

PROPOSAL

POTENTIAL IDEAS FOR 2023 DESIGN

My Level 2 Design board focused on the conversion of retro combustion engine cars to electric motors, and so I wanted to continue to involve the topic of cars or further extend the idea of electric car conversions. Initially, I wanted to choose a topic that involved my love of cars and the environment. My event I first chose was called the Net Zero Florio, an event to revive the Targa Florio race in the present day however with the aim to make the event Carbon Neutral, and to raise money to plant trees in forests that were devastated in the Italian wildfires of 2021. I found it quite ironic that an endurance car race would be raising money for a tree planting initiative, so instead I created a video game based on the race itself called the Tour de Piccolo!, named after the circuit the cars race on.

Initial Ideas

- An endurance racing event that offsets carbon emissions produced by the race, as well as combating deforestation in the area
- An electric car tour/rally event in New Zealand where the furthest distance covered in one charge from North to South to entice the move to electric cars
- An "engine buyback" scheme where for 1 week, mechanics are to convert cars' combustion engines to electric motors

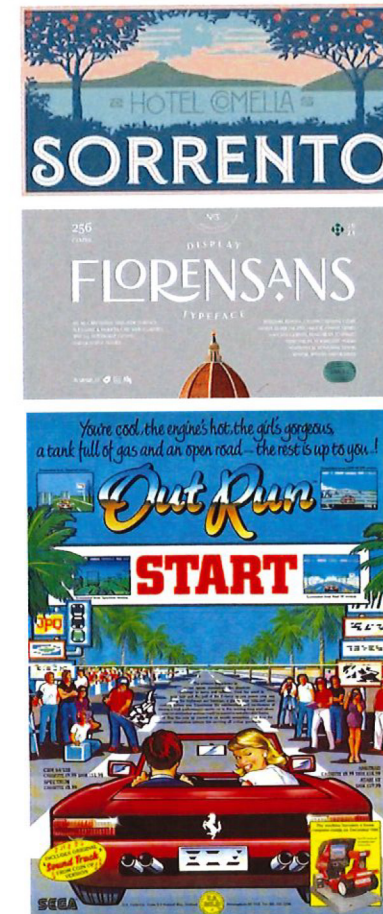
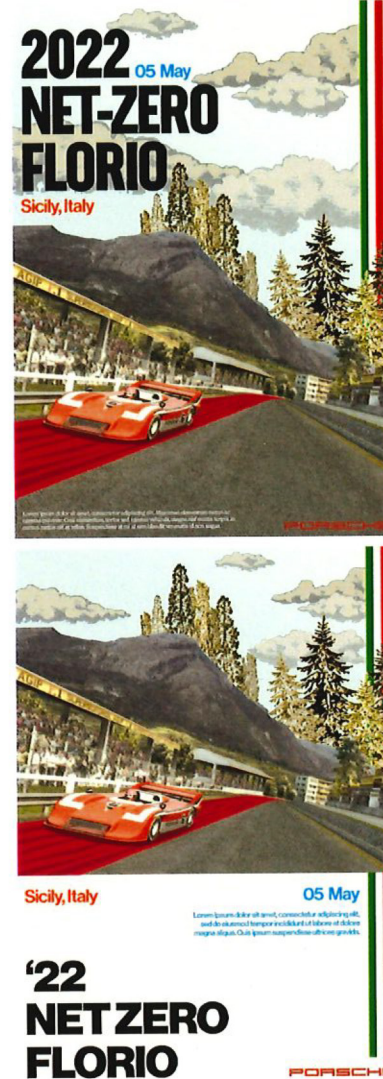
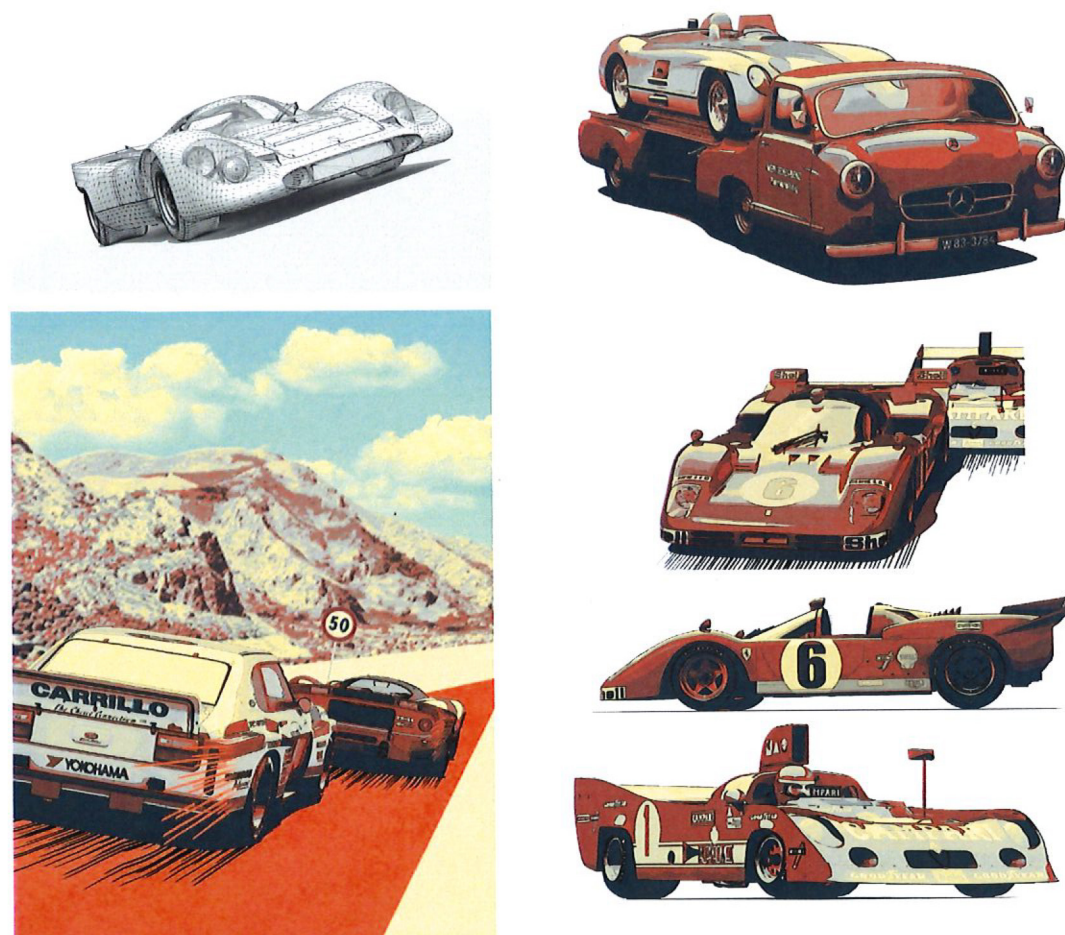
Narrowing Down

- An endurance racing event that offsets carbon emissions produced by the race, as well as combating deforestation in the area
- A video game that is based on a vintage endurance racing event

Final Idea

- A video game that is based on a vintage endurance racing event

ILLUSTRATIONS NOT ON BOARD



Ever since I had received *Need for Speed: Prostreet* on the PS2 as a Christmas gift when I was young, I have always had a strong interest in cars and video games. This interest grew with age with collecting miniature Hot Wheels cars and 1:24 scale models as well as going to the many car shows and exotic car dealerships across Auckland. I also was intrigued by the topic of a racing game as I was interested in the longevity of the genre despite it's basic concept. Racing games such as *Assetto Corsa*, the *Forza* series, and the *Gran Turismo* series also provided me with entertainment throughout the long lockdown period. This was when I realised that racing games provided people with a temporary escape from reality as people can drive around virtually at speed with no real world consequences which helps with the persistence of the genre throughout the years.

Recently, I had developed a growing interest in classic car races from the 60's to the 90's, captivated and intrigued by a different era of racing; one such race being the Targa Florio. The Targa Florio is an endurance race that took place on the Italian island of Sicily from 1906 till 1973 and navigated extremely long circuits, the most recent configuration being the Circuito Piccolo delle Madonie at 72 km. Upon further research, I was amazed at the speeds and lap times driven by purpose-built race cars and I admired the immense amount of skill required by the drivers to navigate the 900 corners at speed. After finding out there was no game solely based on the Targa Florio, I decided to base my topic on the 60's to 70's era of the Targa Florio as it had, in my opinion, the most diverse, quirky, and technologically advanced cars. I also wanted to bring more attention to this relatively obscure race. In Level 3 Art History, I had learnt about the early Italian Renaissance and artworks and architecture from the period such as the Florence Cathedral, and the Scrovegni Chapel. This greatly developed my interest in the Italian arts and culture and so wanted to reflect this on my board.

When researching about the style of the board, I wanted a more vibrant and warm retro colour palette as I was inspired by 70's retro graphic design and media as well as to somewhat reflect the warm mediterranean climate of Sicily.



RESEARCH



Automobile and motorsport culture in Italy has a long and illustrious history, with the first motorsport race Italy competing in being the Gordon Bennett Cup in 1904, and the first race to take place on Italian soil being the previously mentioned Targa Florio in 1906. Since then, Italy's involvement in motorsport has greatly increased with Italian sports car brands such as Ferrari, Lamborghini, Lancia, Alfa Romeo, and many more participating in international racing competitions ranging from Formula 1, World Endurance Championship, and World Rally Championship to name a few. Nowadays, it is considered as one of the most prominent countries in motorsport in terms of race circuits and venues, drivers, manufacturers, and teams hosting a variety of races in their calendar.



CAR MODEL RESEARCH

To add further detail into my work, I researched the era specific cars that raced in the Targa Florio at some point to include in my project. Here, I took note of the model of the car, the race number, and the livery and recreated, where possible, the exact model and livery into my project. On the right hand side are screenshots of the 3d model I inserted into a 3D program.



#112 Ferrari 250 GTO



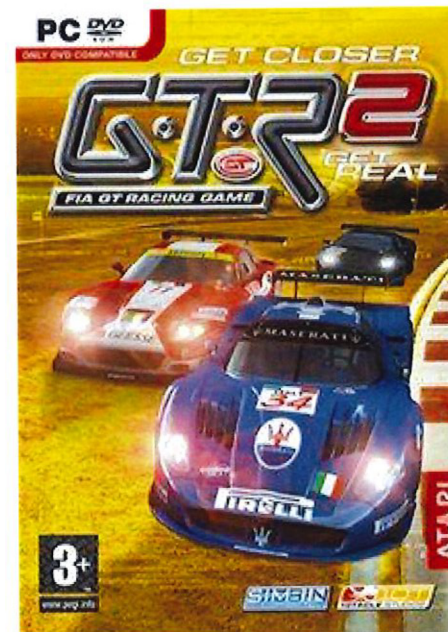
#224 Ferrari 330P4



#6 Ferrari 512S



SIMILAR TOPICS/EVENTS



The FIA Sportscar World Championship was a multiclass racing championship that held endurance races internationally throughout the year. Established in 1953, it has hosted famous races such as the 24 Hour Le Mans, 1000km Nurburgring/Spa/Monza, and the aforementioned Targa Florio. Although folding in 1992, the championship is immortalized through the types of cars, drivers, and racing venues that participated in the championship. This is similar to my topic as the race which I am focusing on, the Targa Florio, was one of the races held in this championship, and also was one of the events that sparked my interest in vintage endurance racing.

The Targa Florio Classica is an event created as a modern revival of the Targa Florio. Cars race along public roads in Sicily, reminiscent of the actual Targa Florio, but instead compete to drive each stage in a specified time at a specified average speed, rather than being the fastest outright. Classic cars from all eras are admitted to attend and are sorted into classes such as the Targa Florio Classica class meant for cars manufactured until 1977, and the Ferrari Tribute meant for owners of Ferrari cars manufactured since 1991. The event still persists till the present day, with the most recent one taking place October 13-16, 2022 starting from the town of Palermo and ending in the city of Cefalu.

GTR 2 - FIA GT Racing Game is a racing simulator developed by Blimey! Games and SimBin Studios that simulate the official 2003 and 2004 FIA GT Championship series. It features cars that raced in the official championships and featured realistic physics. Cars could race in different game modes such as time trials, race weekends, and endurance race events. This is relevant to my project as I wanted to focus on a video game for my topic, and later found out that there was a mod that featured the 1966 Targa Florio and included the tracks and cars.

ITALIAN ARCHITECTURE RESEARCH



As I studied the Early Renaissance period in Level 3 Art history, I had prior knowledge of famous Italian buildings such as the Florence Cathedral and the Scrovegni Chapel. However, I also did further research on the architecture and famous buildings of Sicily as I was unfamiliar with Sicilian architecture. Famous buildings in Sicily includes the Norman-Byzantine Norman Palace and the baroque Palazzo Filangeri-Cuto, both in the city of Palermo. Other famous Italian buildings such as the colosseum or the leaning tower could also help to diversify the kinds of architecture that will appear on my board as well as creating an obvious connection to Italy.

FONTS & TYPOGRAPHY

FONTS RESEARCH



FONT CHOICES

For the fonts, I wanted to choose something that had a vintage and retro theme to it as I wanted it to reflect the 60's and 70's era of my project. At first fonts such as Fresno and Rockwell stood out to me as they had a retro aesthetic to it. However, I realised that there was no Italian related fonts and so I settled on Italian style fonts I had seen throughout Italian Typography such as the art deco inspired Condor, and the calligraphic Ederson. I also included modern sans serif fonts such as Europa for body text.

Condor *CHIPPEWA FALLS*

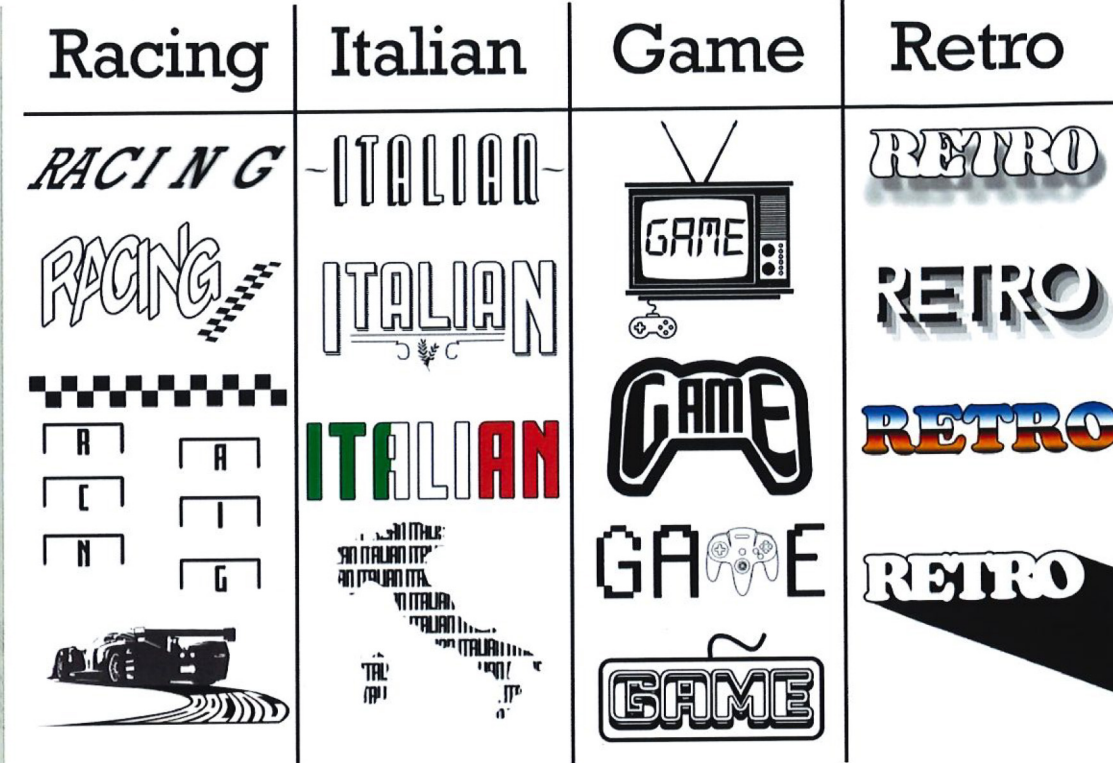
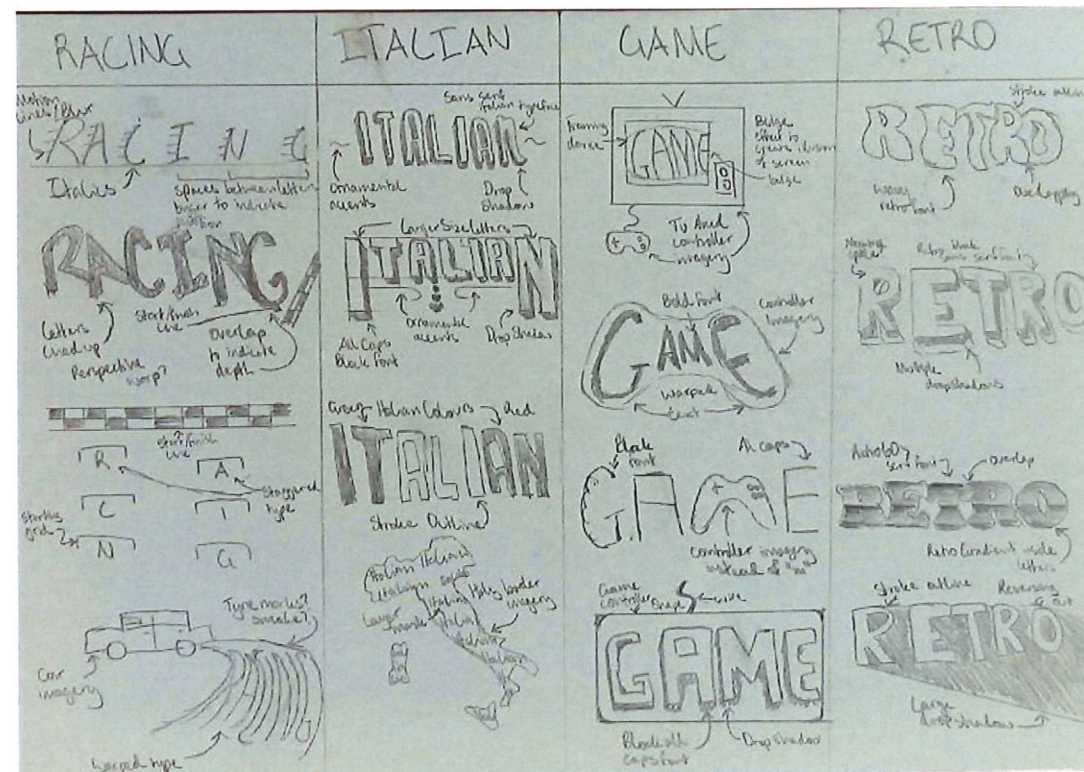
Cooper Black ANISETTE

FRESNO FRESNO INLINE

Rockwell Europa

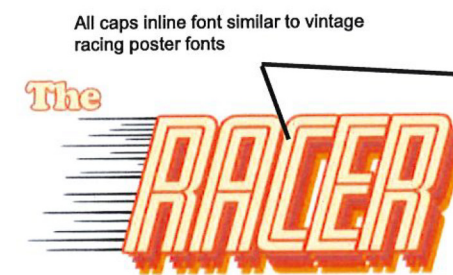
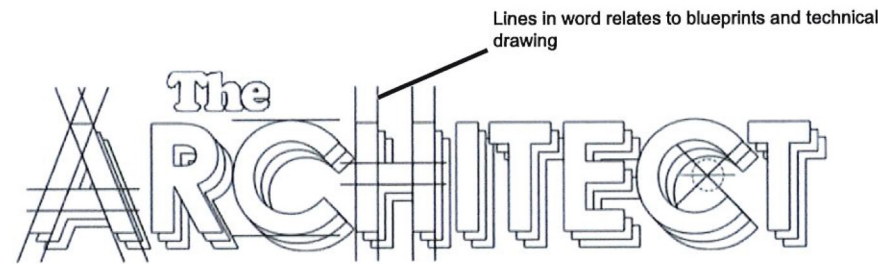
SORROPAGO *Ederson*

TYPE WORD EXPERIMENTATION



CHARACTER TITLES

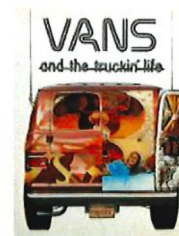
I created custom "titles" for each of the characters in my game. Each title somewhat relates to the character's personality or profession.



TYPOGRAPHY ANNOTATIONS



- Sans Serif modern/clean font
- Elongated font that covers the width of the poster
- Non aligned stacked font
- Gradient from yellow to red across the words
- Overlapping of the text over the car



- Sans serif lined font
- Aligned to centre
- Main heading larger font than subheading
- Underlined (or Strike through?) subheading
- Rule of thirds
- Monochrome black colour



- Sans serif retro blocky font
- Top heading w/ yellow to orange gradient & bottom heading w/ dark-light-dark subtle gradient for illusion of shiny wood
- Type warped to the shape of image
- Top heading has contrasting colours, bottom heading has colours that blend in



- Sans serif bubbly font
- Type on perspective warp with the road
- Text aligned to the right w/ long first sentence
- Solid colour text (contrasts with environment)
- Rule of thirds
- Cropping of text at the bottom



- Sans serif font w/ white stroke
- Aligned to centre (except numbers)
- Drop shadow w/ lines to indicate motion (gradient mask to make it fade out)
- Colour of text contrasts w/ environment
- Rule of thirds w/ numbers



- Sans serif font (vertically elongated)
- Warped type to match curve of mountain
- Aligned to centre
- Use of Italics (to indicate fast motion)
- Main heading different and contrasting colour to rest of background + text
- Perspective warp on main heading to give illusion of space and distance



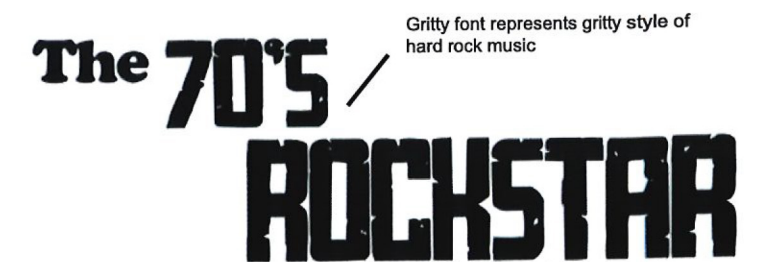
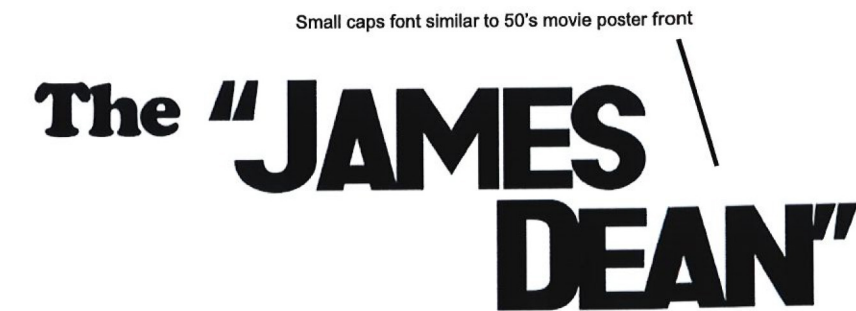
- Funky 60's-70's serif font for main heading
- Blocky sans serif font for main heading & subheading
- Subheading aligned to centre in contrasting colour to main heading
- Rule of thirds observed in both headings (vertically down the page)



- Sans serif blocky font
- Overlap of text w/ main heading & subheading
- Colour of font contrasting w/ environment
- Main heading text enlarged (covering width)
- Rule of Thirds



- Sans serif bold retro font
- Perspective warp on main heading and subheading (bottom right)
- Text aligned right
- All caps on main heading
- Rule of thirds



EVENT ID

Initially, I analyzed a series of objects and symbols I could use to capture the theme of the topic. This ranged from road signs, roads, cars, and speed. I also researched and analyzed Italian typography trends to try to incorporate into my event ID.

I ended up settling on visualizing my event ID with a sign as I believe it encapsulates all the ideas in the most aesthetically pleasing way. My final is based on a large billboard reminiscent of the Hollywood Sign which will appear throughout my board.

INSPIRATION



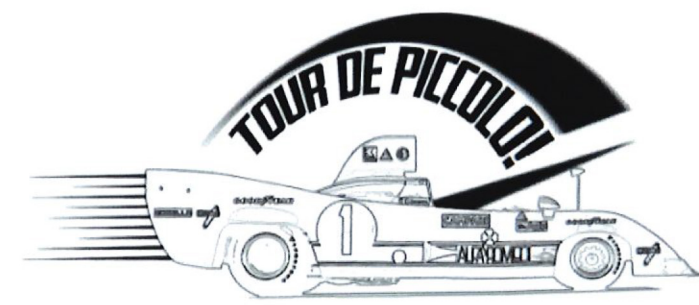
TYPOGRAPHY ANNOTATIONS



EVENT IDS (NOT ON BOARD)



PLANNING



FINAL

DEVELOPMENT OF ILLUSTRATION STYLE

ARTIST MODELS

I was inspired by the vector illustration style of Timba Smits. It has a slightly cartoon appearance and smoothed look to the forms, whilst still retaining recognizable forms that sometimes get lost in simplified vector illustrations.



This sentiment is also reflected in Ross Murray's illustrations where his depictions of kiwiana life are represented with bright vibrant colours and hard borders between different colours



I was also inspired by the work of Tim Layzell who's dynamic shots of classic cars within scenic backgrounds captured the feel and theme of my board well. I also found out he did a print of the Targa Florio which was a nice surprise

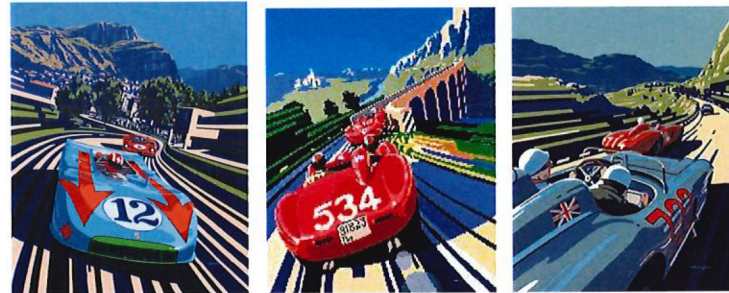


ILLUSTRATION PROCESS

When I first started this board, I wanted to have a photographic/realistic style. However I realised that trying to get photos of the exotic and rare cars from various different angles would be unfeasible, and so, went with a more illustrated style. I used a mixture of my own photos and photos from a 3D program for this project. This was beneficial as it removed the need for relying on stock images which can differ in quality as well as having the freedom to move around the car to capture various different angles.



SCENIC ILLUSTRATIONS



With the location of the game set in Sicily, I wanted to incorporate Italian architecture and scenery into my building. However, as there weren't many famous Sicilian landmarks, I had to take some creative liberty and include famous buildings from mainland Italy such as St Peter's Square, the Florence Cathedral, and the Leaning Tower of Pisa. I also illustrated a photo of what a conventional 60s/70s era Italian building would look like to add as a background to some of my briefs.

OBJECT ILLUSTRATIONS



To add more detail and complexity to my work, I illustrated some objects to insert in my briefs such as trees, tools, clouds, and others

CAR ILLUSTRATIONS

Using the illustrative process I outlined, I took specific cars from the 60's - 70's era of the Targa Florio and tried to match their real life counterpart as much as possible.



CHARACTER ILLUSTRATIONS



Here, I illustrated various characters from the game as I wanted to introduce a human element to the board and add variety to the board to keep it from being just cars and scenery. For "The Architect" and "The James Dean", I captured my own photos to base my illustration on. However, as no one I knew had a race suit, I captured images for "The Racer" character within a 3D program.

POSTERS

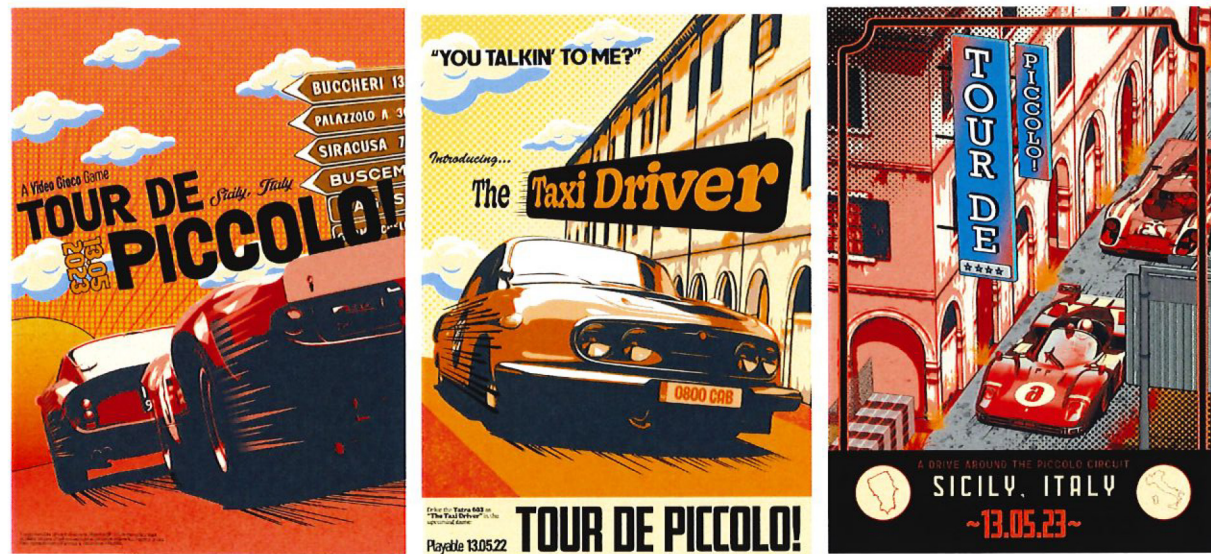
INSPIRATION



POSTER ILLUSTRATIONS



POSTERS



Generation
(Does not appear on board)

Analysis
(Does not appear on board)

Final

The intention of making the posters was to convey convey depth and space in a unique visual way that differentiates it from other briefs on the board. Inspired by the works of Tim Layzell, the posters in my board have dramatic and dynamic viewpoints to indicate the movement of the cars within the poster. The final poster has a high isometric aerial viewpoint that has strong diagonals that create dynamism in that poster. These diagonals can also be seen in the Generation where the angled view of the cars along with the motion lines create a strong sense of movement

LOADING SCREENS

INSPIRATION



Generation
(Does not appear on board)

Analysis

Final

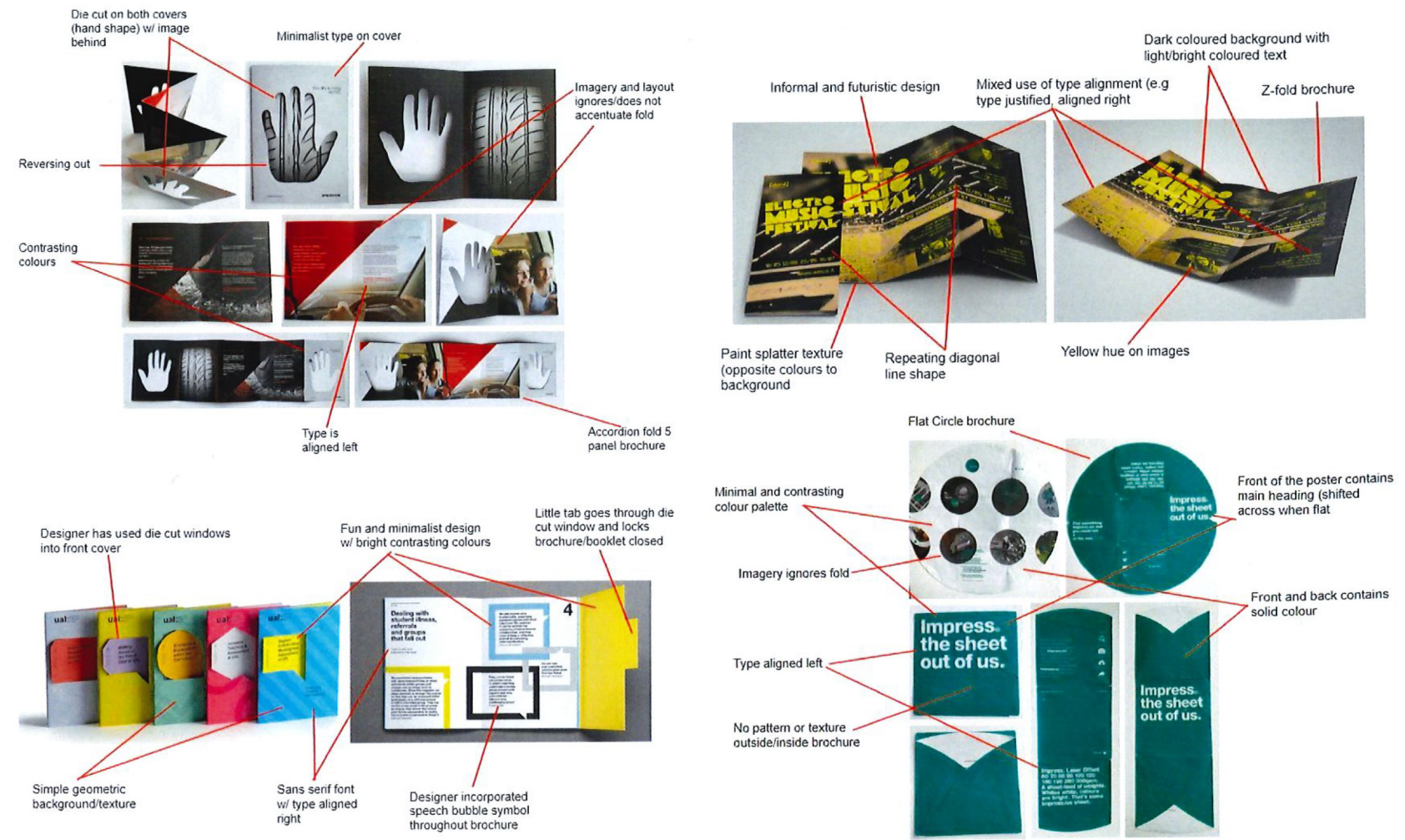
The intention of making the loading screens was as a way of establishing the character before the player plays the game itself. Using "The Architect" character as an example, I wanted to parody the stereotypical depiction of the "intellectual architect" and so made various poses to reflect such as the character holding the book or holding a briefcase. This depiction also lets the player create ideas of the characters by seeing the things the character does within the loading screen like "The Architect" holding a briefcase walking towards his car or "The Racer" with his helmet inside his race car.

BROCHURES

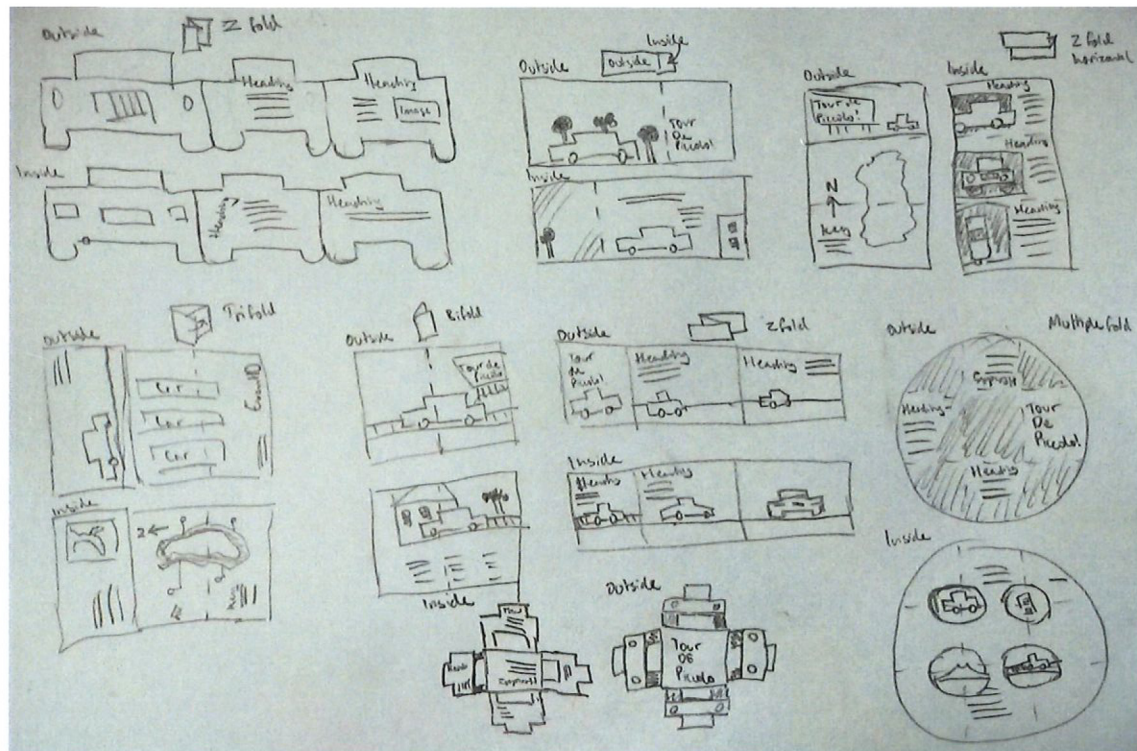
INSPIRATION



RESEARCH ANNOTATIONS

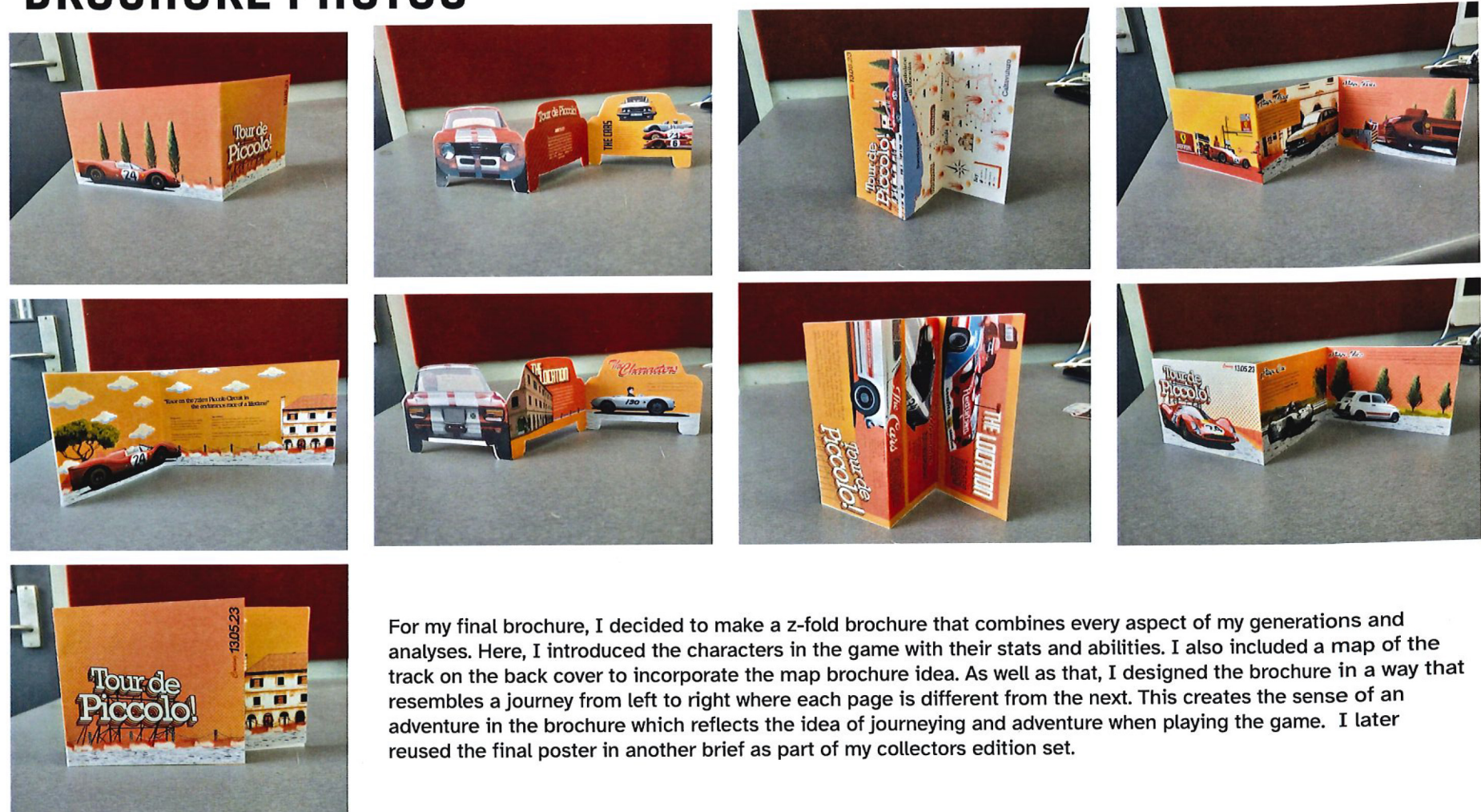


PLANNING



For the initial ideas, I aimed to make a different layout or fold for each initial idea. I also aimed to relate the shape of the brochure back to my topic through the use of die cut car shaped brochures. I also wanted to introduce the idea of a map as I was inspired by public transport and tourist maps I had encountered.

BROCHURE PHOTOS



For my final brochure, I decided to make a z-fold brochure that combines every aspect of my generations and analyses. Here, I introduced the characters in the game with their stats and abilities. I also included a map of the track on the back cover to incorporate the map brochure idea. As well as that, I designed the brochure in a way that resembles a journey from left to right where each page is different from the next. This creates the sense of an adventure in the brochure which reflects the idea of journeying and adventure when playing the game. I later reused the final poster in another brief as part of my collectors edition set.

IDEAS TO EXTEND

In the future, I would like to visit Italy and experience the locations and sights first hand. Being a public road course, I would love to drive the Piccolo course to give a sense of the scale and size of the track as well as to further appreciate the skills needed to drive the course at speed.

I would also like to see the Tour de Piccolo! develop into a full series of games based on obscure or famous classic endurance races as I believe there is not enough racing games dedicated to this era of racing.

Here, I brainstormed various ways and ideas to further develop the Tour de Piccolo! game, virtually and in the real world.

GAME HUD



I extended the loading screen brief to design the actual HUD and experience of the game itself. It will have a more realistic rendition of the environment and cars compared to the more simplistic and illustrative style of the loading screens. I took inspiration from the HUD elements from other racing games such as *Forza Horizon* and *Assetto Corsa*, but applied my own theme to it. The game will have a vintage yellowy sepia filter to reflect the vintage quality of the photos of the Targa Florio taken during the era.



POINT OF SALE STAND

As I have already designed the collector's box, I decided to further incorporate this brief by considering a Point of Sale/Point of Purchase stand. It will have the same colour palette and theme as well as illustrations from the game itself.



SALES TENT



Inspired by the tents seen in flea/farmers markets and in expos/conventions, I decided to design a sales tent as a way to promote and sell the game. This also relates to the Point of Sale idea as the tent could serve as a location for the Point of Sale to stand.

