

# LOOKBOOK



Midjourney AI Prompt - cartoony eyes bulging out as a goofy monster looks at a huge book

GLO SPRING 2025

Due: March 26, 2025

**If all you have is a HAMMER...**

**LITERACY**  
**ARTISTIC LITERACY**  
**VIDEO GAME LITERACY**

Literacy is the foundation of

**IMAGINATION**

**CREATIVITY**

**COMMUNICATION**

**COLLABORATION**

# GROUP ASSIGNMENT 1

Create a LOOKBOOK for the NEW version of the two “carry-forward” UEFN Games:

- Golf Explosion Group
- Neon Nightmares Group



Midjourney AI Prompt - Nuclear  
Explosion Golfballs



Midjourney AI Prompt - Neon  
Nightmare

# GROUP ASSIGNMENT 2

Work on your LOOKBOOK for the two new UEFN prototypes. Use the following working titles:

- The Final Surge Group
- Splattheon Group



Midjourney AI Prompt - Final Surge Zombie Hoard



Midjourney AI Prompt - Splattheon Robot Horde





# LOOKBOOK Process

## 1. WITHIN LOOKBOOK REFERENCE

- a. World Design
- b. Visual Effects - Elementals/Modified (Genre/Vibe)
- c. Lighting - Time of Day, Light Source
- d. Atmosphere - Weather,
- e. Character
- f. Special
- g. UI

## 2. KEY Moment/Pillars Process

- a. Identify Narrative Visual Beats
- b. Identify Key Pillars of your Look
  - i. 3 Great Scenes
  - ii. [STAR WARS MYTHOLOGY A](#)
  - iii. [STAR WARS MYTHOLOGY B](#)
- c. Find Archetypal Images Defining Visual Beats
  - i. Signature Game Play Moment
  - ii. Start
  - iii. End
  - iv. W / Wrapper + UI

- [GLO ART RESOURCES](#)
- [TOOLS and TECHNOLOGY](#)
- [GDI](#) - Command and Conquer  
Fictionalized  
Styleguide/LookBook
- [KEY MOMENT BEATSHEET](#)
- [ROBERT Li - Adapted Example](#)
- [UNCHAINED - Narrative Example](#)

**If all you have is a HAMMER...**

**...everything LOOKS like a NAIL!**

**LITERACY**  
**FEEDS YOUR IMAGINATIONS WITH**  
**KNOWLEDGE**