

CONCEPT ART

GAMES E FILMES



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MÓDULO 15: STORYTELLING
INTRODUÇÃO À SEMIÓTICA

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Matheus Henrique Camilo

<https://www.processosnarrativos.com>

<https://www.instagram.com/matheush.camilo/>

INTRODUÇÃO À SEMIÓTICA

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

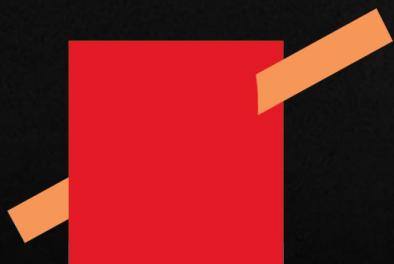
Tudo que tem potencial para significar.

INTRODUÇÃO À SEMIÓTICA



MENSAGEM VISUAL

ABSTRATO



REAL



RECEPTOR



RECEPTOR



RECEPTOR



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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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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:

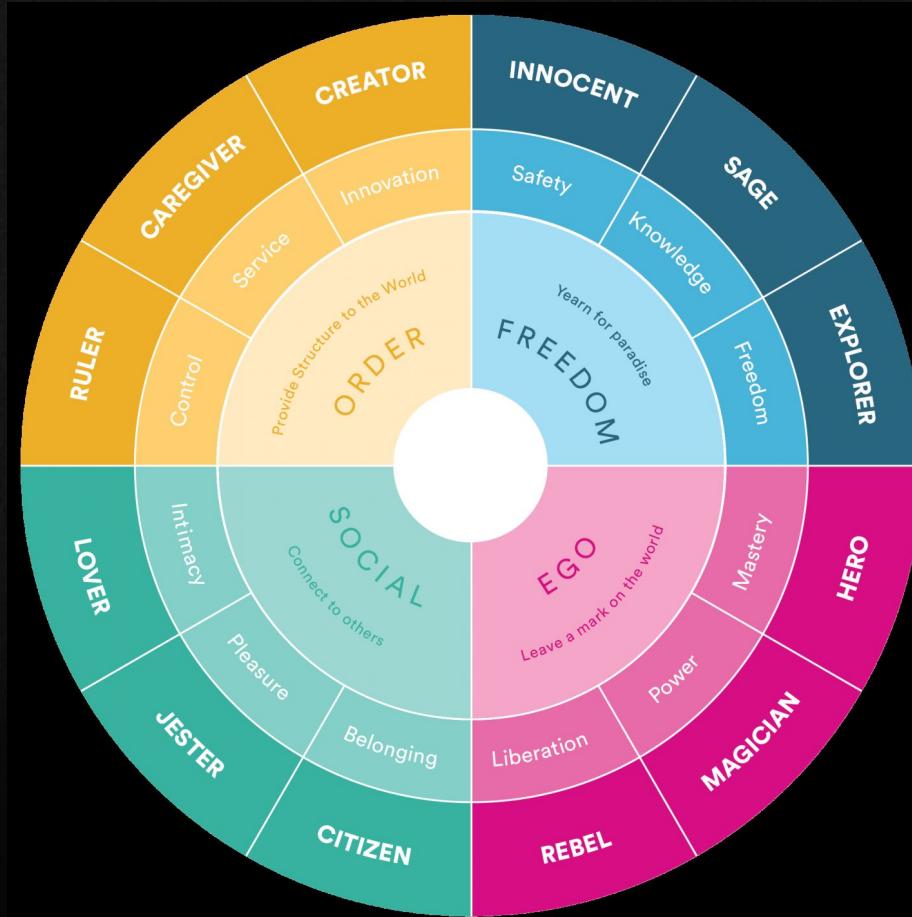


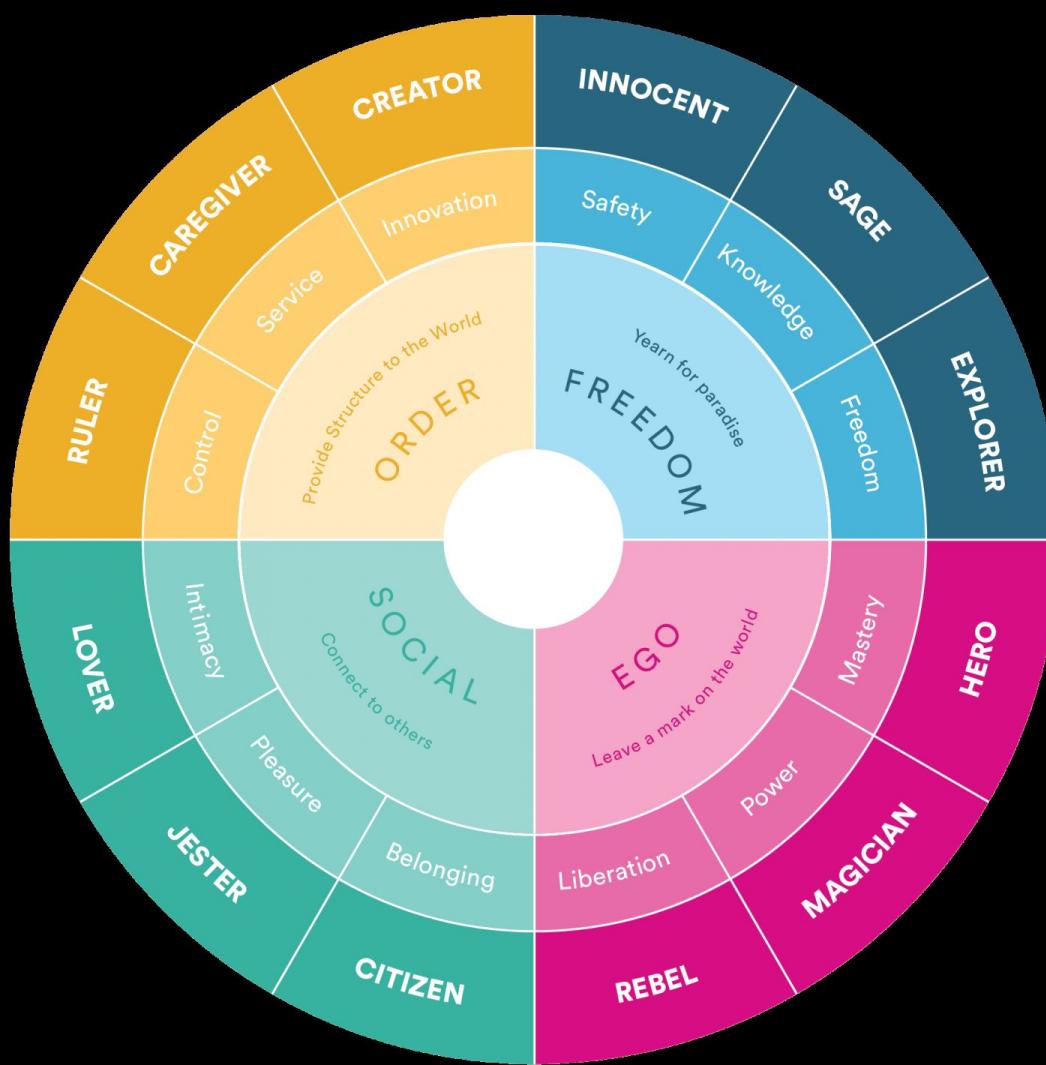
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OS 12 ARQUÉTIPOS

12 ARQUÉTIPOS DE MARGARET MARK





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MÓDULO 15: STORYTELLING 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 LOSEN 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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MÓDULO 15: STORYTELLING DEMONSTRAÇÃO