

DCF 2023

# PORTFOLIO

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PRESENTED BY ALVIN HO



## About Me



Hello, my name is Alvin, a current student in Media Design School under the Foundation course. I have a particular interest in things that include art such as concept art and 3D as I found I have a particular affinity towards it. I really enjoyed creating works when I was younger and that has stuck with me till now.

I'll say that I pick up softwares pretty quickly as I've picked up blender and the Adobe softwares within a few weeks up to a quality that the lectures are happy with.

## Skills



## Interests

I have interests in games and art. Particularly towards games as I started playing later than most others so I still have the initial interest in games still. Art is something that I picked up around year 8 after an older kid showed me his art works which inspired me to pick up a pencil and start drawing.

# Contents

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'Headhunt' Campaign	-	04
Campaign development process	-	11
DCF projects	-	15
Personal works	-	18
Contacts page	-	20



# Campaign

## Description

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My campaign's main goal is to promote my character 'Xi', a theoretical 6 star character designed for the game known as 'Arknights'. The character is part of the 12 Fragments of Sui, a group of characters that are fragments of an old mythical dragon. As not all of the fragments have been released, I chose to do a character for that group.

I chose the name 'Headhunt' for my campaign as the way you get new characters in Arknights is by a gacha system known as Headhunting. I thought it was fitting as it was like me hunting to get my character into the game or like the game devs 'headhunting' my character.

The character will be exposed to the public eye using social media such as Instagram, Twitter, and Art station. With the right tags, my work will be shown to people interested in Arknights, perhaps catching the interest of several people. The work will then be shared by those people and reach an even larger audience, eventually becoming popular enough to catch the attention of someone working on the game.

Things I will promote on the social media page are posters and orthographics. Posters will show the characters abilities and well drawn character art, investing people into this vision. Orthographics will help show the full design of the character and show the game designers my full vision of the character. The things shown on social media will show the game designers how fleshed out the character is, making it easy to incorporate into the game.





# Campaign

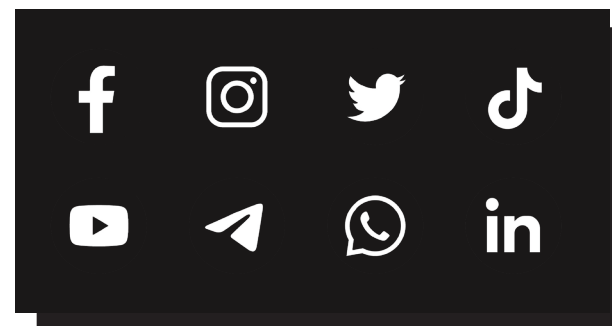
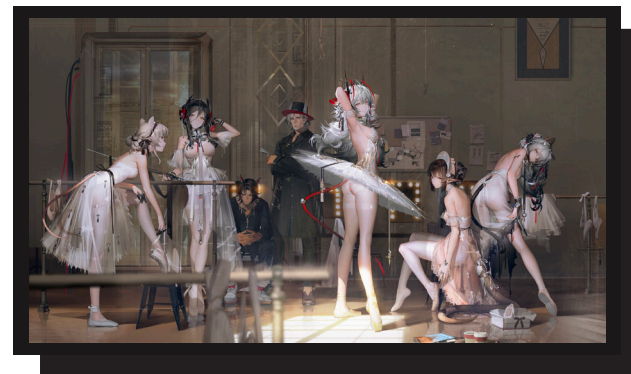
## Deliverables

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Posters and character art are a good way of showing off my character to the people looking at my work. Posters can include information about the character and the characters skill set. Well delivered character art shows off my character really well and will be the main thing that attracts people as people usually dont stop to read but glance at the pictures instead.

Social media is a good way to showing off and getting more recognition for your work. Its easy to only show your work to the target audience using things such as tags on instagram. This increases the likely hood of people getting interested and invested into your work as the people looking at your work are already invested in the game your pitching to. Social media I'll be using are Instagram, Art Station, and Twitter.

Orthographics is the final deliverable I'll be talking about. Orthographics show off the character at all view points and is like refined concept art. It shows off ideas I had for the character and the process of choosing designs for my character. Orthographics are really interesting to look at so people interested in my charatcer will get even more invested with these orthographics as their learning about how the charatcer was created.









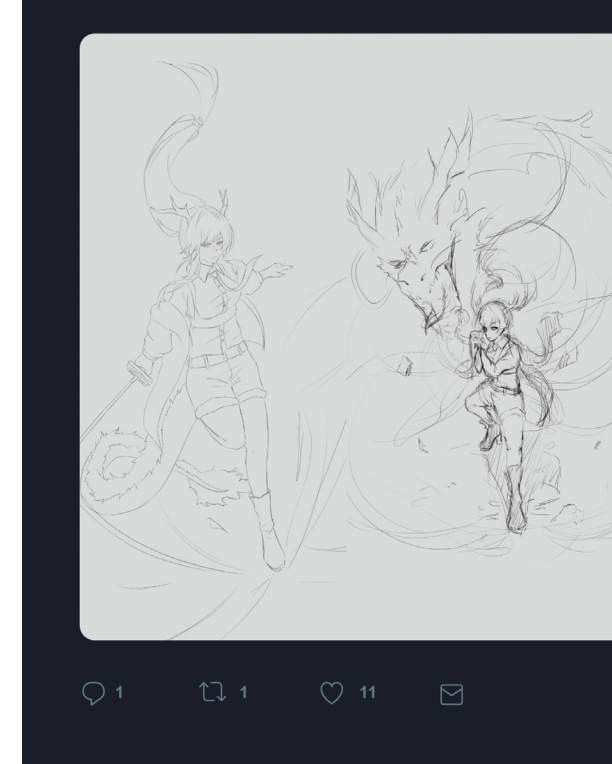
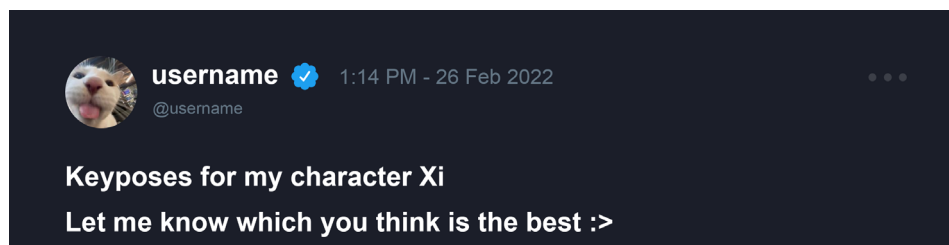
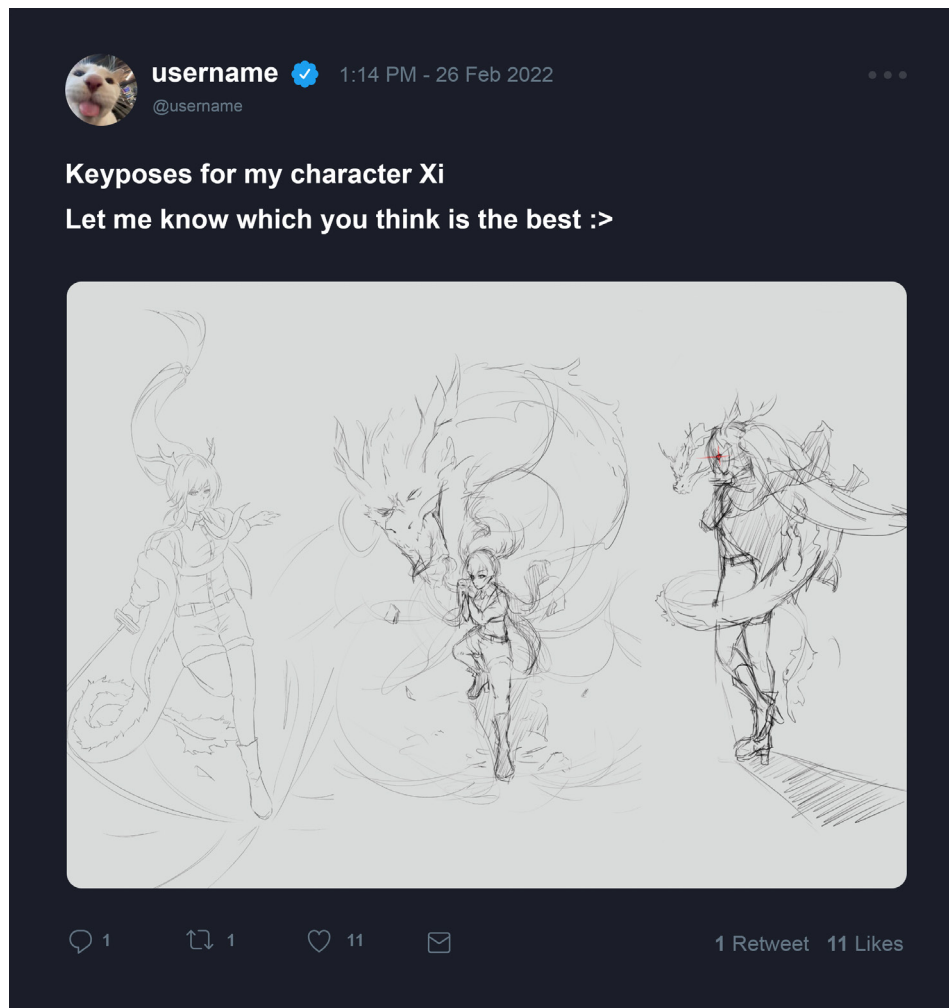
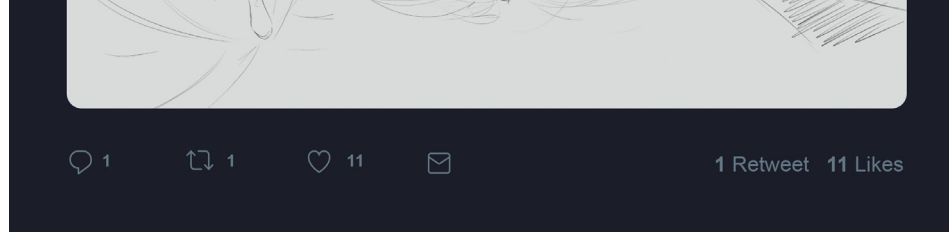


# HEADHUNT

only the best









10.328 views  
Headhunt Xi orthographics  
View all 328 comments  
5 DAYS AGO



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Orthographics



Headhunt  
Orthographics



# Campaign

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Development Process





# Logo Development

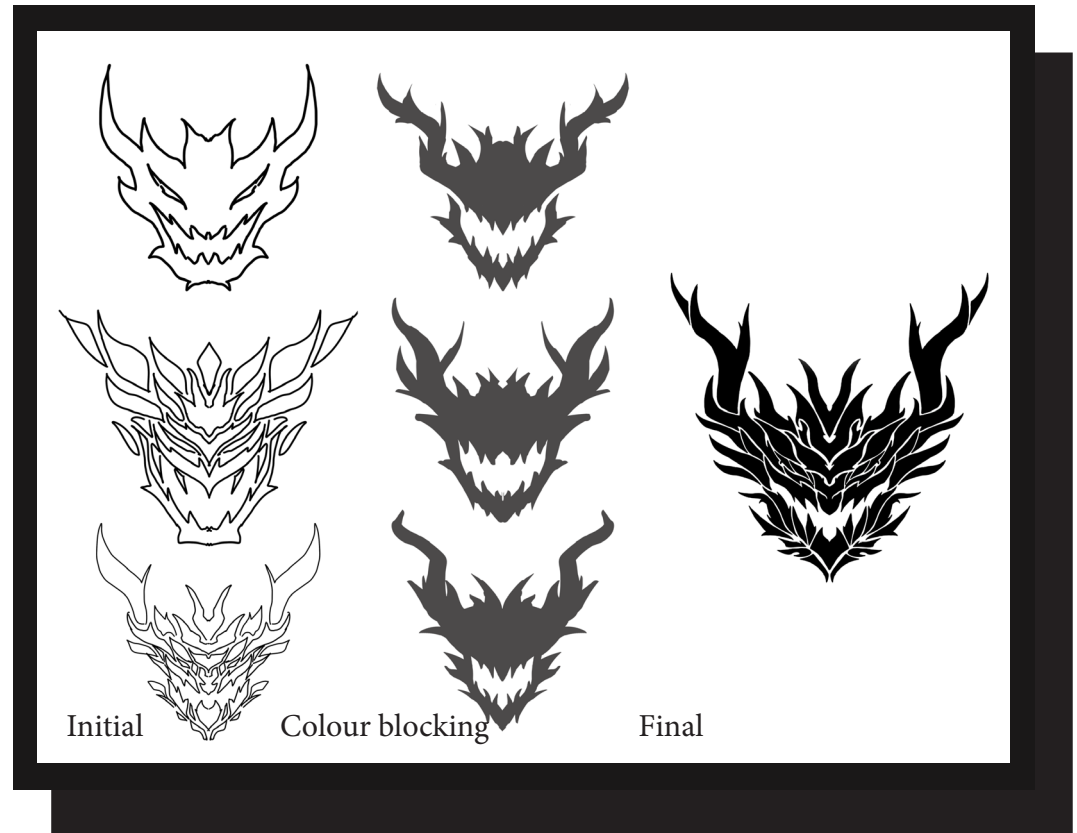
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For my logo, I initially drew out my characters representative animal, a dragon out. I had its face forward facing and I drew it very simple at the start.

I started breaking the initial drawing apart as I thought the design would be a lot nicer and show a lot more depth. I also liked the simplified but complex look of the logo.

I then drew out the shape that I wanted for the logo as I was unhappy with the shapes of the broken up logo and wanted a definite sharp looking shape. I ended up mixing all 3 of these together to get the final result.

I then broke up the final shape and refined it which turned into the official logo of Headhunt.





# Poster

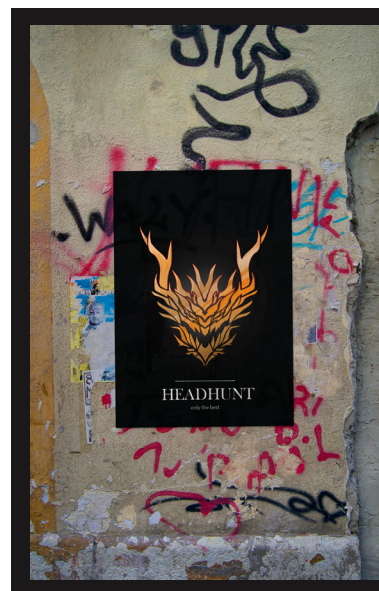
## Development

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My initial poster was done with the logo having a gold texture as the character I designed has a lot of wealth and I thought that gold would've been a good way to show it off.

In the next iterations I designed for my poster, I used a black and white version as I thought the simplified look fitted the Arknights theme more and made it more modern. I tried vertical text and horizontal text but I ended up choosing horizontal as I preferred the look.

The final iteration that I decided on uses a mix of the first two iterations. I liked the look of cutting out half the logo as it sort of shrouds the logo in an air of mystery. Therefore also adding mystery to the character.



Iteration 1



Iteration 2



Final

# Concept Art

## Development

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I had drawn three iterations during concept art for outfits my character could wear. The outfits I designed in the iterations have quite a bit of variety with one having a skirt and one being a Qi pao, a chinese dress.

I wanted an outfit that the character could move swiftly in but also look professional at the same time. That's why I ended up choosing a collared shirt with a tie and short jeans with a coat hanging like a cape. I also changed the horn shapes and placement on her head and ended up choosing the one that looked more like deer antlers as I thought it was more interesting to look at than just plain horns.



#000000

#d2232a

#fff200

The colours I chose for my character are red, yellow, and black. I chose red as I wanted my character to be seen as a powerful being, capable of taking down pretty much any opponent sent her way. The combo of red and black just sells it even more. I chose black as the primary colour as I feel it is a colour used for the more professional. This is also shown as it is a black collared shirt she wears which is formal attire. I chose yellow to show off her wealth as yellow symbolises prosperity and is also the colour of gold.

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# DCF works

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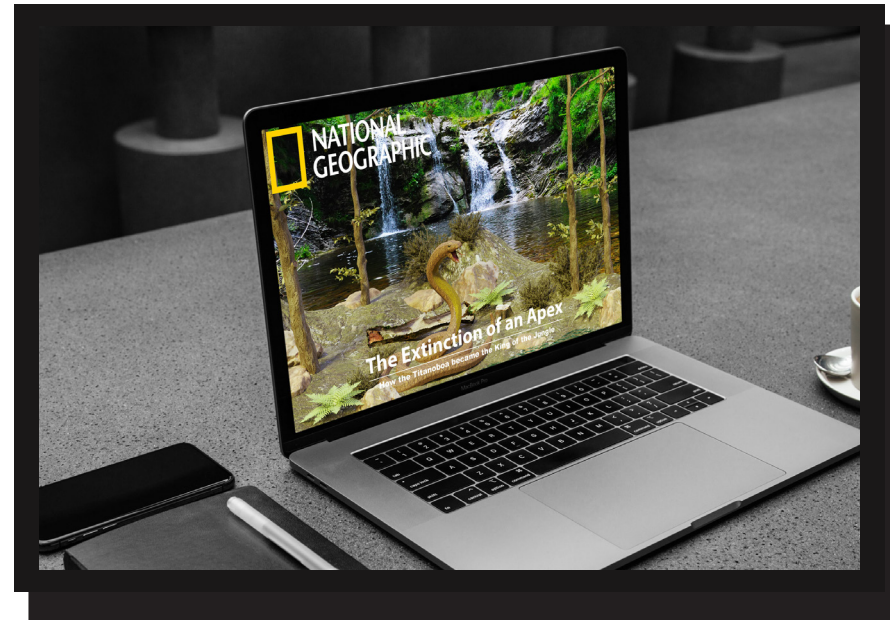


# 3D Design

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Learning to create realistic models of dinosaurs for a first assignment was a really fun experience. Learning to create models from scratch was a good learning experience and gave me experience making smoother models. Making this model was fun as it was something new to me and something I had interest in.

3D was completely new to me so being able to create this by the end of the course has left me very impressed with myself. The example to the right is what I submitted for my final assignment. It is a character from Valorant named KAY/O.



# Concept Art

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Concept art was one of my favourite classes as I feel I have more affinity towards this subject compared to the others. We had to design 3 different creatures with a theme of a Maori god. Designing these creatures was very enjoyable as I was quite interested in the theme and thinking of ways to incorporate the creatures into a cohesive ecosystem was very fun.



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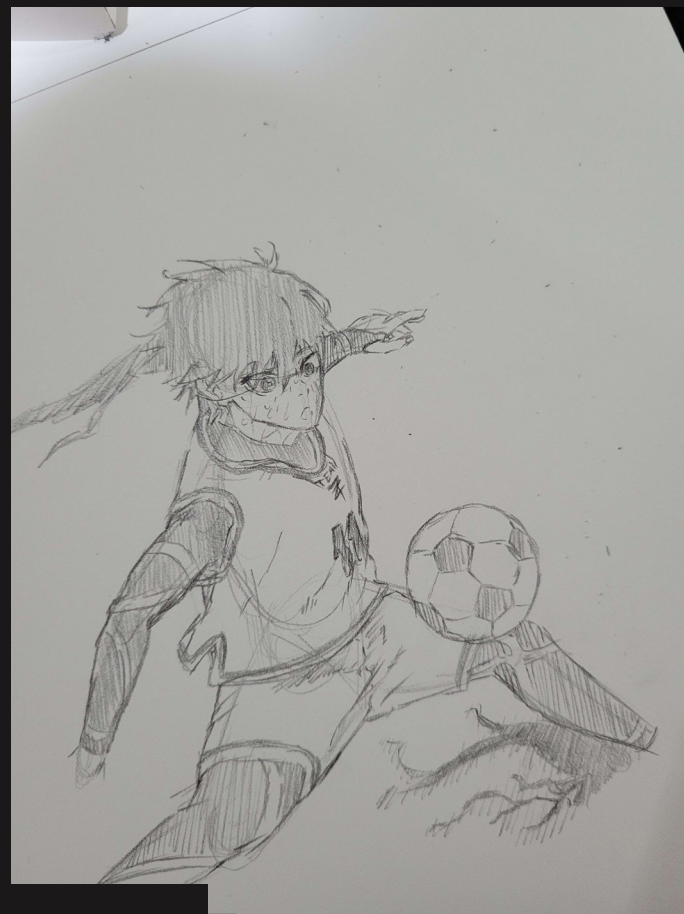
# Personal Works

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These are some of the personal works that I've worked on. I've practiced using different types of mediums such as traditional and digital works. I really enjoyed drawing these pieces as they were characters that I was interested in.

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# Thank You!

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Looking forward to wokring together!



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