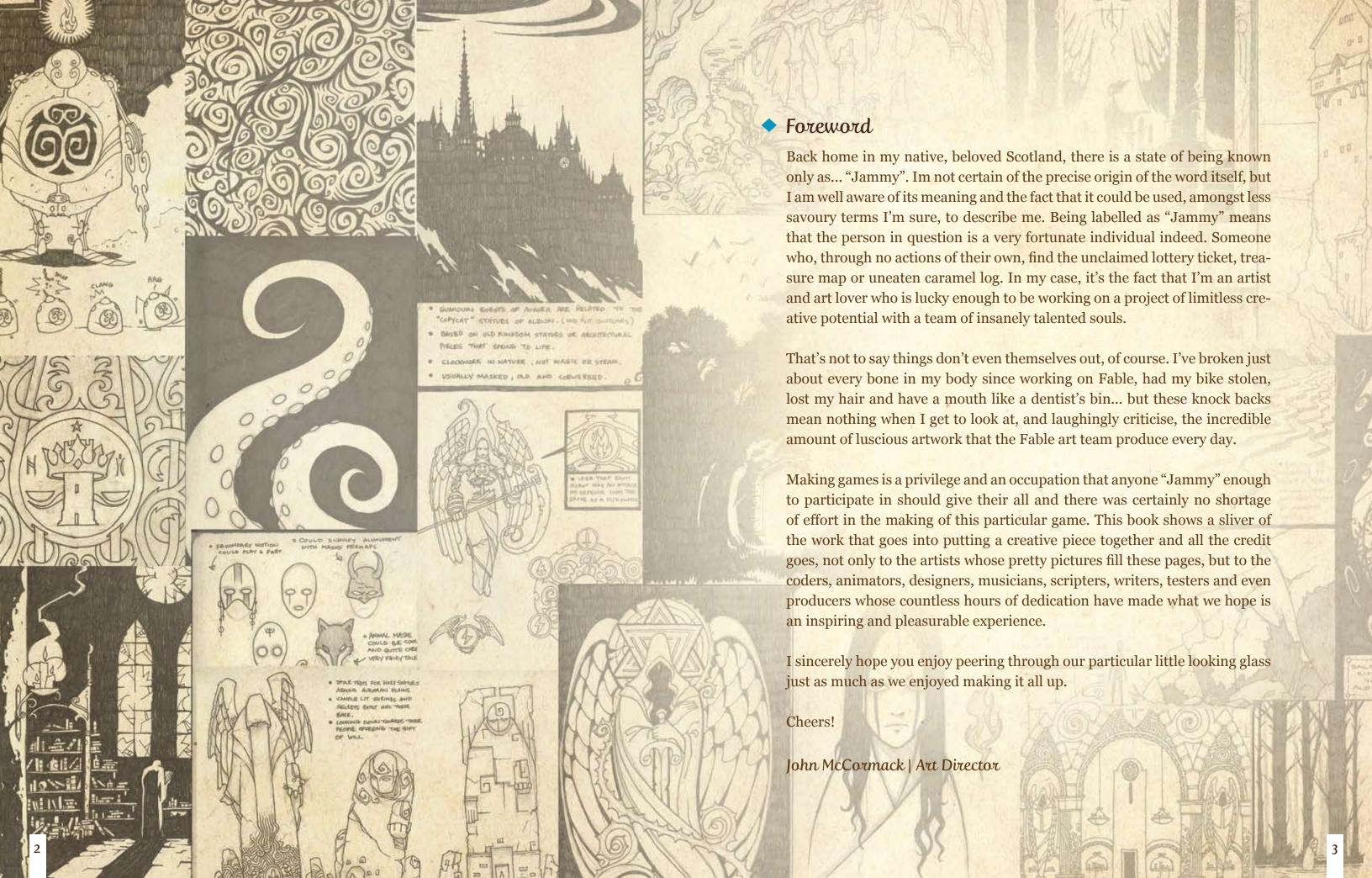


Lionhead Studios Present

Foreword by John McCormack



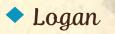












Logan is the cruel, power crazed king who rules Albion with an iron fist... and the brother of the Hero. And it is actually this relationship, more than any other single fact about him, which guided our hand when we were creating him. The initial designs tended towards the classic Shakespearean Richard III type of figure, who is literally disfigured by his own hatred and paranoia. But he had to be believable as the slightly-older sibling of a young, appealing hero. And that led to a quite different Logan than the one we had expected to see.

Mike McCarthy













The very idea of the character of Sabine was always an appealing one. A scrawny, sarcastic, bad tempered old warrior who rules his clan quite literally from atop the shoulders of his seven-foot-tall bodyguard is a gift to a concept artist. And although having him ride around Boulders' back sadly wasn't to be, he was still a lot of fun for us to create. Who ever would have guessed that he would turn out to have such a great Welsh accent, too?

Mike McCarthy

Swift

Captain Swift is a gentleman soldier. His wits are sharp, his eyes are keen and his moustache is immaculately waxed. Even when he is stuck in a ruined fort in the middle of nowhere and surrounded by the screaming hordes of the undead, he plays a straight bat. With his trusty pipe ever to hand and a smart word for those who will not do their duty, he is a man hewn from the very stuff that made Albion Great! And damn the impudence of the

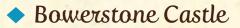












Bowerstone, being the commercial and residential hub of Albion, has for centuries featured a building of power. With Bowerstone Castle we gave it mythology of its own. The castle has grown over time, with successive men or women of power adding to it. The design and artworks show the history and heraldry of those before. The present ruler, Logan, displays his rulership with a statue of himself in a commanding looking pose. One of the symbols of power, the throne (shown with concepted variants), reflects the robust nature of Logan's rule. The throne chosen for the game is sturdy, strong, bold and contains minimal detail.

Mark Smart









Clock Tower Concept & Model







◆ Bowerstone Market

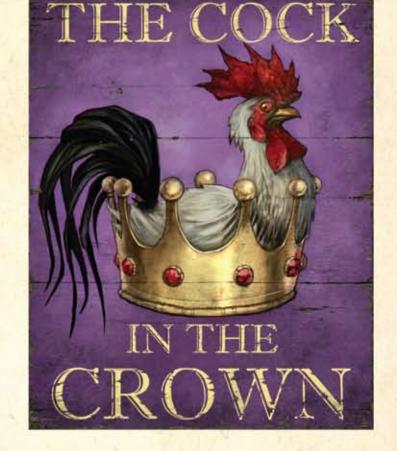
Bowerstone Market has gone up market! A new clock tower serves as the showpiece for success of the area. Shops selling a variety of items, cloths, potions, furniture, and more make this a real hub for the surrounding region. After all that shopping, you can always enjoy a pint in The Cock.

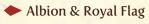
Mark Smart

Plinth Concepts















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Furniture Concepts & Models













◆ House Concepts



◆ Bowerstone Market

The idea behind the furniture was to make a clear difference between the classes of people in Albion. Because we wanted the difference to be quite obvious, we made sure the pieces were quite extreme. The poor man's cupboard looks like it's all rotten and falling apart, whilst the most expensive cupboard looks royal and is inlayed with gold. When you travel throughout the different regions in the game, you will notice some areas have nicer furniture in general and other areas have worse furniture. This really helps to establish the feeling of the region and their inhabitants.

Christian Bense



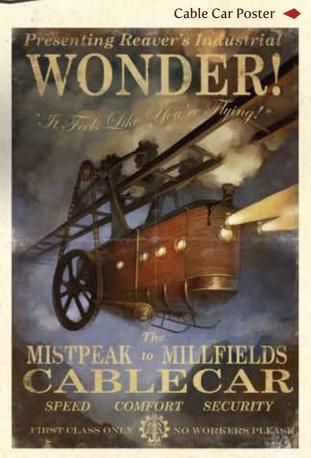




◆ Cable Car

Reaver is a show-off, so the design of his private cruiser was intended to reflect that. There is a deliberate air of "Jules Verne" about it, though classic Victorian era and steam-powered machinery was referenced for its design. The intention, however, was that we pushed the technology of the age as far as possible for this luxury ship so it stood out visually within the region.

David Oxford







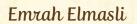






Dwellers

With its harsh conditions, Mistpeak is a rough place to live. Dwellers, who are basically Gypsies, are the inhabitants of Mistpeak Valley and Sabine is their king. Considering these conditions, we had to make them wear thick clothes and warm furs. During the design stage, we were influenced by the "Cossacks." You can see from the size of the moustaches of those men on the left. We tried to keep this East European feel to them while also maintaining the Fable touch.









Brightwall

Stunning mountain views and forests surround this small town. Situated on top of a hill and fortified by a wall, the focus point of the town is the huge structure at the top, which is the Library. Most of it built from the bricks of the—now almost ramshackled—garrison walls. Inhabitants of the town live a peaceful and quite life...

Emrah Elmasli



◆ Library

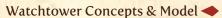


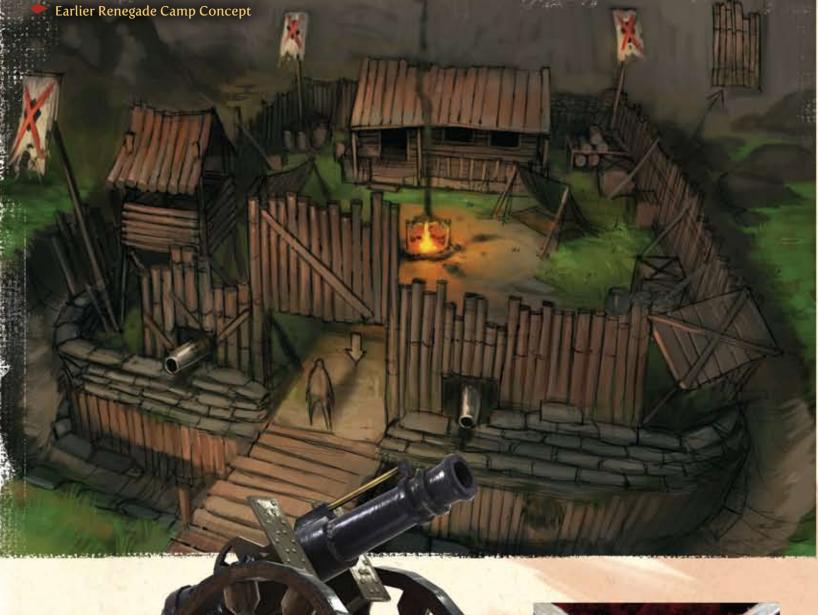








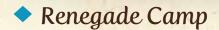








Renegade Flag



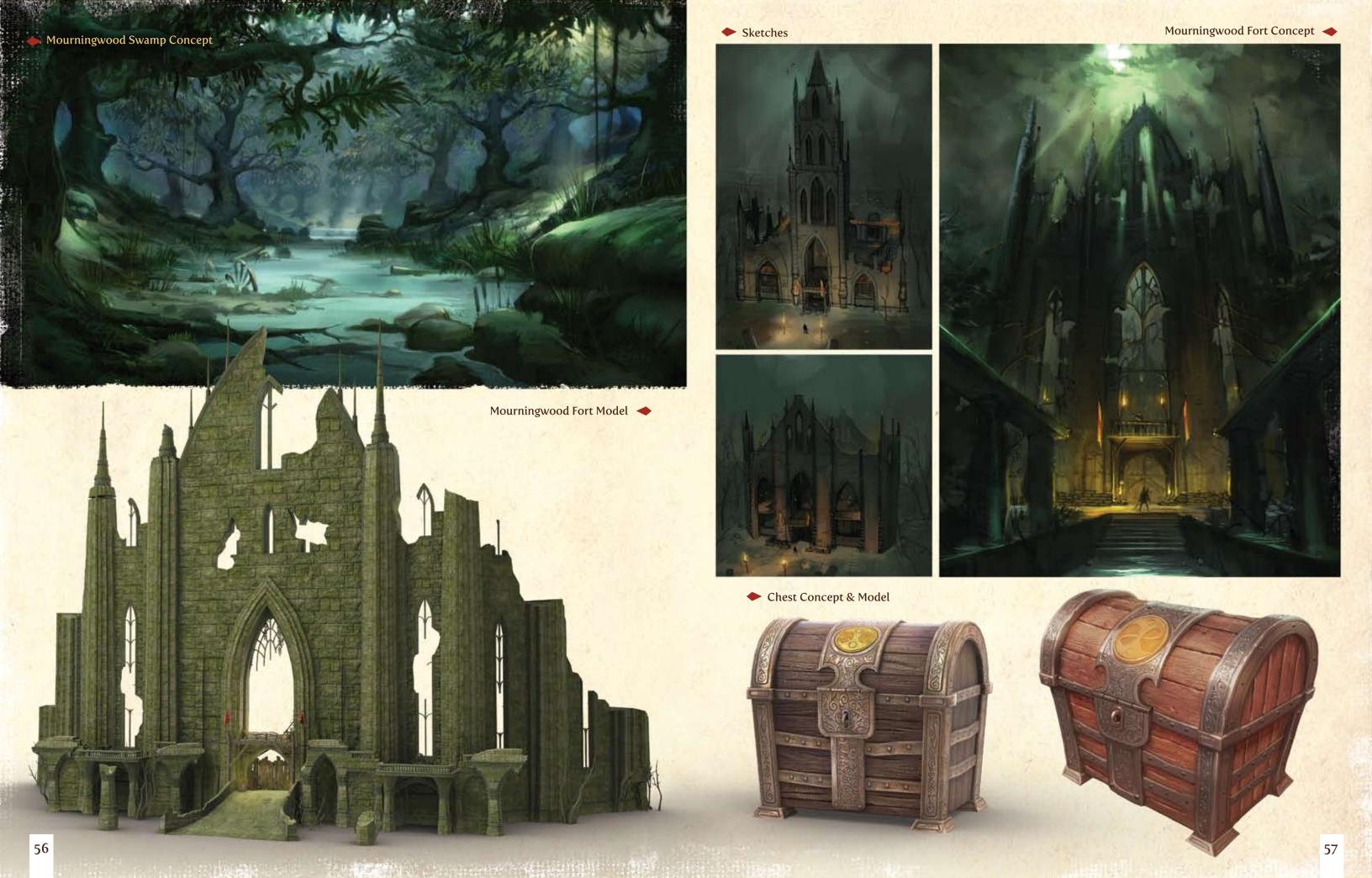
This cannon has a gas-based recoil system and an iron chassis illustrating how the world of Albion has moved on in terms of technology and materials. There were several versions made with different finishes so that they could be shown either assembled or broken apart and covered in moss and dirt.

Mark Williams



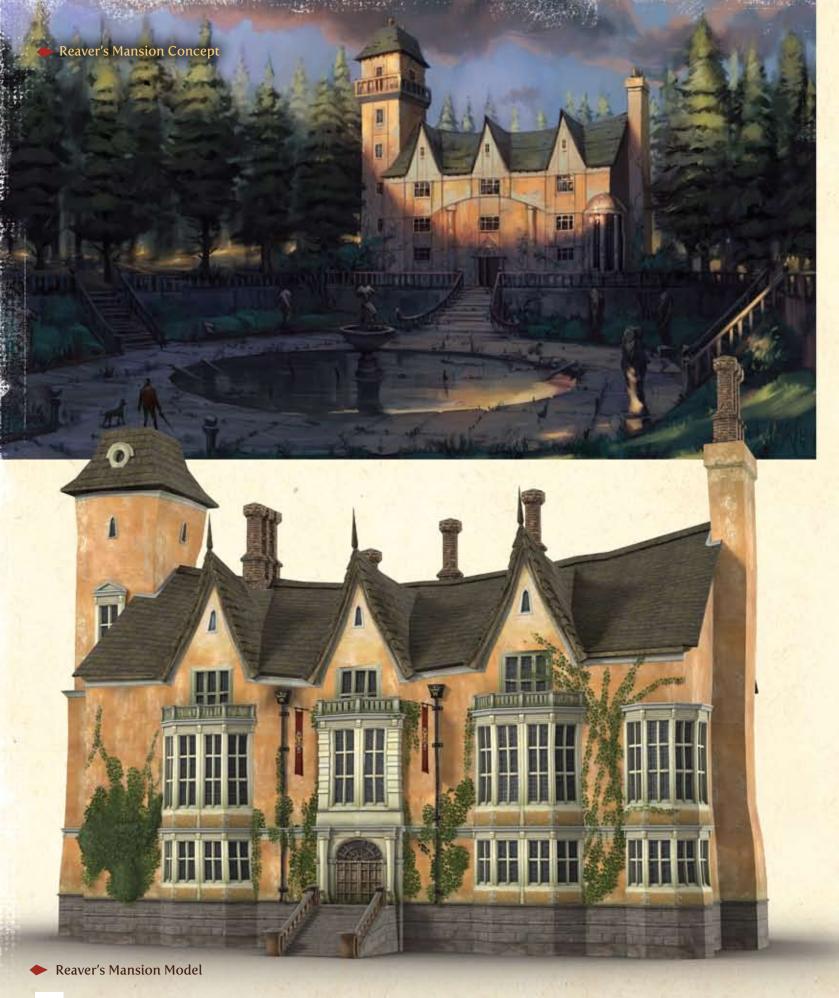


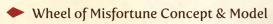














◆ Demondoor Concept & Model



◆ Reaver's Mansion

The mansion makes a visual statement of Reaver's mark on the region of Millfields and creates a focal point within the landscape. In order to realise the asset correctly, it was important to think about where it exists in the world and build it to retain a sense of harmony with its surroundings. The materials, therefore, portray the effects of weathering on the manor foundations with signs of damp plaster and tangled ivy.

David Oxford





Auroran City

With the continent of Aurora we were aiming for a completely different feel to that of the familiar Albion. With Aurora we wished to create an ancient alien land. A once great civilisation that through the years and advent of external factors has crumbled into the dust. The visual style still retains Fable elements, the swirl motifs being familiar. We tried to keep the stonework to a similar saturation, but with a different textural feel, endeavouring not to be too contrasting or jarring.

Mark Smart

















Unused Creatures

















Spells

There are well over one thousand unique particle effects in Fable 3, with a large portion dedicated to the spells system. With an increased range of spells and the new spell weaving mechanic, we've been able to be really creative while adding that sense of power to magic.

Rob Tatnell









Spells

Throughout development, our appetite for making the spells visually spectacular and greater than those in Fable 2 often landed us in trouble with panicky engine coders pleading with us to "use less lights" and "cut down on sizes." We'd usually send them on their way with a nod and a wink and then do the opposite. I think we did them a favour in pushing development on the Fable 3 engine.

The spells on Fable 3 presented us with a bigger challenge than ever before. The addition of "Spell Weaving" meant having to create a considerable number of particle effects, not only for the individual spells, but for any combination of those spells. These "combinations" had to work both aesthetically and within the technical limitations of the engine.

Adam Sibbick

















LOGAN SAYS

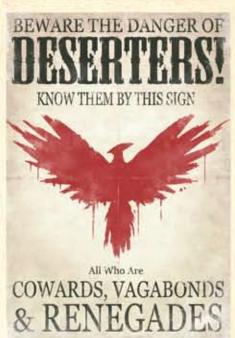
AND YOU WILL OBEY

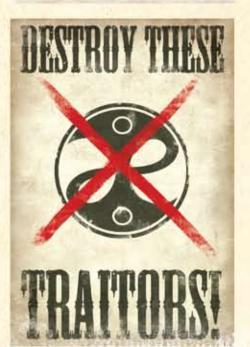




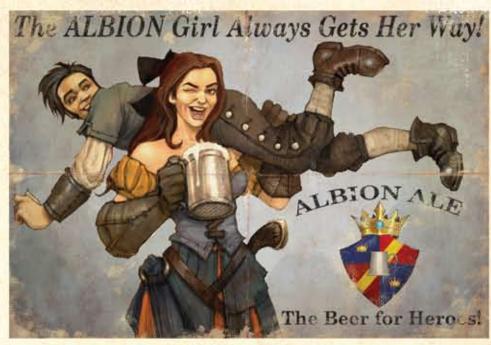


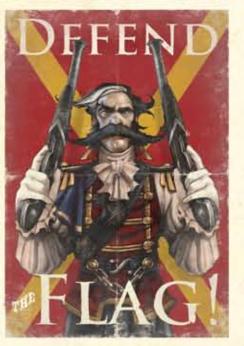




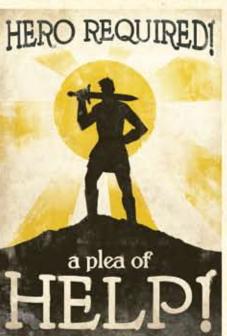




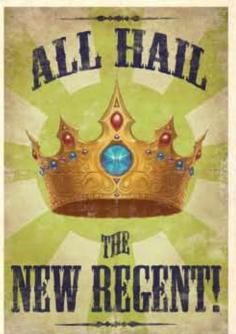




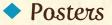








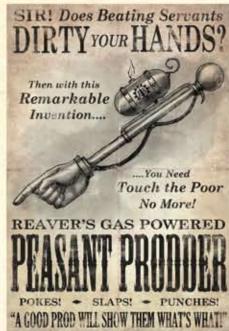




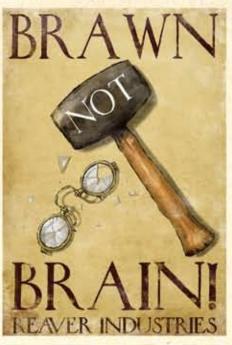
Communicating a message through the medium of graphic design isn't an easy task but it's surely a lot of fun! The idea behind these were to create posters for the loading screens that change throughout the game depending on the region you're entering or the choices you make. Mike McCarthy and I did more than 60 posters. You can see a selection of them here and some of them on the walls around Albion as well. Luckily, a handful of them even got printed as marketing materials! Yay!

Emrah Elmasli





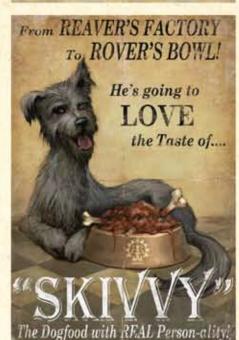




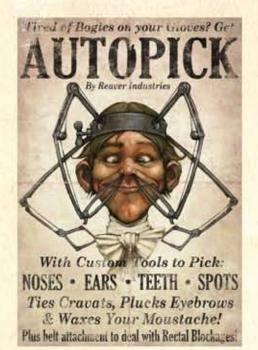






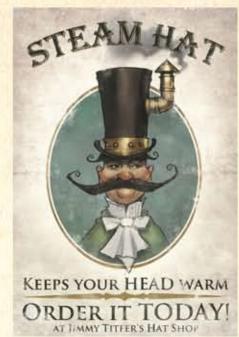


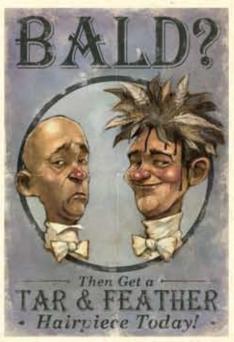






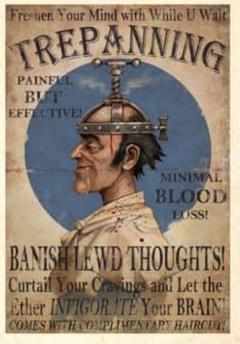


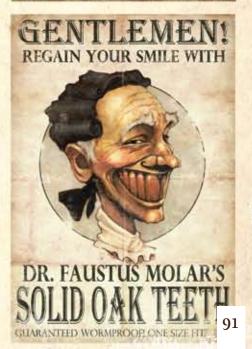




















◆ 3D Map

It's been alot of fun taking the Albion map to a whole new dimension. We were aiming for a more stylized version but wanted to keep the industrial theme of the game cute but not too colorful. My work was never particulary hard with great concepts coming in from Emrah, Mike and Elliot and all the amazing art assets created by the rest of the art team I used as a reference. I hope that you'll enjoy our work while playing the game as much as we did making them. Still reading? Go and buy some properties!

Kajfa Tam



Achievement Icons

Creating the achievement icons was an interesting design challenge. We needed the icons to be descriptive of the player's accomplishments whilst also maintaining readability at very low resolutions. Finding a strong, simple design was key. To do this we had to make sure that each design was stripped down to only the most important elements, whilst also trying keep it interesting.



Elliot Upton



































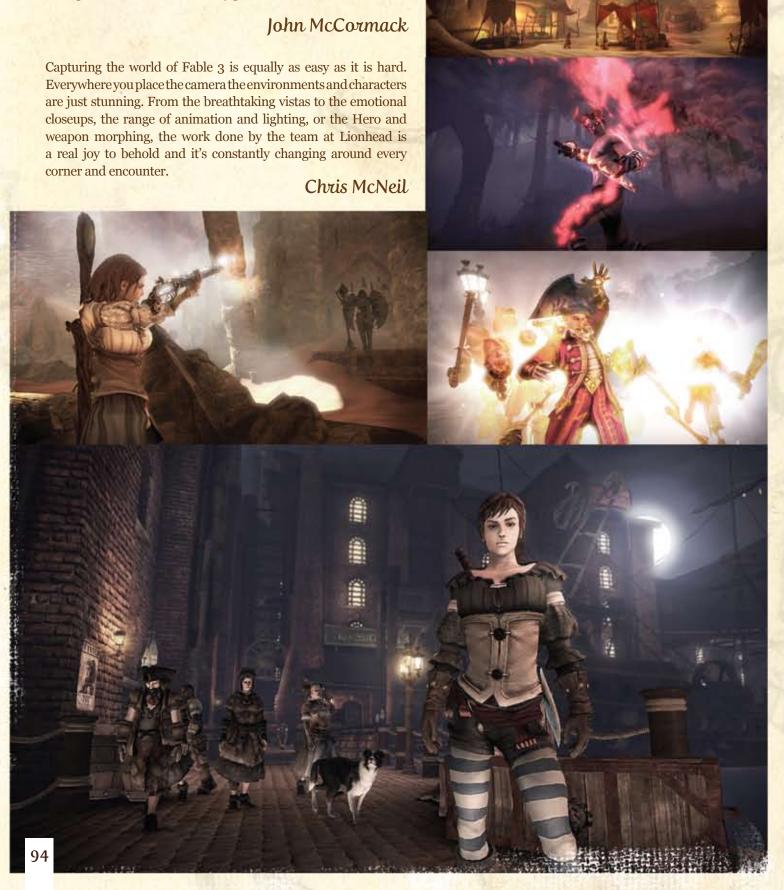


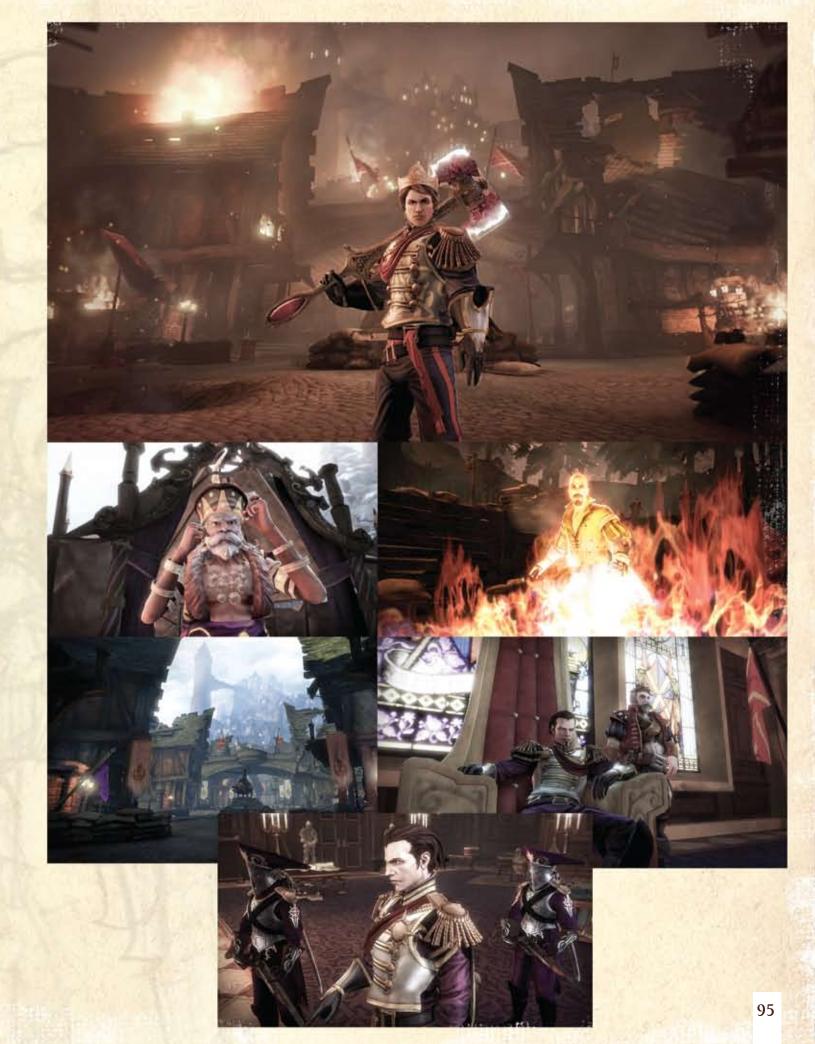
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Screenshots

Watching all of the artwork the team has produced come together at the end grants a real satisfaction for everyone involved. No matter how much pre-planning and concept work goes on in a production, you never really know for sure where its all going to end up. In this case, we were very pleased with the results.







Andrei Szasz



Ian Faichnie



Mike Morton



James Bayley



Christian Bense



Elliot Upton



Mike Mc Carthy



Chris McNeil



Jon Eckersley



Jennifer Clixby



Adonis Stevenson



Emrah Elmasli



Jorge Sanchez Magdaleno



John McCormack



Adam Sibbick



Ben Troughton



James Vale



Robert Watkins



Jan Lovett



Robert Tatnell



David Oxford



Mark Smart



Kajfa Tam



Rob Corcoran



Angus Syme



Mark Williams



Patrick Martin



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