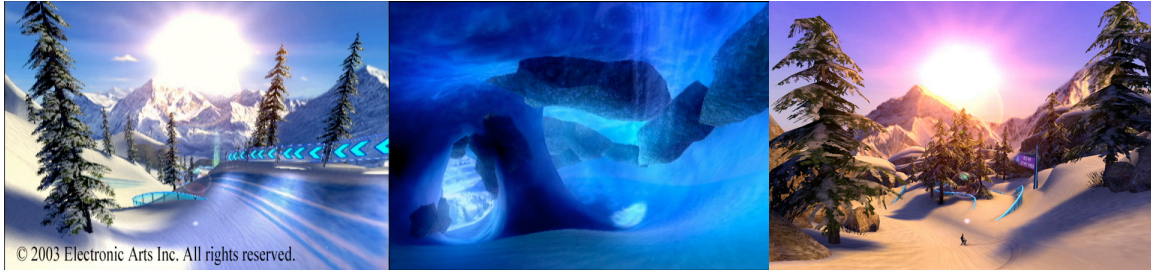


# The Art of SSX3

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See a behind the scenes look at the visual development of the highly rated videogame 'SSX3'. The creative process used to develop the visual arc that supported and enhanced the gameplay will be presented.

Examples of early design work including concept art, production designs, lighting/color palette style guides will be presented. A breakdown taking a track from a simple playable ribbon to a dressed set with textured geometry, matte painted background, lighting, effects animation and vfx polish will show the track building process. The Mental Ray track lighting and HDR irradiance character lighting techniques will also be discussed. The visual process wraps up with the finishing touches that put the polish on the game including ice sheen, shiny glass, snow sparkles, cloud volumes, light bloom and color timing – all at 60 fps! 'SSX3' is a console game produced by Electronic Arts Canada.

This sketch is aimed at those interested in developing the single most important CG tool – your eye. This presentation also shows how film visual effects techniques are now being used in games.

Henry LaBounta is a Senior Art Director at Electronic Arts Canada where he Art Directed 'SSX3'. Most recently he was a Visual Effects Supervisor at PDI/DreamWorks, his recent filmography includes 'Minority Report', 'A.I.' and 'Mission Impossible 2', he was nominated for an Academy Award for his work on 'Twister' at ILM.