

The Bustling Streets of Inazuma City

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Throughout the last three years of schooling, every time I was given the chance to create and design anything, my first thoughts always drifted to the same thing; Genshin Impact. I had always ignored my initial intentions, instead opting for something not so closely aligned to my fixation. But for my final folio of my high school experience, I wanted to finally give myself the chance to create what I have wanted to for years.

My brief required me to design a 3D DIY diorama for HoYoverse to sell as merchandise for their game Genshin Impact. This included a built diorama, packaging for the product and an excerpt for an instruction booklet on the assembly process.

The project in itself was a love letter to a game which I hold so dearly within my heart, a game I have spent years playing. So, what better way to honour something which has had such a large influence in my life then to have it as the focus for my year 12 design folio?

HoYoverse is a Chinese gaming development and publishing company known for their popular RPG game Genshin Impact. The company's target audience for my product is primarily fans of the game, along with people who enjoy model making.

It was a requirement that the designs for each component were easily identifiable as being a part of the same product and that the product itself was based off an in-game location. I achieved this requirement through basing the diorama around the in-game nation of Inazuma, my personal favourite region, and using the stylistic motifs throughout each component.

To begin the design process, I researched the designers Neile Cooper and Hazel Glass, along with the company Nebula Creations Co, inspired by their skill in creating 3D products. Analysing their work opened my eyes to the materials I could use, as in the past I have typically only used paper to create 3D designs.

One of the major influences on my work came from the company RoLife, known for their miniature models. The company produces and sells a wide range of DIY kits, and their 'Book Nook' line has gained immense popularity on social media. Their product, the 'Sakura Tram Book Nook', was the main design inspiration for my work. I had become fascinated with how the design holds so much detail in such a small scale, despite being made of wood.

Looking at their work prompted me to re-evaluate my approach to my diorama which resulted in my decision to use 3mm plywood and a laser cutter to construct my design. The way the company packages their kits was also a huge inspiration while designing the packaging, as it gave me insight of what this kind of product needed to include regarding information.

Lego instruction booklets were also a point of influence when it came to designing my own instruction booklet excerpt. The brief required that text was kept to a minimum, so seeing the way Lego can effectively demonstrate the building process through pictures influenced me to take a similar approach. This had a major impact on the design, and its influence is clearly seen in my use of 3D diagrams to demonstrate the assembly process.

My design has successfully met the parameters of the brief because I have designed and assembled the full diorama, its packaging and designed an excerpt from its instruction booklet. The diorama itself is made from 3mm plywood, with packaging made from sturdy cardboard.

To meet the requirement of creating a diorama of an in-game scenery, I made sure my design was as accurate as possible to the reference material. As I chose the location of Inazuma City, I had to make sure the stylistic features were as similar as possible to what is shown in-game.

I considered the target audience in my designs at every stage of the design process. Throughout each stage, I kept in mind that the main audience was for fans of the game, so including motifs seen within the game and its story, such as the postage stamps, references in game lore and deepens the connection to the target audience through the attention to detail.

I have developed my design skills through pushing myself outside of my comfort zone with using materials I was unfamiliar with, using wood and a laser cutter as my primary material and tool. Before beginning this design task, I had only used a laser cutter a handful of times, but the project's dependence on the machine pushed me to become proficient in a new tool, which I can now apply to a wide range of materials and uses in the future. I have also developed my design skills through the focus on accurate measurements. As each piece of the diorama and packaging had to be accurately measured, I paid close attention when in the designing process to the size and scale of each object, which is something I have struggled with before in other designs. This focus also helped me improve my critical thinking and problem solving when it comes to design problems, as I had to come up with well thought out solutions when figuring out the practicality of what I was designing.

My own personal aesthetic has developed as a result of working with different mediums and design tools. In future projects I will now consider how to approach a design task from different angles, and to not limit myself to using materials I am already skilled in. My design skillset has developed immensely from this project, and my approach to design is much more open to trying new materials than I was before, while also allowing myself to express my interests within my work.

I am proud of my success to create something for a piece of media I adore in every aspect, and I could not think of a better way to conclude my high school design journey than dedicating it to something which has inspired me since my very first design lesson.