

VISUAL DEVELOPMENT & DESIGN PORTFOLIO

OPARK PROJECT

MAYSAM KHANKESHLOU 2015



About Me

My name is Maysam Khankeshlou. I am a BA graduate in Industrial Design from Tehran University of Art. Aside from being an industrial designer, I am a CG artist in game industry. I have a lot of experience in traditional-digital sketching and rendering. I have a background in product design as well as object design. In 2010, I illustrated the first two volumes of a book series on teacher work plan for preschoolers at Technical Publication of Iran. In 2014, I began my role as a product designer and concept artist at CanDo Design Lab and collaborated simultaneously with Lexip Games in The Dark Wings game project. Opark was my first project at CanDo Design Lab. My main responsibility was to design the story Characters & create 2D illustrations. In addition, I designed the wayfinding signage for Opark Complex.



My Colleagues in Opark Project



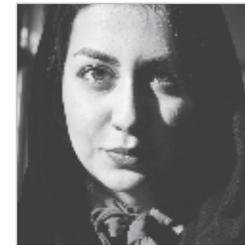
Ehsan Moghadampour
Art Director



Mahdyar Fakhraie
Project Manager



Shima Karimi
Graphic Designer



Nina Sami
Industrial Designer

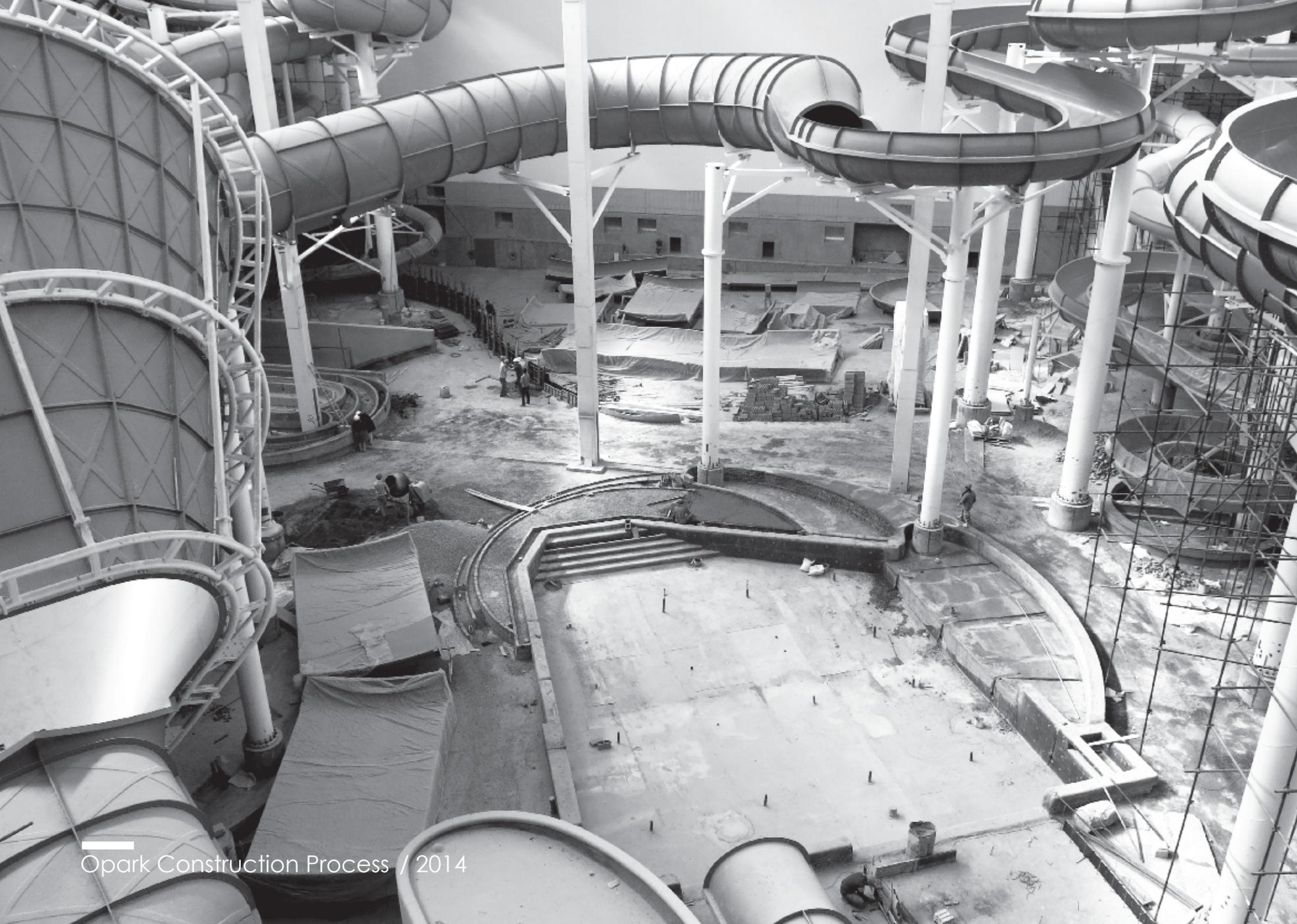


About Project

The executive operations to build Tehran's first water park with the private sector investment were begun in 2012. Opark is the biggest roofed water park in Tehran. We have greatly benefited from our highly accomplished asset of domestic expert designers and invaluable experiences of top companies in designing the finest indoor sports facilities for Opark.

Opark, with a substructure of 60,000 square meters and an area of more than 20,000 square meters, is located in the west of Tehran and is near to Chitgar Park. This project was on Opark Aqualand's branding & its environmental graphic design. In the park's inner wall illustration design, the walls which had the potential of designing were identified. In doing so, the walls of the meal order environment, the restaurant, the coffee shop, the baby care and many other places were prioritized.

To have more engagement in the park environment, we designed some characters and used them as the illustration theme. The following focuses on some of our activities in the project.



Naming, Logo Design, Stationery



Naming

In persian language, water is pronounced «aw» or «âb».

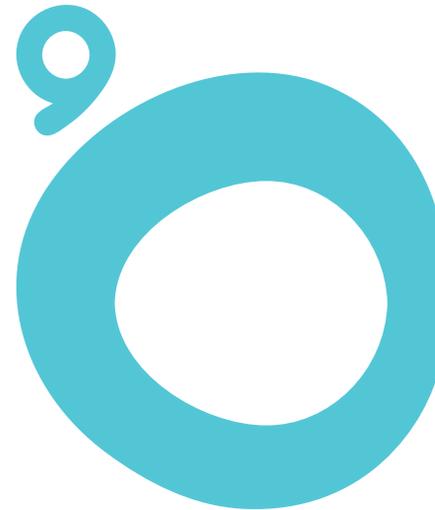
| پارسی | زازاکی | کرمانچی /سرانی | پشتو | بلوچی | مازندرانی | پارسی میانه | پارتی | پارسی باستان | اوستایی | آسی |
|-------|--------|-------------------|------|-------|-----------|----------------|-------|-----------------|---------|-----|
| آب | owe | av /aw | obe | âp | ap | âb | âb | âpi | avâ | don |

Logo Design

OPark

پارک

 Logo Sign & Color Palette



Stationery



Story





Conception Process / Oloupia Galaxy

Oloupia's Story

So many years had gone by since the last drop of water to save a baby Oshouloop was used up in Oloupia Galaxy. During all these years, the Oshouloop Eaters Headquarters had received no report on observing one drop of water in the whole galaxy. Rumours went around that the Great Oshouloop Eater had been hoarding up all the supply of existing water in neighbouring black holes by exploiting a black hole space-time gap, and he had no intent of selling his huge water hoard. On the one hand, the parching and broiling weather had made the Oloupia's ground like a gigantic puffing dough which was near to turn into a baked bread, and on the other hand, in the absence of raining, not even a single tiny hole was made on the surface of the ground. Under such tragic circumstances, there had remained no way for Oloupia's trees except adapting their physiological conditions to the sever environment. To prevent their leaves from turning into potato chips, they pierced their leaves into the Oloupia's soil and looked for drops of water in the air with their roots. The drought had caused great suffering, and the Oshouloops had been affected by sever muscular weakness. This gradual physical weakness of Oshouloops had made it possible for the Oroubs, the Great Oshouloop Eaters' pets, to suck them in easily and deliver them to the him. The helpless poor Oshouloop Eaters had lost their digestive ability, and their bellies' capacity was quickly filled after eating 10 Oshouloops. They swelled like balloons and burst just a few seconds after, which let the swallowed Oshouloops get out again and escape. This vicious cycle went on for a long time, and the horrendous situation reached to the point that the poor Ocaans were stricken with madness and lost their ability to distinguish between solids and liquids. They dived into the Oloupia's ground up to the depth of 15 meters. On the surface of the galaxy, the only creatures who had an easy access to the drops of water, and who made no noise, were the Opars. These creatures, with the aid of having two tiny feathers, possessed the ability of flying up to the height of 1.500 meters and nipped them in the bud. This chaotic confusion reached to its peak when the Great Oshouloop Eater's footprints were seen at different places on the galaxy and caused a shocking trembling among the Oshouloops, Ojouloobs and the company lest he has returned to the galaxy. This new worrying problem doubled the old one, so the Oshouloops and Ojouloobs decided to stop the chasing-escaping cycle and unite against their common suffering. They became determined to find the water source of the universe. In doing so, they planned to kidnap Neil Armstrong, which made NASA introduce Niel's double to the world and Americans to gloss it over. But Niel's Turkish accent revealed the scandal and made their efforts totally vain. Neil Armstrong, who had decided not to utter a word, spoke up frantically when he saw the Great Oshouloop Eater's footprints. Finally, all the animates and inanimates of the galaxy, with the help of Neil and the Oloupia's Baby Giant, collected all the galaxy's litter and made their spacecraft out of piecing together all the bits and pieces of the collected litter. In the end, on the Great Escape Day, they escaped the clutches of the Great Oshouloop Eater and landed on Opark.



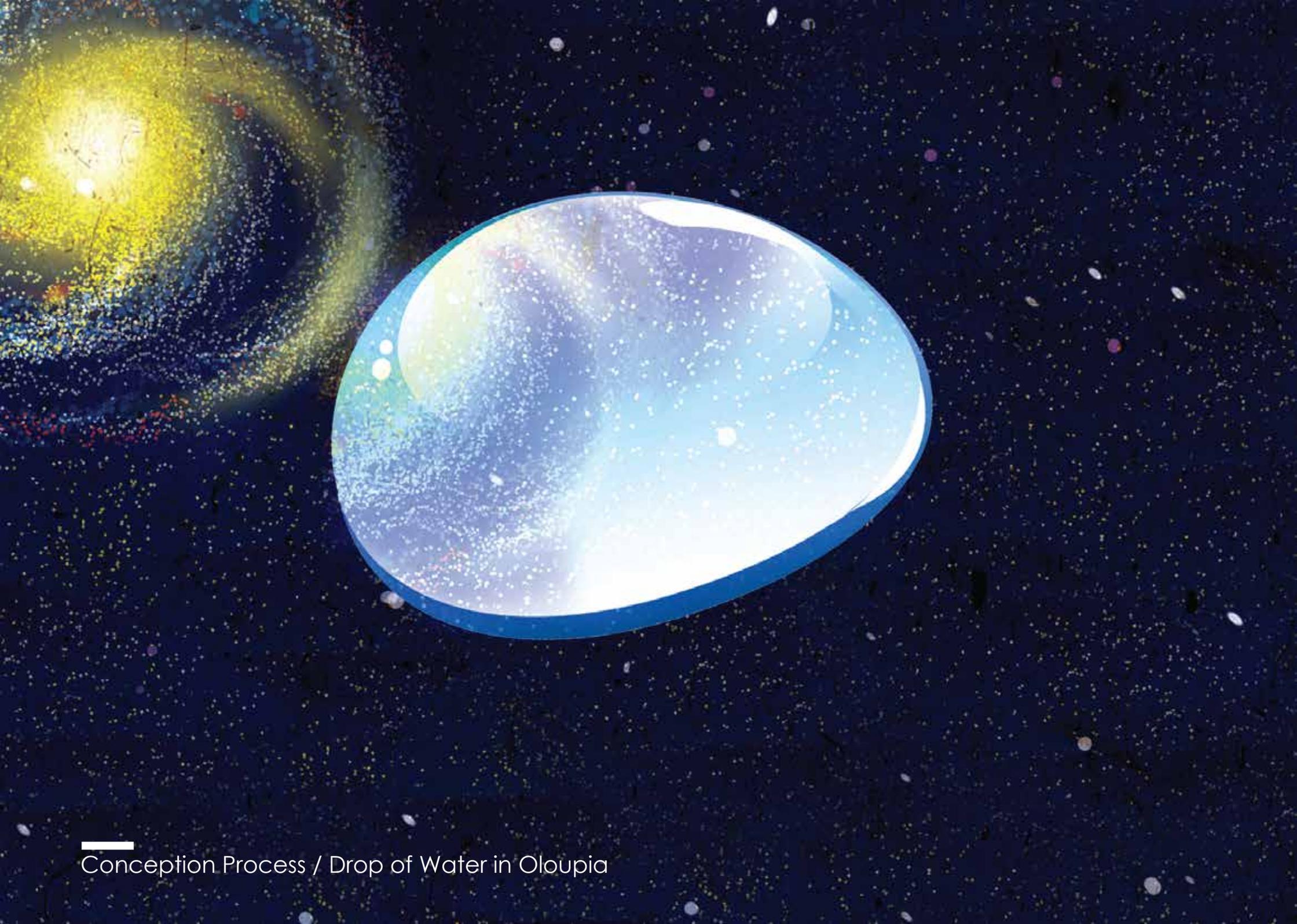


Conception Process / Mr Oshouloop Eater



Conception Process / Oloupia's Surface





Conception Process / Drop of Water in Oloupia



Conception Process / Oloupia's Spaceship

Character Design

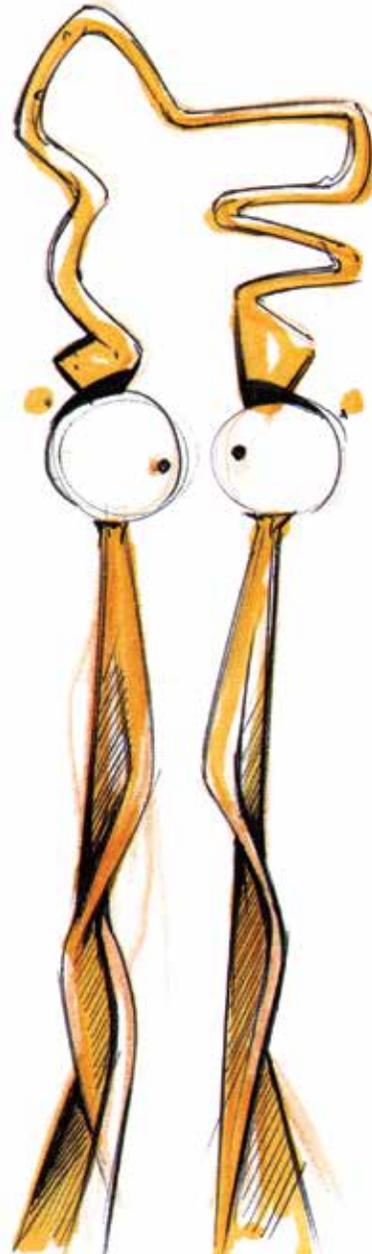


Design Process

During the character design process, two-dimensional sketches and clay models were made and produced in parallel with each other in order to provide the opportunity of studying the 3D form proportions of the characters.

Finally, six major characters who were the resident creatures on Oloupia were created and designed. Each of these characters possessed unique characteristics.

In order to complete the character design process, some other complementary characters, called Ojouloobs, were added to the collection.



O Park

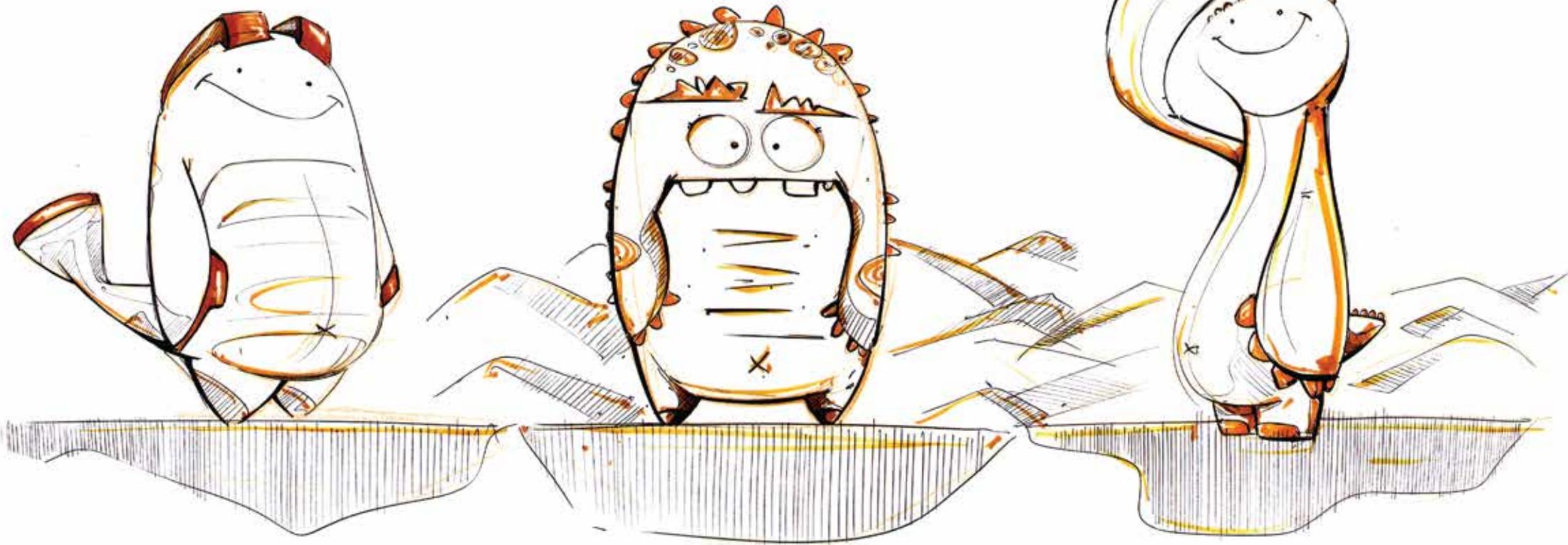
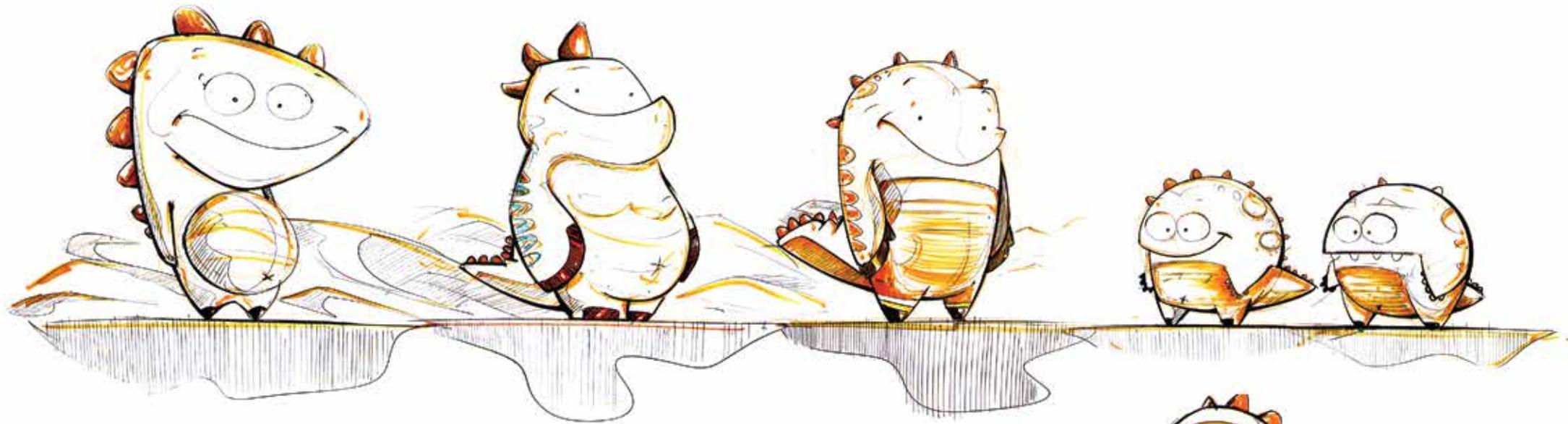
Character Development

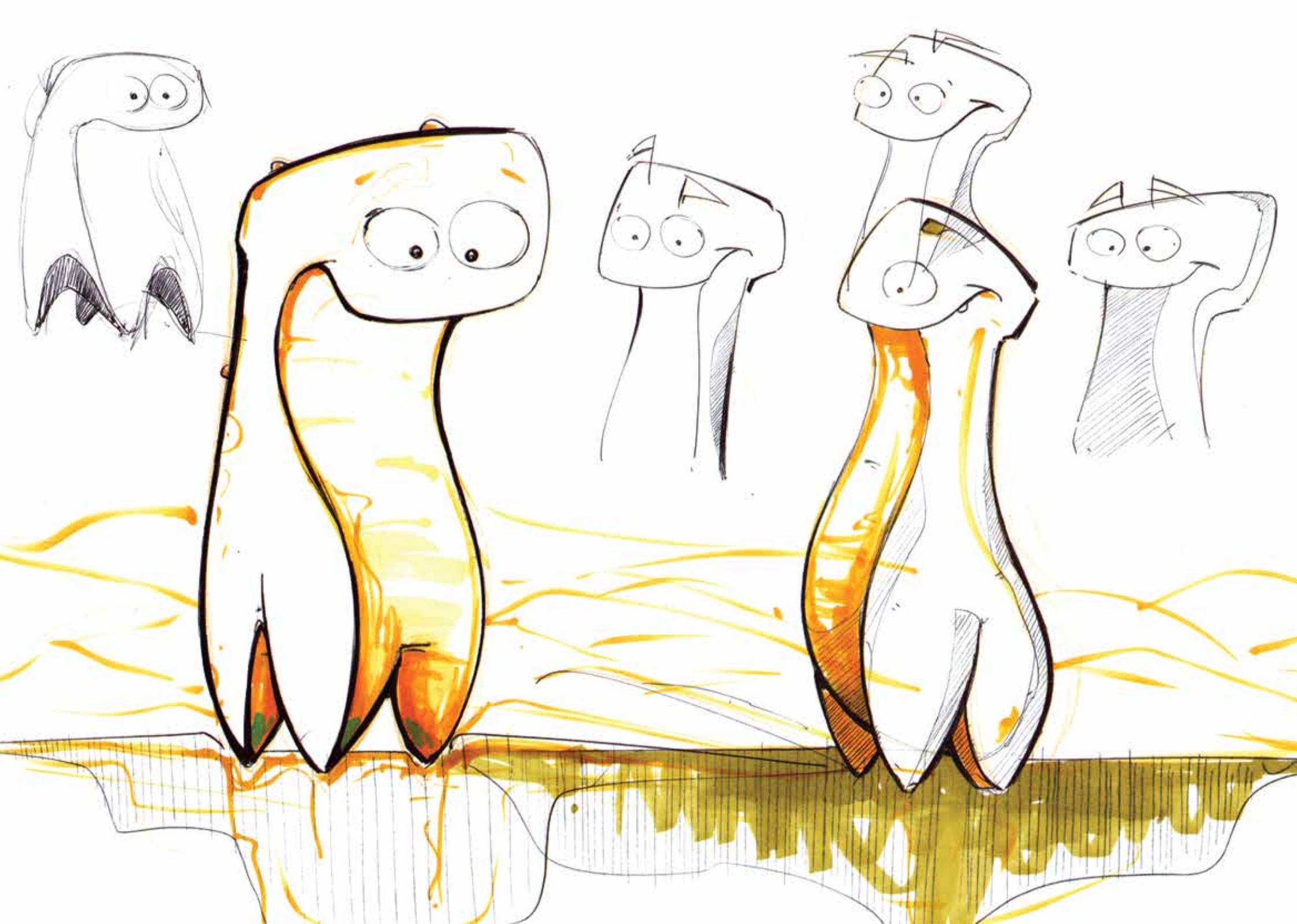


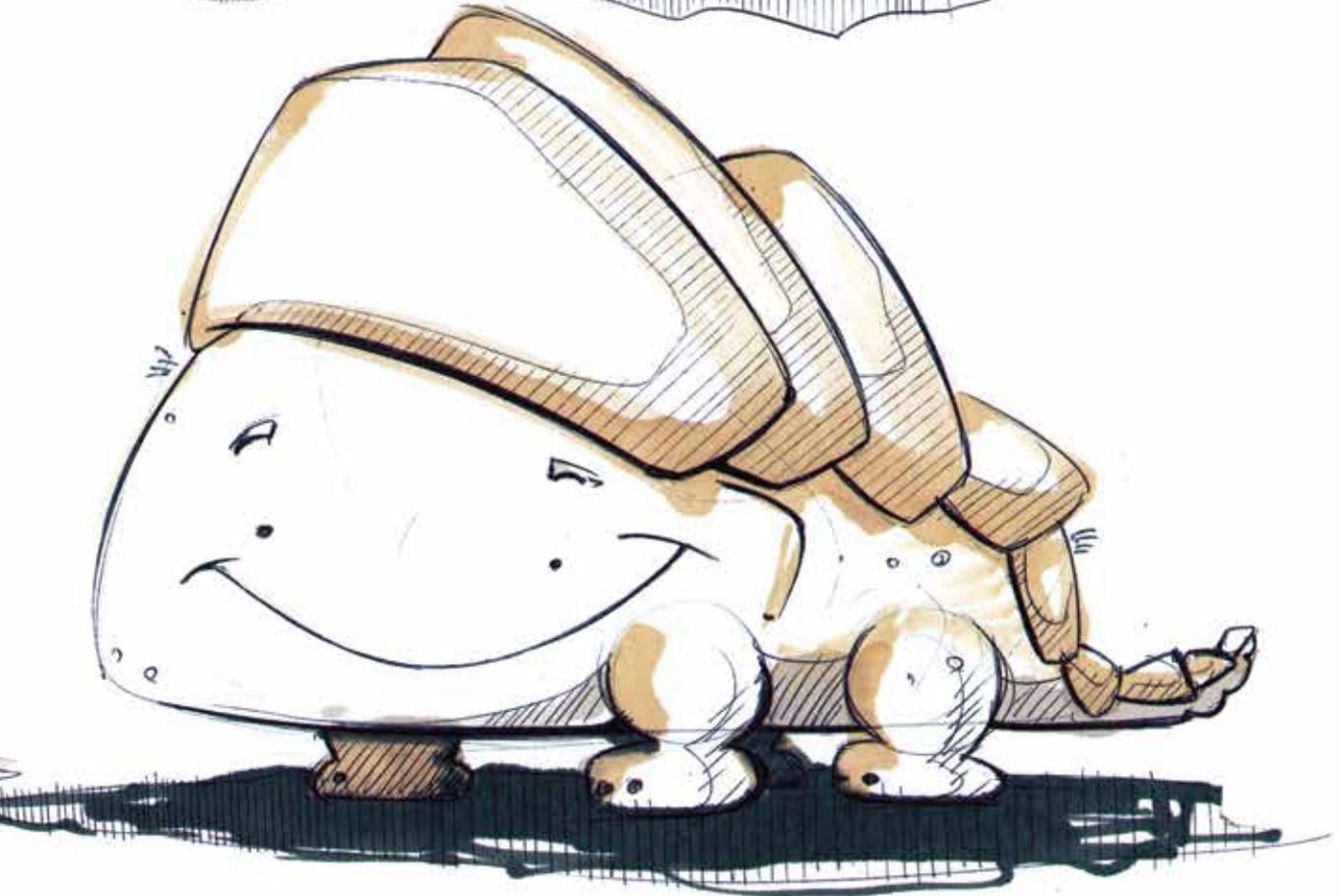
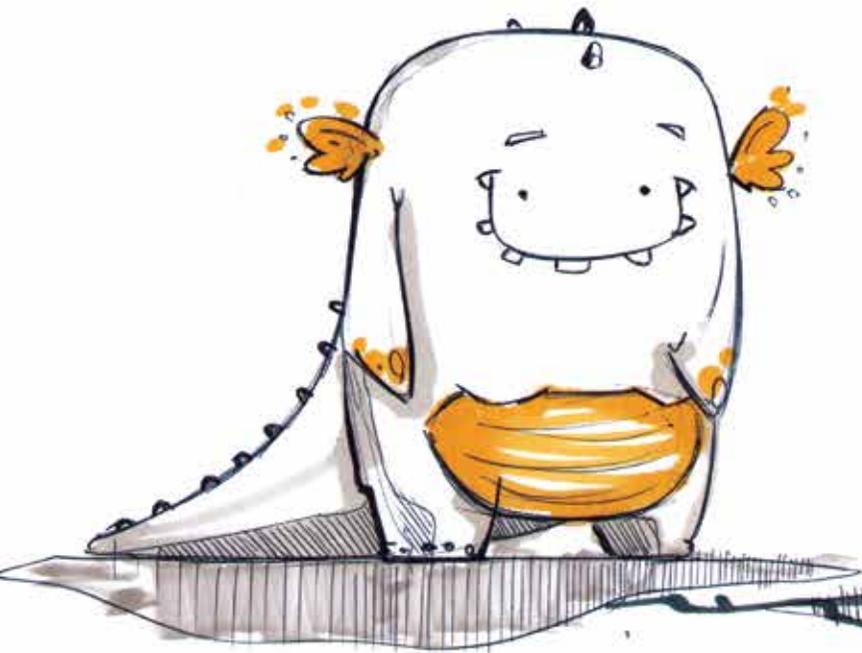
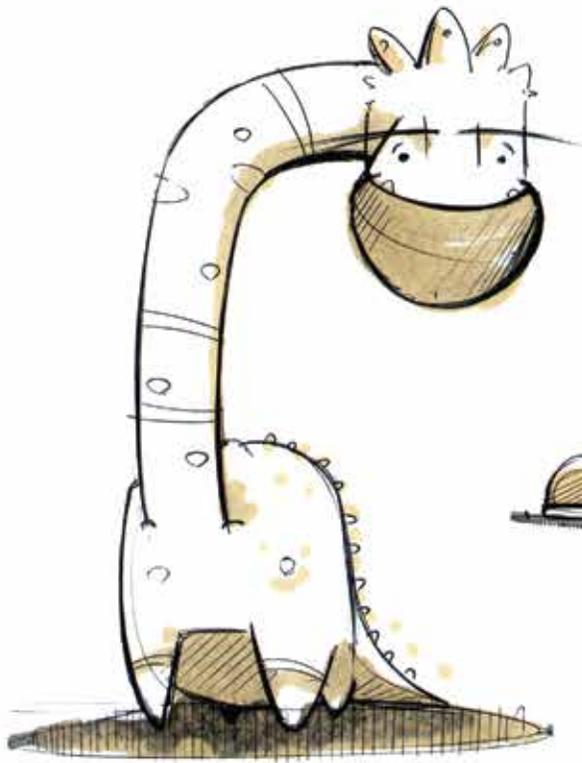


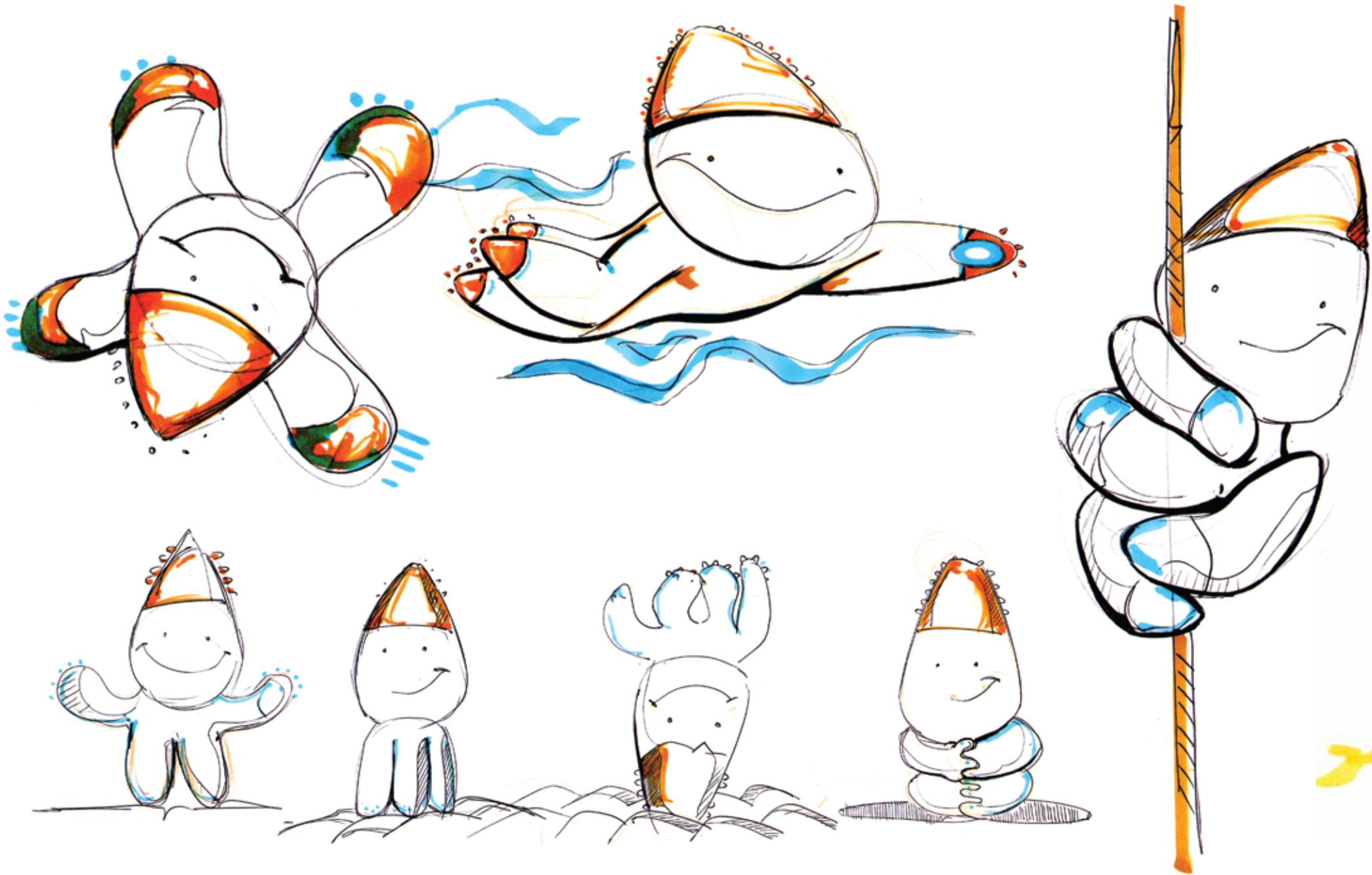
2D Sketches

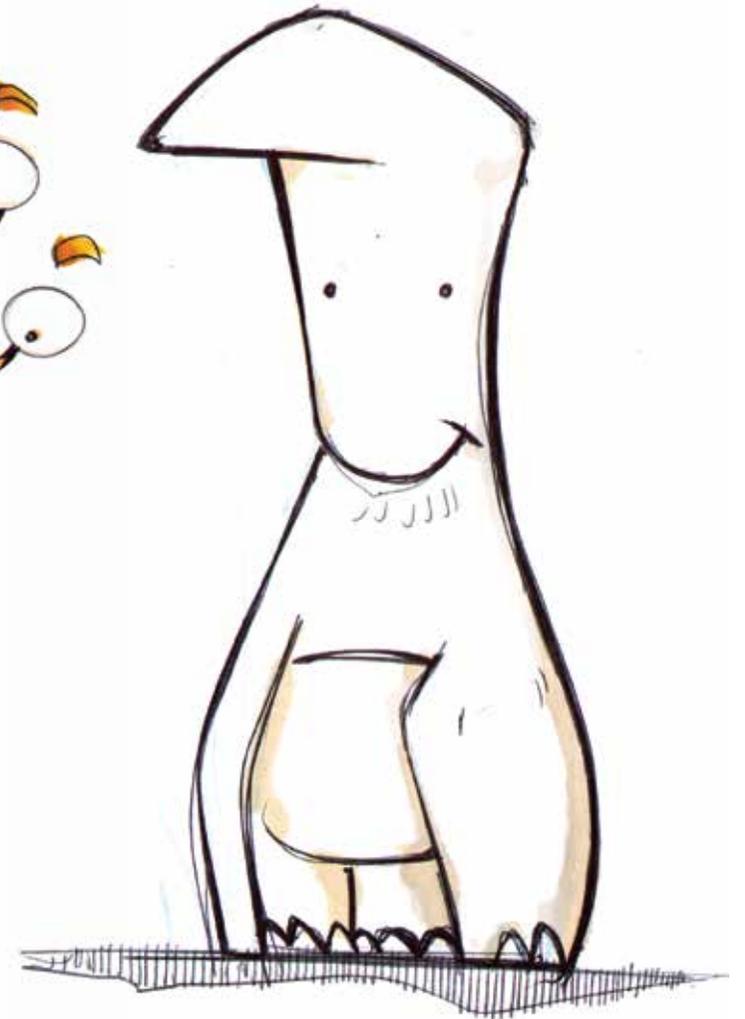


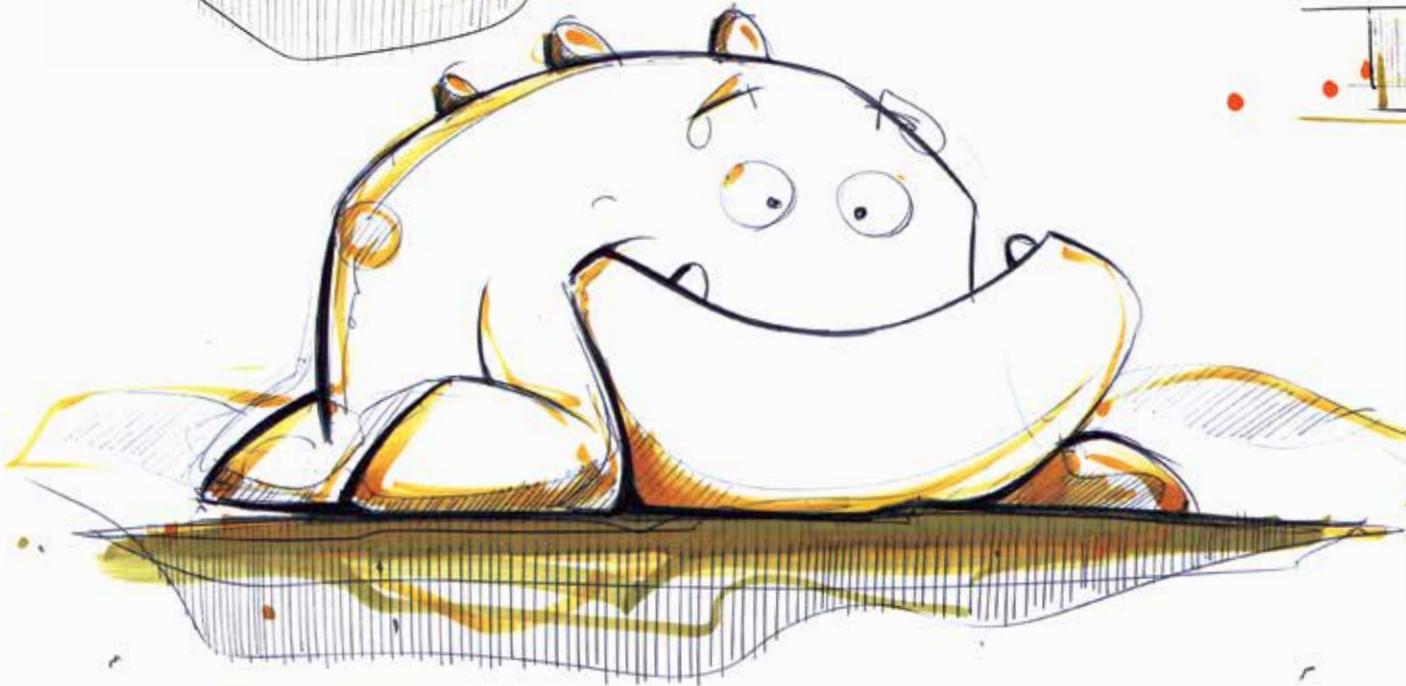
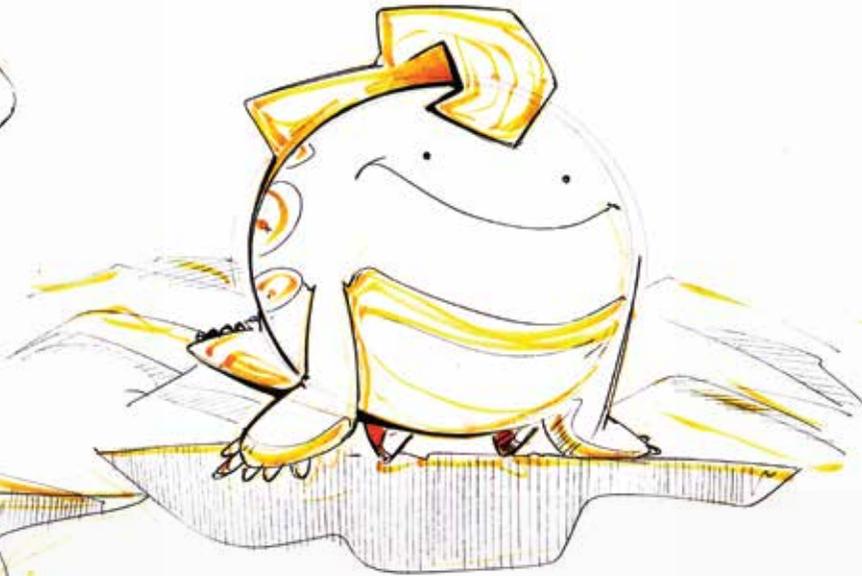
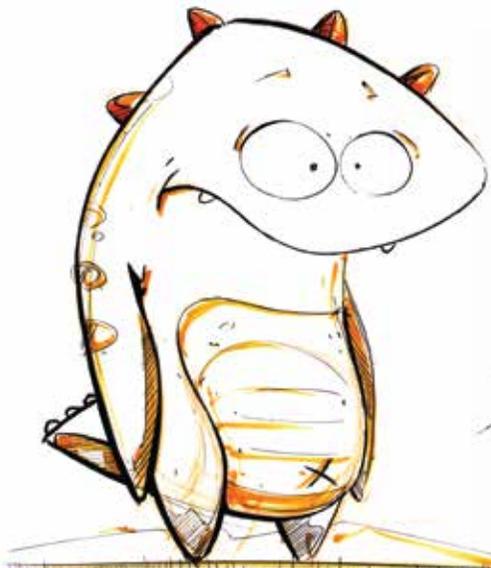




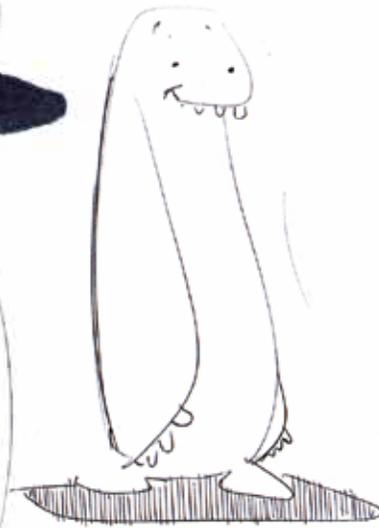
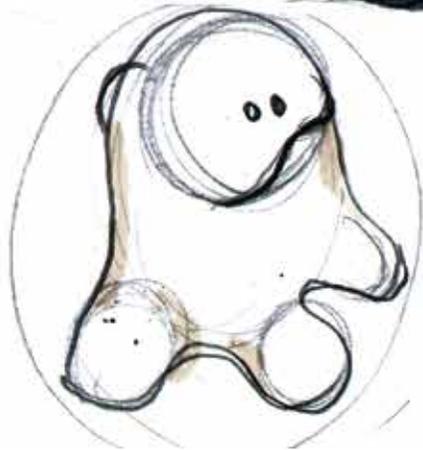
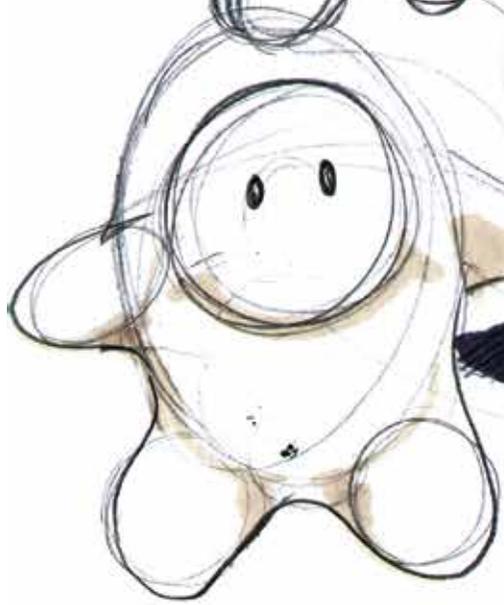
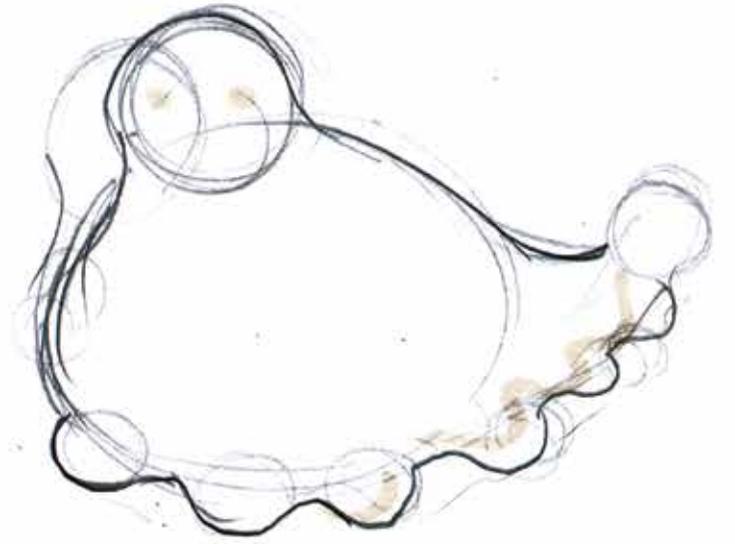
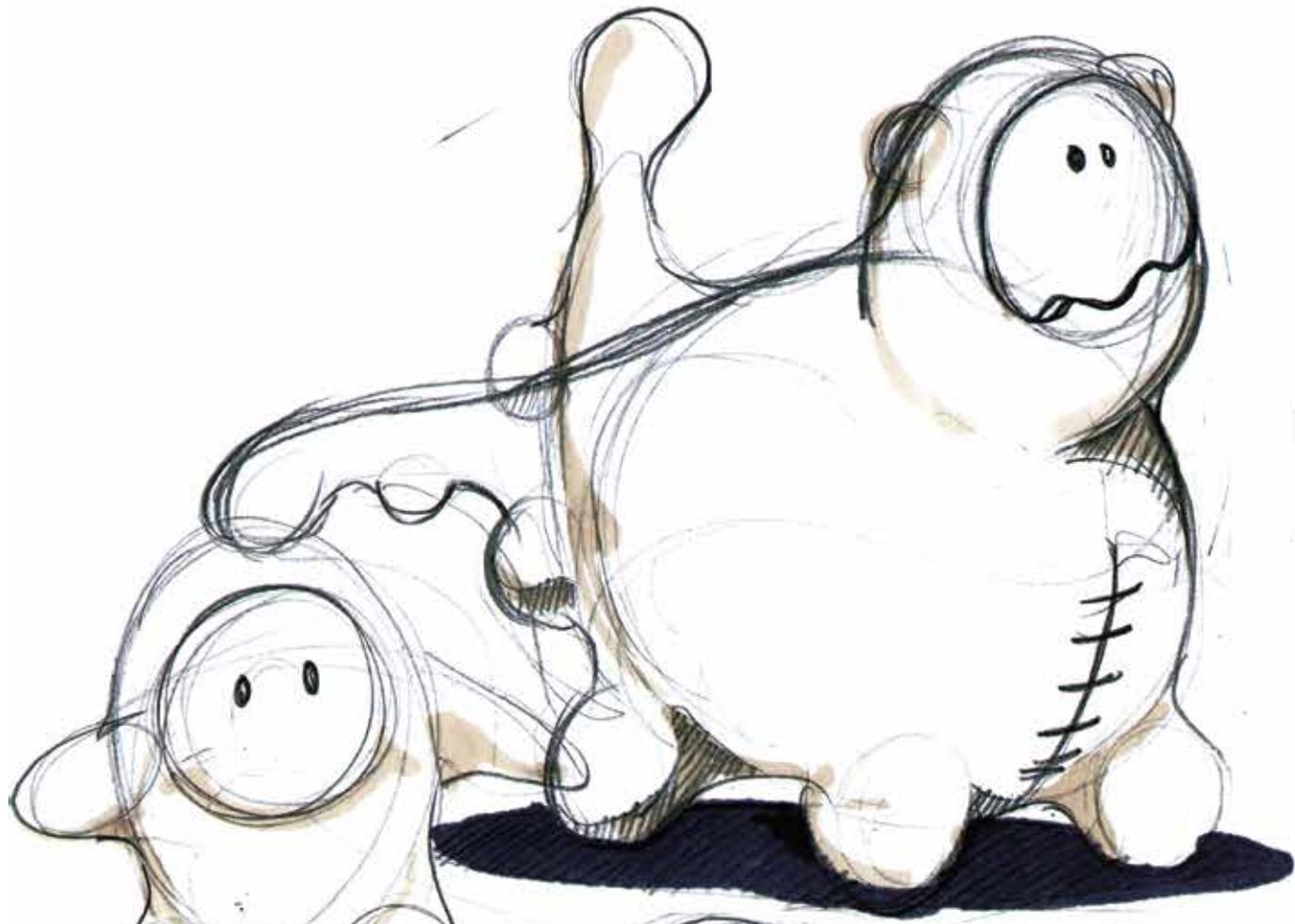


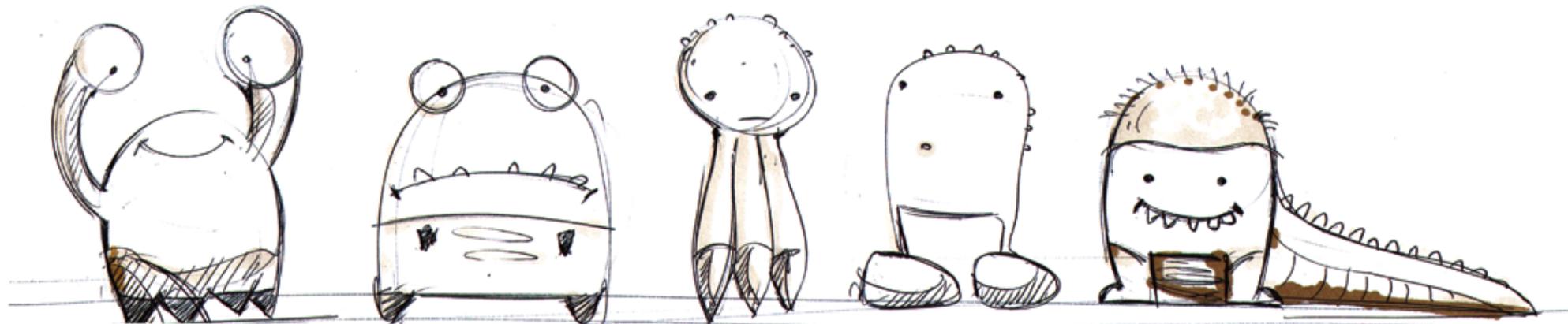
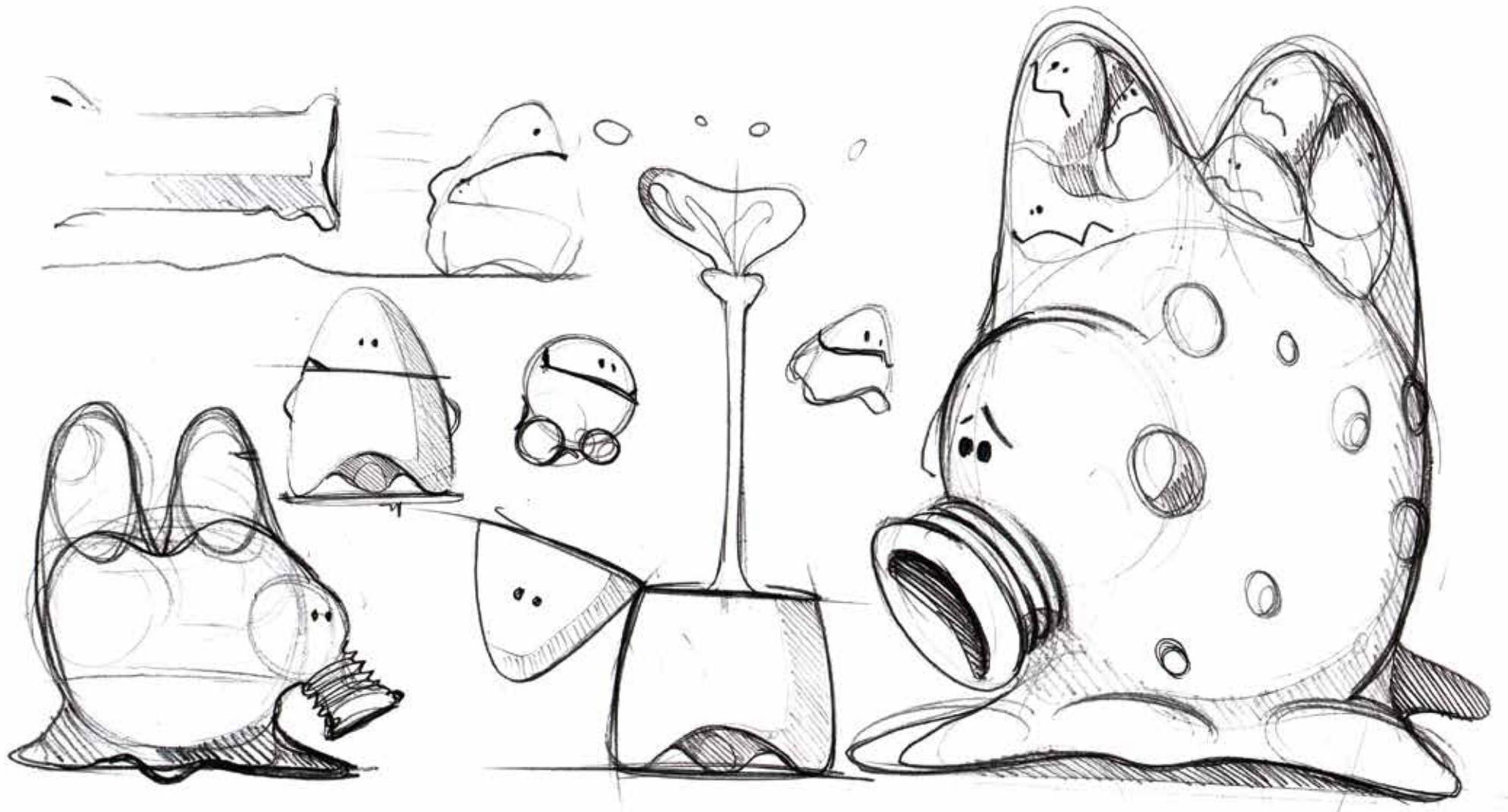


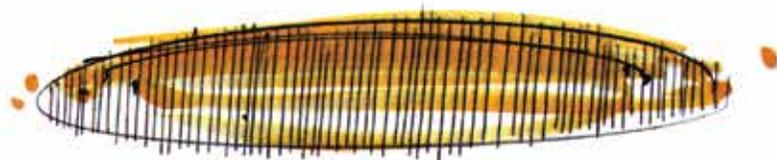
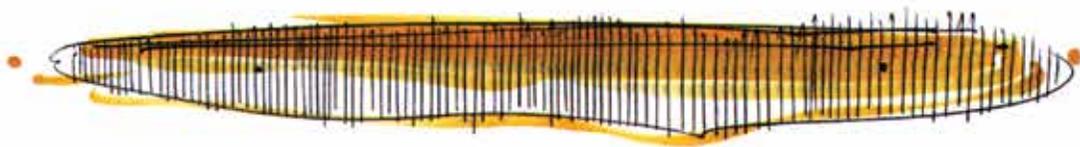
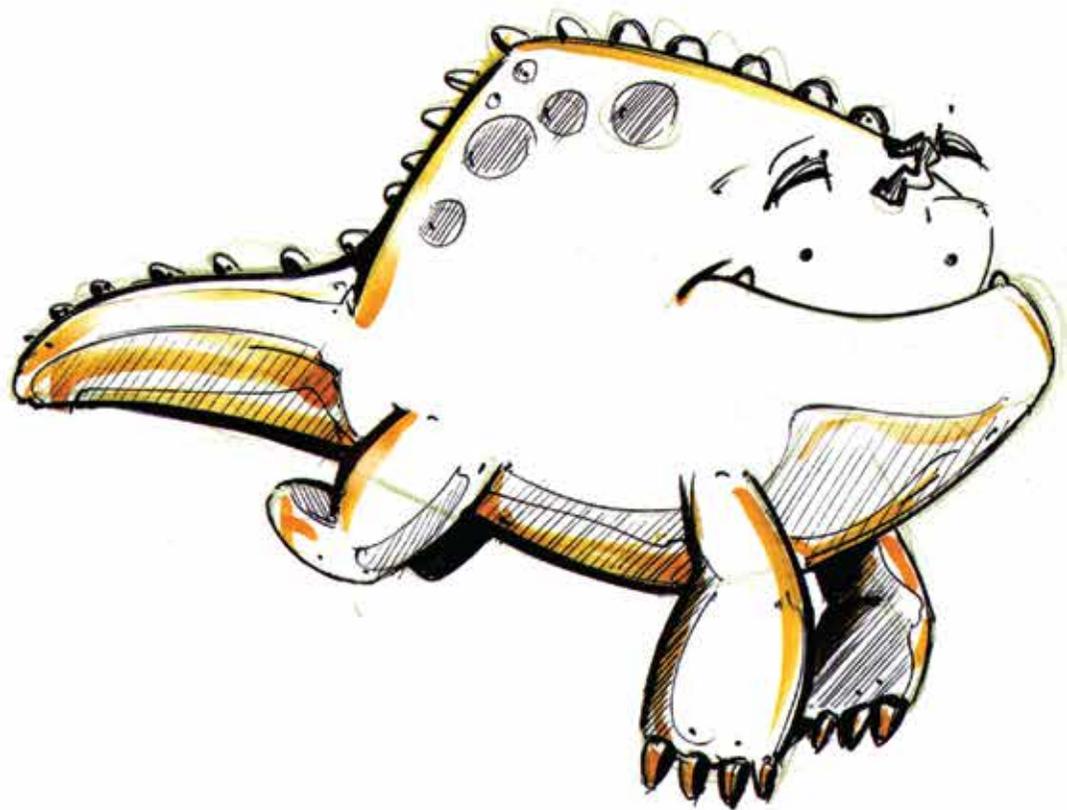


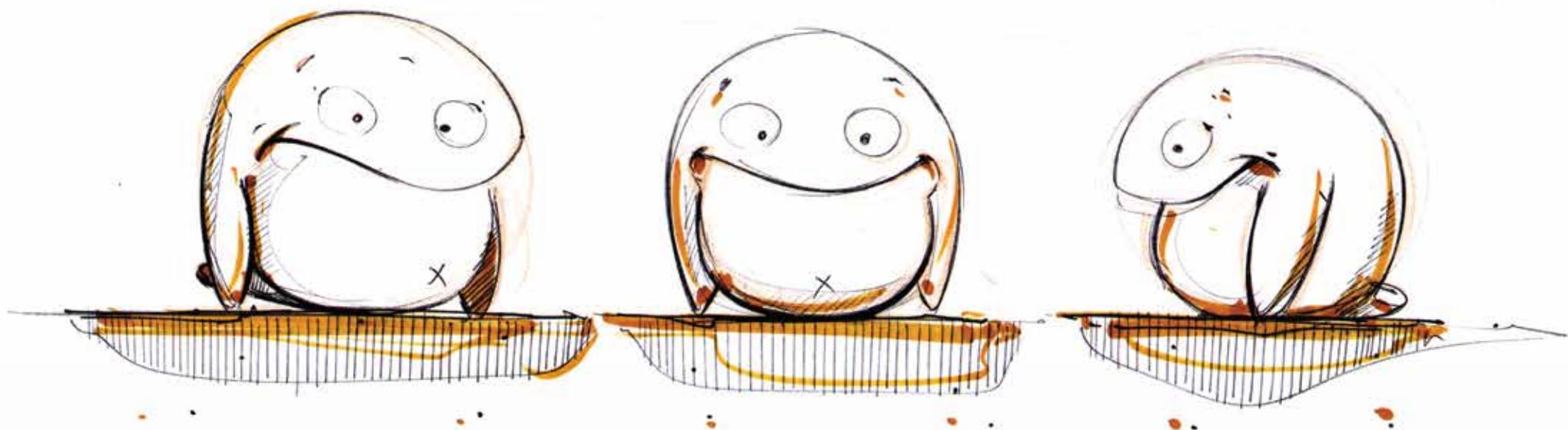


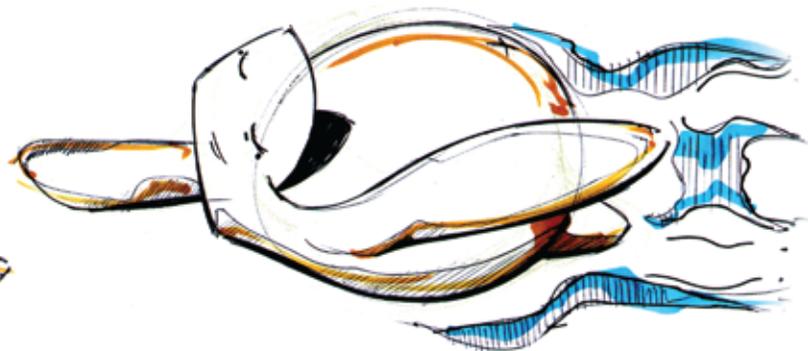
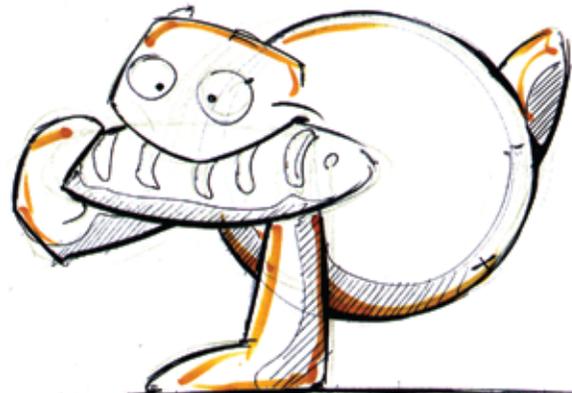
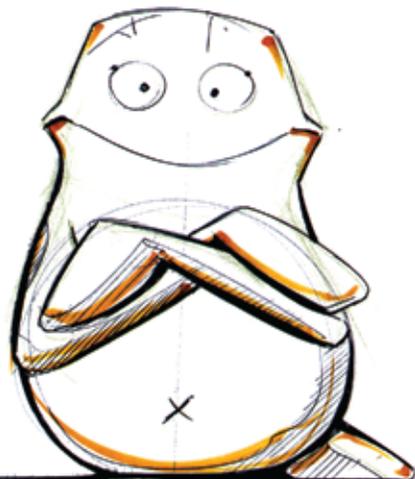














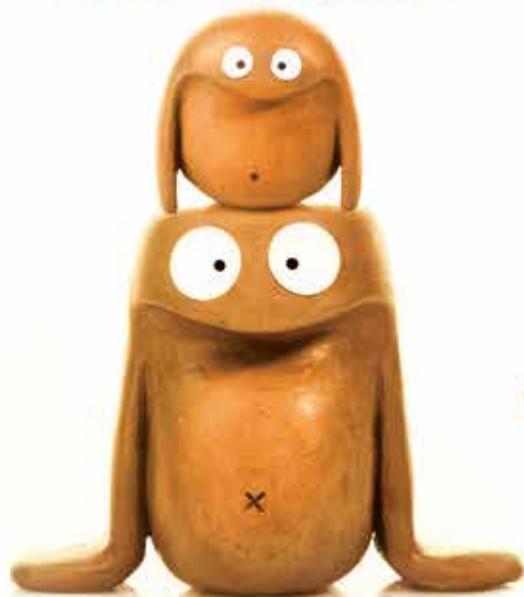
Final Characters





Oplant

Oshouloopack



Oshouloop



Oroob

Okaan

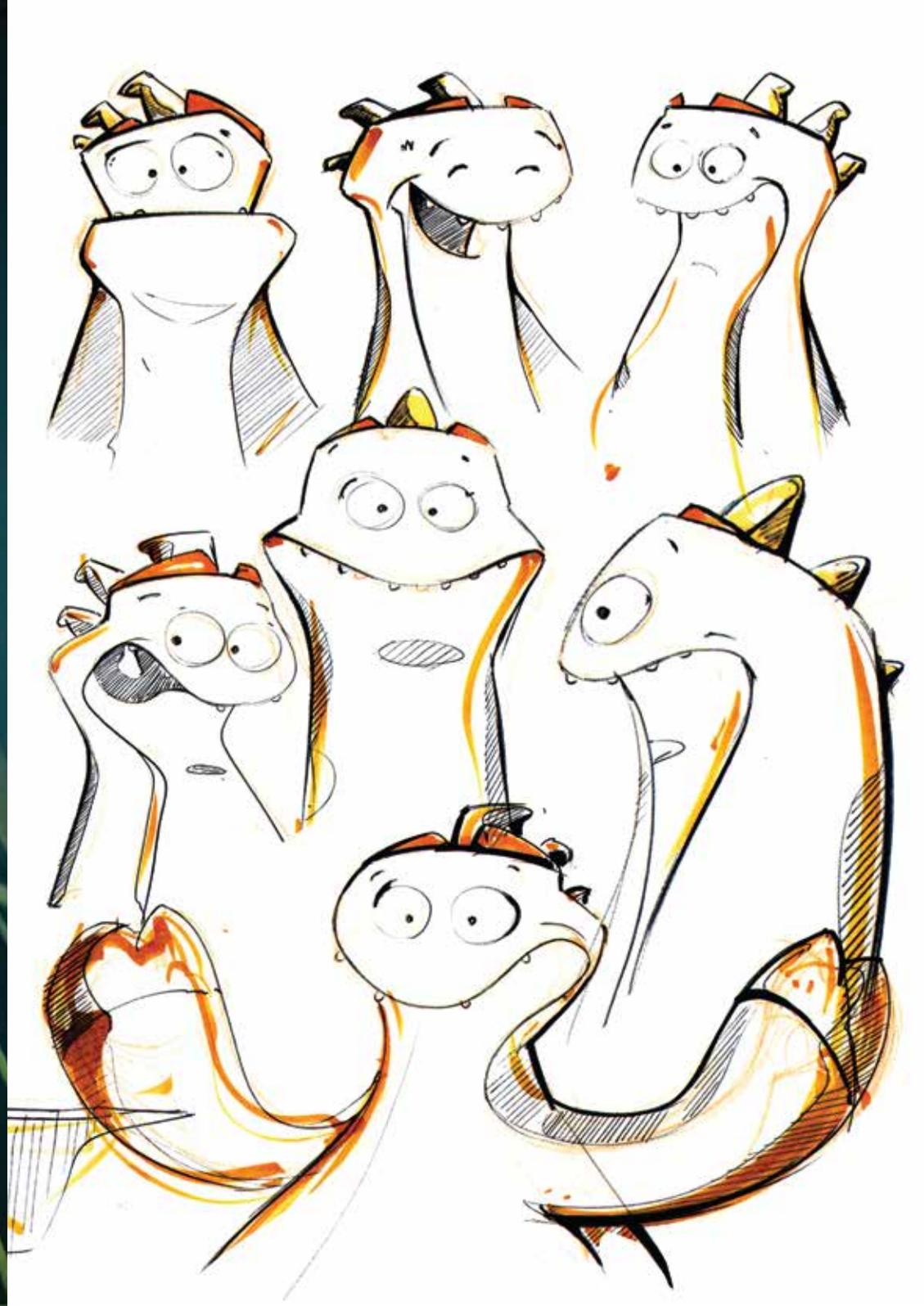


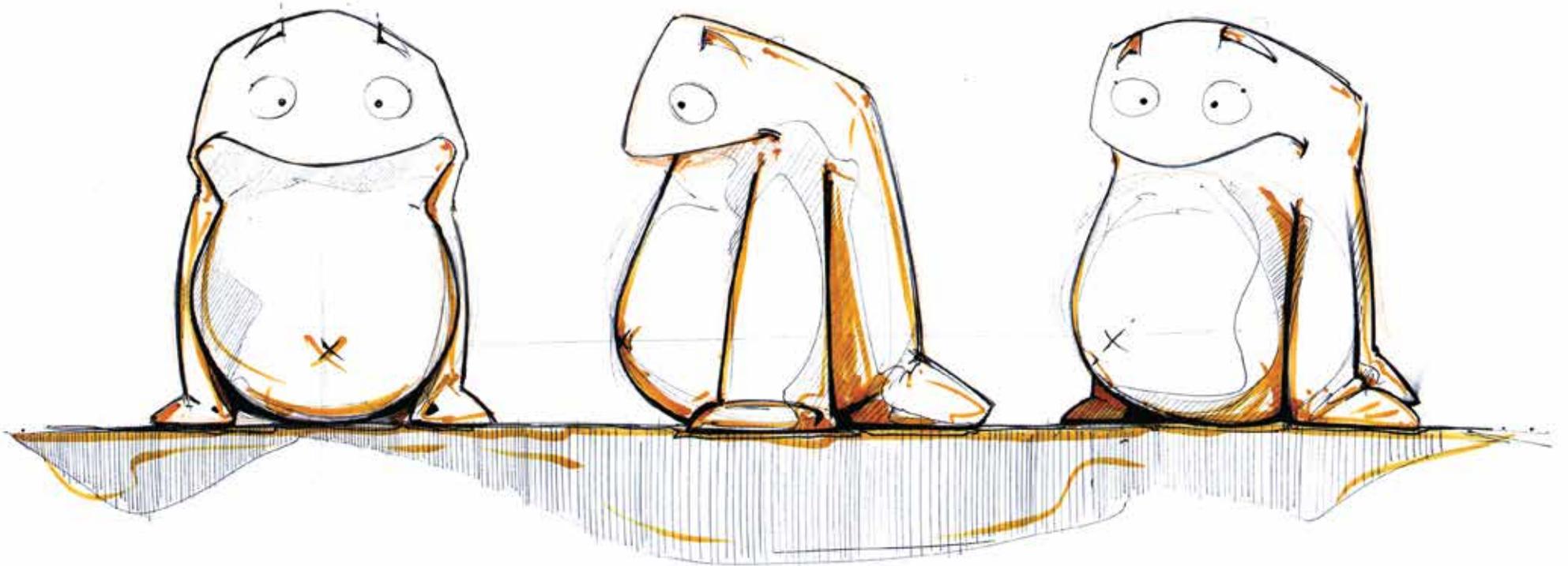
Oshouloop Eater



Opaar





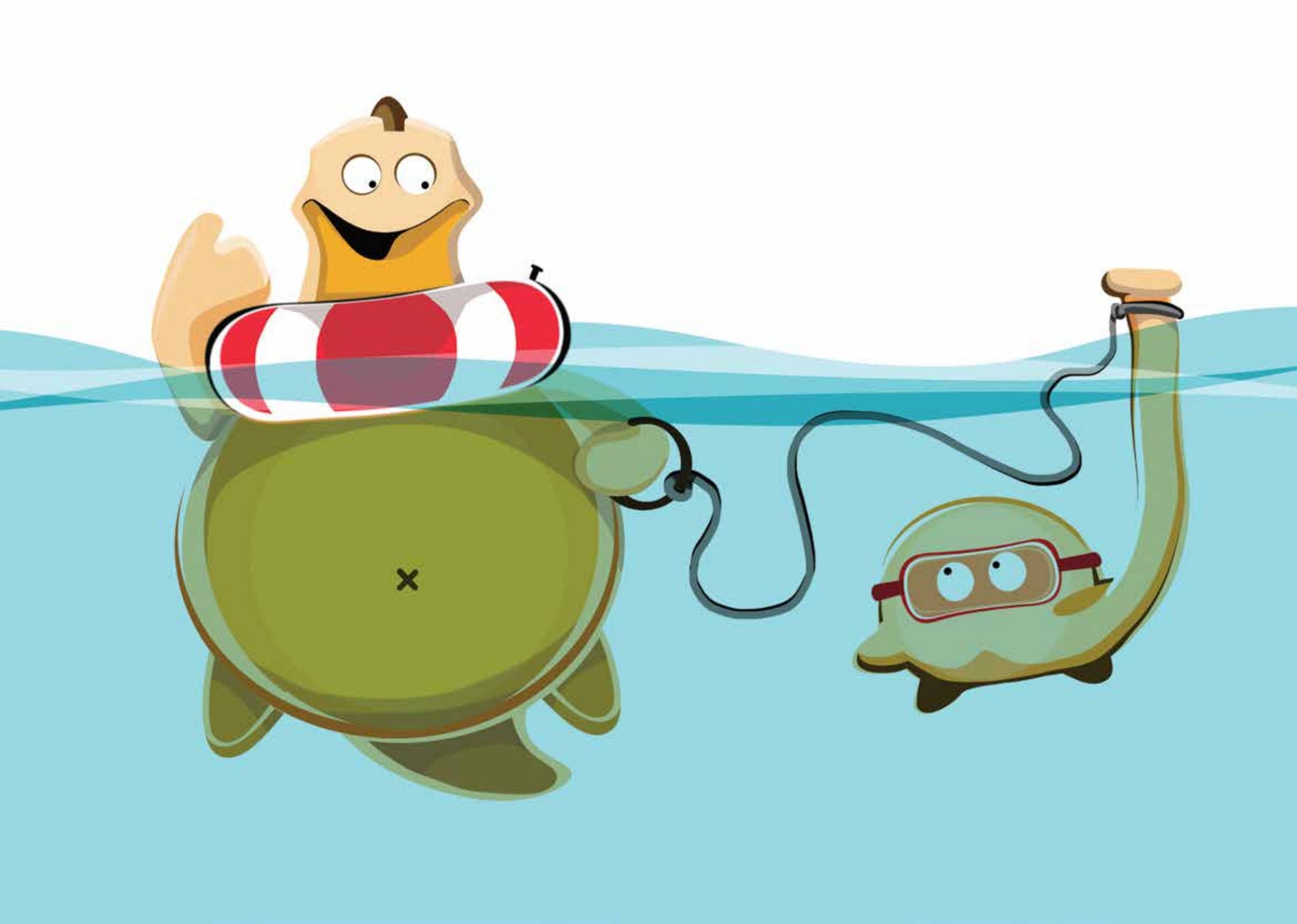






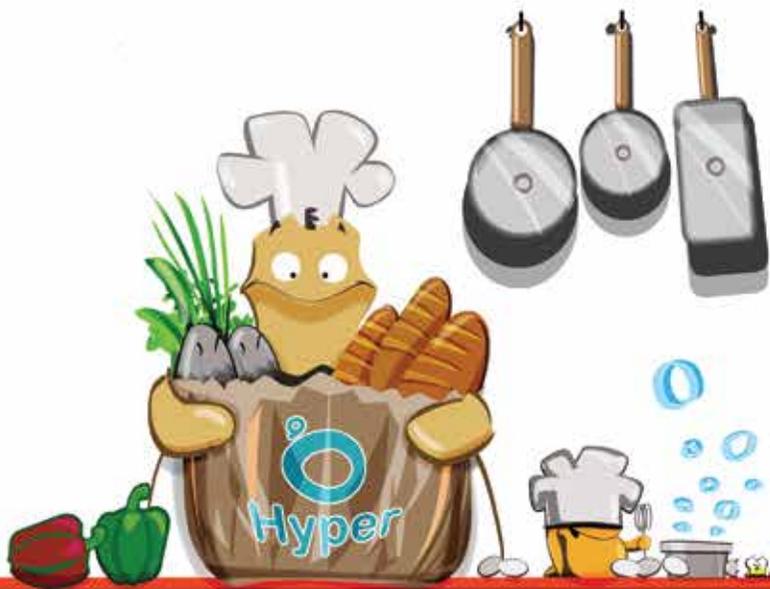
Wall Illustration Design

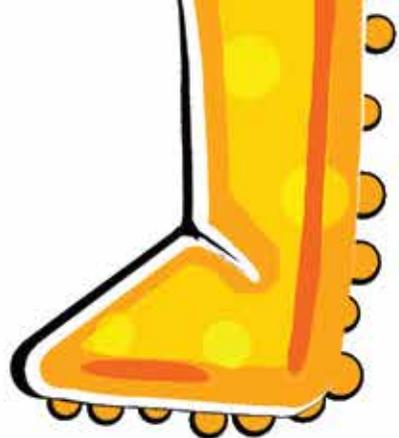


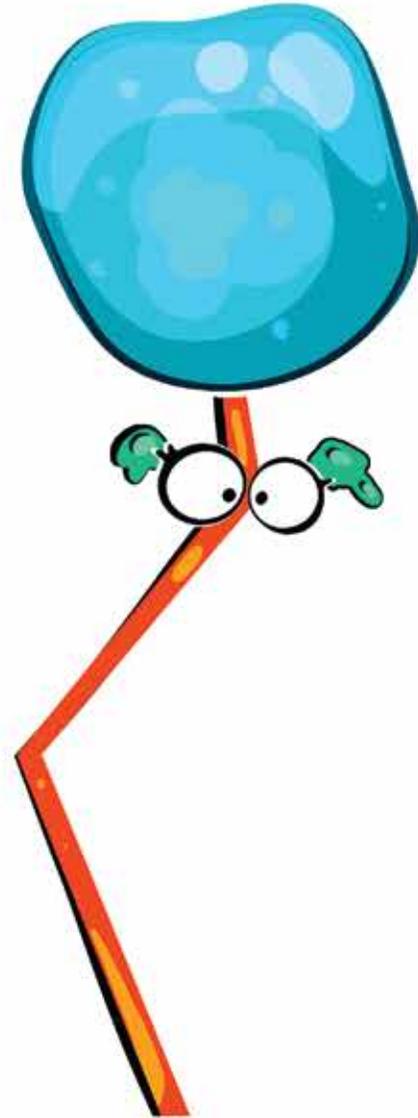
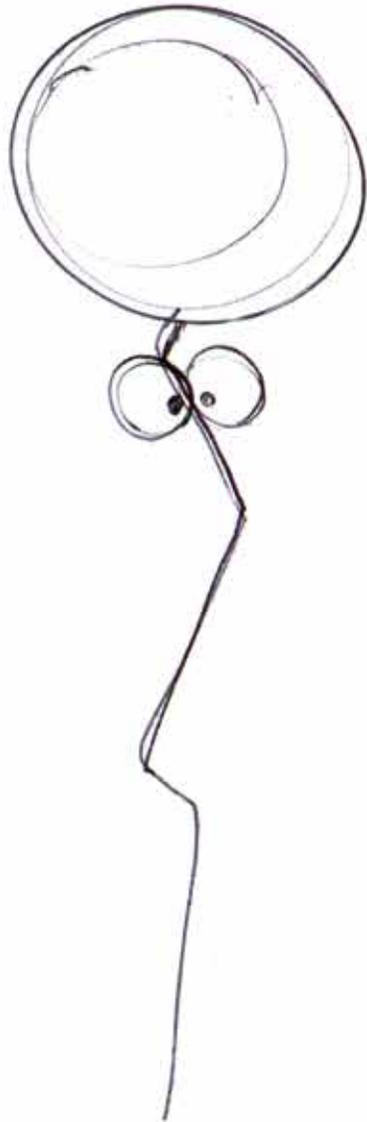




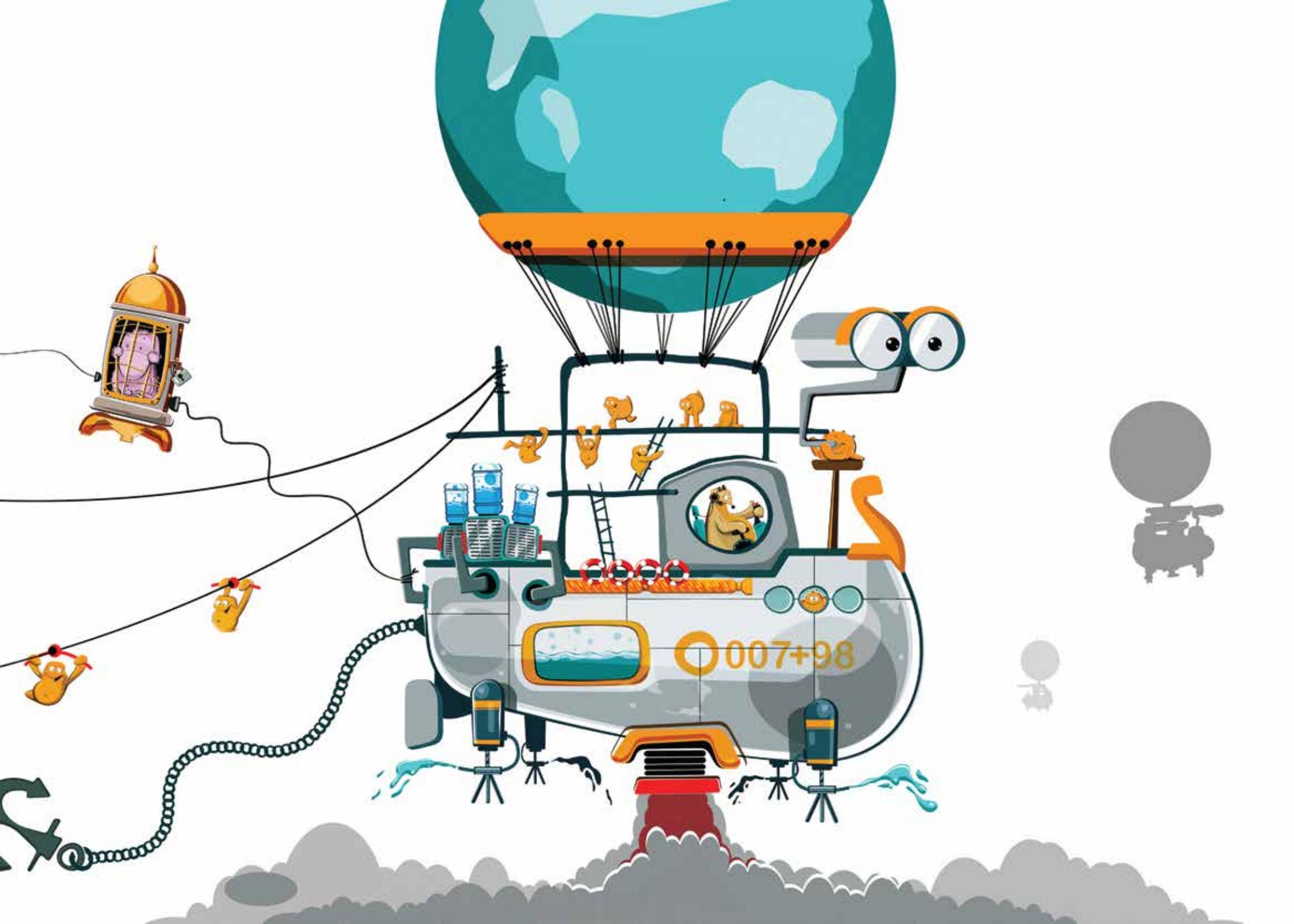




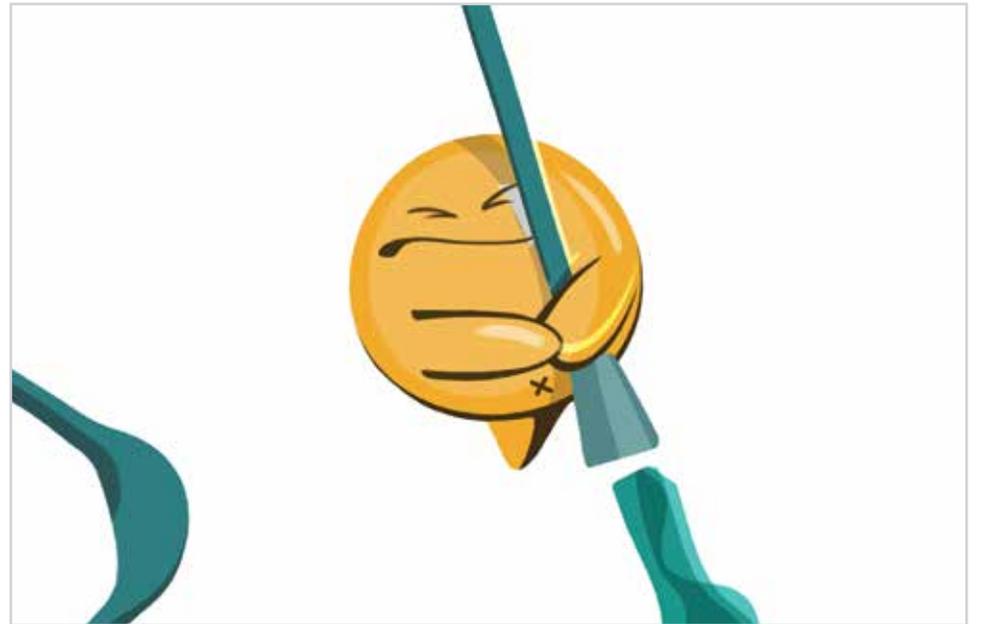
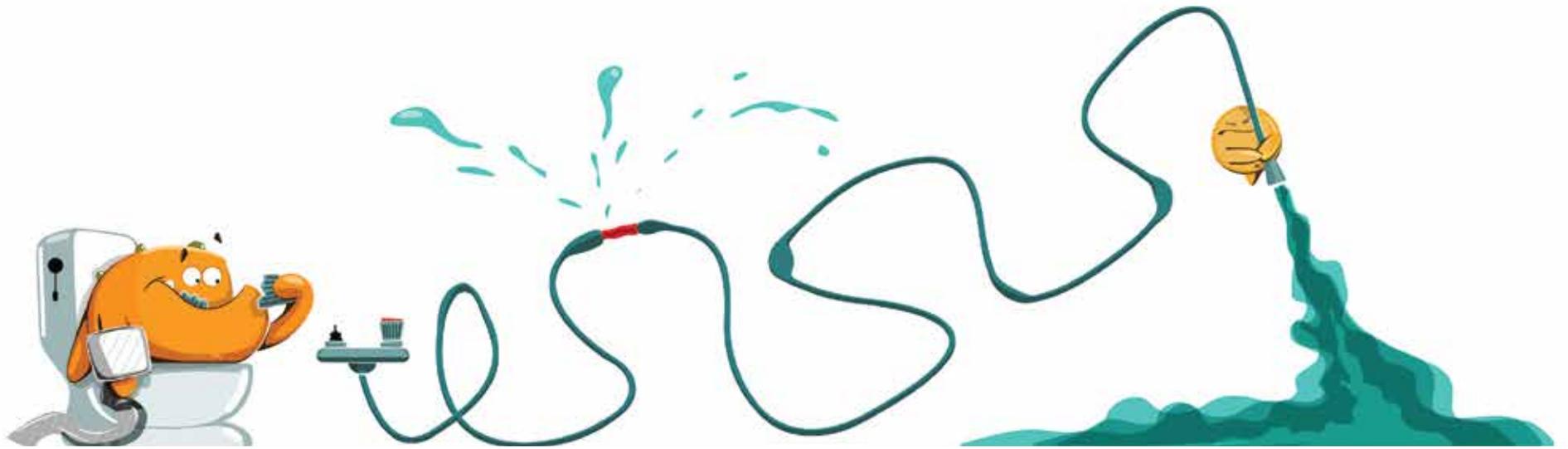
















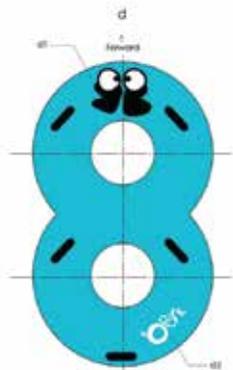
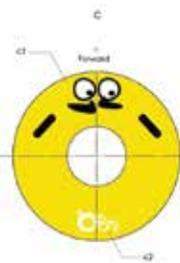
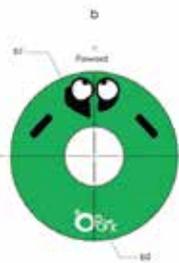
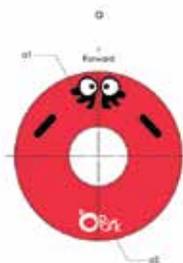
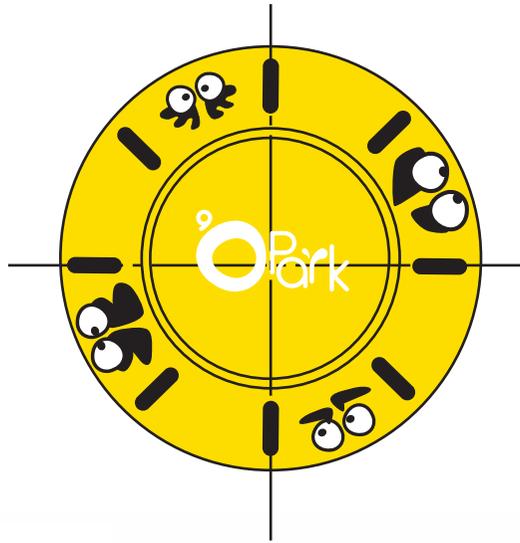


Tubes



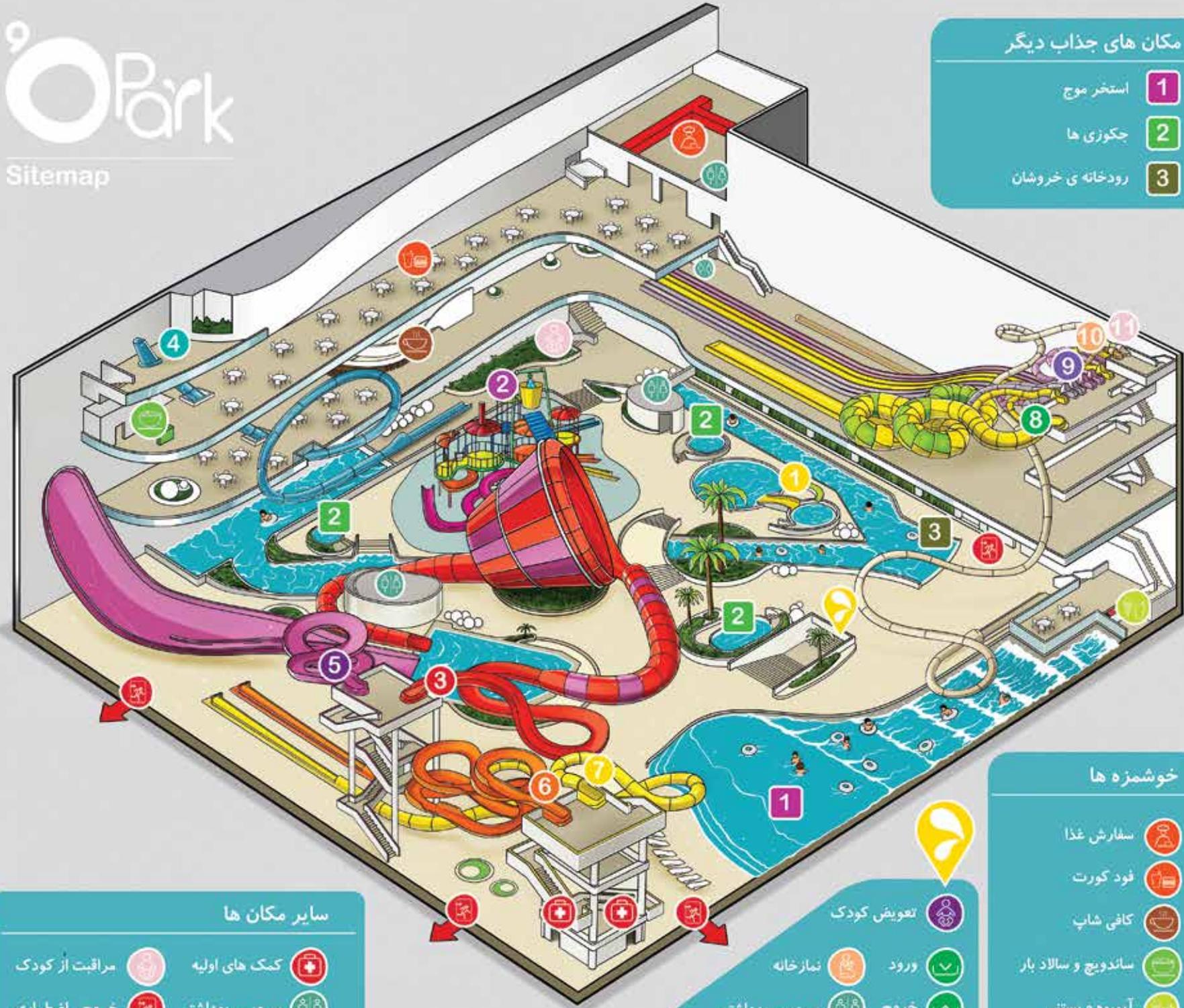
Tubes

An illustration of eyes along with a complete logo and logotype were mandatory. They were printed on the side-surface area of the tubes, separated with 180 degrees and angled on a same concentric circular path.



Sitemap





مکان های جذاب دیگر

- 1 استخر موج
- 2 جکوزی ها
- 3 رودخانه ی خروشان

سرسره ها

- 1 گوتولیا
- 2 جزیره آویا
- 3 ایس
- 4 آکوالوب
- 5 بومرنگ
- 6 اُبیچ
- 7 اُرنگ
- 8 گردالوب
- 9 رالی شیب
- 10 اُبرشیب
- 11 تونلی

خوشمزه ها

- سفرش غذا
- فود کورت
- کافی شاپ
- ساندویچ و سالاد بار
- آبمیوه و بستنی

تعویض کودک

- ورود
- خروج
- نمازخانه
- سرویس بهداشتی

سایر مکان ها

- کمک های اولیه
- سرویس بهداشتی
- مراقبت از کودک
- خروجی اضطراری

Wayfinding Signage





SHOWER
دوش



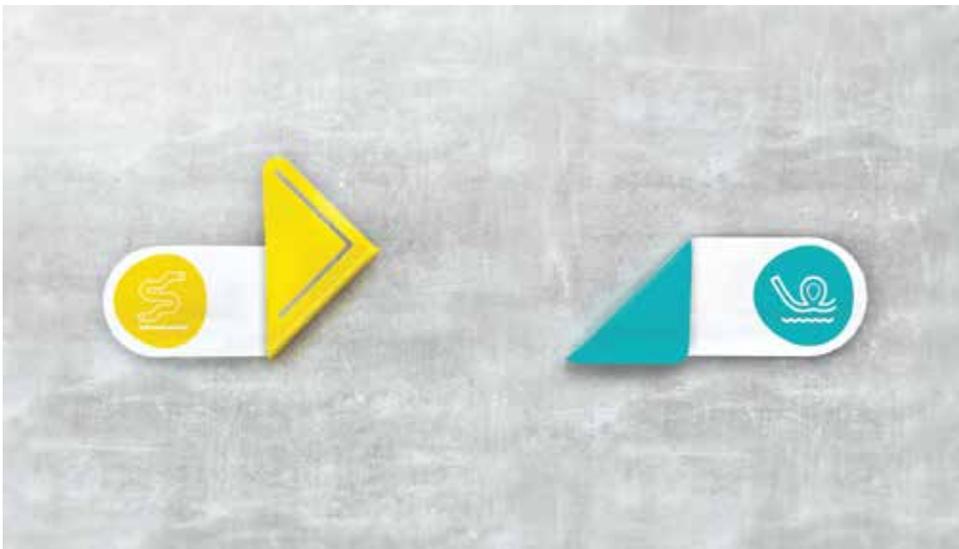
STAIRS
راه پله



MEAL ORDER
سفارش غذا









Pictograms



ENTRANCE
ورود



FACILITY
تاسیسات



COFFEE SHOP
کافی شاپ



SHOWER
دوش



NO RUNNING
دویدن ممنوع



EXIT
خروج



MOSQUE
مساجدخانه



RESTAURANT
غذاخوری



CHANGING ROOM
کابین رختکن



NO SMOKING
سیگار کشیدن ممنوع



STAIRS
راه پله



SECURITY
حراست



MEAL ORDER
سفارش غذا



LOCKERS
رختکن



NO ANIMAL
ورود حیوانات ممنوع



STAFF ENTRANCE
ورودی کارکنان



INFORMATION
راهنما



WET FLOOR
بیز نخورید



SLIPPERS CASE
سبد دمپایی



STAFF ONLY
فقط کارکنان



VIP ENTRANCE
ورودی اختصاصی



WIFI
اینترنت



ELECTROCUTION RISK
خطر برق گرفتگی



SAFE BOX
امانات



FIRST AID
کمک های اولیه



EMERGENCY EXIT
خروج اضطراری



DOCTOR
پزشک



TRASH BIN
سطل زباله



SHOES HOLDER
گدشی کفش



EXTINGUISHER
کیسهول آتش نشانی



ELEVATOR
آسانسور



RESTROOM
سرویس بهداشتی



PHOTOGRAPHY
عکاسی



TICKETS
فروش بلیط



ESCALATOR
پله برقی



BABY CARE
تعمیراتی بچه



PARKING
پارکینگ



BRACELET CHARGE
شارژ دستبند

Pantone Code





Thank You

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