

FOR YOUR CONSIDERATION

THE ART OF
TRANSFORMERS
ONE



OUTSTANDING PRODUCTION DESIGN
IN A ANIMATED FEATURE FILM

JASON SCHEIER
GERALD DE JESUS

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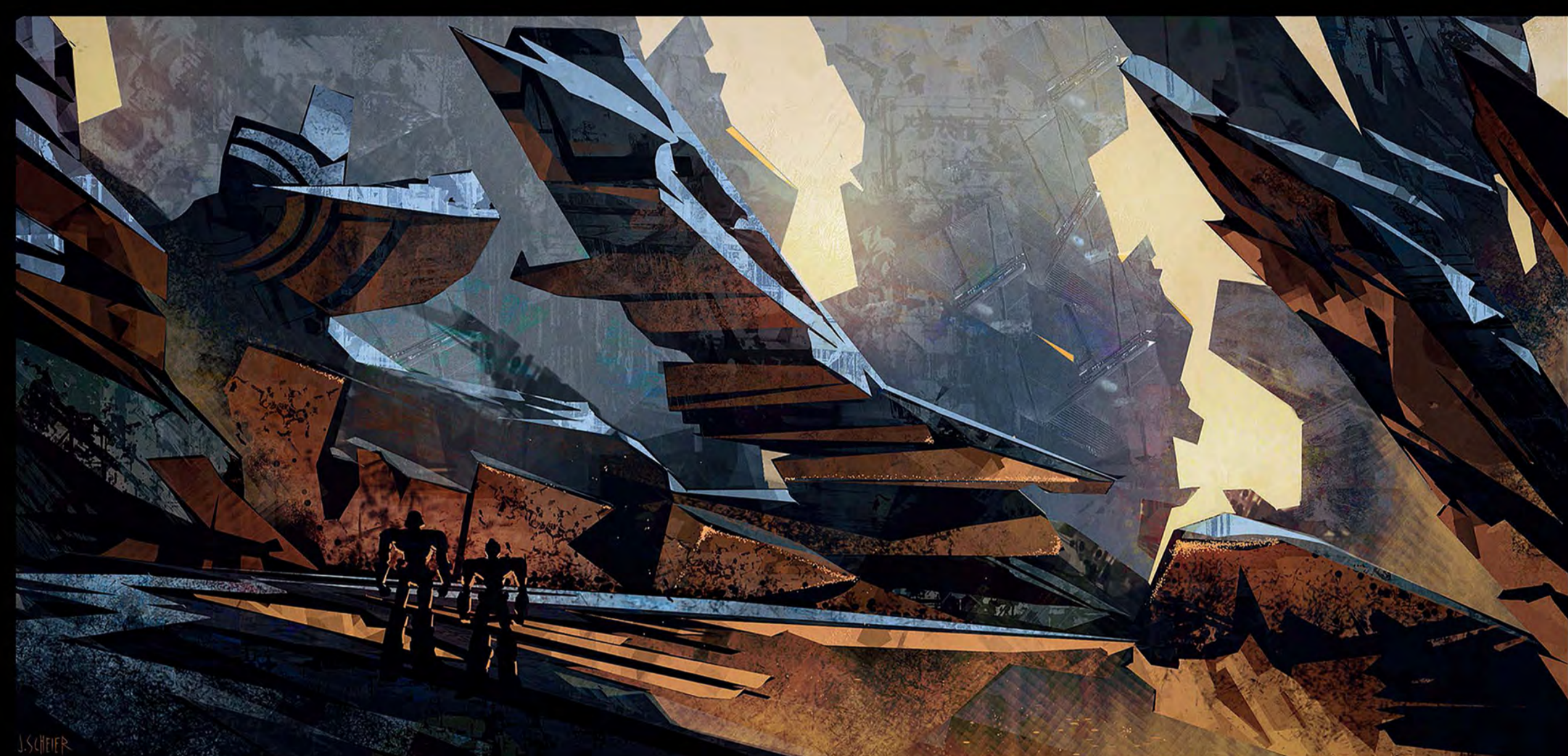


BUILDING A FANTASTIC PLANET

From the bright lights of Iacon City to the dark corners of the miners' sector, *Transformers One* offers a comprehensive and unique tour of the robots' home planet of Cybertron.

"In the past, Cybertron was looked at as a very metallic and cold-feeling place. Josh showed us the variety of minerals found here on Earth, and we realized that even a planet made entirely of metal could look interesting, diverse, and organic."

—ZEY FOREMAN,
EXECUTIVE PRODUCER, HASBRO



CYBERTRON

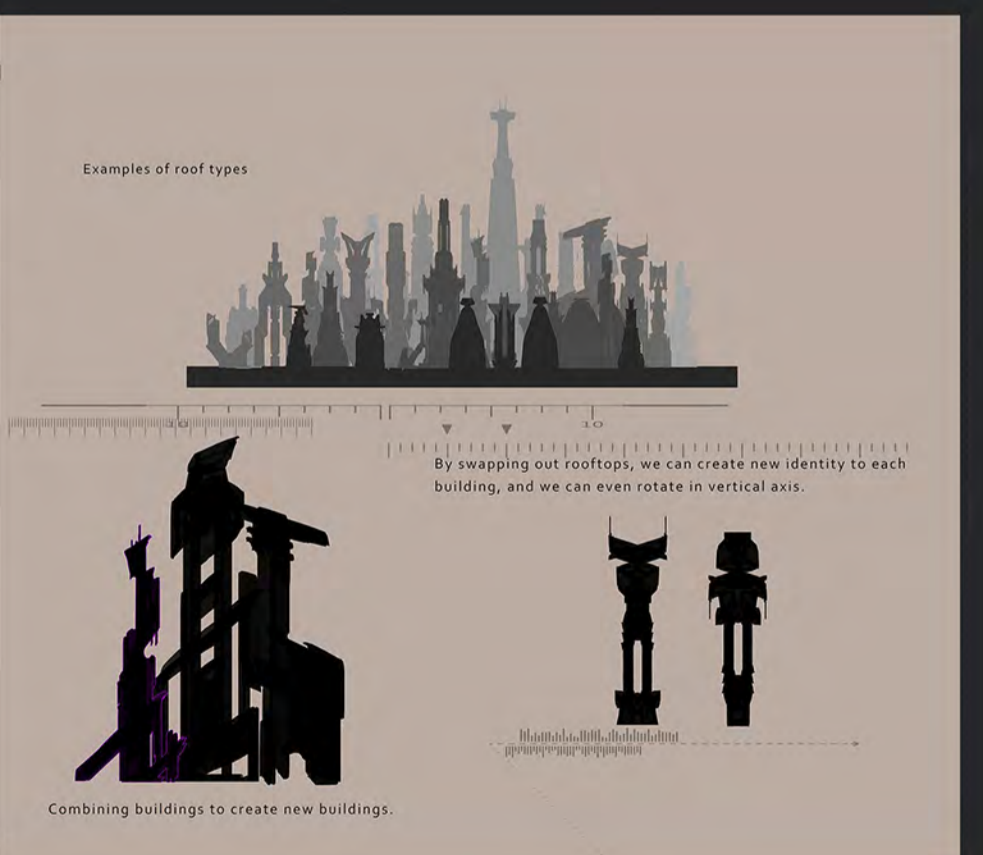
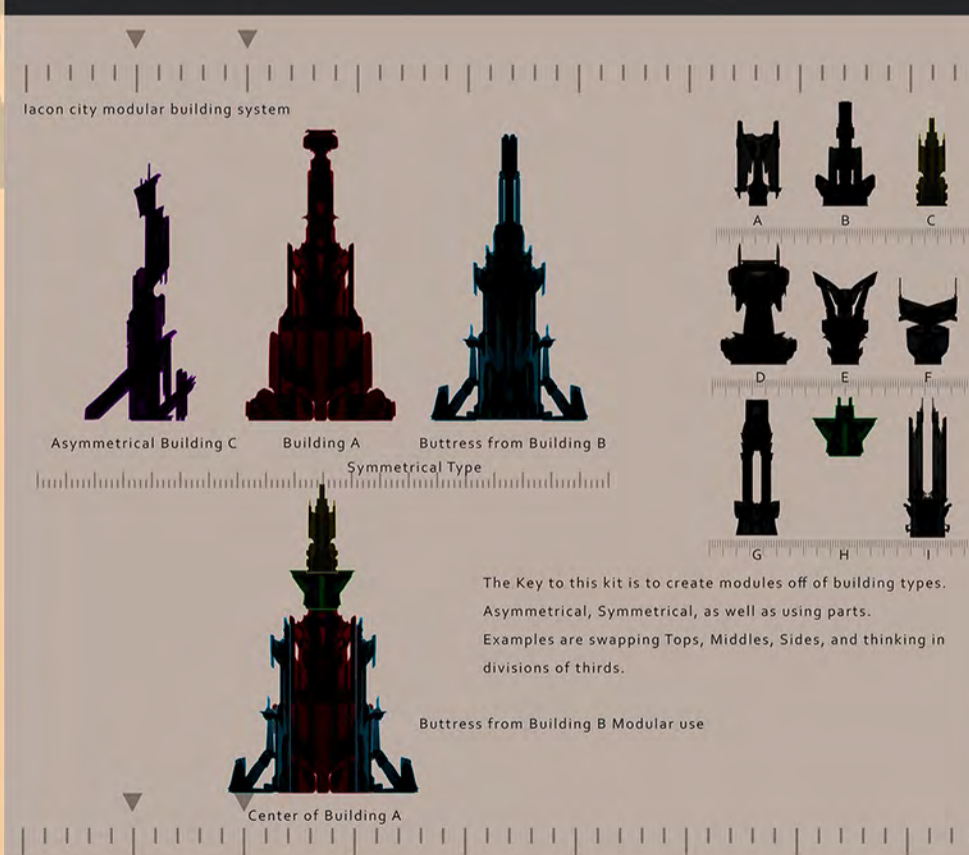
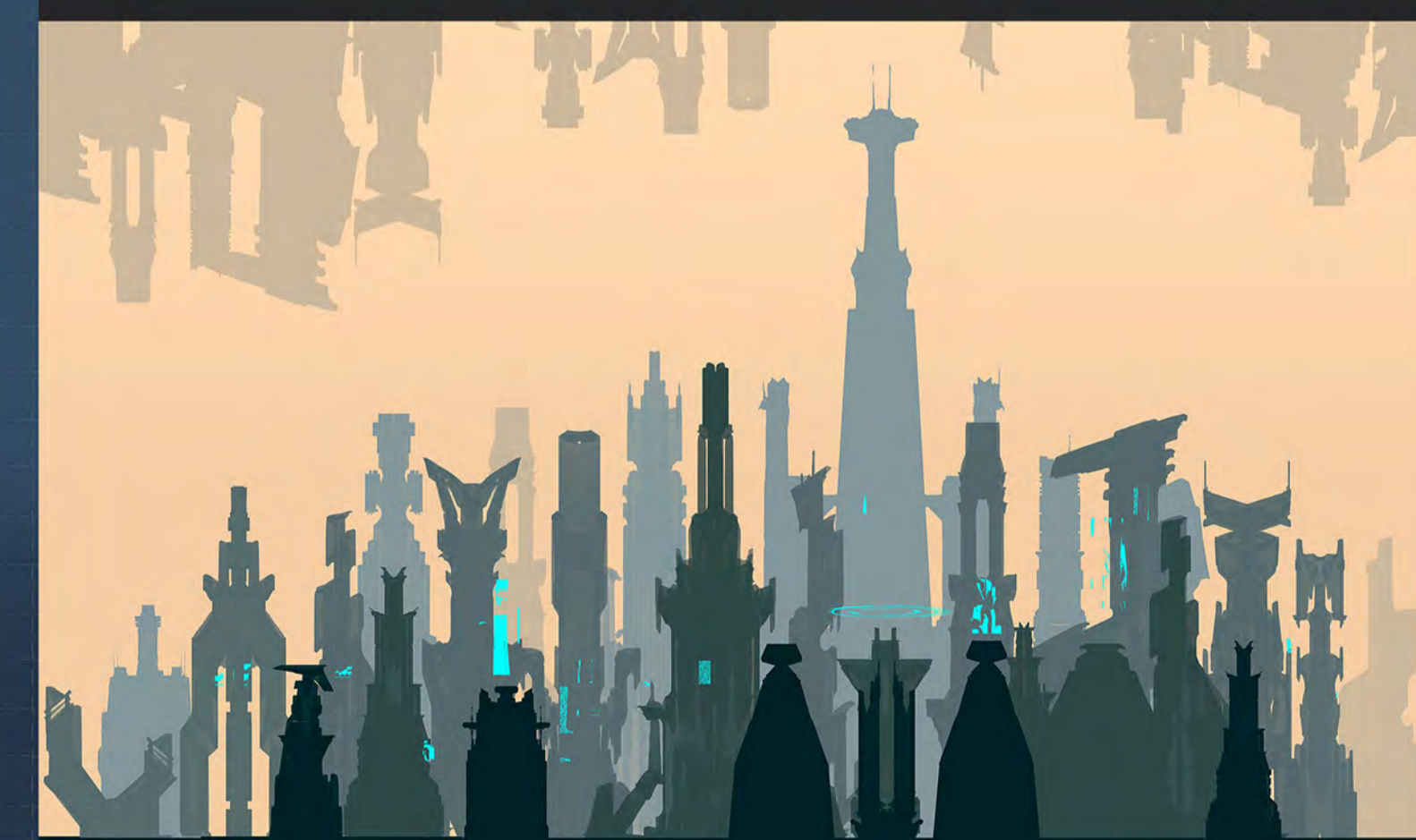
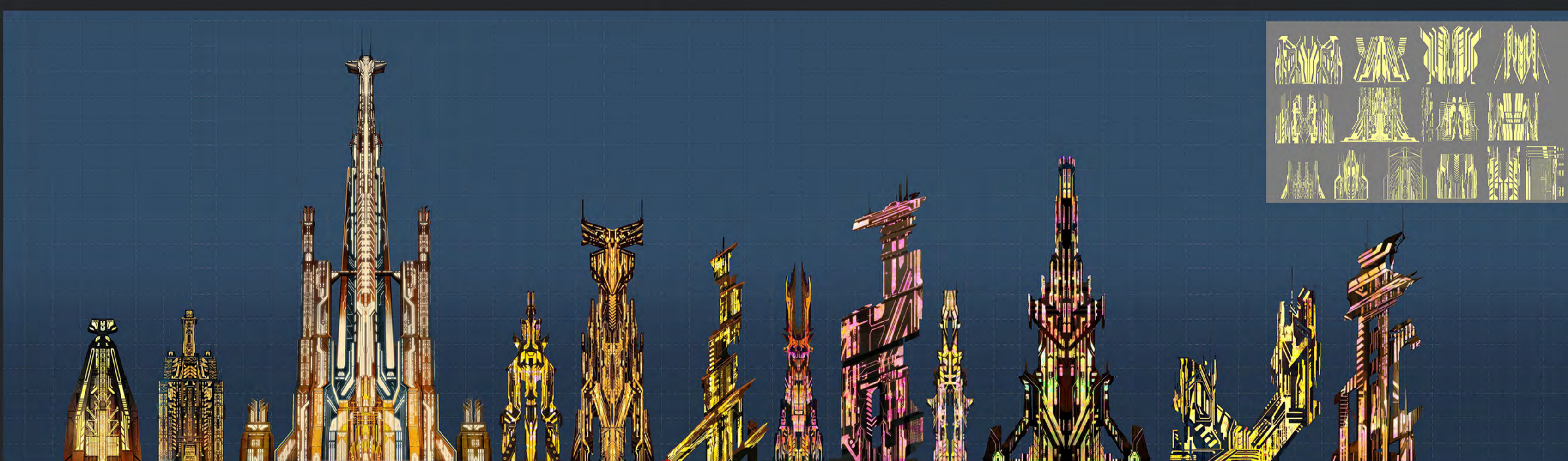
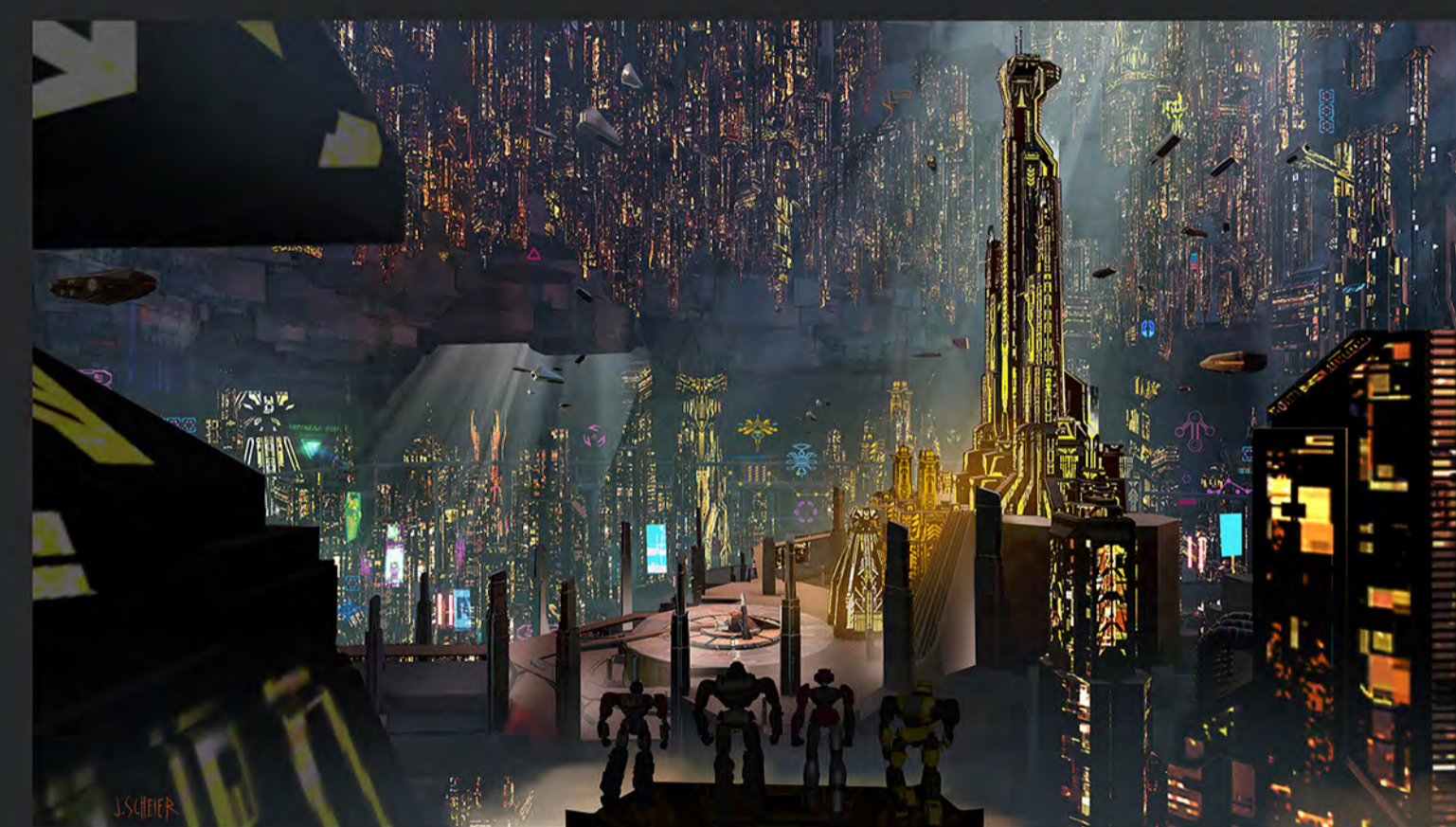
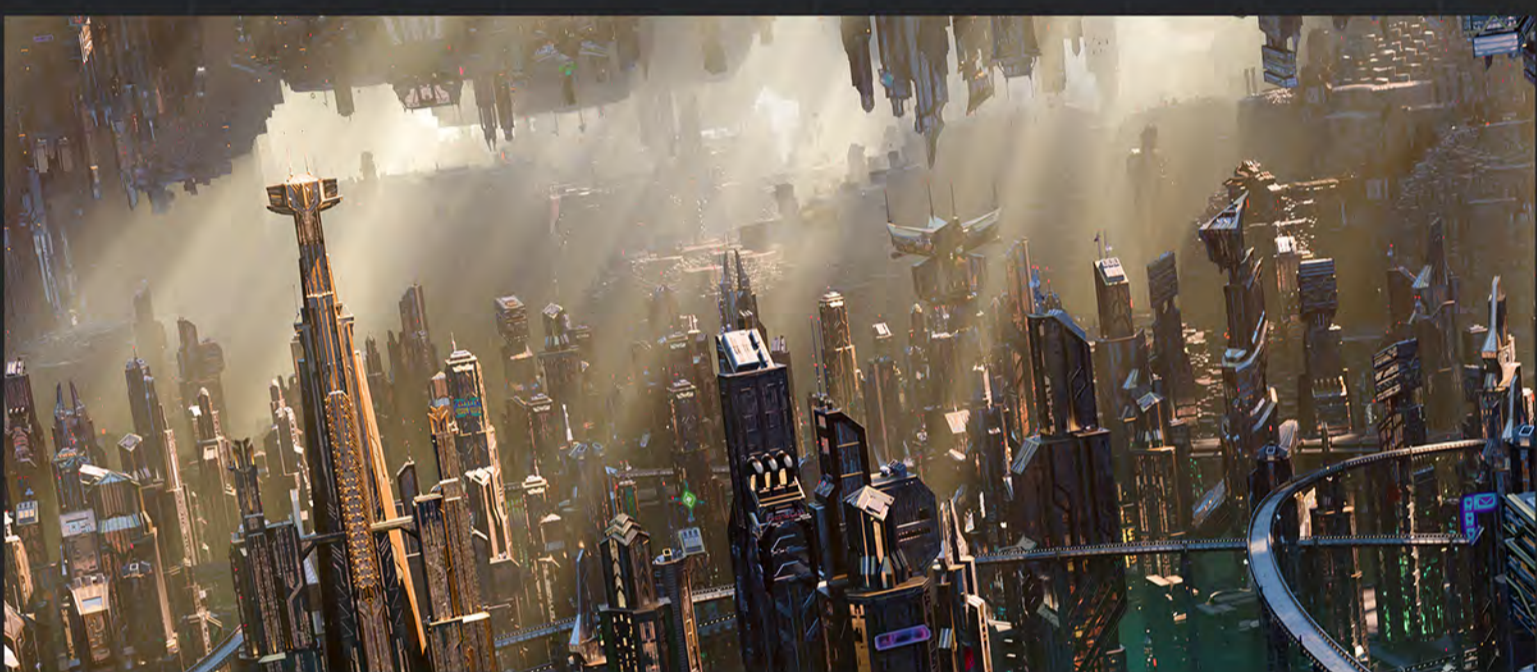
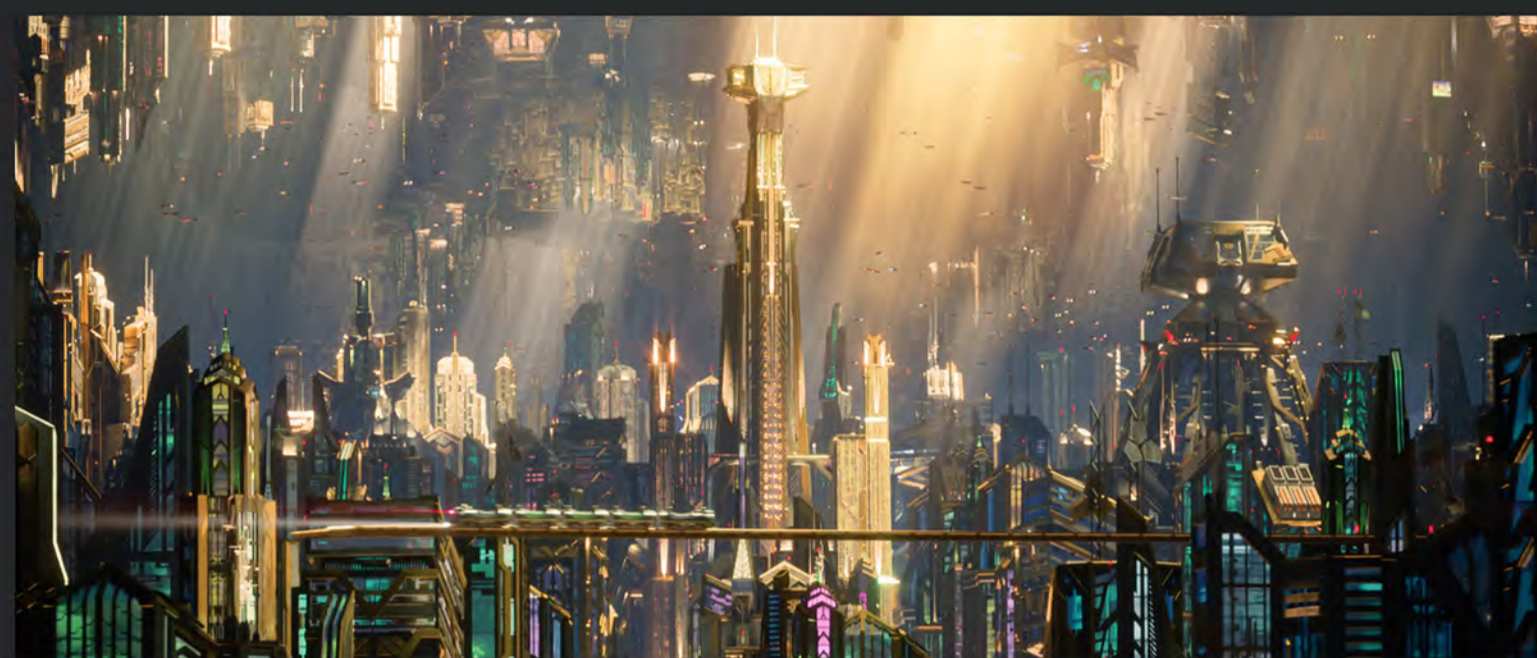
Cybertron, the home planet of the Transformers, is often depicted as shining, metallic, and tech-heavy. The artistic team behind the new animated movie wanted to stay as close as possible to the original comic book and 1980s cartoon version while putting an imaginative spin on the visuals. The planet became a completely new character of its own. "One of the things that got me excited about this film was seeing what Cybertron would look like in its heyday," director Josh Cooley says. "Since the planet's all metal, I didn't want it to be a big gray ball in the sky. It had to be something that we truly cared about. In Transformers



RIGHT: All art by Jason Scheier

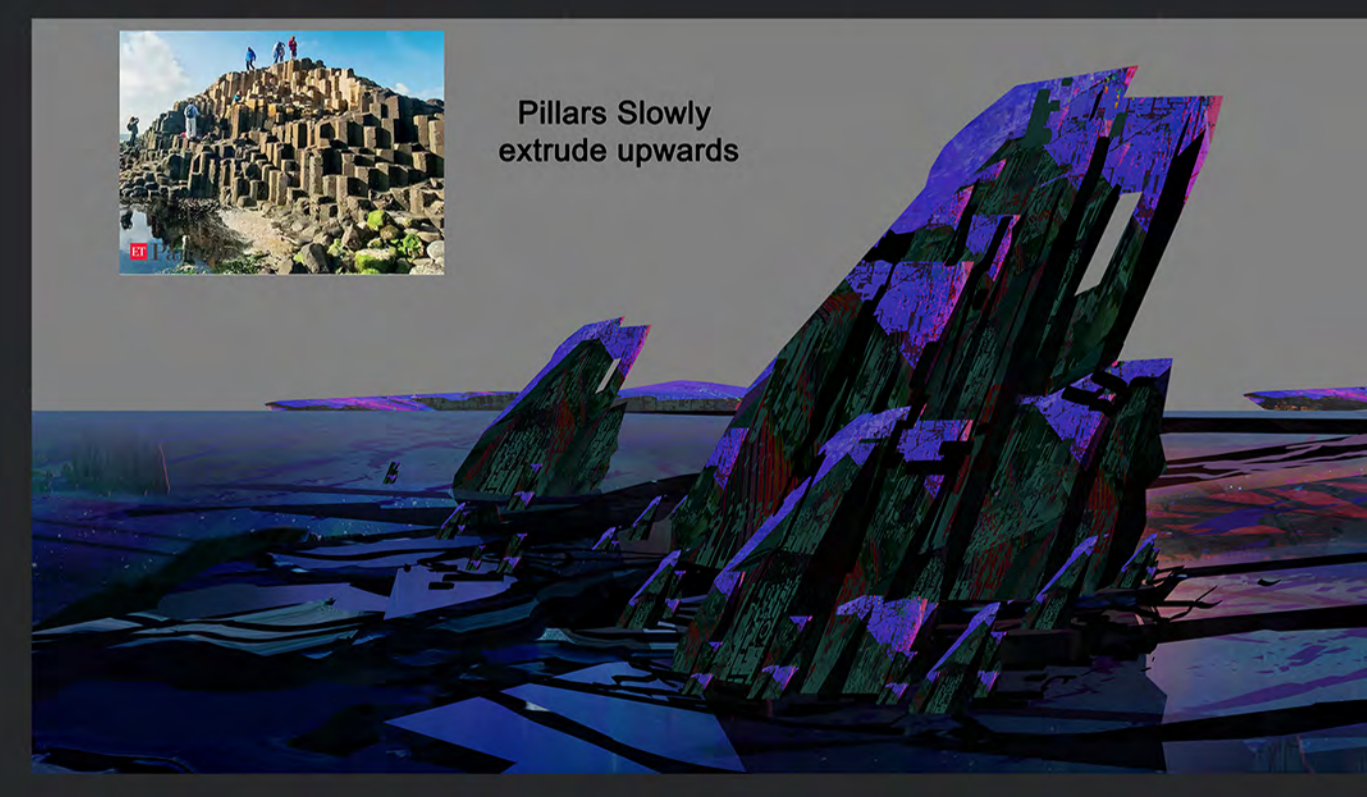
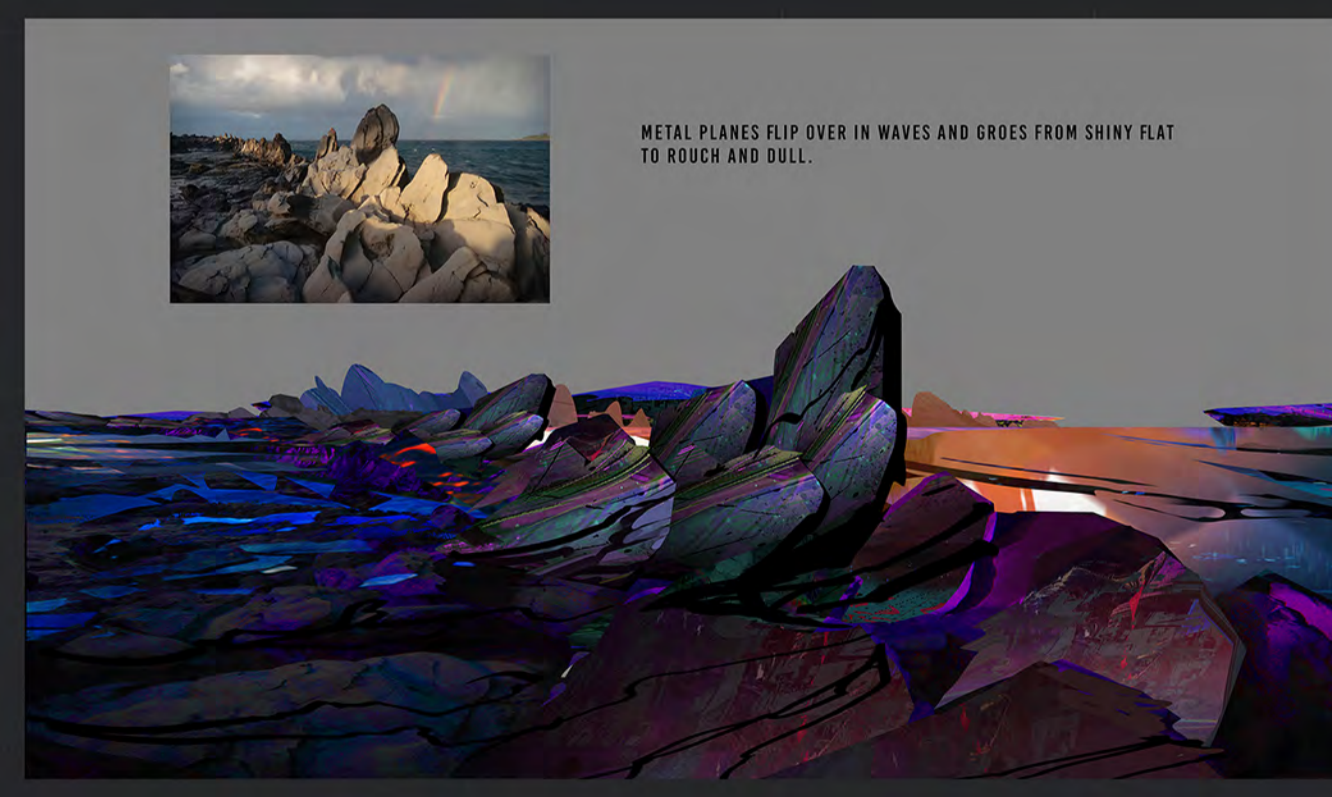
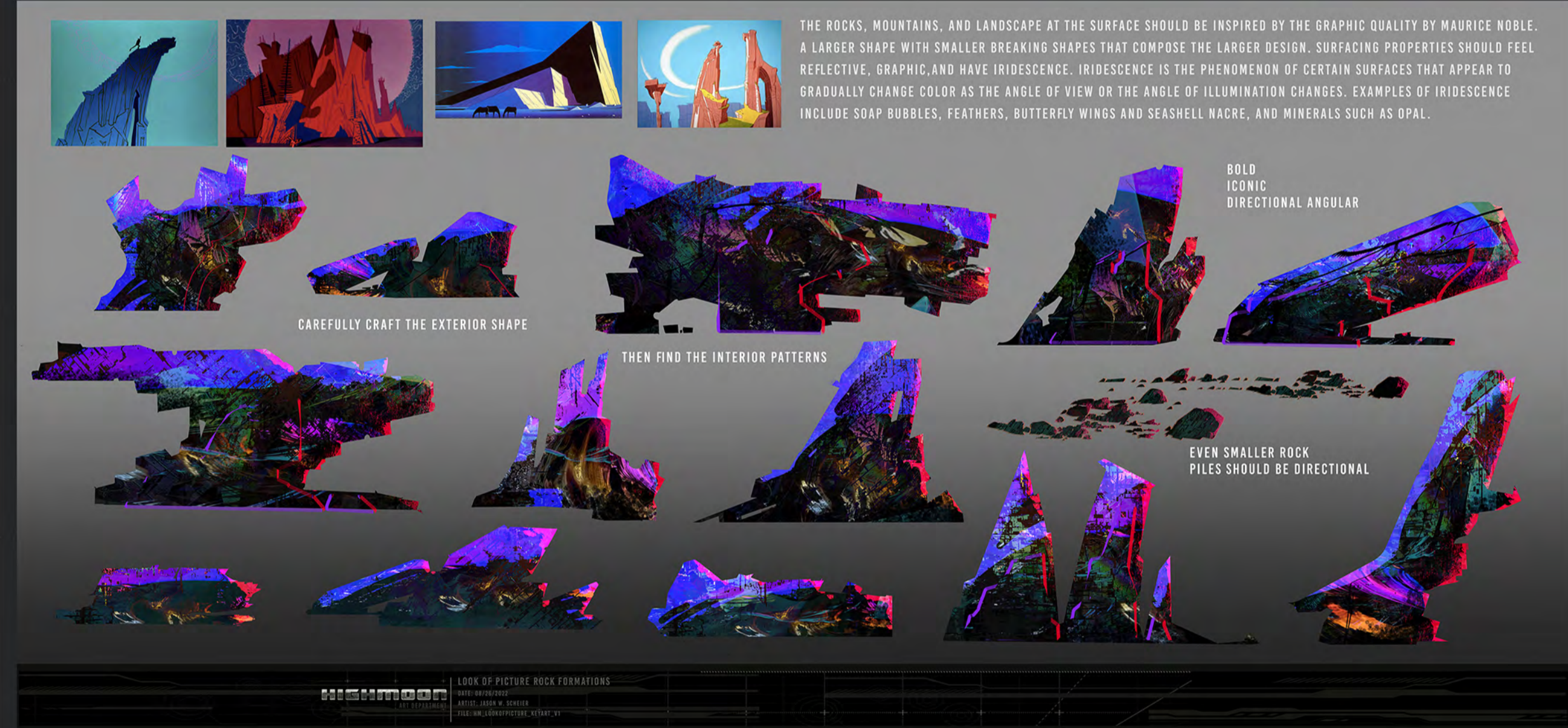
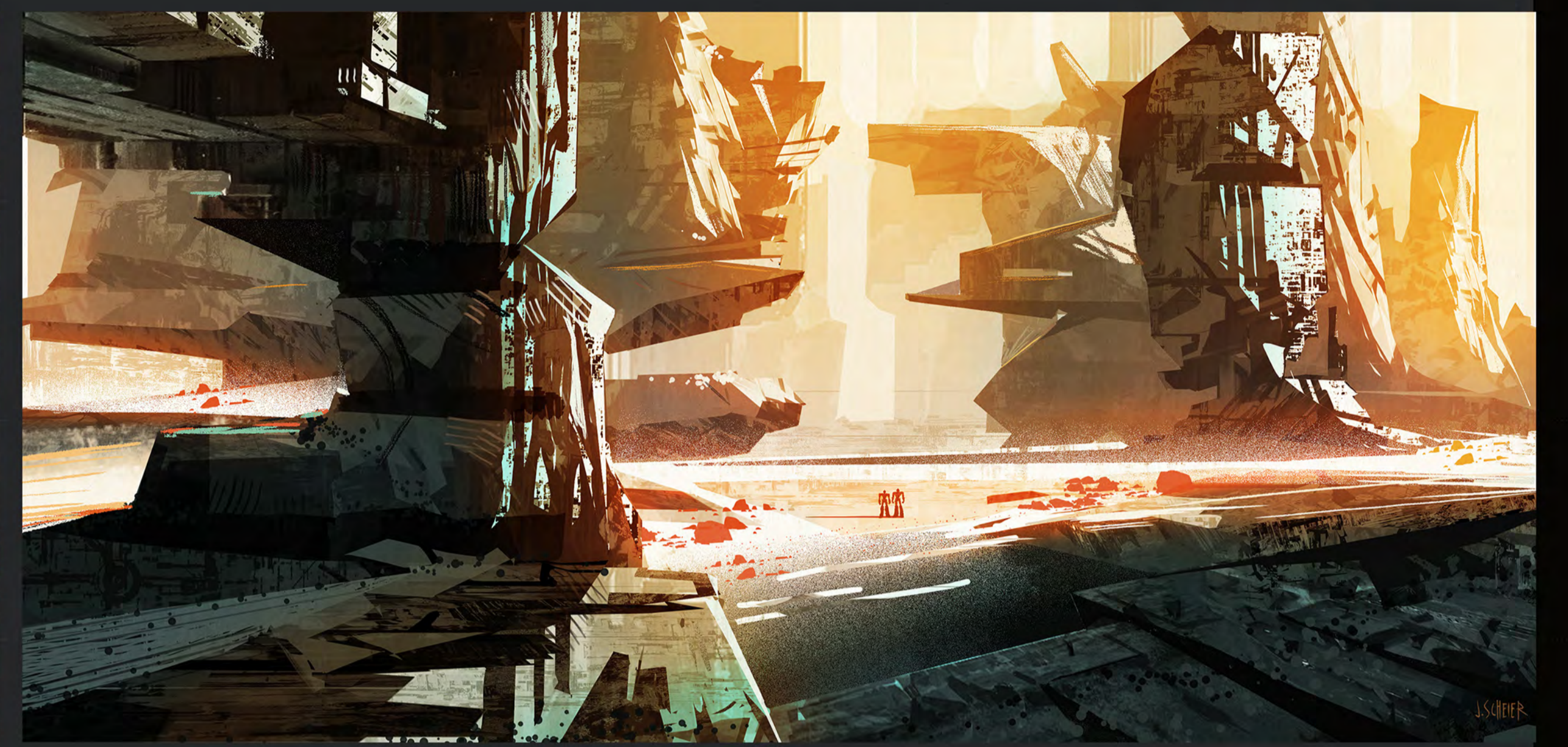
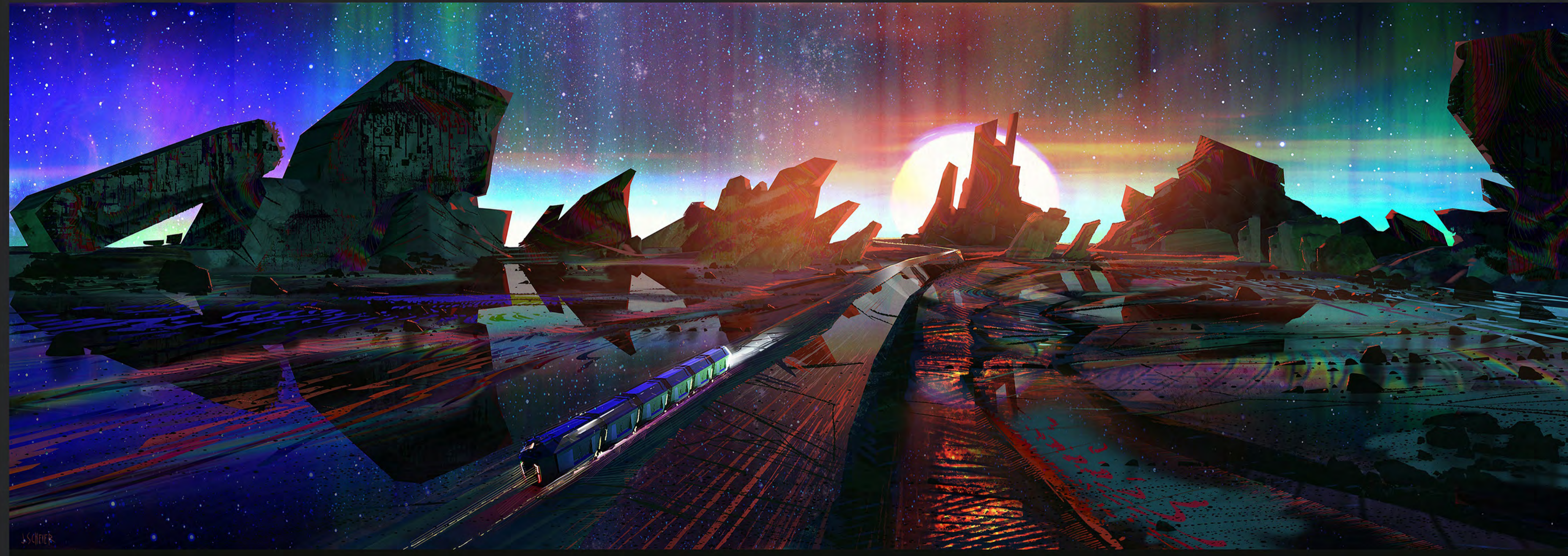
Transformers One - Production Design by: Jason Scheier
Art Direction by: Gerald De Jesus

IACON CITY: A city beneath the surface. **TRANSFORMERS ONE**



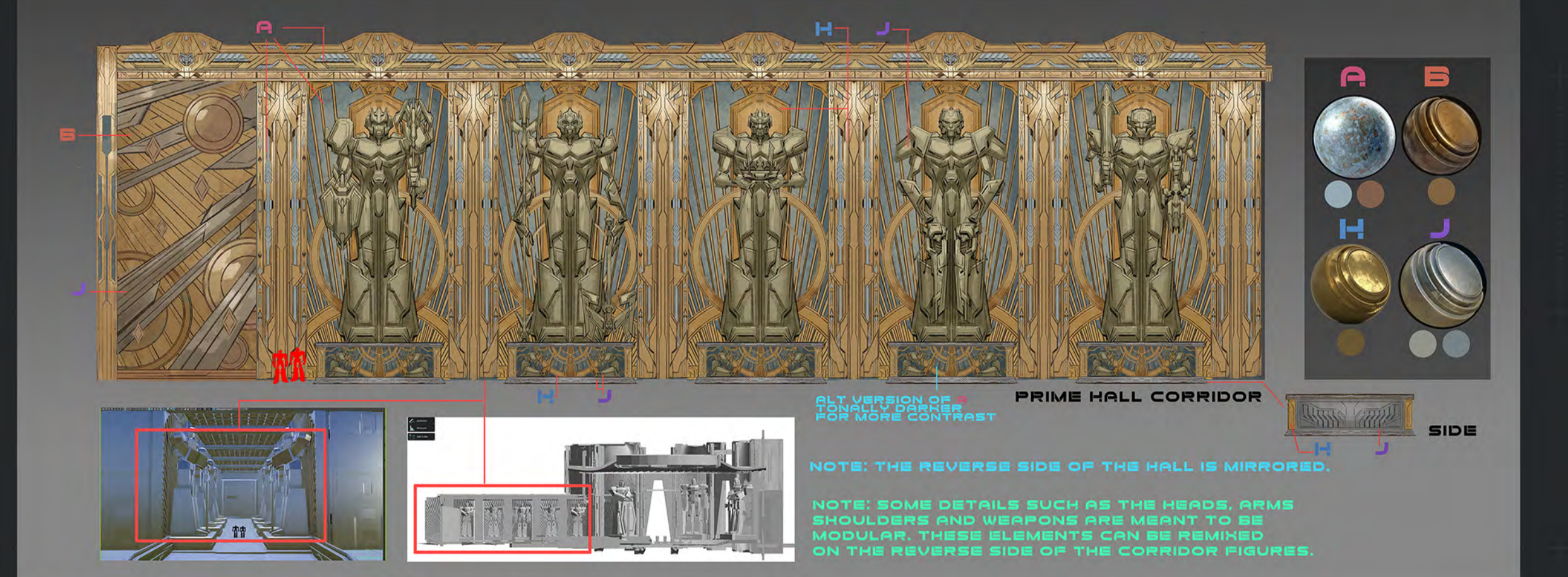
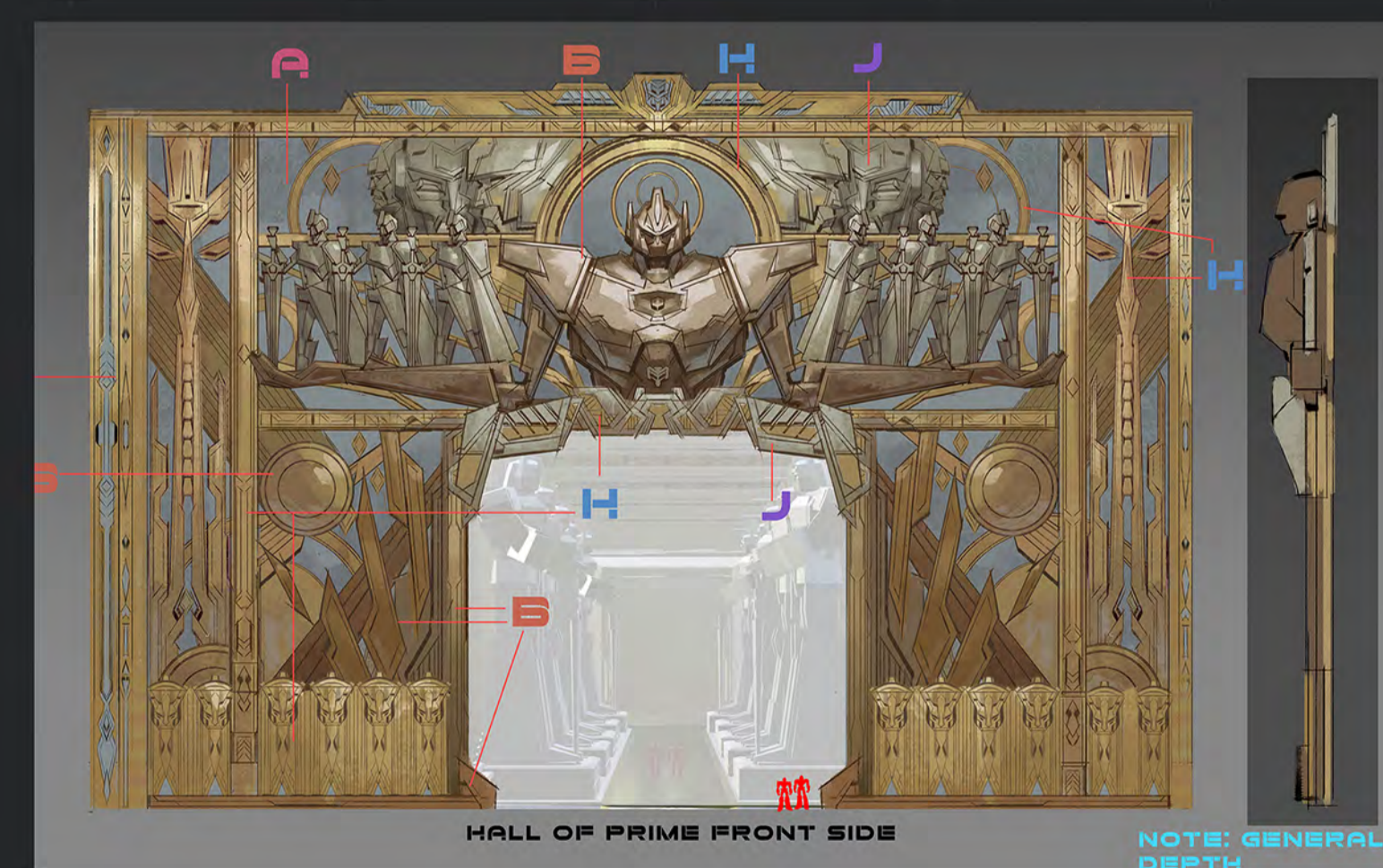
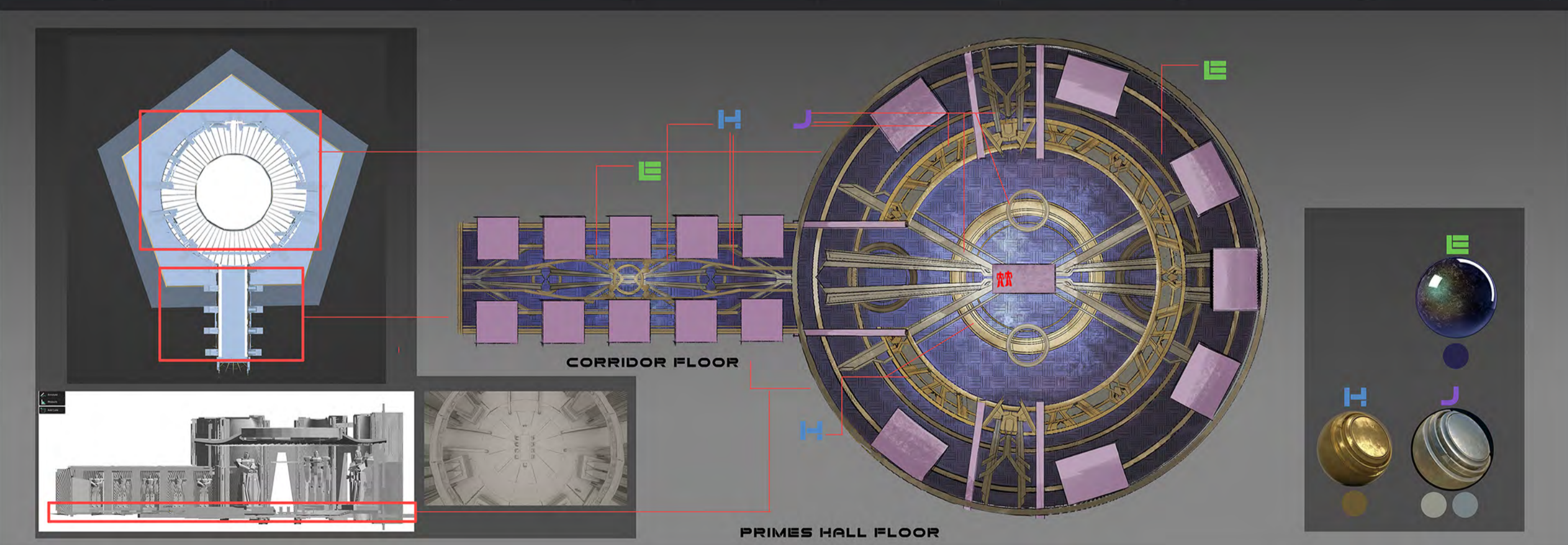
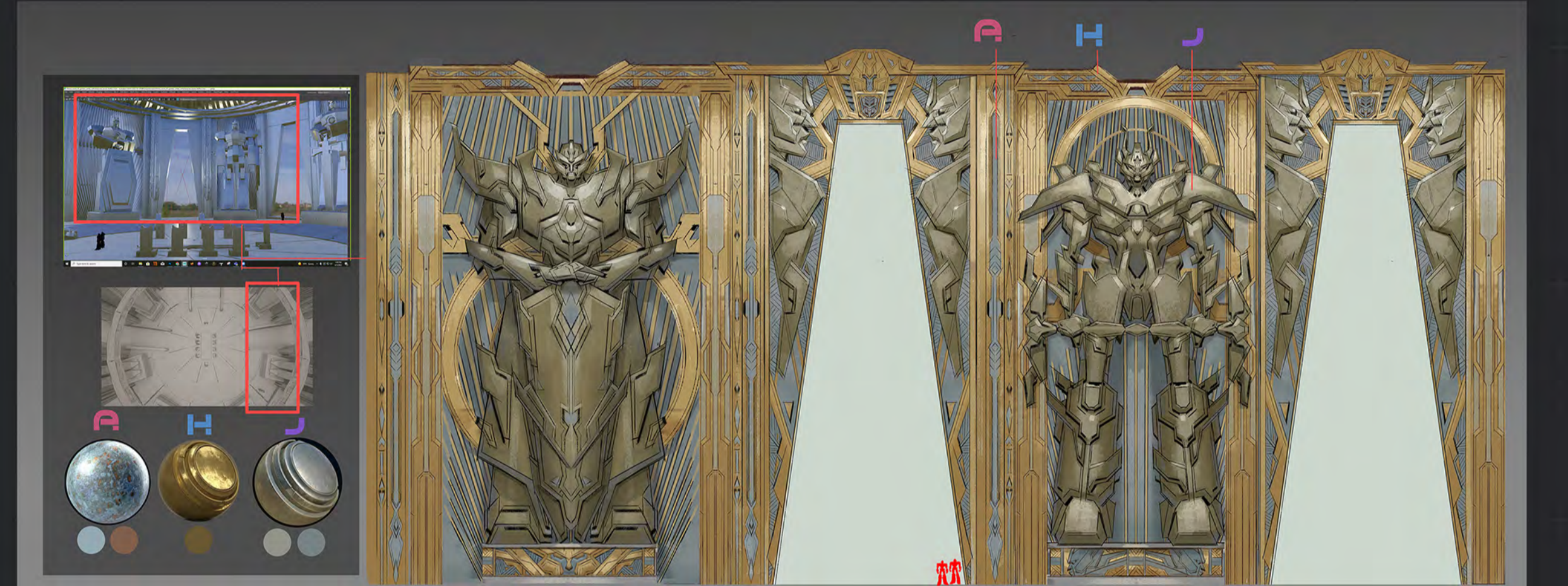
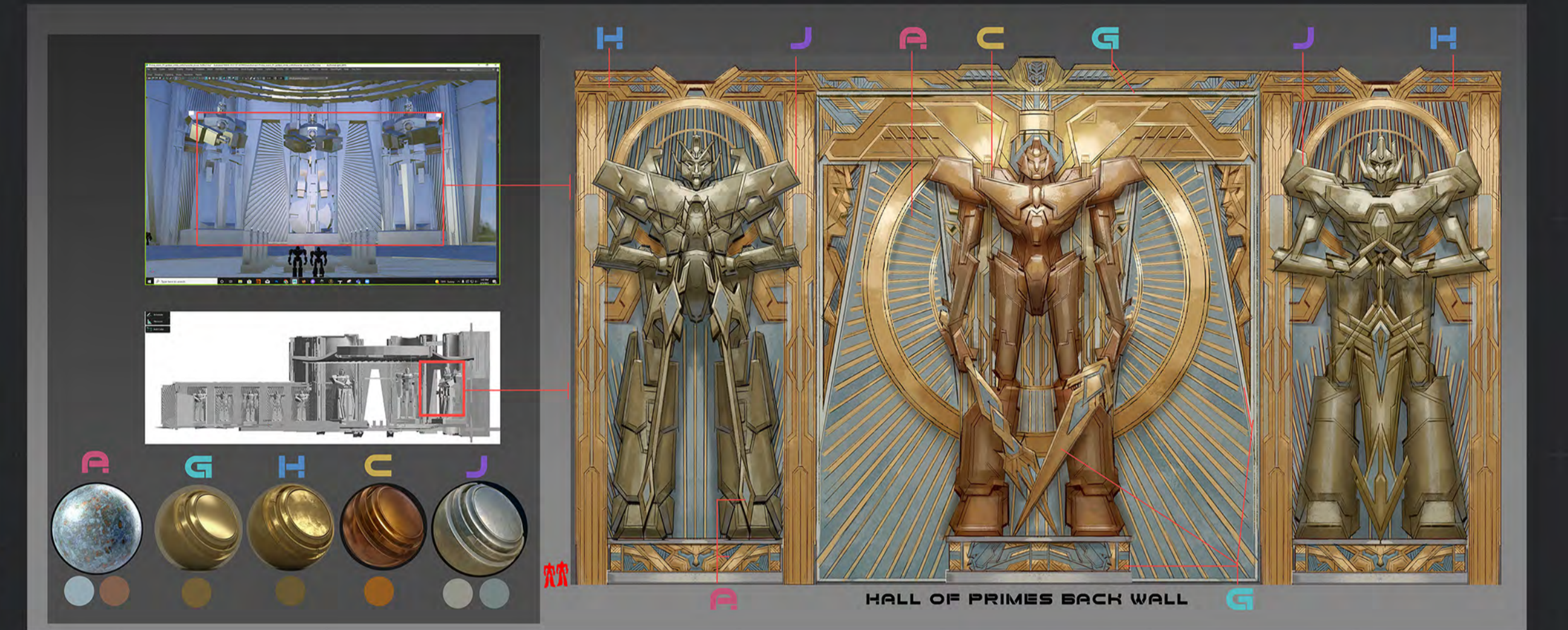
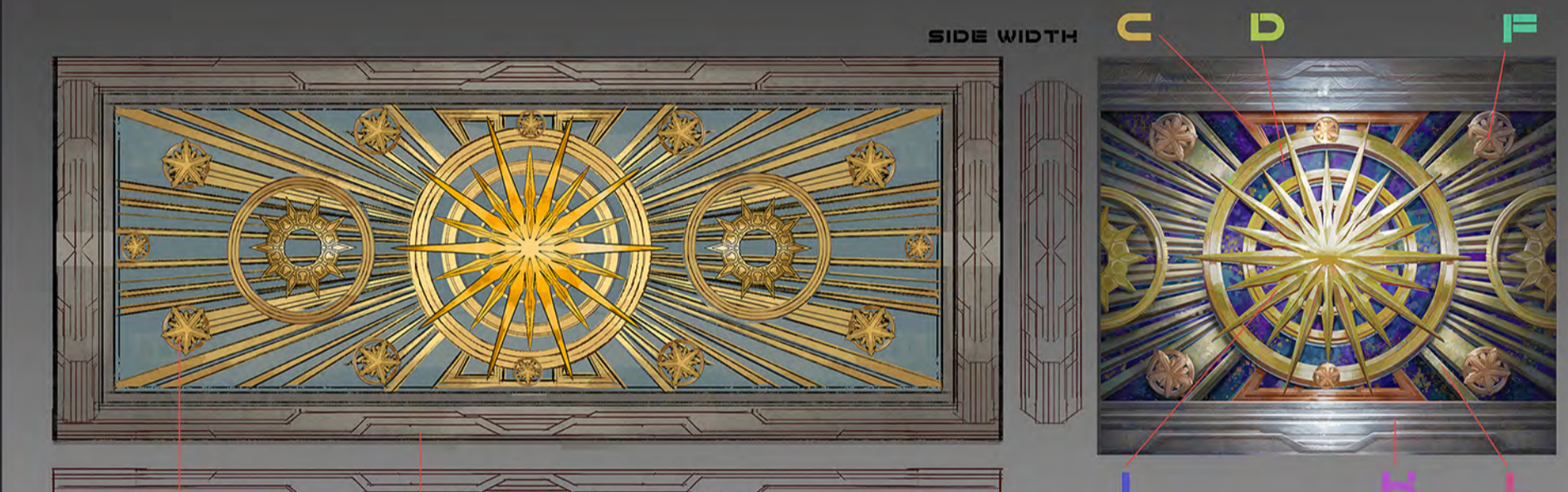
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CYBERTRON: The surface **TRANSFORMERS ONE**



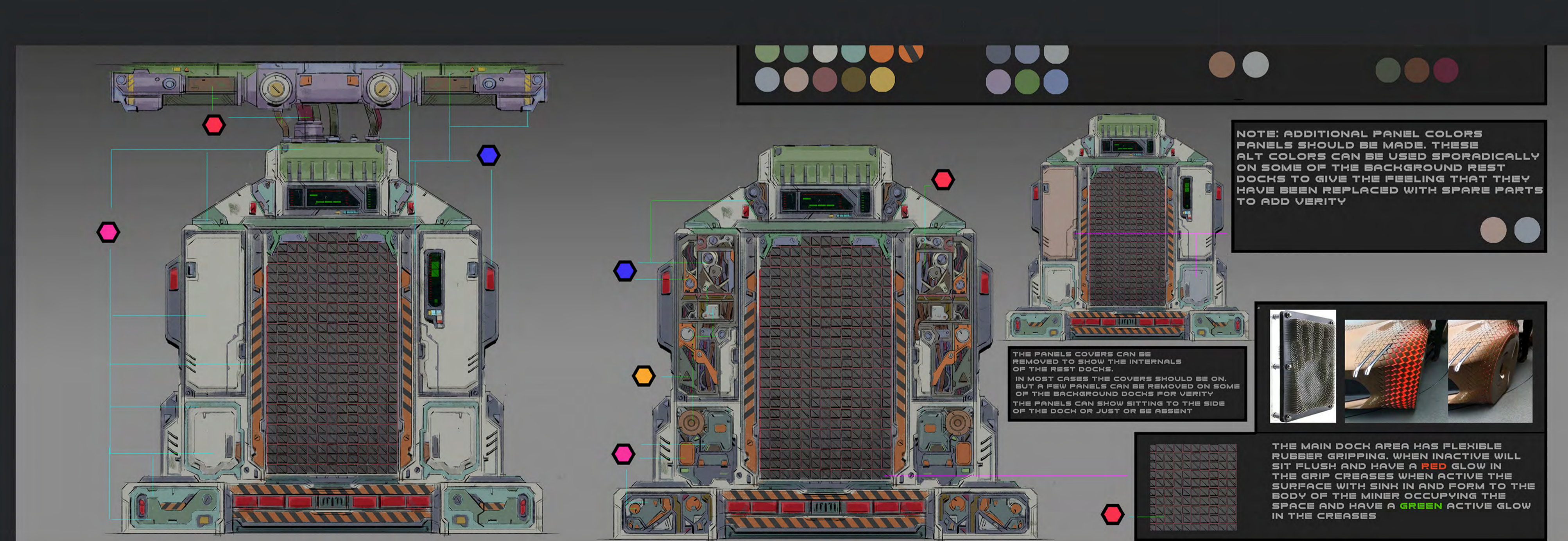
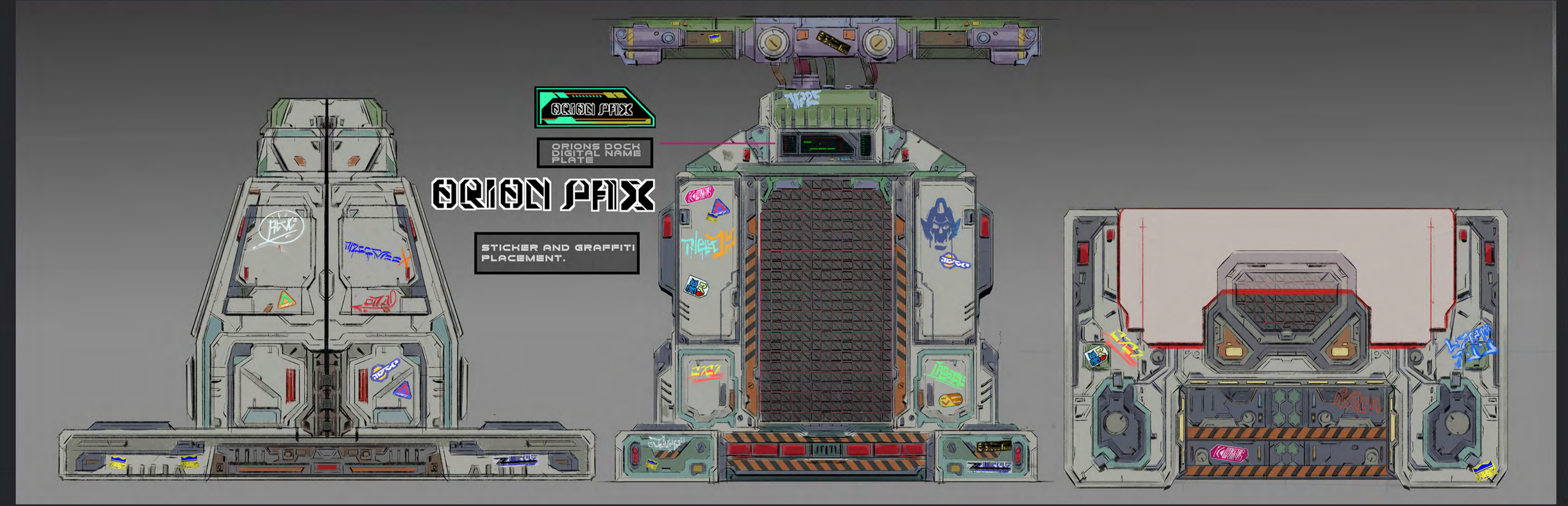
Transformers One - Production Design by: Jason Scheier
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Iacon Tower: Interior Hall of Primes **TRANSFORMERS ONE**

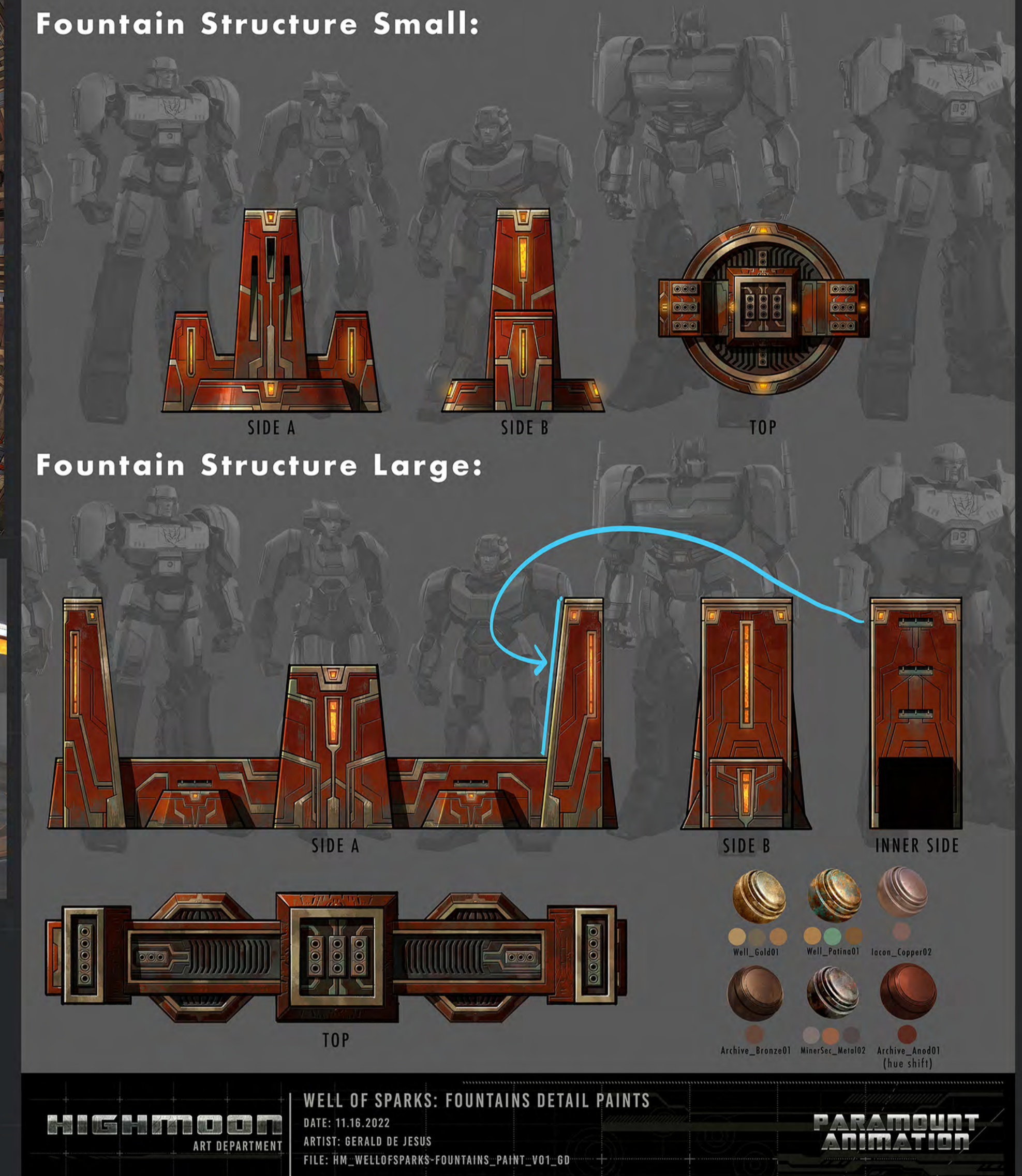


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Miners Barracks Interior **TRANSFORMERS ONE**



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The Core of the Planet Cybertron

TRANSFORMERS ONE



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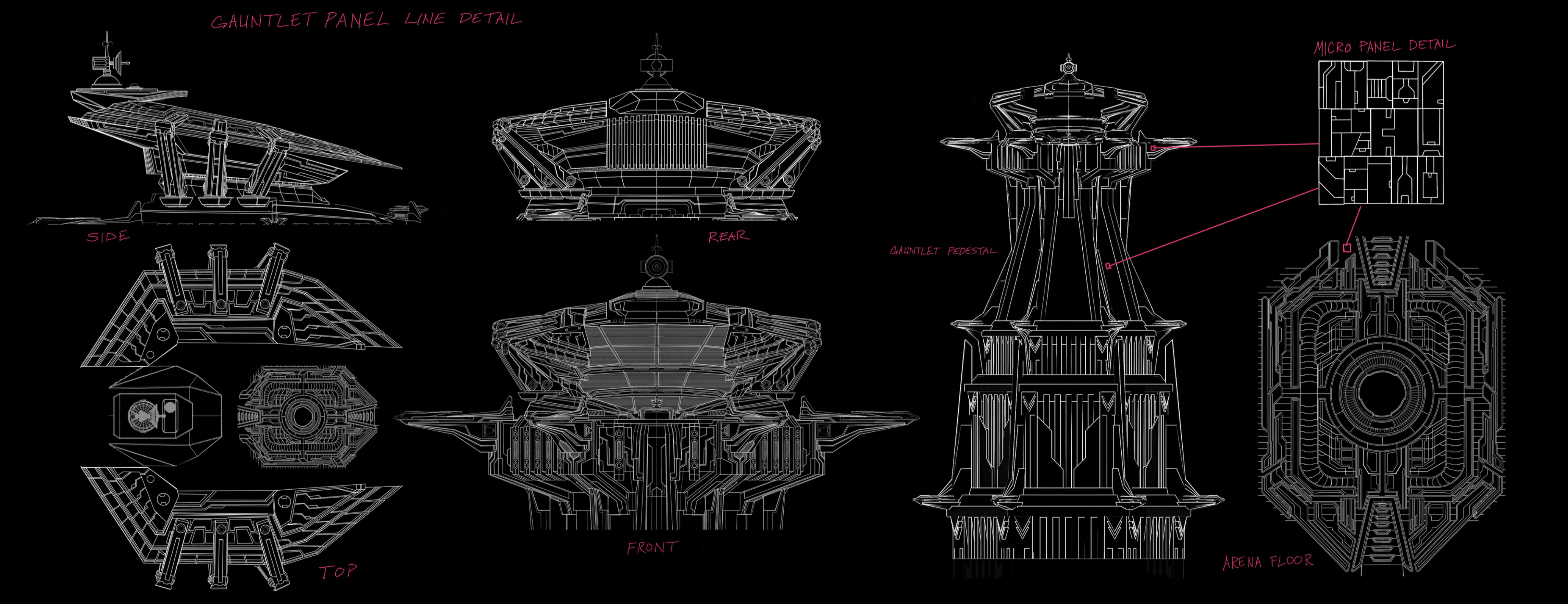
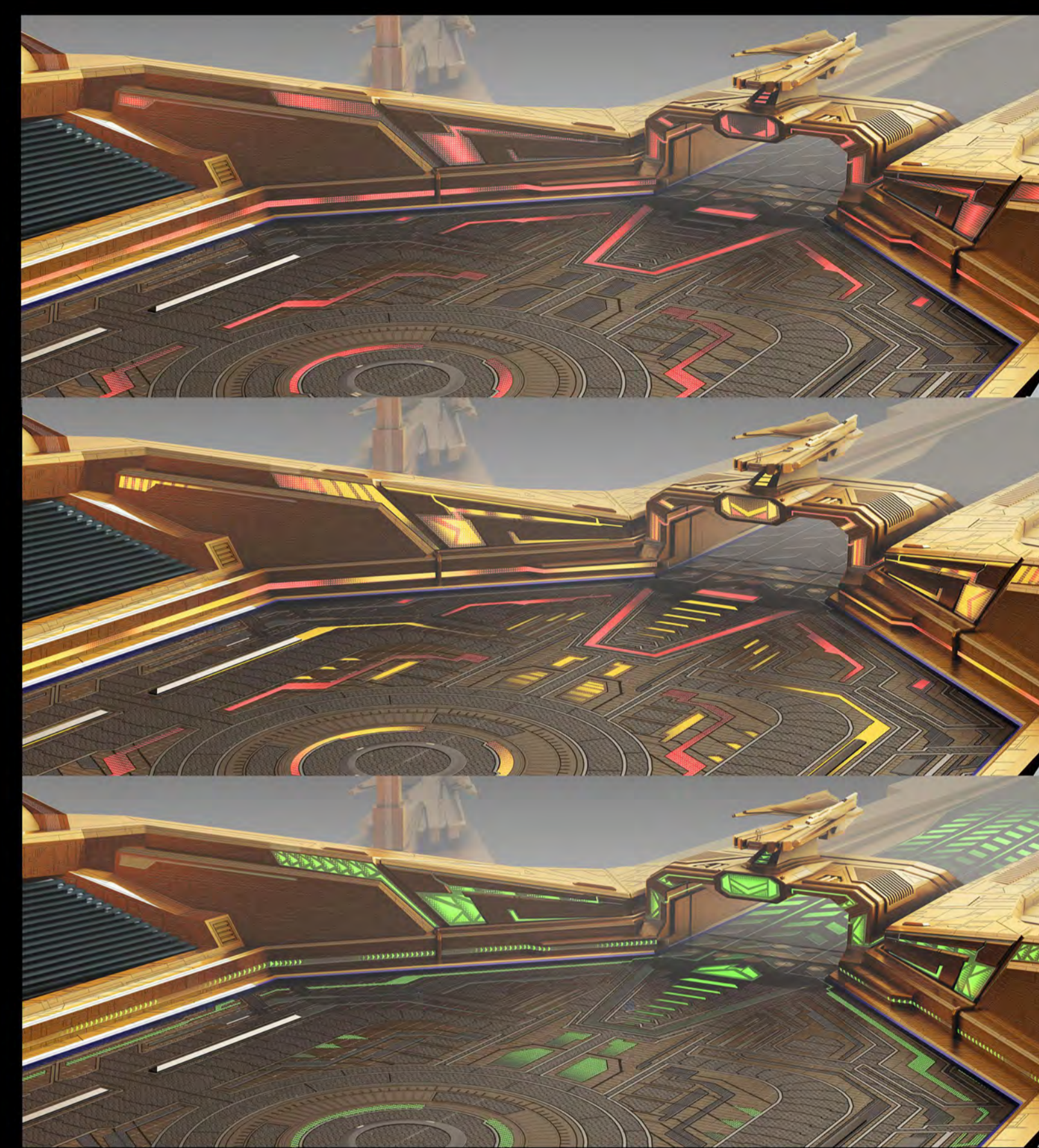
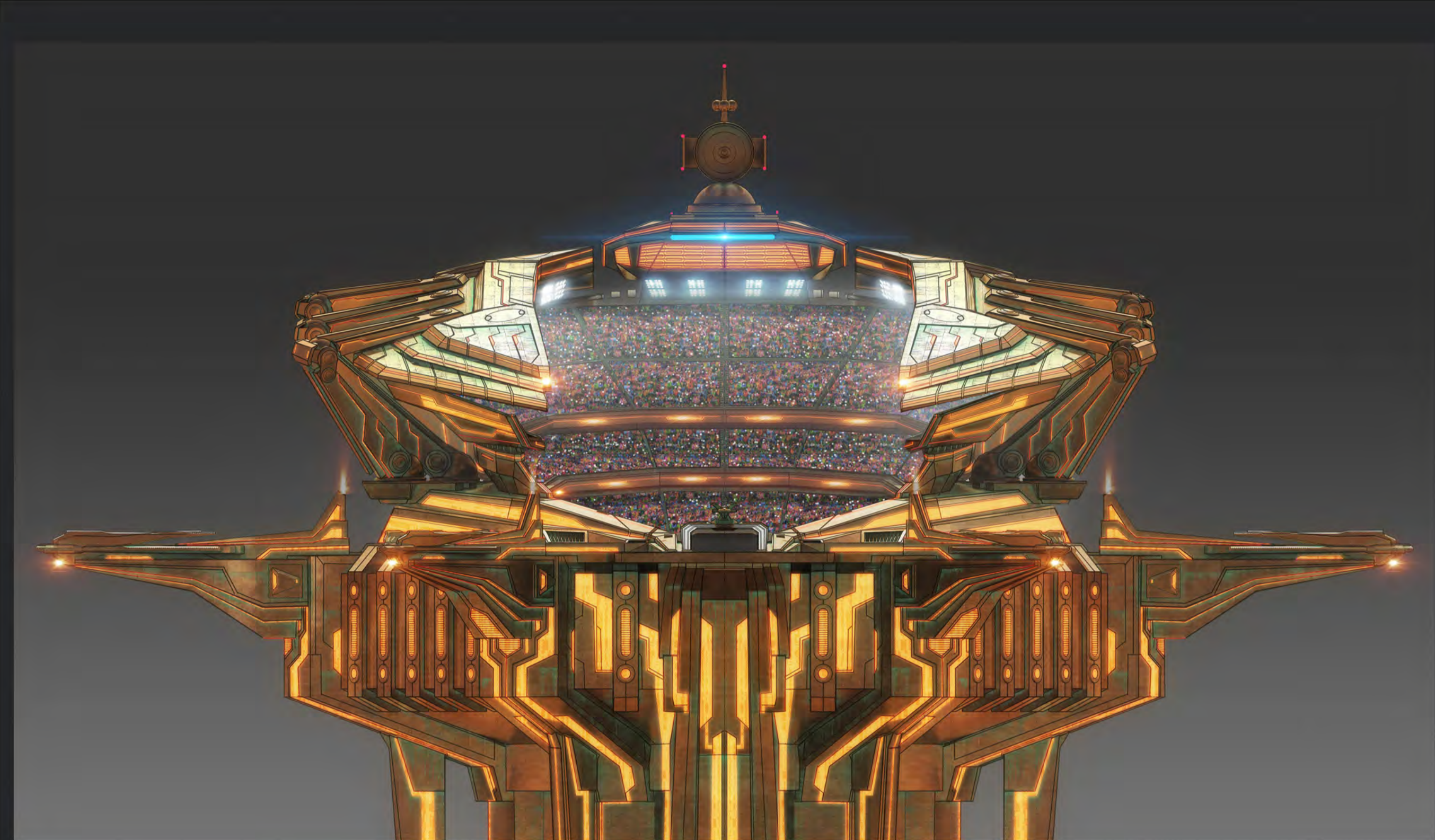
Decepticon Camp Location Design

TRANSFORMERS ONE



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IACON 5000 Stadium Gauntlet **TRANSFORMERS ONE**



Another important element was the character's surface sheen. "We're in a pure metallic world," says Scheier, "so once D-16 and the other three main characters go from miner bots to this alt version after they get their transformation cogs, we wanted them to look and feel like brand-new cars. Their paint becomes more metallic and shinier. They feel like they just left the showroom floor. You can feel that in the design as well."

Both physically and mentally, D-16/Megatron goes through the biggest transition of any character in the movie. "He goes from being the good guy/best friend to the villain, so we needed to translate that into the biggest visual change as well," says Christenson Smith. "You'll notice that he gets the most changes in color, shape, and size. He goes from really rounded shapes to harder, rectangular ones."

Fans will notice that the character wears a black helmet in the early part of the movie. "That was a callback to the original comics and artwork," says Christenson Smith. "Of course, everyone knew that the black helmet was taken from the original version of the character. So I was very happy that the helmet color remained the same."



TRON VERSIONS/SCALE



LEFT: Art by Chris Voy

ABOVE: Art by ABC



D-16/MEGATRON

The yin to Orion's yang, D-16 begins his journey as a loyal friend. "He's a scrappy, smart hardworking character who really likes to follow the rules," says actor Brian Tyree Henry, who gives voice to the character. "He isn't as precocious and inquisitive about why things are the way they are as Orion Pax is. He does aspire to be more, but he's not going to cross the line, and he really hates injustice. But

when he becomes disillusioned and realizes that what he's believed all his life has been a lie, you can see this absolute change in him. I just wanted the audience to really care about that, and to see that he's championing for things to be right. Of course, then it's heart-breaking to watch him become the villain. But he believes what he's doing is right, and it's for the good of all bot-kind."



Scheier says he and his team wanted to inject a humanoid presence into D-16's visuals. "We wanted to be respectful of the Generation 1 faceplates, and earlier on, our

ABOVE, LEFT AND MIDDLE: Art by ABC

ABOVE: Art by Jason Scheier

four main characters don't have cogs, so they don't have the ability to transform. When we see them at first, they are more rounded, and as they evolve through the story, they begin to become more angular and stronger. We were looking at everything from simple shapes to more complex ones, and including circles, squares, and triangles into the design language."

Specific color identity also played a huge role in designing D-16. "A lot of the initial work came down to establishing this color identity," explains Scheier. "If you look at Optimus, for example, he has the red, silverish, and blue metallic colors. There's also always this little complementary accent of yellow around his beltline. For D-16, you have those fierce red eyes; big, iconic shoulders; and those giant black feet."



THANK YOU FOR YOUR TIME!