

# CAREER BRIEF

## (Grades 3-5)

### 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 all the characters and worlds that you see when you play video games. They choose what the characters look like and their personalities (how brave, kind and helpful they are). Art Directors also create places the characters live in, like a forest or in outer space.

#### WHAT DOES AN ART DIRECTOR DO?

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

- Creates the budget to manage all art costs, including employees and number of worlds to create and characters to develop.
- Manages the creation of logos, character design and environments the characters live in.
- 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, focusing on 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, drawing, art history, graphic design, illustration, math 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 learn more about a career in visual arts, visit the below websites.
  - <http://nasad.arts-accredit.org>
  - <http://www.aiga.org>
  - <http://www.adcglobal.org>

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(Grades 3-5)

## 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 (what characters say to each other) 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.
- 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 story writing is preferred.

### TRAINING

- Overall knowledge of video game stories.
- Participation in courses such as fiction, storytelling and literature.
- Two years of professional writing experience.

### SKILLS

- Creative writing skills.
- Storytelling skills.
- Organizing skills.

Waka waka waka, waka waka waka, waka waka waka.  
— Pac-Man