

# CONCEPT ART

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## GAMES E FILMES

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# CONCEPT ART

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## GAMES E FILMES

### MÓDULO 15: STORYTELLING

### INTRODUÇÃO À SEMIÓTICA

# INTRODUÇÃO À SEMIÓTICA



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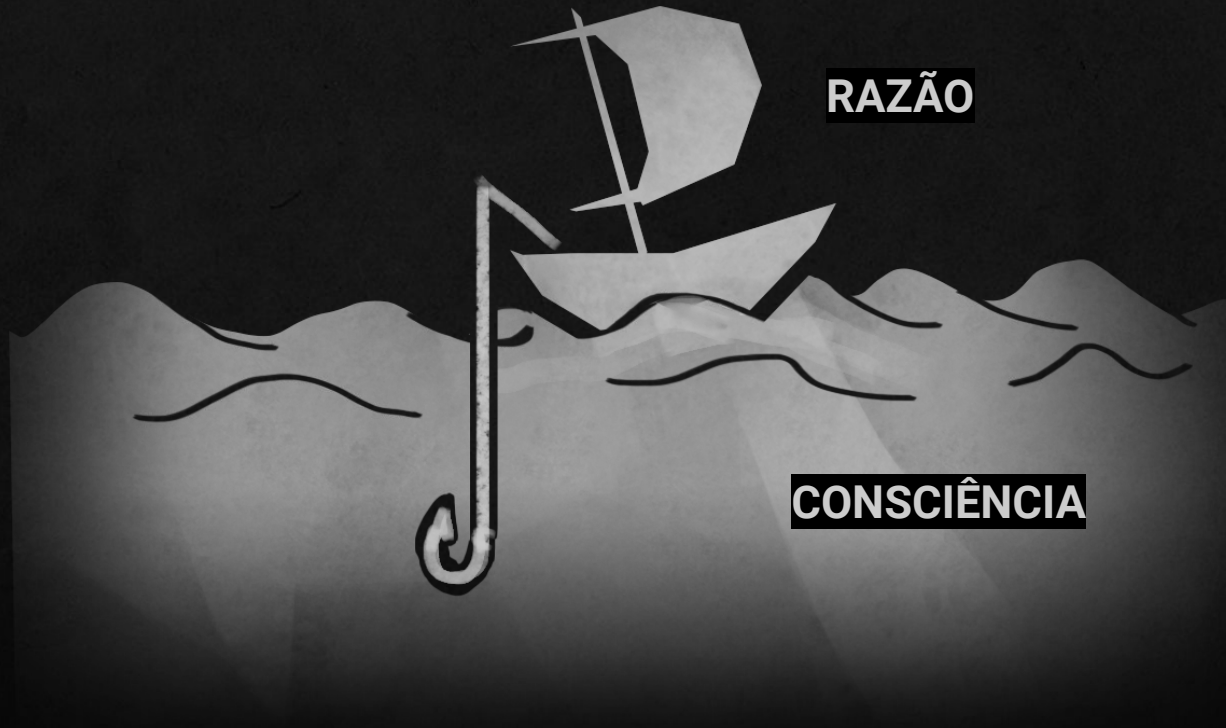
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# INTRODUÇÃO À SEMIÓTICA

“A semiótica é o estudo da construção de significado, o estudo do processo de signo e do significado de comunicação”

Tudo que tem potencial para significar.

# INTRODUÇÃO À SEMIÓTICA

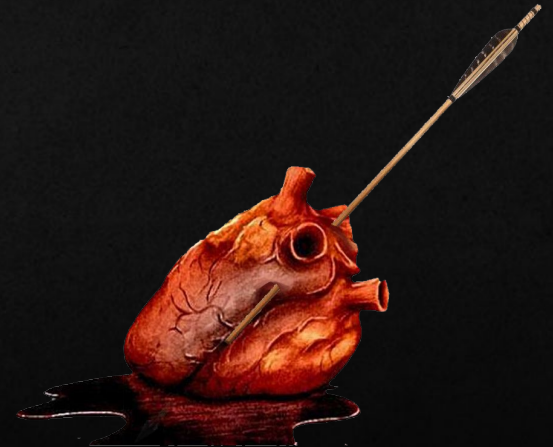
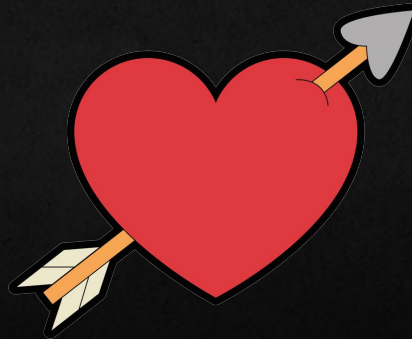
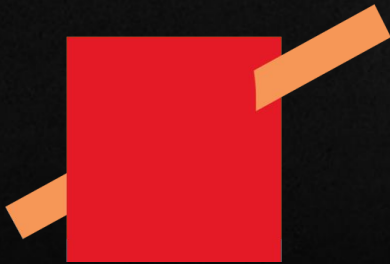


# MENSAGEM VISUAL



ABSTRATO

REAL



# RECEPTOR



# RECEPTOR



# RECEPTOR





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### ÍCONE

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# INTRODUÇÃO À SEMIÓTICA - SIGNO

*“Representação de algo que atribuímos valor, significado ou sentido. Quando observarmos os signos, automaticamente atribuímos sentido para eles, esse processo é a compreensão de algo, formada através de um estímulo físico que gera entendimento.”*

# INTRODUÇÃO À SEMIÓTICA - ÍCONE

São signos que se conectam por semelhança com o objeto real. São fáceis de serem identificados.

Exemplos:





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### ÍNDICE

# INTRODUÇÃO À SEMIÓTICA - ÍNDICE

São signos que estabelecem uma relação causal. O entendimento desse signo pode variar conforme a cultura e experiência de quem o interpreta.

Exemplos:





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### SÍMBOLO

# INTRODUÇÃO À SEMIÓTICA - SÍMBOLO

Símbolos não possuem ligação de semelhança com o fator real. São representações convencionais.

É necessário saber o que ele significa.

Exemplos:





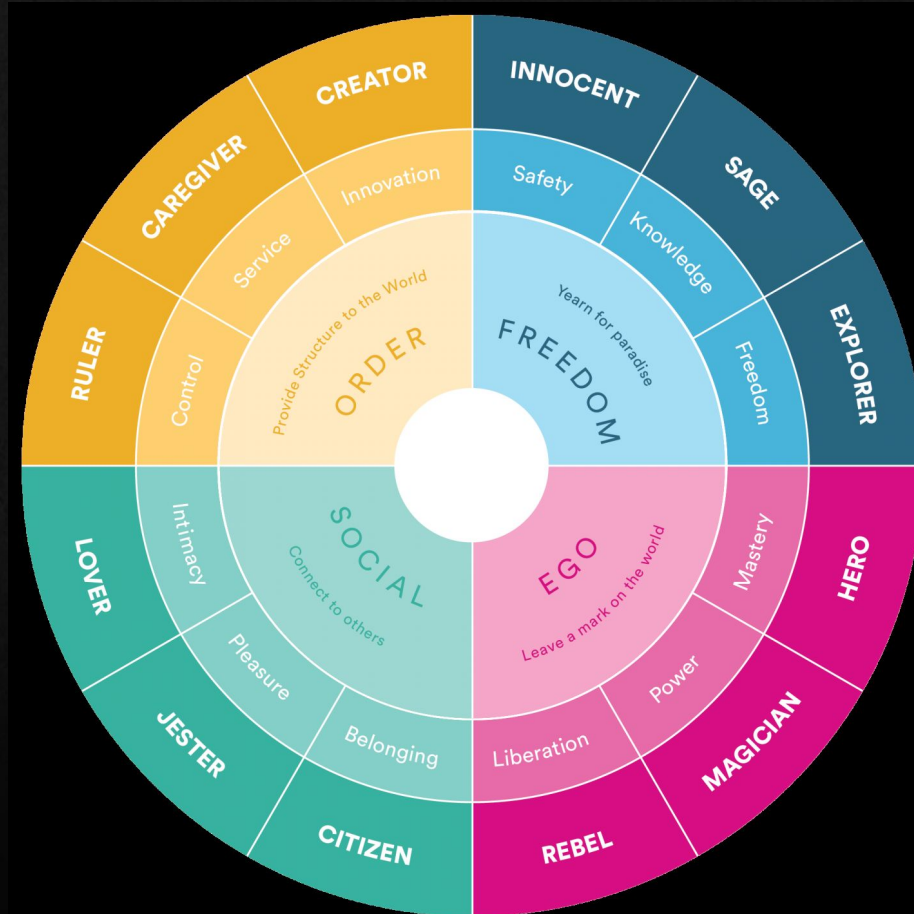
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### OS 12 ARQUÉTIPOS

# 12 ARQUÉTIPOS DE MARGARET MARK







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### EXEMPLOS

# EXEMPLOS



# EXEMPLOS




# EXEMPLOS

*How does each archetype address that need?*

Hero	Magician	Outlaw	Explorer	Sage	Innocent	Creator	Ruler	Caregiver	Everyman	Jester	Lover
Mastery	Power	Liberation	Freedom	Understanding	Safety	Innovation	Control	Service	Belonging	Enjoyment	Intimacy

Disney Princesses

Merida	Tiana	Mulan	Ariel	Belle	Snow White	Tinkerbell	Elsa	Cinderella	Lilo	Rapunzel	Jasmine
											

The Hunger Games

Katniss	Seneca Crane	Gale	Plutarch Heavensbee	Haymitch	Rue	Beetee	President Snow	Cinna	Katniss' mother	Caesar Flickerman	Peeta
											



## LAWFUL GOOD

FEAR OF THE NAME ONLY INCREASES FEAR OF THE THING ITSELF.



## NEUTRAL GOOD

BUT I AM THE CHOSEN ONE.



## CHAOTIC GOOD

WE'VE ALL GOT BOTH LIGHT AND DARK INSIDE US. WHAT MATTERS IS THE PART WE CHOOSE TO ACT ON.



## LAWFUL NEUTRAL

A PITY THEY LET THE OLD PUNISHMENTS DIE. WAS A TIME DETENTION WOULD FIND YOU HANGING BY YOUR THUMBS IN THE DUNGEONS. GOD, I MISS THE SCREAMING.



## TRUE NEUTRAL

YOU OUGHT TO BE MORE CAREFUL. PEOPLE WILL THINK YOU'RE... UP TO SOMETHING.



## CHAOTIC NEUTRAL

ORDER OF MERLIN, THIRD CLASS, HONORARY MEMBER OF THE DARK FORCE DEFENCE LEAGUE, AND FIVE TIME WINNER OF WITCH WEEKLY'S MOST CHARMING SMILE AWARD.



## LAWFUL EVIL

THE CRUCIATUS CURSE OUGHT TO LOOSEN YOUR TONGUE.



## NEUTRAL EVIL

THERE IS NO GOOD AND EVIL, THERE IS ONLY POWER, AND THOSE TOO WEAK TO SEEK IT!



## CHAOTIC EVIL

HOW DARE YOU SPEAK HIS NAME! YOU FILTHY HALF-BLOOD!



## LAWFUL GOOD

### THE KNIGHT

Follows a strict moral code  
and always fights evil



## LAWFUL NEUTRAL

### THE JUDGE

Believes so strongly in justice,  
he will carry out any order.



## LAWFUL EVIL

### THE OVERLORD

Power above all else.  
Uses the law to maintain control.



## NEUTRAL GOOD

### THE HERO

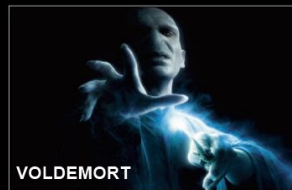
Always does the right thing,  
even if the law is not on his side.



## TRUE NEUTRAL

### THE OUTSIDER

Unaffected by the petty  
squabbles of the masses.



## NEUTRAL EVIL

### THE VILLAIN

Pursues evil at all costs.



## CHAOTIC GOOD

### THE REBEL

Fights the system to do  
what he thinks is right.



## CHAOTIC NEUTRAL

### THE NOMAD

Cares only for himself,  
ignoring morality and the law.



## CHAOTIC EVIL

### THE PSYCHOPATH

Exists purely to destroy.  
Revels in acts of evil.



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### DEMONSTRAÇÃO