

AD2- Advanced Form Language With Norris Lin * World building project * Portfolio Development * 2D + 3D ideation & iteration

Week 1: World building project kick off

- Define project direction and goal
- Research and gather references and mood board
- Identify and list down your potential design subjects based on your story
- Choose form language objects)
- Environmental shot explorations

Week 2: Form language - aesthetic/natural

- Explore a wide spectrum of design ideas with form language application.
- Ideation technique
- Silhouette & shape

Week 3: Form language - functional/manmade

- Explore a wide spectrum of design ideas with form language application
- Functional callouts

Week 4: Advanced tools & techniques

- Explore different design tools
- 2D vs 3D iteration process

Week 5: Architecture design

- Create unique visual recipe for architecture design using form language
- Exploring architectural layout, culture, artistic style and purpose.

Week 6: Character & creature

- Create unique visual recipe for character/creature design using form language
- Exploring anatomy, form & function

Week 7: Interactive prop design

- Design functional props with character interaction
- Explore possible VFX and animation sequence
- Additional functional callouts

Week 8: Refinement & polishing

- Finishing technique and things to consider
- Advanced tools
- Layout & mock up

Week 9: Final presentation prep

- Final Critique & feedback
- Finalize presentation layouts
- Refinement continue

Week 10: Final presentation + guest feedback & Q & A