


Introduction to Concept Design

Concept design is all about **bringing your ideas to life** before they become real things like characters, costumes, buildings, or even whole worlds! Imagine designing a spaceship for a movie, a magical forest for a video game, or a superhero's costume for a comic book — that's concept design!

 It starts with your **imagination**

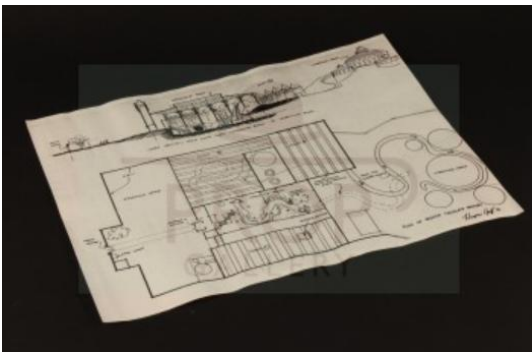
 Then you sketch your ideas

 And finally, you refine them so others can build or create from your vision!

Concept designers work in lots of exciting industries — like **film, animation, video games, fashion, and theme parks**. They don't make the final product, but they create the **blueprints of imagination**.

Whether you're dreaming up dragons, designing futuristic cars, or planning a fairy-tale castle, concept design is where the magic begins!

Examples of concept designs



Wonka's factory blueprint



Harper Goff at work on designs for Wonka's factory



Elsa and Anna

Conceived by Jennifer Lee and Chris Buck

Visual development artists like Brittney Lee and Griselda Sastrawinata-Lemay were responsible for translating those concepts into the characters' final appearances



Hogwarts, see [Creating Hogwarts](#)