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CONCEPT ART AS DEVELOPMENT OF THE TIME MANAGEMENT FOR ARTISTS

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The objective and task. The objective of this research work is to investigate the circumstances and means of improving the artists' productivity and reducing the time, necessary for realization of a project.

The task. The primary task is the acquaintance with generally recognized notion of concept art; analysis of its role at the initial level of production; elucidation of the main approaches, means and tools, necessary for the creation of a concept art; investigation of the main problem – ergonomics of using concept art.

The object of investigation. Concept art is viewed as means of the optimal time organization for exercising the current creative tasks, projects and improving personal productivity.

The means of investigation. In this work means such as observation, analysis, synthesis, generalization have been used.

Scientific novelty and practical importance of acquired results. The means of preliminary preparation and planning have acquired further improvement.

The results of investigation. Concept art (concept design) is a direction of art, designed rather for visual transmission of an art's idea, than shape or external peculiarities [1].

Usage of the term "concept art" by Walt Disney Feature Animation studio was noticed in 1930's. But the core of concept art is traced to past and is analogue to draft, etude etc.

Concept art is the most powerful tool of creating the world. Without it people won't acquire the integral appearance of the creation. The idea requires detailing.

"The primary reason of procrastination ... is blurriness, confusion and exponentiality of thoughts concerning what exactly you have to do, in what order and to what end... Clearness is, perhaps, the most important notion for personal productivity. The first reason of some people to exercise an assignment quicker is that they absolutely clearly understand their objectives and guidelines and not scorn to embody them" [2]

The primary function of concept art is the creation of a draft or model of an object in the shortest time, which later can be released to production. In case of adoption of a concept, the working processes of other specialists are initiated on the base of concepts models, locations and other virtual beings are created in the field of game industry. In the field of film industry the models or prototypes of real objects begin to be created.

The creations of such artists, as Mentor Hübner, Sid Mead, Ralph McQuurri, Chris Mattzen, Semuaides Didier, Craig Mallins, Paolo Rivera, Claire Hammel, as well as Vitali Bulgarov, Timur Mutsayev, Roman Guro, Nikolai Gatilov, Jama Dzhurabaev and others can be deduced as an example.

An error at the level of incorrectly adopted and released into production conception may result in multi-million loss and deprivation of other, not less precious resource for the person of XXI century – time. Concept art preserves it and allows to distinguish the necessary from needless at the initial stages.

"Designate the ending term of achieving of your objective; if necessary, establish mediate terms," – according to Brian Tracy, limitation in time also provides the increase of



productivity. “One of the best ways to waste the time is to do well what needn’t to be done”. On certain stages, concept artists are required to be mobile. Their objective is to transmit an ideas and mood for the short time, not distracting on needless detailing. The originals of idea will “be on ice”, that is why completing the work quickly is the clue point.

Another factor affecting the speed of idea production is the rule, that reads as follows: “Correct previous planning wins a bad productivity”. The rule of 10/90 also belongs here. The core of rule is that first 10% of the time, spent on a work planning and organization before the beginning, will make more efficient the 90% of time, required for the work itself. From this it follows that every planning minute preserves around 10 minutes of implementing.

“One of the best ways to ... have time to do more in a shorter time – is to have all the necessary things by your hand before beginning of the work”. For concept art creators, this is the tools list and consumables. Creating the concept art, the artist doesn’t claim for author’s right or full originality. It means that using of such means as speed-painting, encircling of 3d-models, copying from photos, photomontage of elements, pencil drafts, lineaments instead of complete picture, use of stock pictures, references, old drawings, directories with images from other projects, quick sketches and symmetrical drawing can be used.

“At the level of project, as for me, they (young designers) bring their own ideas” – according to contemporary Japanese artist Takashi Murakami. At the beginning, Murakami draws with a brush, then this drawing is finished on computer with program “Adobe Illustrator” by his assistants, then every bend and zigzag is brought to perfection... In “Kaikai Kiki” the art project is transmitted from Murakami to his assistants, capable of operating computer technologies, and back, until an artist is satisfied with picture. Until the moment the picture is sent to art studio, almost no opportunities for interpretation are left, excluding the transforming process of virtual colours into colourful mixes [3].

The conclusions. The methodology of organizing the material preparation process for a project involving the concept art gives the opportunity to select the best concept for further improvement, saving time and resources with minimal losses in time.

Keywords: *concept art, productivity, time management, initial level.*

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