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Lost in Haze

Evoking appreciation for environmental awareness through concept art



An exegesis presented in partial fulfilment of requirements for
the degree of the Master of Design at
the College of Creative Arts
Massey University
Wellington, New Zealand

Can Liu

2017

| Acknowledgements

This is the first time that I have done a research project on concept art, and there are a lot of people for whom I am thankful. Firstly, I want to thank my dear parents for their support for me to come to New Zealand to study. They encouraged me to have a positive attitude to face the difficulties. Special thanks to my supportive supervisors, Dr Caroline Campbell and Gray Hodgkinson, whose guidance allowed me to achieve my project. When I encountered difficulties using a second language, they patiently guided me to overcome these difficulties and keep on track. I am very grateful to my friends Fiona North and Dr Debbie Peterson for their great help when I came to study and live in New Zealand. Finally, I would also like to thank my peers from MDes and MFA. They have given me a lot of useful suggestions during my academic and design research process.



Figure 1 Primary school students in the teacher's lead over the road, China, 2015.

| Contents

1. Abstract	5
2. Introduction	6
3. Research Methodology	9
4. Theoretical Basis	11
4.1. Interactivity theory	11
4.2. Visual psychology theory	12
5. Air pollution	14
6. Utopia - Literature review exploring the cultural origin of utopia	16
6.1 Utopia in Western literature	16
6.2 Utopia in classical Chinese literature	18
6.3 Analysis of Western and Chinese literature	21
7. Concept art	22
7.1 Use of concept art in online video games	22
7.2 Case analysis of online video games	24
8. Lost in Haze concept art	31
8.1. Inspiration source	31
8.2. Storytelling	32
8.3. Design concept	34
9. Discussion and Conclusion	49
10. References	52
11. List of Images	61

| Abstract

The levels of air pollution in many of Asia's large cities and urban areas have exceeded the standards set by the World Health Organization (WHO) and National Ambient Air Quality Standards (NAAQS) (Oanh, 2012). In the northern part of China, the region of Shandong province that I come from, air pollution has become one of the most concerning issues for people. Moreover, the International Cancer Research Agency (IARC) has classified the polluting haze as a carcinogen (WHO, 2015) with harmful effects on human health, so this issue can no longer be ignored.

In this design research project, I combine my personal experience of living in a city affected by air pollution, with my experience of visiting Tibet and experiencing its clear air and attractive vistas. Within the paradigm of graphic design, using applied visual psychology theory, interactivity theory, and a comparative analysis of key literary texts, I build a case for using concept art to produce scene designs that illustrate the effect of increased air pollution in China. I explain how perspective and colour are core to the design and artwork in order to engage and illustrate the impact of air pollution for the viewer. I argue that through the concept art created for a hypothesized fantasy story I can stimulate awareness and understanding of this far-reaching problem.

Keywords

Concept art, environmental awareness, visual psychology, Utopia