A Study on Game Art Character Design and Traditional Culture

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ABSTRACT

Along with the continuous development of modern technology information, current game consumption of our country has been the important pillar industry, having certain pushing effect on the economy of our country. But the whole modeling has appeared the phenomenon of westernization and tending to Japanese and Korean style, especially in the aspect of character modeling, not highlighting the distinct artistic style of our country. China is a country with long history, extensive and profound culture, abundant and colorful artistic elements, and it has formed its unique artistic aesthetics during the long-term social development and history development. The character modeling in the game art design of domestic market should be made enough research at present days with booming game industry, and eventually, Chinese traditional elements are mixed in on the basis of actual situation. This paper has made the analysis with the game art design and game art design elements; then made the discovery with the main application of traditional culture art elements in the game art design; finally, made practical creation analysis with the character modeling pattern in the game art design.

KEYWORDS
Game art; Design; Character modeling.

INTRODUCTION

Mobile phone, computer and Internet have been widely popularized with the constant development of modern technology, and game industry has appeared the unprecedented prosperity. Game industry also has been the important constituent in the economy transformation of our country, and it has pushed the economy increasing of our country in its constant development. Among the game industry, art design is the most important speciality and technology part. In popular culture, on the aspect of game industry art design, all the screens that can be watched in the game belong to game art, including terrain, building, plant, character, animal, flash, special effect and interface, which embraces building design, environment art, industry product design and vision delivery design, etc. Therefore, game art design can be said one kind of new-type comprehensive design.
GAME ART DESIGN

Game art design mainly takes charge of the appearance of game screen and it has clear division of labor and varieties of kinds, including game character, game scene design, game item design, game UI design, game character action design and game special effect design. Game art is the window of game directly facing with the game player, and in the game process, game players can make the overall feeling interaction with the style and content of game through the game screen, which is the most direct visual expression of game infection and substitution. In the meantime, it also decides whether the player has the willingness to download this game to his mobile terminal to a great degree. Nowadays, game art design is not the pure “decoration” and “package”. Its design level represents the whole level of game products, which will directly influence the success or failure of game products. The first impression, likes and dislikes will depend on the art design of game to a great extent, and it has been the basic standard of assessing the quality of one game.

Game character design is a design part which has strongest interactivity and impression in the game experience of game art design. It means that making the overall art design with the game character on the ground of role story settled by the game, including race, gender, height, the proportion of head and body, costume, weapon, item, expression and action of character, and it is manifested with the pattern of front view, plan view and side view. Certainly, the relevant scene design, special effect design and UI design also have to benefit each other by association, and only by this series of related concept design, can the game character under the game story ground be vividly expressed, the game style be accurately demonstrated, and virtual game world be perfectly showed.

SEVERAL ELEMENTS OF GAME ART DESIGN

Game is a unique and interactive comprehensive art. Game art, as the interactive window of game, needs to be made the actual mastering and understanding with its elements, and this paper made the analysis mainly through the following several aspects:

Massing

The game views often are different due to the difference of varieties and platforms, some fixed overhead view, some fixed side view and some free rotated view, as a result, the visual elements should made different division and recovery in the art design of game. Given the different views, the massing design of game character, game scene and game weapon will be differently measured so that bringing good game experience to game players from different game views.

Light and shadow

In general, the layout of light and shadow makes a rather important effect on psychological suggestion in the painting works, and it can achieve the full expression with elements from the different position interpretation of objects. And game characters and players are real-time interactive in the game experience process. Game characters will have timely light and shadow change with the change of position, state and weather,
so in the art design, taking advantage of the design of light and shadow can bring the maximum psychological suggestion effect on game experience. Different light and shadow effect will be settled according to different plots so that achieving producing enormous influence on the internal heart of game players, creating better game atmosphere and increasing the substitution of game.

**Structure**

The content of game screen is colorful, but as for the aspect of screen constructor layout, the line, shape and brightness should be made strict selection so as to guarantee the excellent layout can bring the players palatable aesthetic enjoyment. And it makes the design with all kinds of elements based on every different scene, the delicate creation with game art, and it use simple model to create different characteristic. It cannot produce the effect that game screen to the playability of game.

**THE MAIN APPLICATION OF CHINESE TRADITIONAL CULTURE ART ELEMENTS ON GAME ART DESIGN**

At present, the design style of domestic game art declines to western style and Japanese-Korean style, but our traditional culture art elements are colorful and unique, so if these traditional culture art elements can be applied to the game art design, international design style must be created, and expressed with multi-cultural pattern can bring the maximum visual experience to players.

At first, in the process of design, making use of traditional culture artistic characteristic to make the whole directivity design with the modeling and style, then making the basic differentiation aiming at specific different design. For example, the visual elements of Chu-Han culture is regarded as the style directivity design, and makes the systematic detailed design through different visual symbols, such as dragon, phoenix and four benevolent animals.

Secondly, at the same time of game art design, it also needs make the further extensive design with culture art elements. Game is a virtual world and recreation based on the actual history and real life, so the game art design based on traditional culture art elements also should base on this basis and do more brave innovation design and personal design. This kind of extensive design, mixed with the understanding to culture and subjective emotion of designers, makes the objective traditional art elements express more tensely, then making the game screen more infectious and appealing.

At last, convey its spirit by means of its look. Game art, as the window of game, directly face with game experiencers, giving players the overall and three-dimension experience. It starts from the traditional culture, and the game art design based on its artistic elements expresses the feeling with the scene, blends the scene and feeling, having mutual effect on each other, and eventually achieving the unification of subjectivity and objectivity and realizing the overall expression of culture atmosphere and national spirit. In this process, what makes players experience is not only the beauty of game screen, but the beauty of culture art pattern and culture internal spirit.
THE CHARACTER DESIGN ANALYSIS IN GAME ART DESIGN

What game character presents in the game is all-around, including the costume presence, the action presence, the emotion expression and item special effect presence of character in the game, so game art needs to make the systematic and overall art design with game character; while excellent game character is not fabricated without foundation, but equipped with profound cultural deposits and distinct characteristics.

The design of game character story background, race and city-state are of great significance to the game character design, which directly decides the cultural reference of game character. The culture from different dynasties and races have their own distinct personality and characteristics, and they can be vividly manifested through the costume, weapon, mount, action and fight of characters. Character design of different races in the game usually is based on the culture characteristic of different nations; the ancient Three Sovereigns and Five Emperors last their name for thousands of years, and Chinese culture has a long history of five thousand years, where colorful traditional culture and national spirit is the endless creation source of game art design. Different dynasties can design different city-states, and different city-states have different culture, while different culture presents varieties of building, costume, life and weapon.

Game character design continues to integrate the subjective emotion of designers on the basis of traditional culture art. By means of personal creation and exaggerated expressiveness, designers create lots of abundant conception design, continuously attempt and revise and makes the systematic artistic design of character costume, character and item so that accomplishing the virtual game characters that are equipped with cultural deposits and conform to the game plot design, then making the game character more vivid and infectious when they are moving, smiling, running and fighting, also making the game players acquire more game experience through playing the game character. Such game character design is the vital character design, and such game is the vital game.

One game among them may have many races, and characters between race and race are bound to have different racial culture, but the difference of this racial culture originates from the different culture reference designed by characters. These cultural reference of different races can be not a single time and space, which also realizes the expectation of hero battle at different time and spaces of players.

However, the weapon and item used by the character should match with the cultural deposits of characters, and the proportion relationship of character design and design of weapon and item can be exaggerated and personalized, but the character design must keep pace with the racial culture designed by the weapon and item, namely, the realistic culture basis of character weapon and item design must be equivalent with that of character design. It is the pattern that changes, modeling and color matching that is exaggerated, abundant cultural deposits that is same and game art design style that is consistent.

CONCLUSION

In conclusion, the real infectious and vital game art is the game art creation that regards the culture as its start point and cultural art symbol as its basis, and only such game works can attain the public praise and approval on the aspect of business and art. In the domestic game art design, our abundant traditional culture art elements and
aesthetic thinking should be fully integrated and creating excellent game works to strengthen the market competitiveness of domestic games; meanwhile, avoid mechanical application in case of causing the disharmonious embarrassment that the accumulation of traditional culture elements and game plan is antipathetic. As the technology and modern industry have constantly developed, we all hope that the vitality of domestic game will be further strengthened, and game industry will get healthy development owing to the constant integration of Chinese traditional culture art elements in the game art design.

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