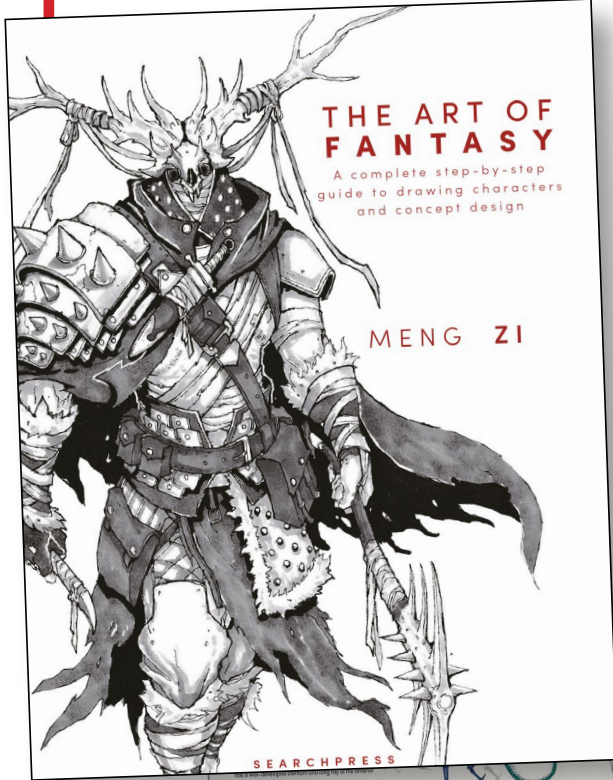




THE COMPLETE GUIDE TO FANTASY CHARACTER ART

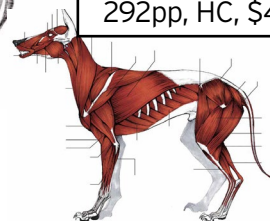
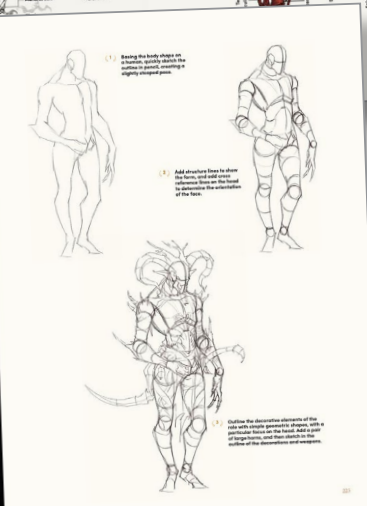
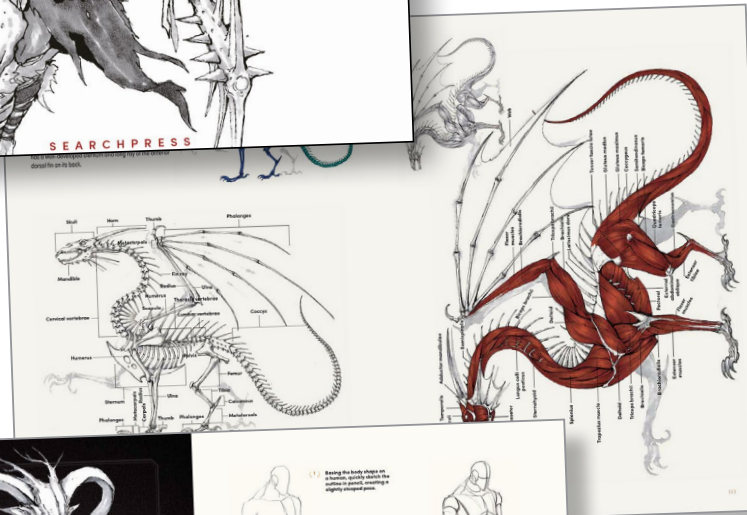
The Art of Fantasy: A complete step-by-step guide to drawing characters and concept design



TARGET CONSUMER:

- Character designers & concept artists for gaming, film and TV
- Those building a portfolio for design or creative roles
- Fantasy and sci-fi aficionados - fans of Game of Thrones, Lord of the Rings, Star Wars, and similar properties
- Fans and attendees of Comic Con
- Artists interested in human and animal anatomy
- Both students and teachers of fine art

- THE ESSENTIAL GUIDE FOR PROFESSIONAL ILLUSTRATORS, CHARACTER DESIGNERS AND CONCEPT ARTISTS FOR COMPUTER GAMES, MOVIE AND TV: to create an infinite number of characters and bring your worlds to life!
- WIDE APPLICATION WITH CROSSOVER APPEAL: For fantasy and sci-fi aficionados; artists interested in human and animal anatomy; and both students and teachers of fine art
- A COMPLETE GUIDE TO FANTASY CHARACTER ART: Teaches you all the stages of designing a video game or animation character, from the fundamentals of drawing to the mastery of human and animal structure, through the design of completely new fantastic species.
- COMPREHENSIVE GUIDE TO HUMAN AND ANIMAL ANATOMY: For accurate, believable characters
- POPULAR AND HIGHLY EXPERIENCED AUTHOR: Meng Zi, has a growing online following (21k)
- HUNDREDS OF SUBLIME ILLUSTRATIONS: including examples of character design, and embellished with practical exercises where the development of the drawing is explained step by step.
- STUNNING HARDBACK FORMAT



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