

Tales from Outer Suburbia



Worksheet: Concept art brief

Extension activity

Imagine you are the art director, Thomas Campi. Your team has finished designing the suburb, and now you need to guide them in creating concept artworks for the city and art gallery. Your goal is to make the city feel very different from the suburb, and the gallery should be an intimidating and alienating central feature of the cityscape.

Create a written brief that helps the concept artists understand the look you are aiming for. Be as descriptive and specific as possible – think about colours, shapes, sizes, perspectives, and emotional impact.

The City: Describe how you want the city to look and feel, so your design team is clear about what you expect.

Visual appearance:

What colours dominate the city? Are the buildings tall, short, rounded, sharp, or irregular? What shapes and materials do you want to emphasise?

Size and scale:

How big are the buildings compared with the suburb? How wide are the streets and public spaces?

Perspective:

From what angle should viewers see the city – street level, aerial view, low angle or a mix?

Environment:

Are there parks, rivers, hills, or other natural features? What about weather or lighting – bright, gloomy, futuristic, or nostalgic?

Mood and atmosphere:

How should the city feel to viewers? Energetic, intimidating, welcoming, chaotic, calm?

Contrast with the

suburb: How should the city differ from the suburb in style, scale, and mood?

The Art Gallery: explain how it fits into the city and how it should be designed.

Location:

Where in the city is it situated? In the city centre, near a park, on a busy street, or somewhere hidden?

Appearance: What colours, shapes, and materials define the gallery? Is it modern, classical, minimalist, or ornate?

Size and scale:

How large is the gallery compared with surrounding buildings? Does it dominate the skyline or sit subtly within it?



Perspective and angles:

From what viewpoints should the gallery be drawn to emphasise its presence or character?

Mood and atmosphere:

How should the gallery feel to viewers and characters? Inspiring, mysterious, welcoming, exclusive, or peaceful?

Relationship to the

city: How does it complement or stand out from the rest of the city?