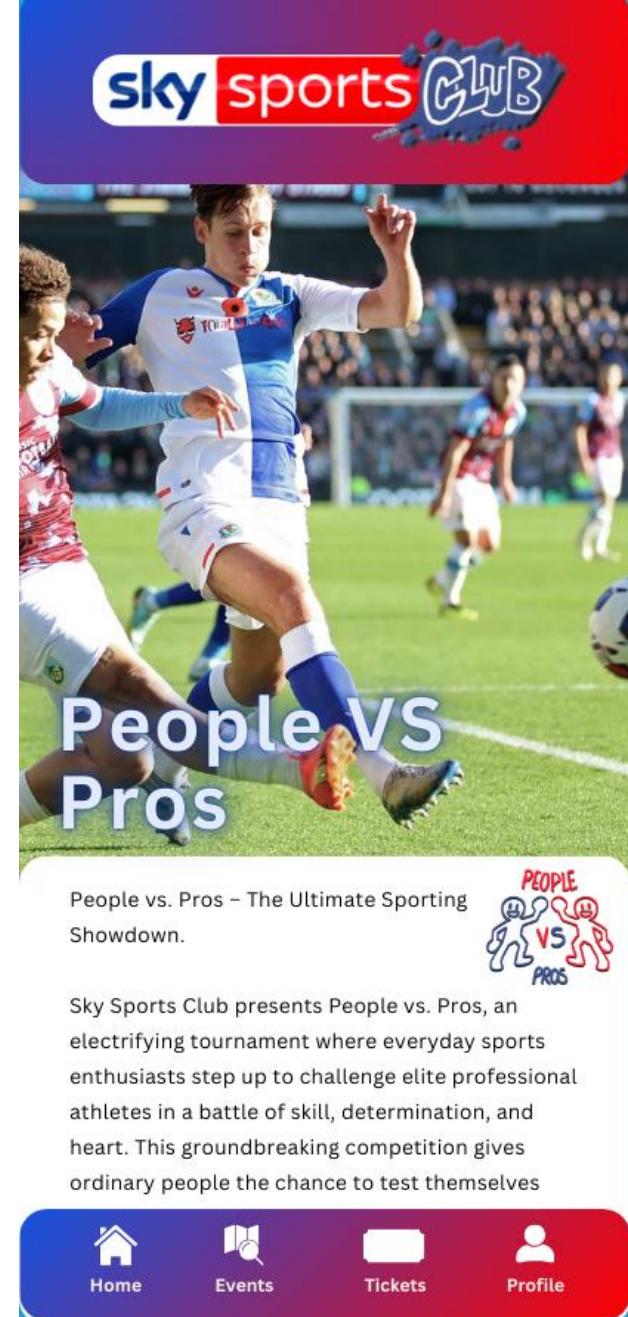
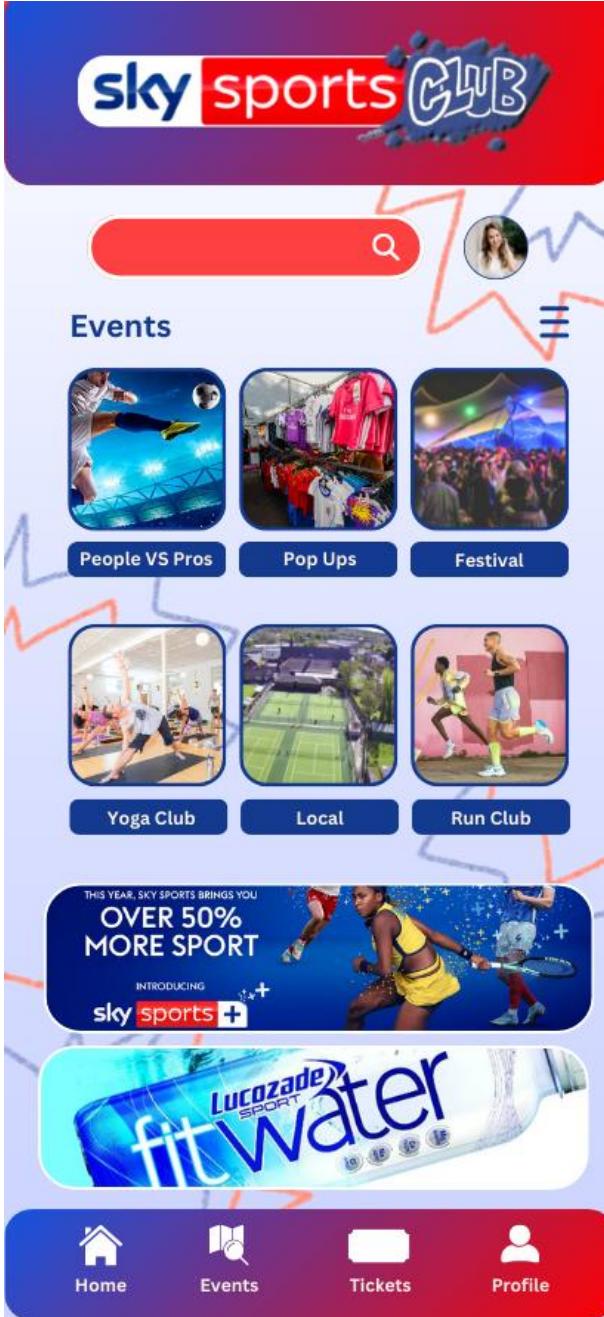
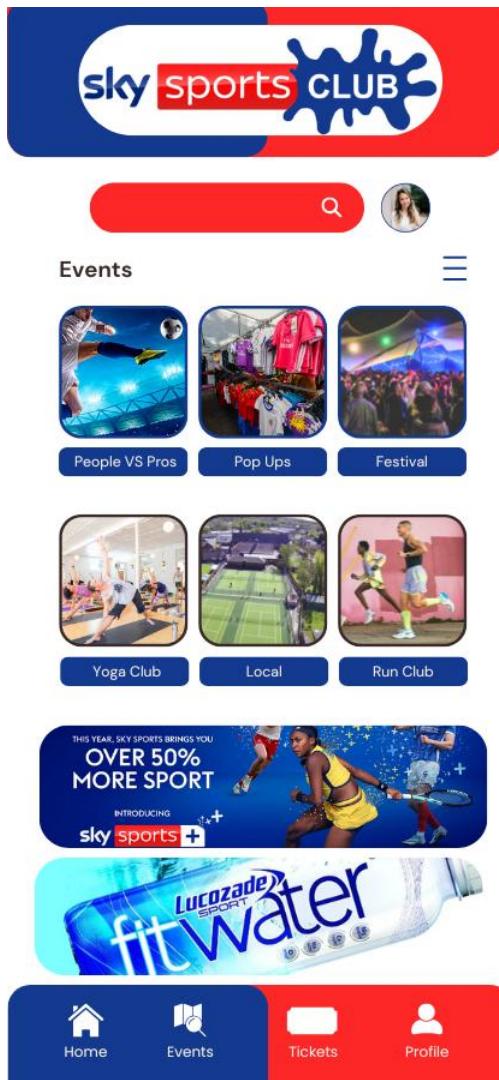
existing sky sports app

- 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







Sky Sports Club App

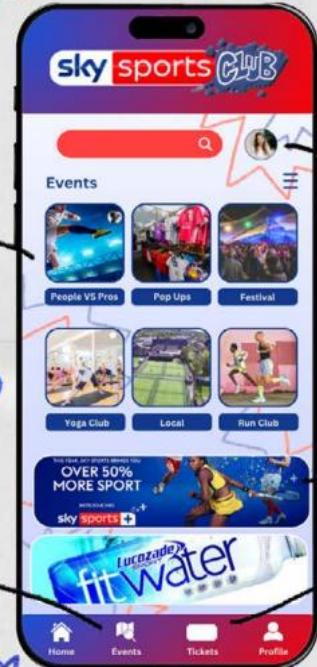
Upcoming events

Search events
near you

Customisable profile

Brand sponsorships &
ads

View your tickets



Hi



Kayla
@kayla_de_sa

6

GRAPHIC DESIGNER



Kristina
@kyonduzova

W



Godwin
@g_t_art_

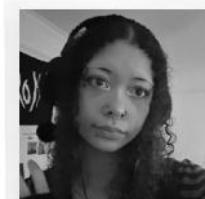
ILLUSTRATOR



Oshin
@oshiblkgt

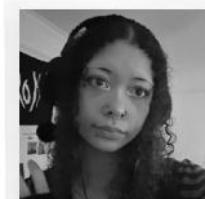
FINE ARTIST

W



GRAPHIC DESIGNER

Renee
@_jeanne_renee



GAMES ARTIST

Jada
@444d_

W



Sky Sport Club Festival tent at popular music festivals

GLASTONBURY
FESTIVAL

«READING
LEEDS»

Supreme
LV

Collaborations with streetwear & luxury brands



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.

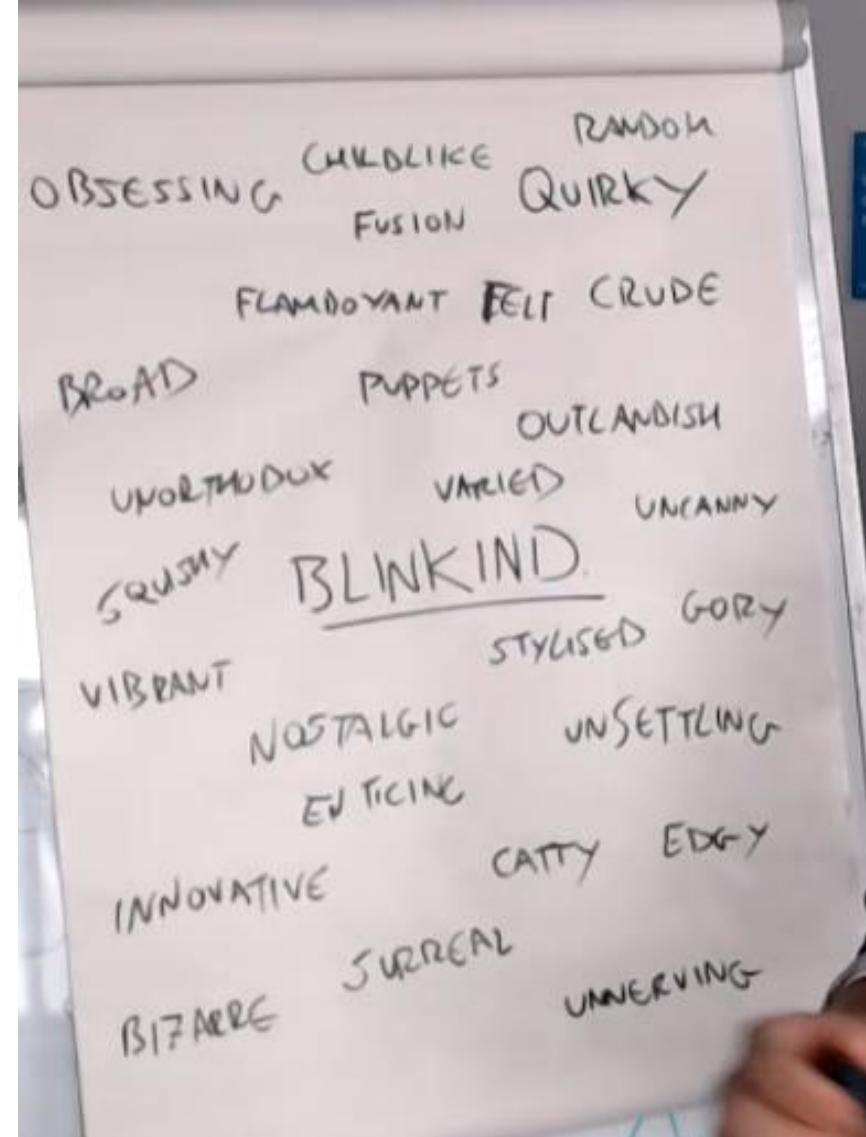
Who is Blink Industries?

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:

PERSEVERING THROUGH IMAGINATION & WHIMSY
BRINGING COLOUR INTO WORLD - TOUCHING & MOVING THROUGH
ARTISTS 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 CONCIOUSNESS
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:

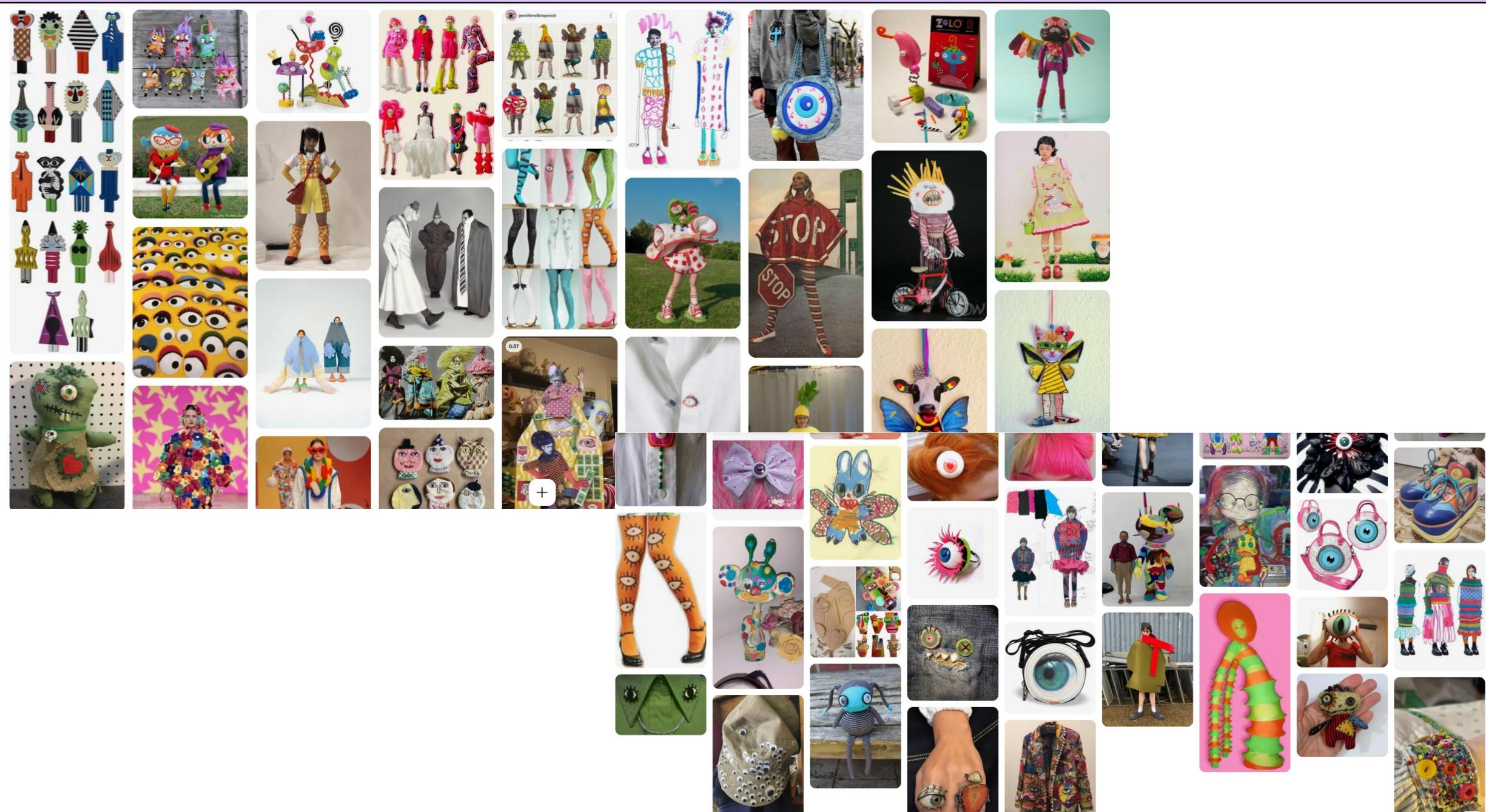
CHILDLIKE, PACIFYING FAÇADE
CUT TO FILM-GRAIN POV SHOT FOR ANTAGONIST
SMALL, FAST MOVEMENT, HARD TO DISCERN
SMEAR FRAME PROTAGONIST
ANNYING FLY FAÇADE BREAKING DOWN

COMMUNICATION:

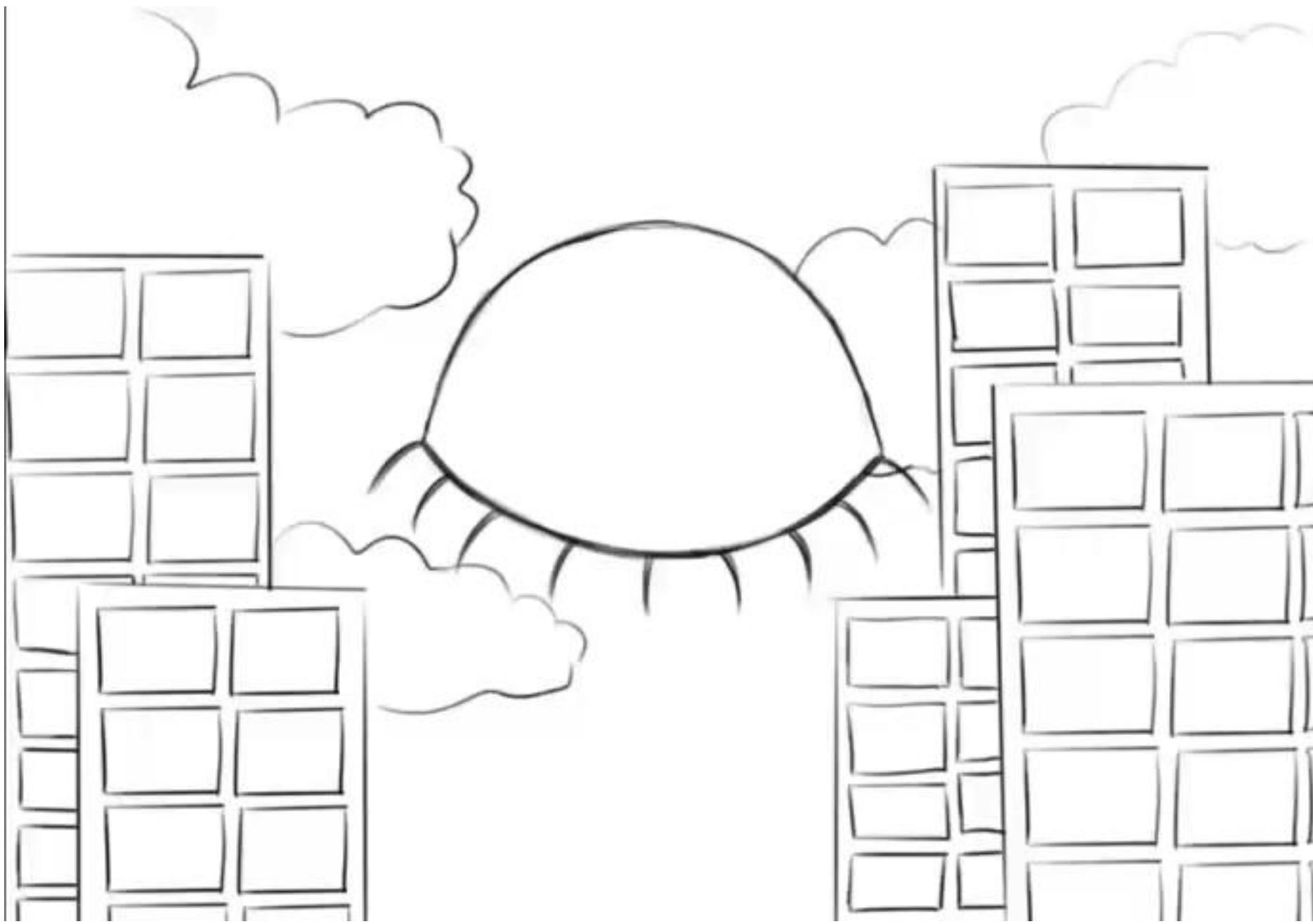
BEEPS & PRINTERSOUNDS OFFICE BUZZWORDS
BINARY VOICE QUALITY SYNTHESIZED, TWO-TONE
FLAT, UNEMOTIONAL SHUTTERSTOCK PHOTO VIBES

RELATION TO AUDIENCE:

INTIMIDATING LIGHTHEARTED/UNSETTLING BALANCE
GO UP IN SPARKS UPON DEFEAT









Protag character sheet - Jada



File Edit Composition Layer Effect Animation View Window Help

Snapping Filter Stroke 2 px Add

Auto-Open Panel Default Review Learn Small Screen Standard Libraries

Properties: C < Head > Brush

Layer Transform Reset

Anchor 0 0

Position -3 -65

Scale 100% 100%

Rotation 0x+0°

Opacity 100%

Layer Contents

C < Head >

Anchor

Icon

IK Line

IK Limits

Composition duplicate

duplicate

0:00:00:0000 (24.00 fps)

Source Name: C < Head > Position: 0x+0° Rotation: 0x+0°

1. C < Shoulders & neck > Position: -39.0, -55.0 Rotation: 0x+0°

2. C < Shoulders & neck > Position: 0.0, 0.0 Rotation: 0x+0°

3. C < Hips > Position: 1803.0, 1450.0 Rotation: 0x+0°

4. C < Body > Position: 1966.0, 1802.0 Rotation: 0x+0°

5. head tip Position: 11. R foot bone Rotation: 0x+0°

6. head bone Position: 12. R leg bone Rotation: 0x+0°

7. neck bone Position: 29. torso.png Rotation: 0x+0°

8. torso bone Position: 164.0, 1814.0 Rotation: 0x+0°

9. R leg control Position: 11. R foot bone Rotation: 0x+0°

10. R leg tip Position: 12. R leg bone Rotation: 0x+0°

11. R foot bone Position: 29. torso.png Rotation: 0x+0°

12. R leg bone Position: 164.0, 1814.0 Rotation: 0x+0°

13. L leg control Position: 11. R foot bone Rotation: 0x+0°

14. L leg tip Position: 12. R leg bone Rotation: 0x+0°

15. L foot bone Position: 29. torso.png Rotation: 0x+0°

16. L leg bone Position: 164.0, 1814.0 Rotation: 0x+0°

17. R arm control Position: 11. R foot bone Rotation: 0x+0°

18. R arm tip Position: 12. R leg bone Rotation: 0x+0°

19. R arm bone Position: 29. torso.png Rotation: 0x+0°

20. R shoulder bone Position: 164.0, 1814.0 Rotation: 0x+0°

21. L arm control Position: 11. R foot bone Rotation: 0x+0°

22. L arm tip Position: 12. R leg bone Rotation: 0x+0°

23. L arm bone Position: 29. torso.png Rotation: 0x+0°

24. L shoulder bone Position: 164.0, 1814.0 Rotation: 0x+0°

25. face1.png Position: 11. R foot bone Rotation: 0x+0°

26. face2 Position: 12. R leg bone Rotation: 0x+0°

27. face3 Position: 29. torso.png Rotation: 0x+0°

28. head.png Position: 164.0, 1814.0 Rotation: 0x+0°

29. torso.png Position: 11. R foot bone Rotation: 0x+0°

30. L arm.png Position: 12. R leg bone Rotation: 0x+0°

31. L foot.png Position: 29. torso.png Rotation: 0x+0°

32. L leg.png Position: 164.0, 1814.0 Rotation: 0x+0°

33. L shoulder.png Position: 11. R foot bone Rotation: 0x+0°

34. neck.png Position: 12. R leg bone Rotation: 0x+0°

35. R arm.png Position: 29. torso.png Rotation: 0x+0°

36. R foot.png Position: 164.0, 1814.0 Rotation: 0x+0°

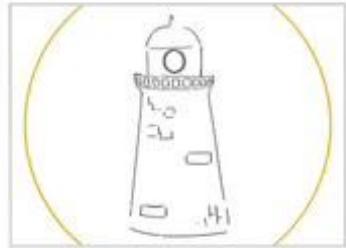






Museum of Brands

Poem 2 Storyboard



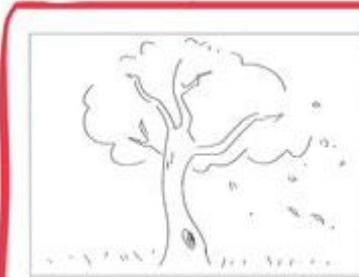
Once a beacon,



Once a guide,



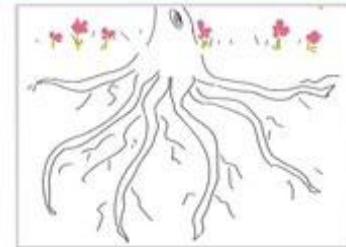
Now a



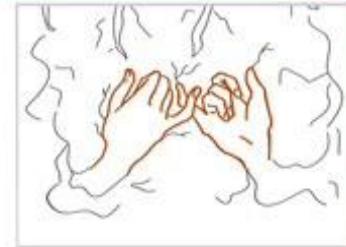
garden, where memories hide.



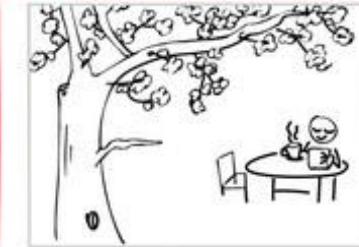
Amidst the blooms,



the roots run deep,



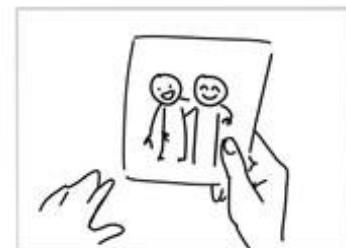
A promise made, a past to keep.



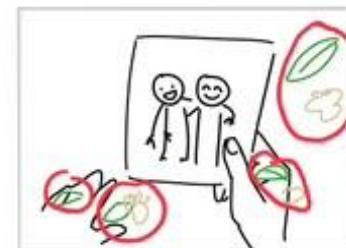
In quiet corners, love remains,



A sacred space, where peace sustains.



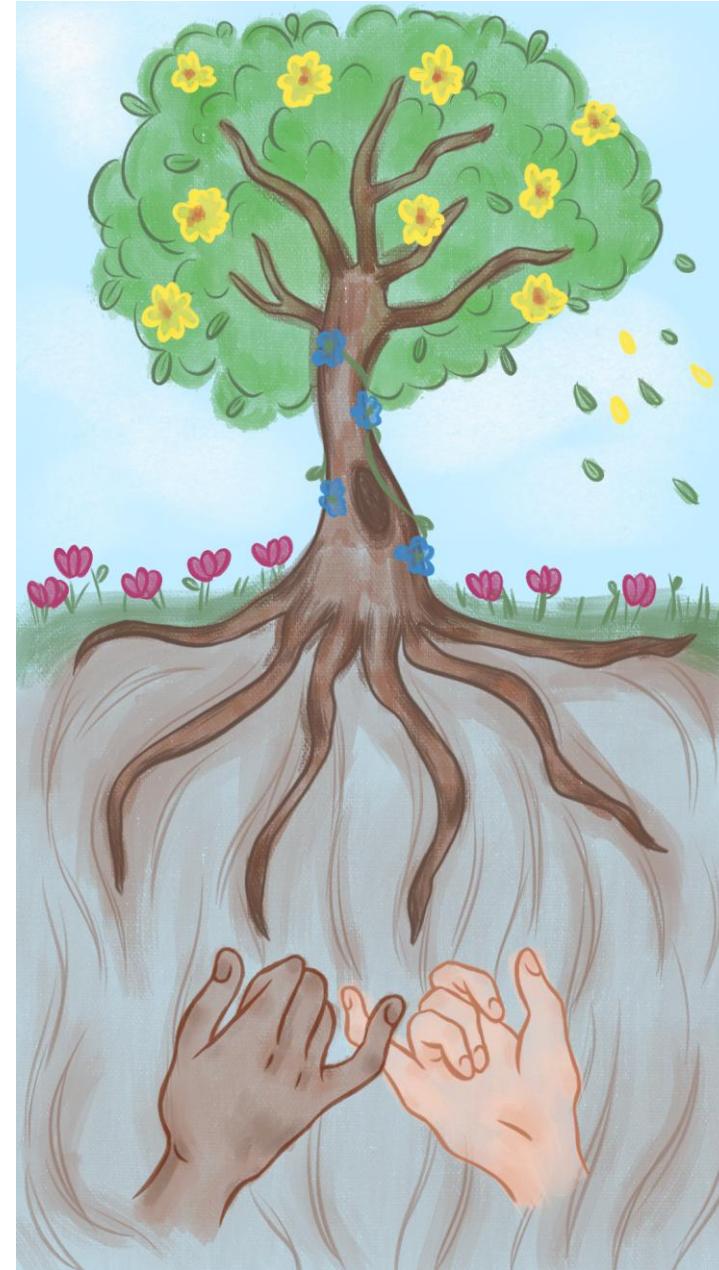
Though shadows fall, the light still lingers,



In every leaf, in tender fingers.

← Maybe...





Thank you for listening!