

THE ROLE OF AN ART DIRECTOR

What is an art director? An art director fuels creative ideas of others and oversees the work of all productions regarding a project. Along with this, they also decide the overall style and tone of a project along with managing funding; they usually, work in partnership with a copywriter who produces written work. Kaitlyn Angstadt, an art director at Brownstein Group states “There’s never a time when you’re not thinking of new ideas”.¹ Art directors are usually responsible for visual styles and images of the following sources: magazines, newspapers, product packaging and movie production. Notably, there can be more than one art director working on a project, this is variable to project size.

For my research on a project, I decided to choose a game called *Apex Legends* which had various art directors involved in its design. *Apex Legends* created by Respawn Entertainment is a growing computer game tracked to have “100 million player total”². Listed art directors for the development of this game consist of Robert Taube, Ryan Lastimosa, Jung Park, Eduardo Agostini, Hafid Roserie, Gary Huang and Todd Sue.

Viewing some of the portfolios from the internet, I found that all directors had different points of focus. One is weapon design which majority of the design being made by **Ryan Lastimosa** a 3D Art Director for Respawn Entertainment. Some of his previous workings were *Titanfall* another game made by Respawn. Looking at **Jung Park’s** work he dedicates his point of focus being overall expansive landscapes and map design. **Eduardo Agostini** seems to mainly focus on POI (Point of Interests) who would have most likely worked with Jung Park to get the overall map design. Examining **Gary Huang** portfolio, it is visible he works on character design. All these art directors specialise in different areas, which would make it easier to develop as it is formatted into sections that are brought together. Having more than one art director, just in this game does take the stress off of one person and also gains a variety of creative inputs.

-
- 1- CareerExplorer, 2020. *What does an art director do?* CareerExplorer. Available at: <https://www.careerexplorer.com/careers/art-director/> [Accessed January 20, 2022].
 - 2- Patterson, C., 2022. *How many people play apex legends?* Dexerto. Available at: <https://www.dexerto.com/apex-legends/apex-legends-player-count-1525295/> [Accessed January 20, 2022].

Reiss Blackman
Access to HE in art and design



This game also appeals to a variety of target audiences, as characters range from a variety of different ethnicity's, gender and sexual orientation allowing inclusivity, as well as the game being free, allowing people of different financial backgrounds to access for 18 and over.



They use different colour schemes with different characters as you can see in the picture above, they have used a monochromatic orange with the character in the foreground along with the game title. Looking deeper into the meaning of this image, the character Fuse seems to be an outlaw as seen by his outfit. The colour orange means spontaneous, superficial and exhibitionist which relates to his character personality traits

Reiss Blackman
Access to HE in art and design



In this image the character's name is Maggie, they use a yellow background with the character once again in the foreground being the main advertising point with addition of text of the game name. The background almost has a retro look, with the black dots against the strong yellow also gives it a pop art feel. The season name being called **Defiance** which I feel they've used the retro pop art style to symbolise defiance and going against normalisation. Yellow meaning energise, originality, betrayal this may be used due to her character backstory.

In general, this game is successful art direction because it not only appeals to a variety of different people, but they use colours for meaning whether that be for a backstory of a character or a symbolisation of their ability. Also, not only that but they constantly maintain quality of all their advertisements. Another reason I think this is a successful art direction is due to there being multiple art directors, making it more strategical as it takes pressure off one person's shoulders and allows for a diverse set of ideas for the game and its advertisement.