

Andrew Haskell

Digital Graffiti

Concept

My initial direction for this project is based on pinball machines and magician poster designs. I aim to explore the pinball machine as a landscape and use deconstructed components as alternative designs.

Renders (Original)



Renders (Final)



Styleframes (Final)



MAGIC MACHINE



PRESS START
25¢





5000

50000

50000

50000

50000

WIZARD OF OZ
A WIZARDING
LEGEND!





Project Evolution / Creative Challenges

As my work continued, I was challenged with making more simulations of the ball dropping through the machine. I also thought of which angles to film the close up shots of the pinball environment. These simulations added the challenge of time spent on 3D renders. I also found the integration and clarity of type within the environment to be a challenge.

Reference Images



Final Thoughts

I'm satisfied with how my 3D simulations came out for this project and like that I had managed my time to make explorations in the machine environment and with the type.

In continuing to explore this project, I would find a way to add more effects that could further the energy of the design in the direction of an arcade game.

Thank you.