

# ZELDA

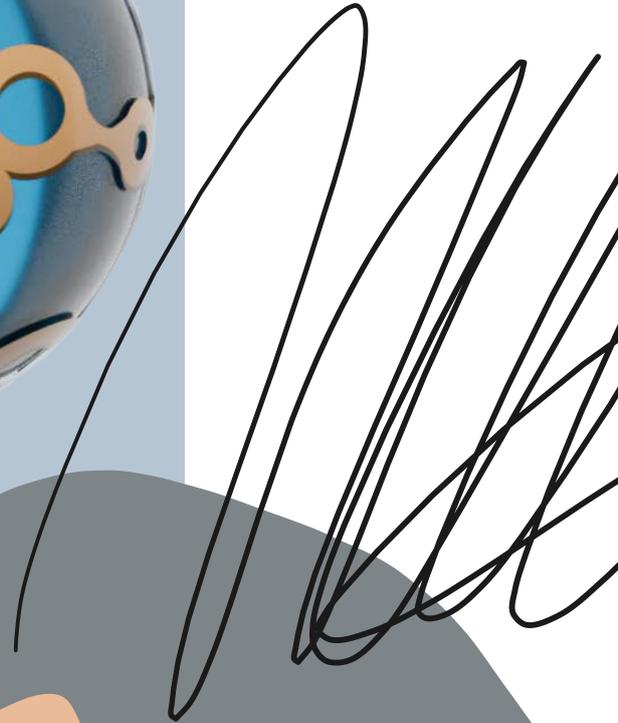
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The Arts.  
20/05/2021 - 05/08/2021.

# MERCHANDISE

*This project explores 2D and 3D concept  
design through the investigation and  
production of Theme Park Merchandise  
concepts.*



The Legend of Zelda Breath of The Wild Theme park  
Merchandise, Body Of Creative Work



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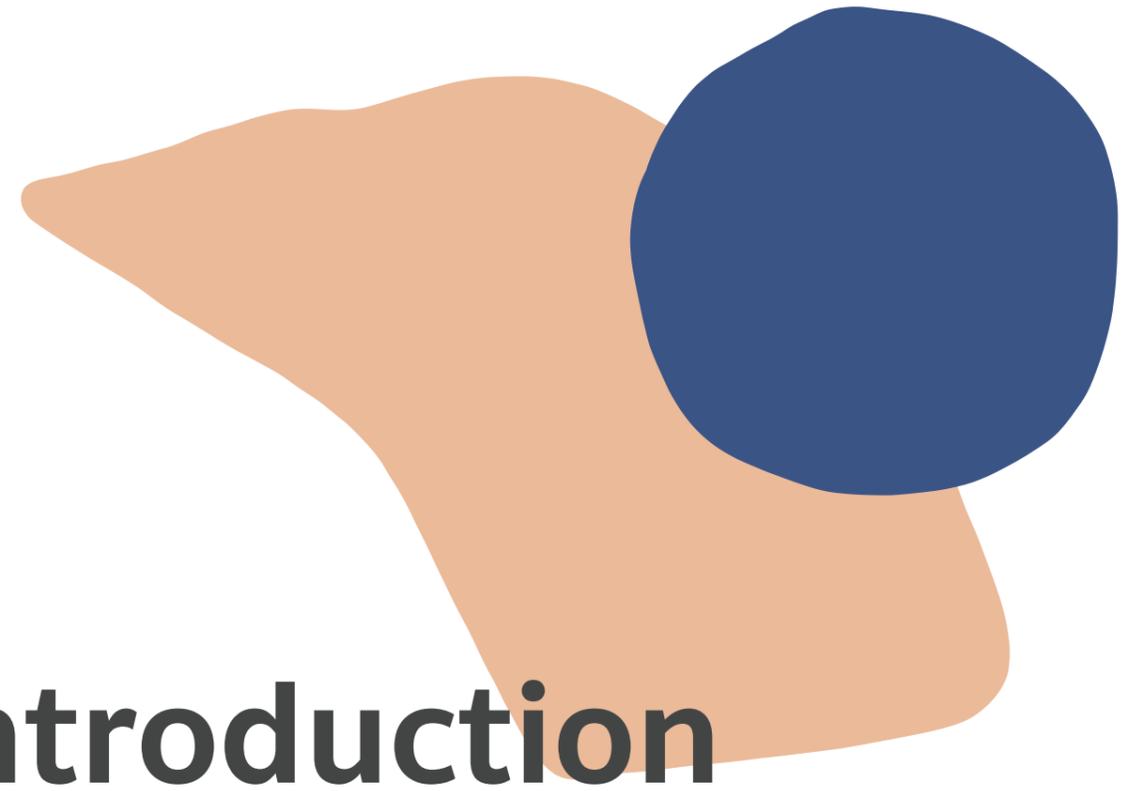
*mise en scene.*

**20-23**

*Feature Images*



*Nintendo (2017) The Legend of Zelda Breath of The Wild.*



# Introduction

Being a Legend of Zelda fan myself and a theme park lover, I decided to investigate theme park product design for My Ma Games Masters Project.

I have visited many theme parks in Florida, including Universal Studios and Disney land, Always inquisitive about the behind the scenes.

Unlike other Theme Park Merchandise, The Legend of Zelda franchise is yet to have an official park by Nintendo. Therefore Zelda theme park merchandise will demonstrate and utilise a gap in the creative market.

All designs will be based off of the latest instalment of the Zelda Series, as of 2021, 'The Legend of Zelda Breath of The Wild'.

This document will show my processes from 2D concept art into 3D product rendering, lighting and mise-en-scene. A separate document contains my research conducted whilst in the process of creating these concepts.



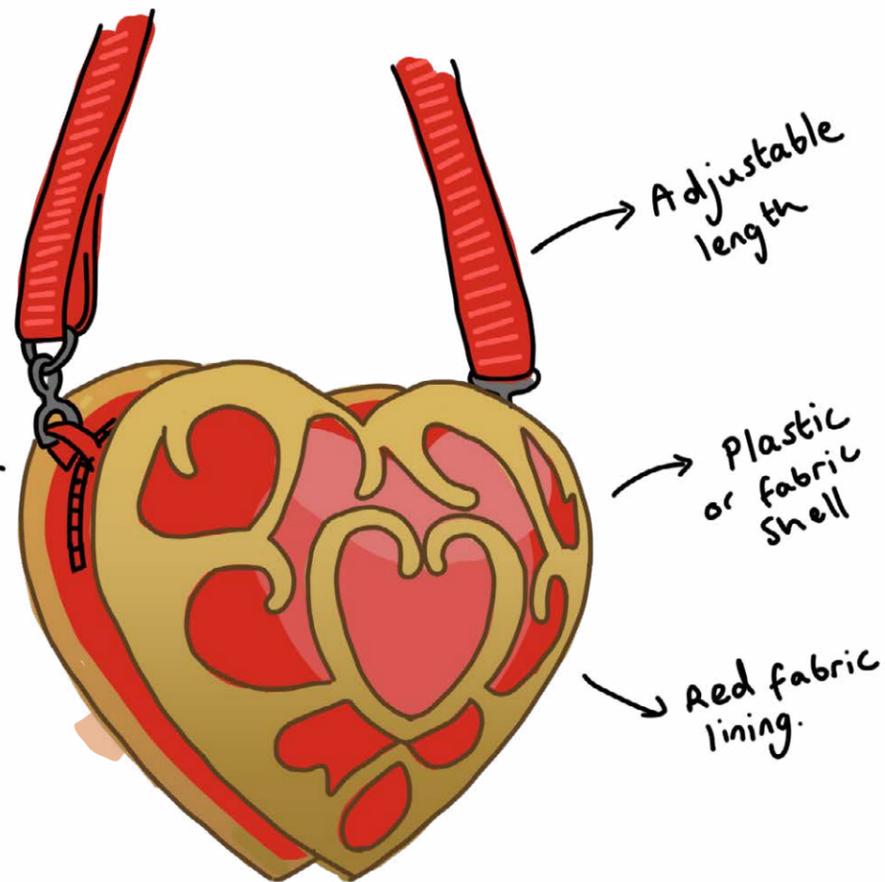


H, Beard (2020) Link Holding a Heart Container.

# Design Development

From my Secondary Quantitative research, It was suggested that around 25% of The Legend of Zelda: Breath of the Wild demographic identified as female. (AdTargeting, 2021) Although women are the minority fan group, women contribute over '\$20 trillion in annual consumer spending' to the economy. (MJ, Silverstein) Therefore I wanted to create some designs that are female targeted.

This adjustable length shoulder bag uses the design of the Heart Container from 'Breath of the Wild'. As a convenience product, this purse concept was made to fulfil a consumer's need. This being a container to hold valuables whilst in a theme park.



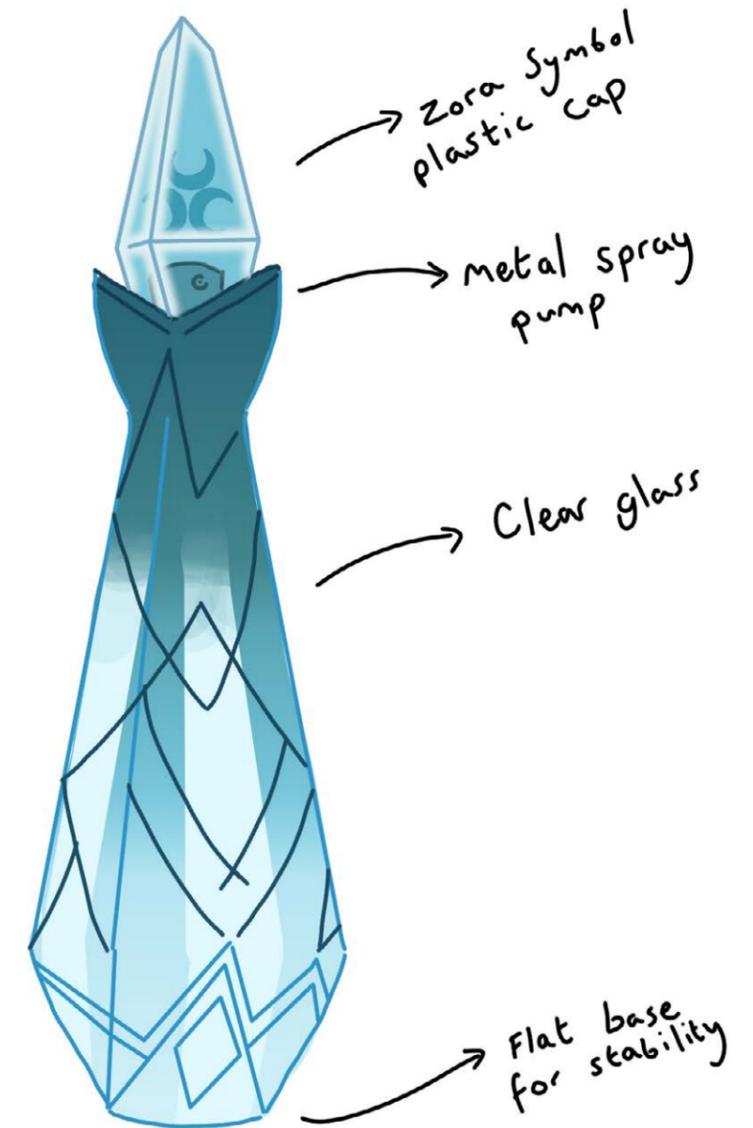
NintendoKater (2020) Zora's Domain Screenshot.

## Zora Perfume Bottle

The Zoras are an 'aquatic race characterized by their blue skin and humanoid appearance.' (Chetrafilov, 2020) They are very in touch with their spirituality being 'incredibly protective of the water'. (Herinkova, 2021)

I decided to create an elegant perfume bottle that utilises the shapes and forms from the Zora Domain. This incorporates the Zora Sapphire, a three mooned crest that represents the Zora's royal family.

Its clear blue glass aims to represent the water that Zora's protect, with the royal symbol adding another layer of importance and spirituality.



# REMOTE BOMB BOTTLE DESIGN



From my Research into types of goods, I began thinking about the consumer needs of my ThemeParkattendingDemographic. An essential convenience product on location is a drinks bottle, as theme parks have an element exercise for their guests.

My main inspiration for this design was Coca-Cola's Galaxy's edge exclusive bottles. These bomb shaped bottles were made possible with CoCa-Cola and Walt Disney collaborating.

'Spherical "orb" bottles - which will be exclusive to Star Wars: Galaxy's Edge - stay true to the Star Wars aesthetic with a rounded look...' with custom bottles of Coca-Cola, Diet Coke, Sprite and DASANI. (The Coca-Cola Company, 2019)

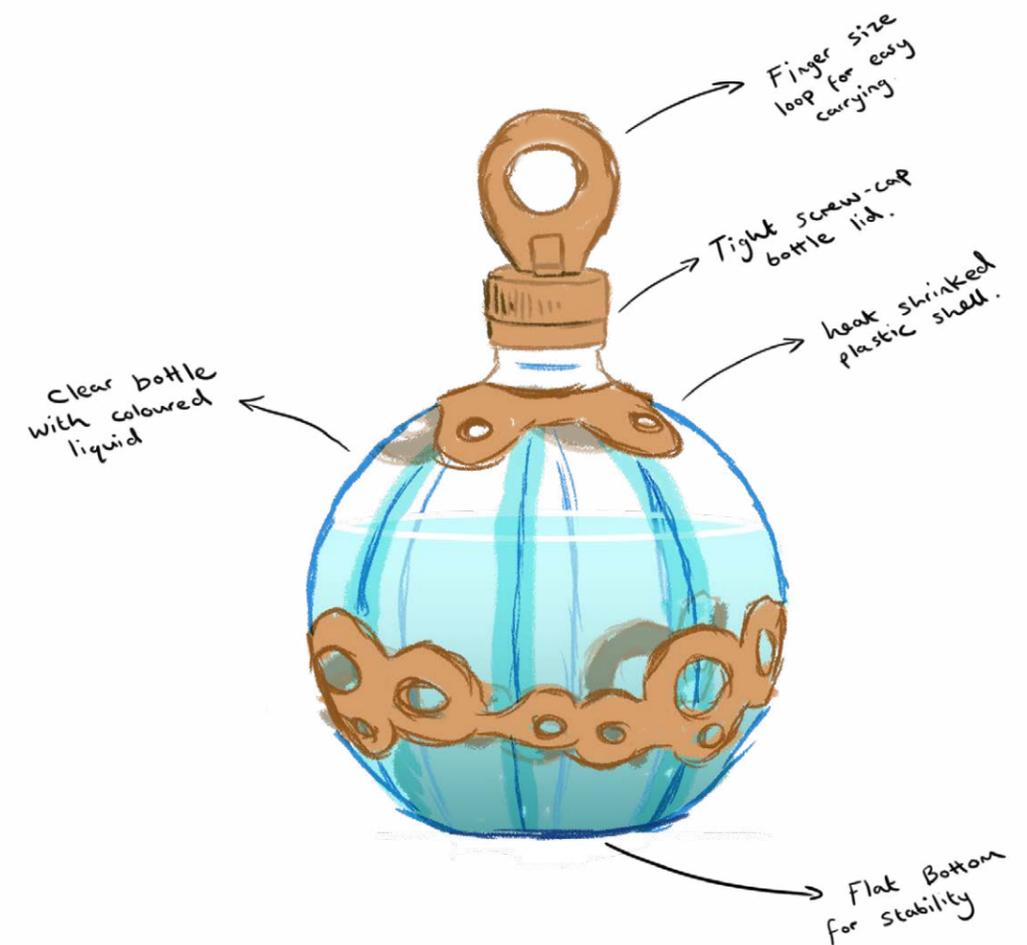
This made me think, what would Breath of The Wild Bombs look like as bottles?



The Coca-Cola Company (2019)



C, Morris (2019)  
Remote Bomb  
Screenshot.



# Sheikah Chest Suitcase



S, Morgan-Roberts (ND) Owa Daim Shrine Sheikah Chest.

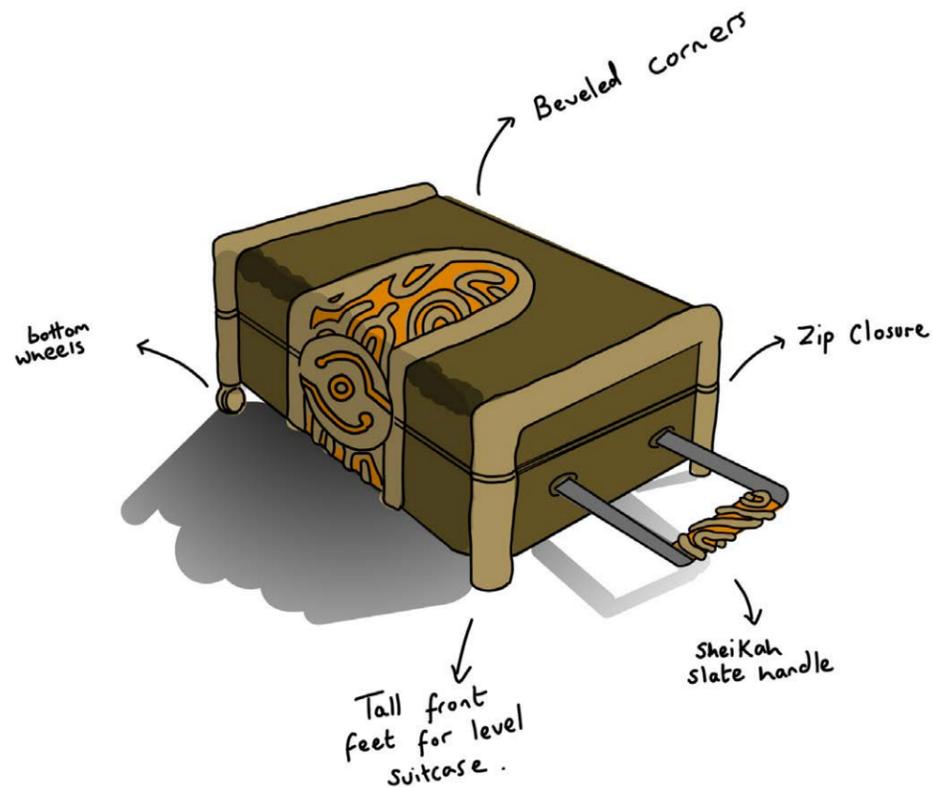
Shop Disney (2021) Lightning McQueen Rolling Luggage.



Similarly to the Remote Bottle design, I took inspiration from an existing merchandise product. This was one of the best-selling products on the Disney Store online as of 2021, The lightning McQueen Rolling Luggage Suitcase.

I believe that one of the reasons that the Disney 'Cars' Themed suitcase is popular because it is kitsch. 'content created to appeal to popular or indiscriminating taste' and or 'humorous design' can be referenced as Kitsch. (Collins, 2021)

For this adult suitcase I wanted to appeal



# Korok Seed Bottle



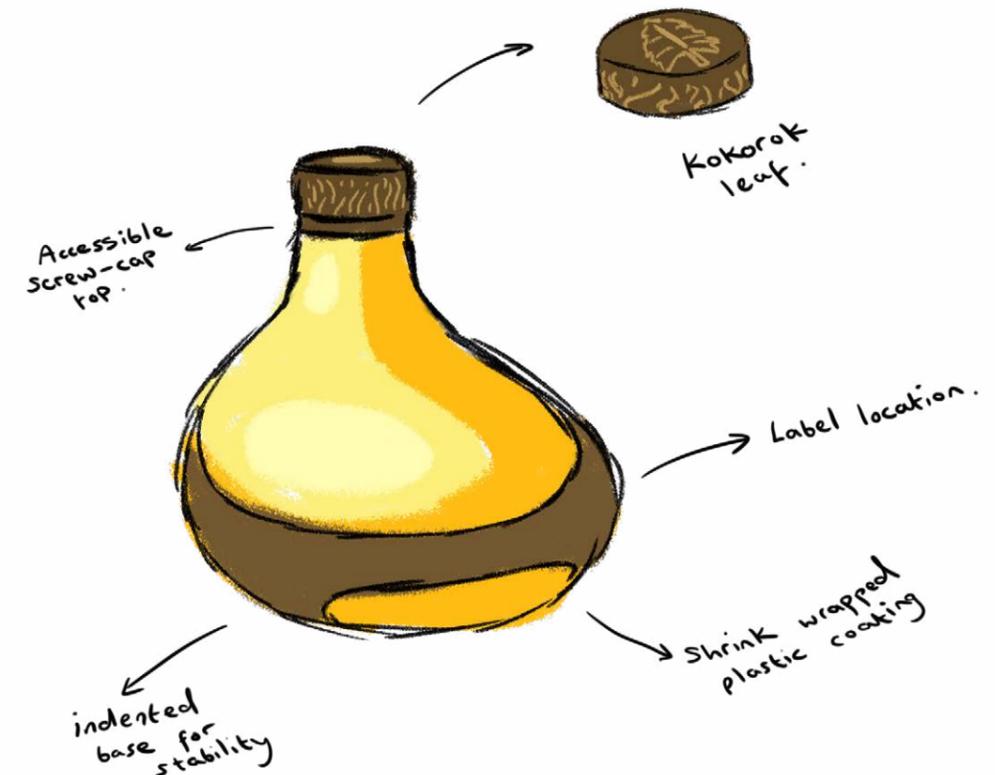
J, Raine (2018) Korok Seed Reward Screen.



After creating my Remote Bomb Bottle I wanted to create another practical yet Kitsch design that can be easily sold at an amusement park.

The unusual shape of the bottle represents the Korok seeds found around the Breath of the Wild map., With the bottle cap modelled after Korok tree stumps.

Being a race made from trees, The Korok's colour scheme is made from natural earthy tones.



# Design Rendering

To create a more detailed representation of my products for market research. For this I created simple renders using Blender, a 3D modelling software, with its basic roughness and transmission nodes.

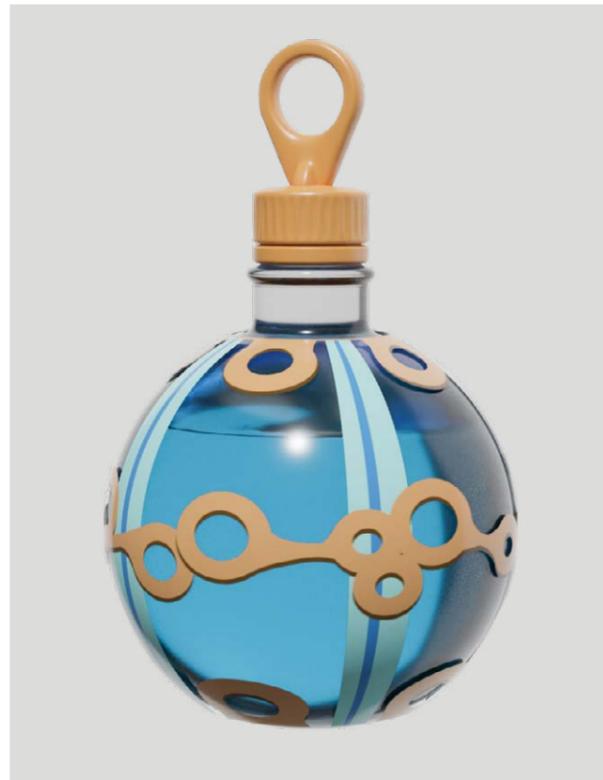
From the market research I gathered, I found that The Bomb Water Bottle was best received with over half of participants stating they would purchase if available.

*Remote Bomb Bottle-*

*"It is a faithful recreation of its counterpart in the game. Though it may seem a bit tough to carry, the ring on the cap would probably make up for it."*

*Sheikah Chest Suitcase -*

*"it looks very much like the game, but seems heavy and the ridges would get damaged very quickly if this was used for the luggage purposes"*



*Heart Container Bag-*

*"Its simple and quirky, I just hope it has sections inside."*

*"It keeps all iconography from the original heart container."*



The Zora Perfume Bottle came a close second with a large number of positive qualitative feedback.

With these rough models and renders I decided to go forward with just the two top voted designs, the perfume and water bottle. This meant that I could focus my time and energy on making multiple iterations. This was done to make my final renders as high quality as possible.

*Heart Container Bag-*

*"I think it's just an impractical shape - everything you put in it is just going to fall into the point at the bottom."*

*Zora Perfume Bottle-*

*"This is really cool. Perfume bottles are rather elegant and this does a good job of that whilst representing Zora. The blue is a really nice, calm colour. I'd buy it, hands down."*

# Studio Lighting

## Perfume Bottle

To improve the overall image quality of my renders I decided to look into studio photography lighting, specifically product photography. This idea was suggested to me by a peer who had previous knowledge of realistic lighting using Maya Software.

I was inspired by two articles I read, one by Gerlock (2014) and another by Hypop (2019), that showed behind the scenes of a selection of simple three point lighting set-ups for product photography. With these set-ups as inspiration, I created a series of perfume bottle renders mimicking lighting in a photography studio.

Adding studio photography techniques helped make the renders look more realistic, with accurate light refraction from the glass. Overall this gave me a broad selection of lighting to work with when refining my iterations.

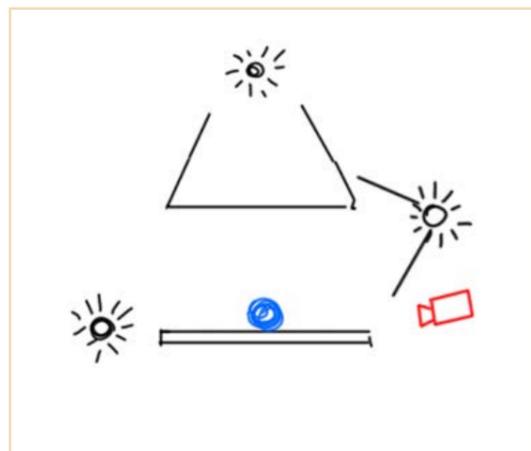


Gerlock L. (2014)  
HyPop. (2019)

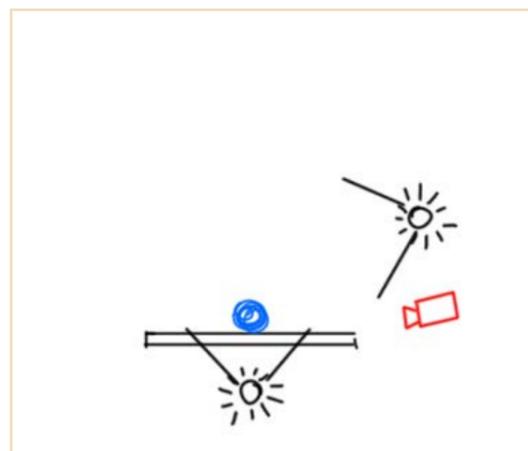
Lamp Wattages:

Standard Soft box : 105w

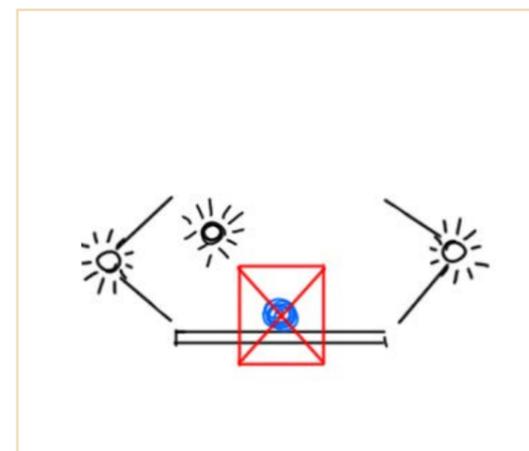
Stofen Omnibounce with an sb-600: 75w



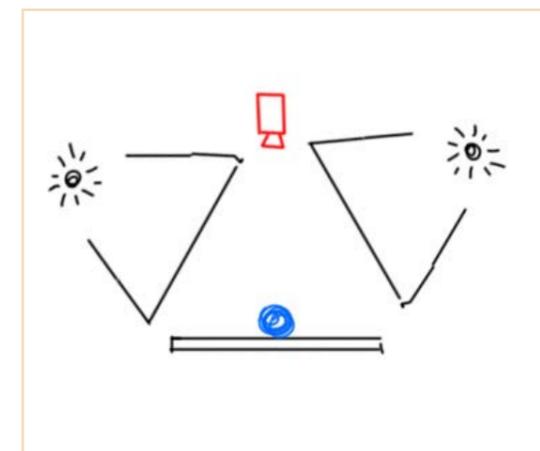
Overhead with gradient background



Under lit with feature light



Ring light from behind



Top down diffused side lighting

# BOMB BOTTLE LIGHTING

I decided to add the water bottle model into the same blender file as the perfume bottle to experiment with its lighting (images on the left.) I found that the setting wasn't very appropriate for the product as the environment was made to reflect the delicacy of the perfume and therefore doesn't compliment the bomb bottle.

The next step was thinking about what type of HDRI to add to make the bottle look more realistic, as though it was in an outdoor environment. I browsed through HIRI Haven, a free online archive of environment textures, looking at the outdoor sunny locations. This is because I wanted to reflect the concept of having an ice cold drink on a sunny day, something frequent within a theme Park context.



- 'Ulmer'
- 'Piazza'
- 'Chinese Garden'
- 'Autumn Park'
- 'Wide Street'





# MISE-EN-SCÈNE

From my Previous Experimentation with interior lighting , I realised that creating an outdoor scene would be key in the mise-en-scene for the bomb bottle. This is prominent because, as previously stated, park guests needs would be an ice cold drink on a hot summers day.

This environment started with me thinking about how the bottles would be displayed within the park. Typically cold 'to-hand' drinks are stored over ice in coolers dotted around the pathways or stored within drinks machines in gift shops.

Whilst These depictions of the products looked dynamic (see top left and top right), none of them hit the spot when it came to showing the drinks in their best light. Thereforel moved onto more of a staged look to the renders, inspired by magazine advertising, presenting them in a cleaner way.



*HDRi With Interior*

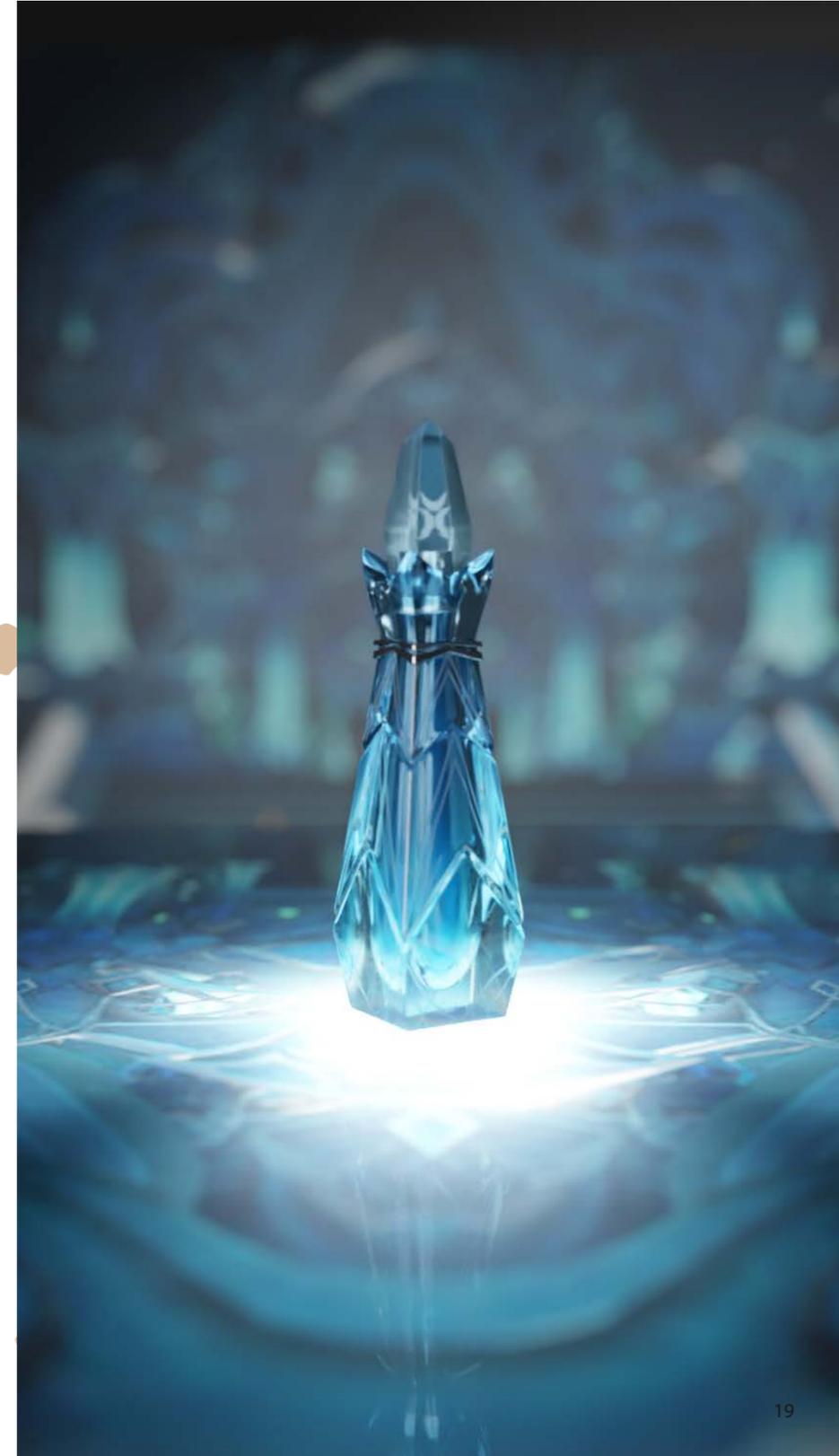
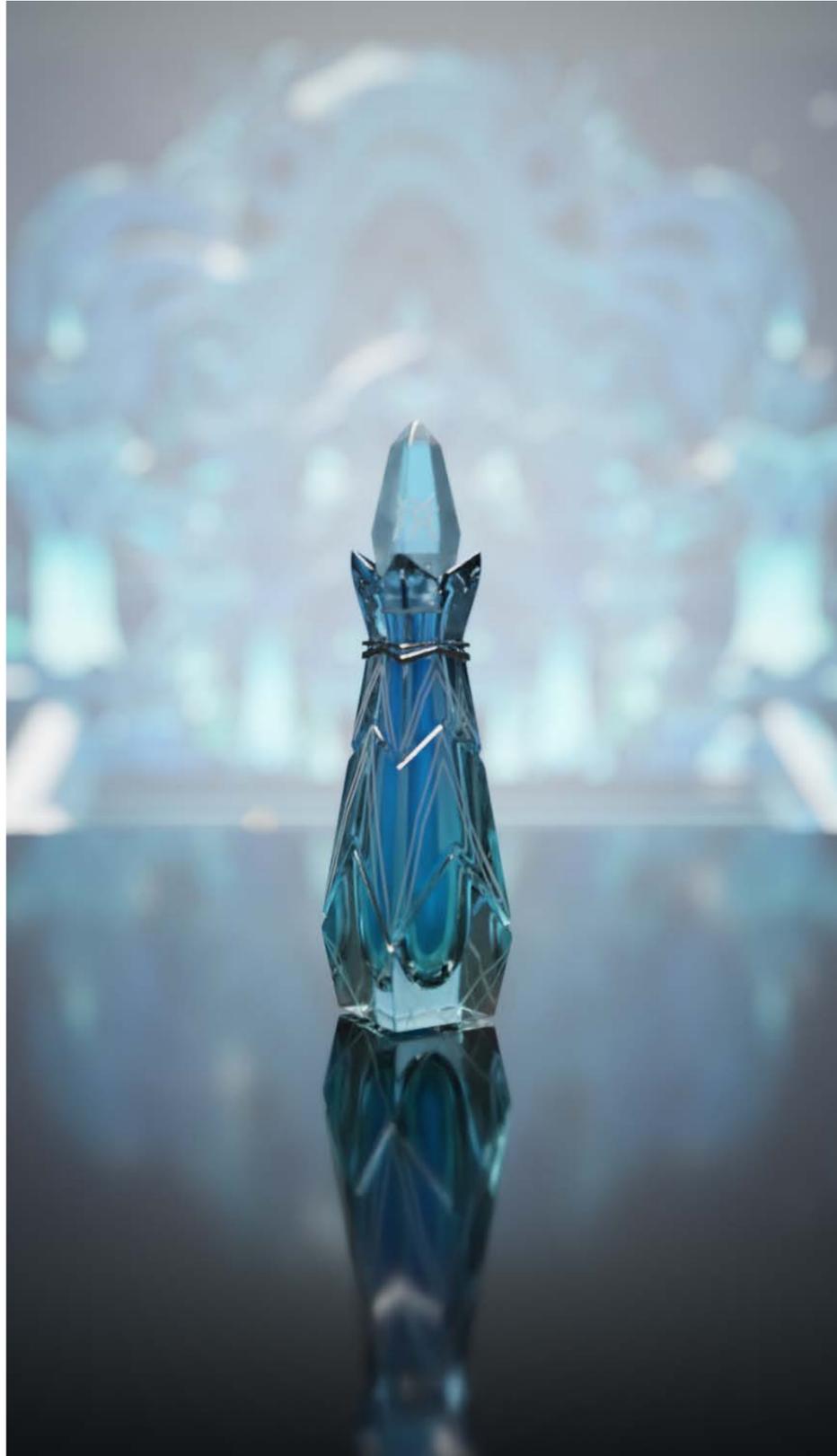


*NintendoKater  
(2020) Zora's  
Domain Screenshot.*

## Zora Perfume Iterations

From my studio lighting experimentation I decided to keep the mise-en-scene simplistic and elegant. The background textures were made using screen shots of the Zora domain, specifically the main entranceway.

Both renders have been created without editing from external software such as Photoshop. The two images shown both have flaws, that need to be addressed but both show the overall look of a completed photograph.





# ZORA PERFUME

ಅನುಭವಿಸಬೇಕಾದ ಸುವಾಸನೆ

This Zora perfume represents the royalty and delicacy of the Zora Race. Embedded within the stopper is the three moon family crest that represents the Zora's spiritual connection with water.

The detailed glass etchings and bottle shape is derived from the Zora Castle Pillars in 'Breath of The Wild'. Its base is made from glass with a strong plastic cap for extra durability. It is a high quality souvenir of the Zelda series, made for the modern Zelda collectors and enthusiasts.



NintendoKater  
(2020) Zora's  
Domain Screenshot.



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## 04-09

Concept Design Development.

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## 10-11

Design Rendering

## 12-13

Studio Lighting

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## 16-19

*mise en scene*.

## 20-23

Feature Images

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## 24

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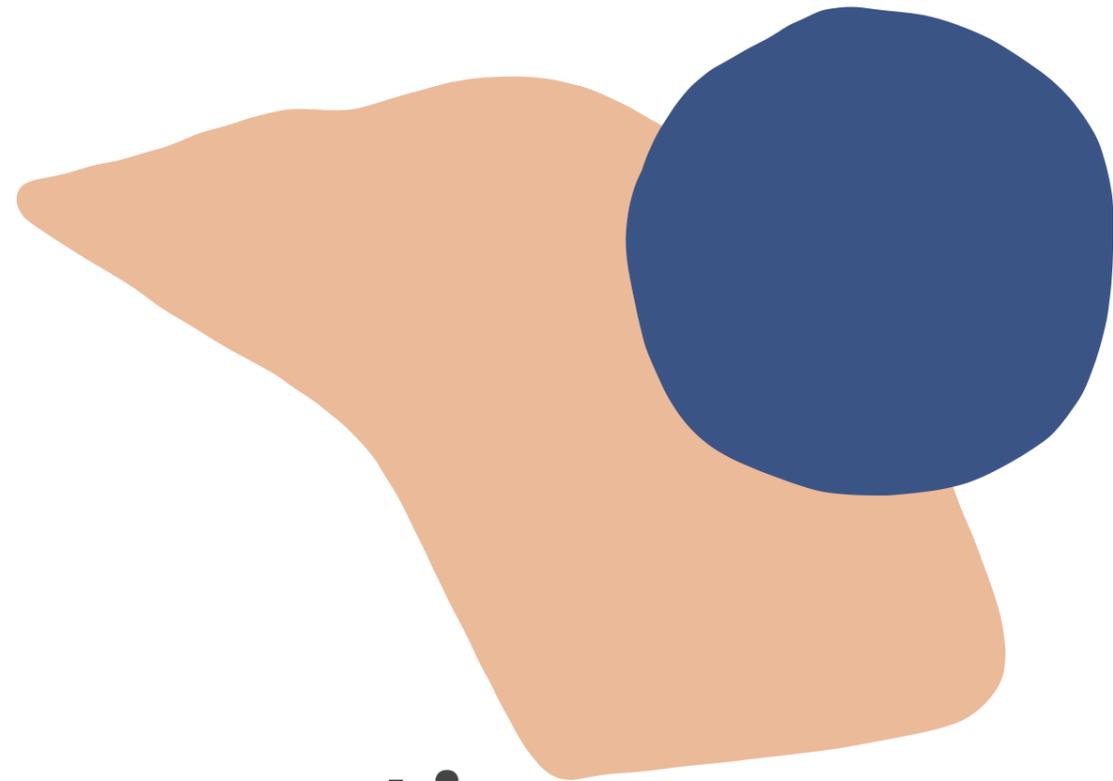
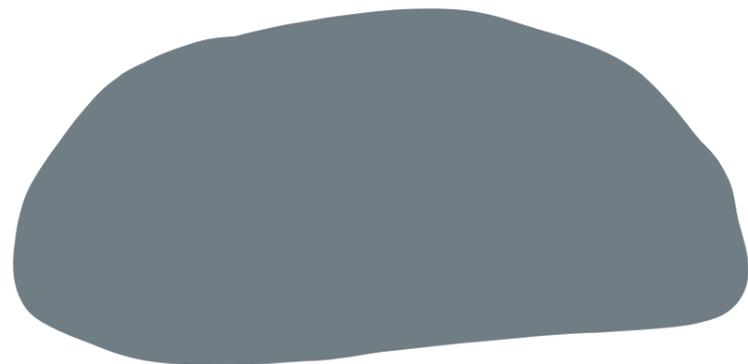
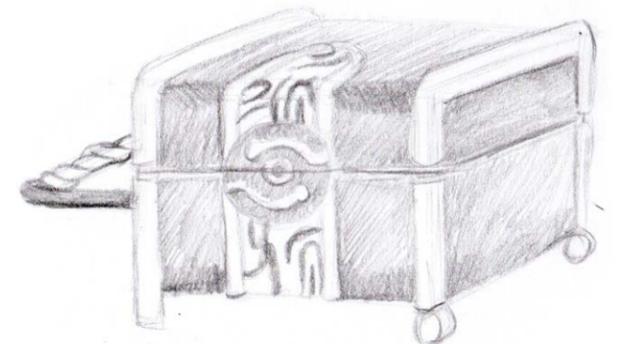
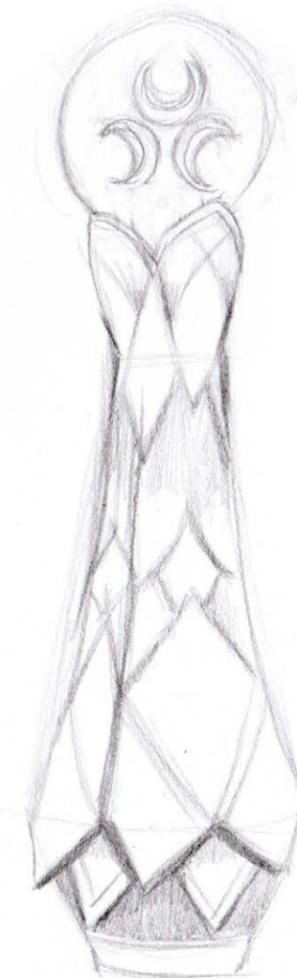
## 25-29

Supporting Documentation

# Supporting Documentation

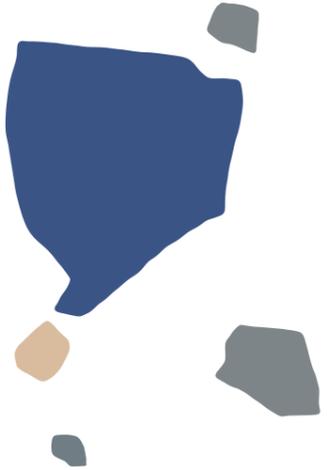
*(Behind The Scenes)*

## Base Sketches



# Discarded Iterations

*These iterations were discarded because of issues with scale, lighting and texturing. Although they are flawed, they show an insight into my methods and processes of working.*



*The Zora perfume bottle was particularly hard to light and render because it had a lot of glass refraction that had to be calculated by Blender. This created a lot of images that were over exposed or had missing refractions.*

*Thanks to Craig Macbeth-Hornett, Jack Lennon, Tom Ellis and Joshua James for their support and feedback.*

