

# CAREER BRIEF

## (Grades 6-8)

### ART DIRECTOR – VIDEO GAME INDUSTRY



#### WHAT IS AN ART DIRECTOR?

An Art Director for a video game company leads a team of artists, animators and designers in developing the overall visual style of a specific video game. They create and direct the visual art of the game from concept creation to delivering the final product. The Art Director works closely with the Creative Director and Producer to understand their goals and vision for the project.

#### WHAT DOES AN ART DIRECTOR DO?

An Art Director has many responsibilities, including the following job tasks.

- Motivates their team to make an amazing video game, but also keeps them on task and schedule.
- Creates the budget to manage all art costs, including employees and number of worlds to create and characters to develop.
- Ensures the artwork produced is high quality and being produced on time.
- Delivers the final product to the Producer and later to players all over the world.

**\*Fun Fact:** Did you know that MOCAP (motion capture) is the technology that makes characters look and move like humans? Markers are placed on an actor's body and as the actor moves, the markers are tracked and applied to a 3D model.

#### EDUCATION

- Most Art Directors have a college degree, usually majoring in graphic design, game art, game design or fine art.
- Courses offered at art schools specifically for video game design, include animation, web design and portfolio development.

#### TRAINING

- Be an expert in computer software.
- Experience with creative arts, including art, drawing, art history, graphic design, illustration and computer science.
- Experience with math calculations for precise image sizing.

#### SKILLS

- Strong artistic skills, like drawing, painting, and 3-D modeling.
- Business skills in finance and management.
- Be knowledgeable in color, texture, light and architecture.

#### EXPLORING THIS CAREER

- To experience similar responsibilities as an Art Director, join your school's newspaper, magazine or yearbook clubs. You'll learn how to combine your creativity with meeting deadlines and organizing a large project.
- Develop your own talent by researching and reading about computer animated art and get some hands-on practice with creative arts like painting, drawing and animation. Learn more about this career here:
  - <http://nasad.arts-accredit.org>
  - <http://www.aiga.org>
  - <http://www.adcglobal.org>



# CAREER BRIEF

(Grades 6-8)

## NARRATIVE WRITER – VIDEO GAME INDUSTRY

### WHAT IS A NARRATIVE WRITER?

A narrative writer creates and develops the storyline for a specific video game. They also create the dialogue (conversations between characters) throughout the video game.

### WHAT DOES A NARRATIVE WRITER DO?

- Develops initial story ideas and uses an outline to keep them organized.
- Creates the video game characters, giving them personalities, missions to complete and dialogue.
- Creates scenes based on real places (like California), or uses “world-building” to create whole new worlds.
- Puts together a graphic organizer to show how the story moves forward, where it branches off and how it ends.
- Presents the final story to the Creative Director and Producer for production approval.

***\*Fun Fact:** Angry Birds was made by a team of four people and was completed in eight months. Angry Birds was the first mobile game to hit one billion downloads*

### EDUCATION

- A college bachelor’s degree is usually required at most video game studios.
- An education in creative writing and script writing is preferred.

### TRAINING

- Overall knowledge of video game stories.
- Participation in courses focusing on fiction, storytelling, literature, and using a narrative voice.
- Two years of professional writing experience is often required from studios.

### SKILLS

- Ability to clearly express yourself creatively.
- Creative writing and narrative writing skills.
- Organizational skills, including the ability to meet deadlines.

Waka waka waka, waka waka waka, waka waka waka.

— Pac-Man