

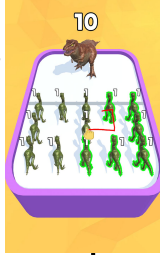
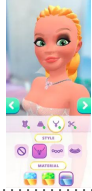
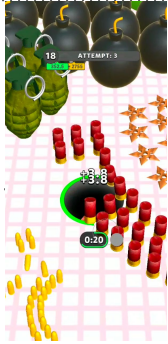


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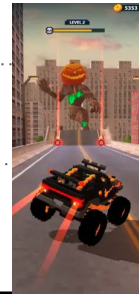
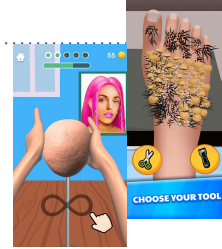
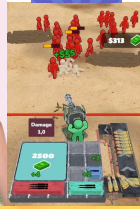
# Art Styles Matrix

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# 3D Graphics Matrix



High Fidelity



Cartoonish

Low Fidelity

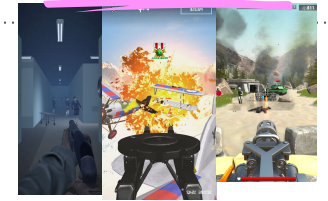
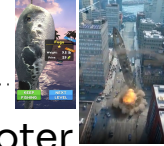
Realism

# 3D Graphics Matrix

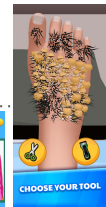
High Fidelity

Water or Destruction based

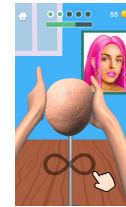
Shooter



Battle

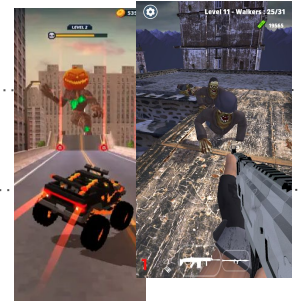


Arcade



Simulation

Theme based (Voxel, Low Poly)

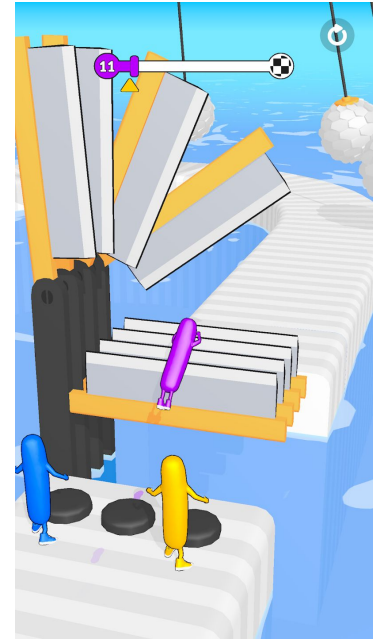
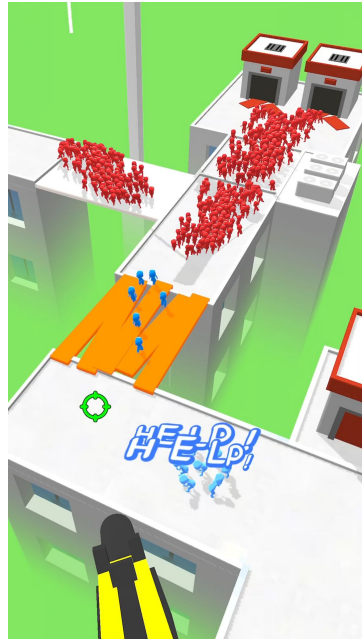
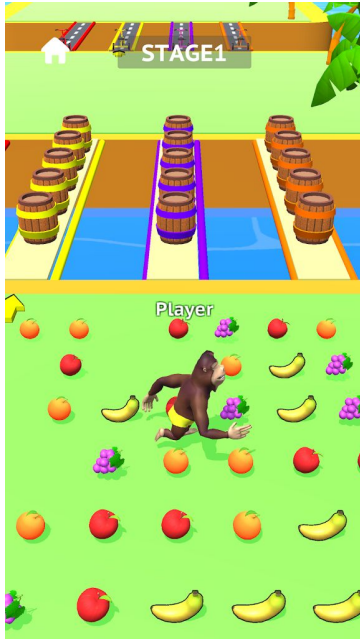


Cartoonish

Low Fidelity

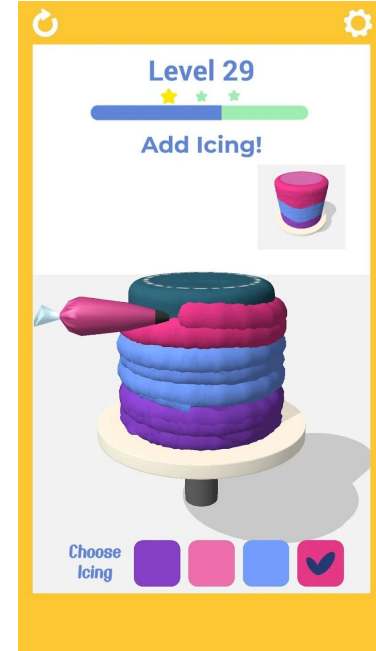
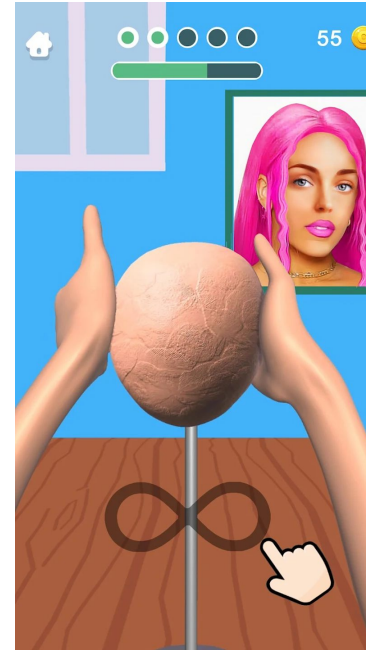
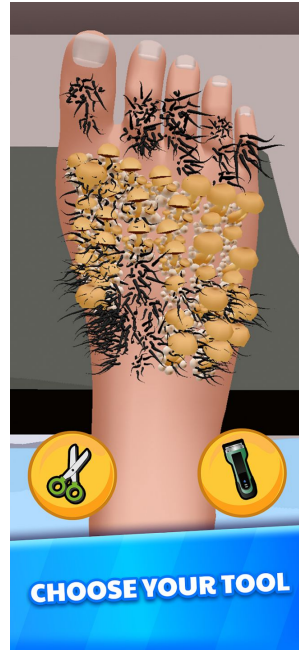
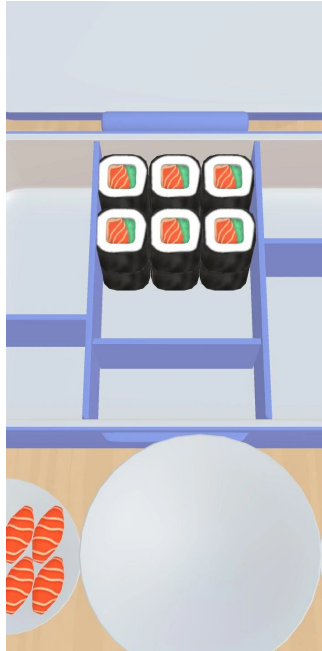
Realism

# Cartoon



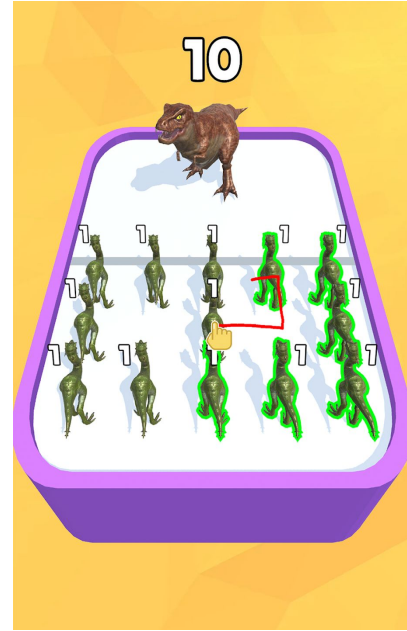
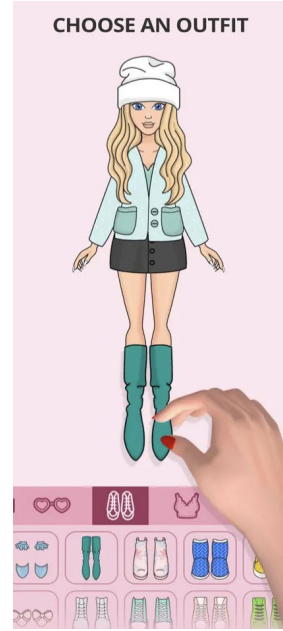
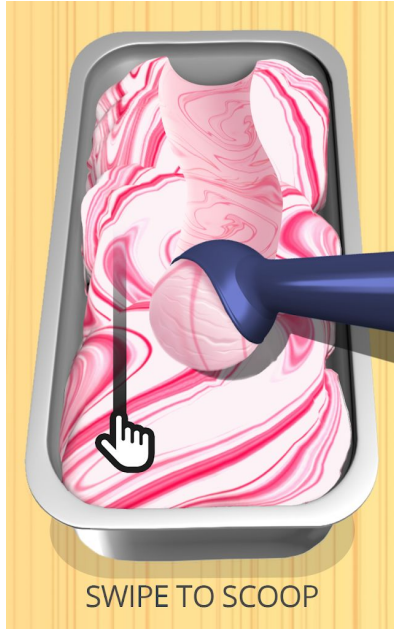
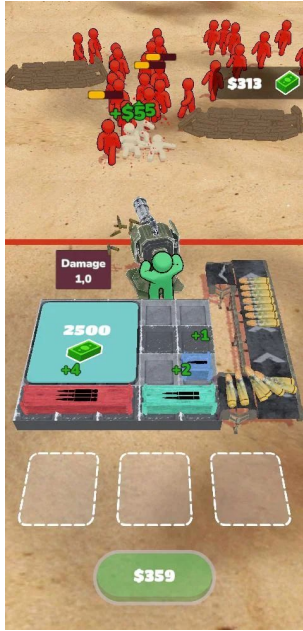
- Fully unrealistic style with focus on bright and live color contrast plus a visual style that resembles a drawing or an animated product being the furthest away from the realism.

## Low Fidelity Realism



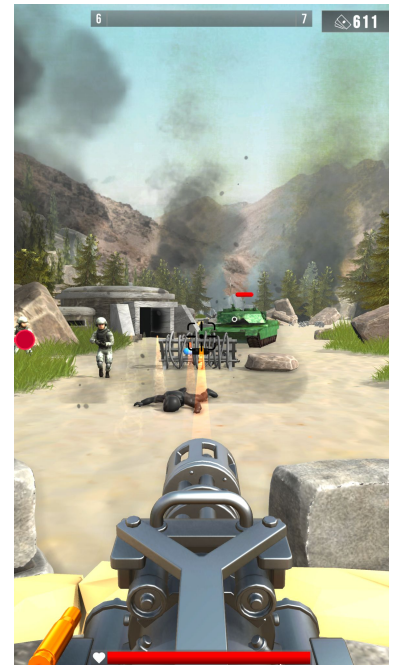
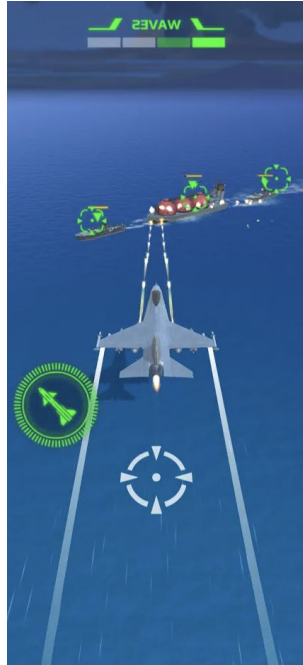
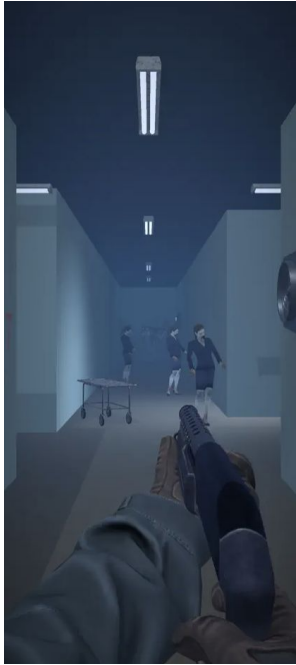
- Detail, depth, shadow, texture and nuance of color have less quality and are further away from the realism while still trying to capture the essence of a high fidelity product by using realistic textures or models
- This style tends to be used in hypercasual simulation games

# Cartoon x Realism



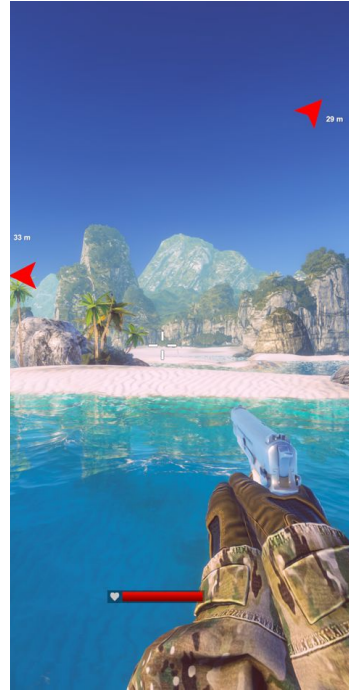
- Borrows elements from both styles merging realistic textures and assets with cartoonish shaders throughout the level, being playable elements or parts of the game world

# High Fidelity Realism



- Detail, depth, shadow, texture and nuance of color that share common traits with the physical environment but at least one of these features is not fully realistic
- The Military genre is the predominant theme within this visual style

# Ultra Realism



- Ultra fidelity graphics that resemble photorealism with detail, scale, color, shadows, reflections and saturation that replicates almost identical real life visuals.
- A common trait in these games is that most of them are using water as a big element of the world



# Photorealism



- Almost indistinguishable from a real life video, the colors, models lighting are all matching what we see it in reality.
- These are often result of real life scanning of locations and assets that are then transformed into models and textures in Unreal Engine 5

# Generational Leap





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# Gameplay VS Creative

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## Game Vs Creatives

### *Crazy Plane Landing*

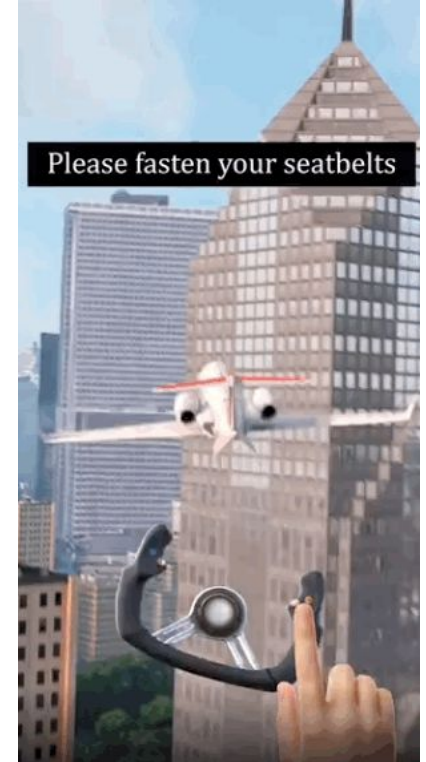
**Gameplay:** High Fidelity  
Realism

**Creative:** Ultra Realism  
Photorealistic smoke and  
global lightning

## Gameplay



## Creative



## Game Vs Creatives

### *Ship Ramp Jumping*

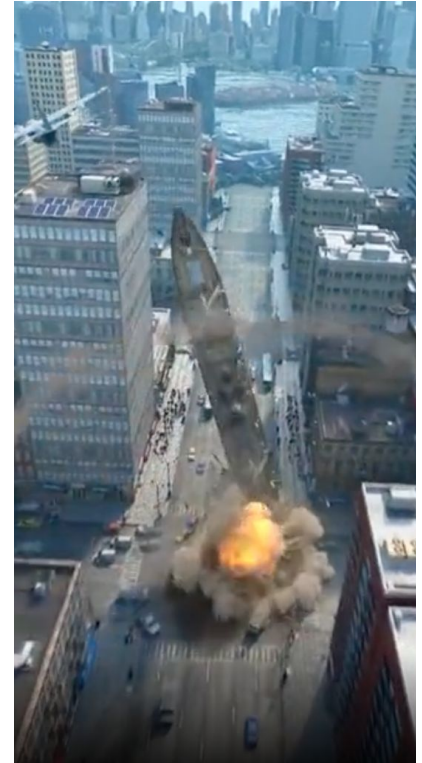
**Gameplay:** High Fidelity  
Realism

**Creative:** Ultra Realism  
Photorealistic smoke &  
Explosion  
Realistic global lightning  
Scale of city expanded  
Cinematic ship animation

## Gameplay



## Creative



## Game Vs Creatives

### *Infantry Attack*

**Gameplay:** High Fidelity  
Realism

**Creative:** High Fidelity Realism  
Better Foliage and VFX  
Reduced UI

## Gameplay



## Creative



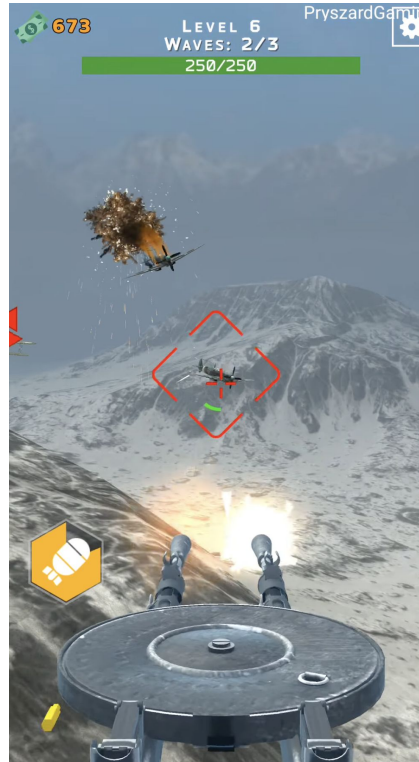
## Game Vs Creatives

### *Air Defense 3D*

**Gameplay:** High Fidelity  
Realism

**Creative:** High Fidelity Realism  
No UI  
More Realistic textures

## Gameplay



## Creative

