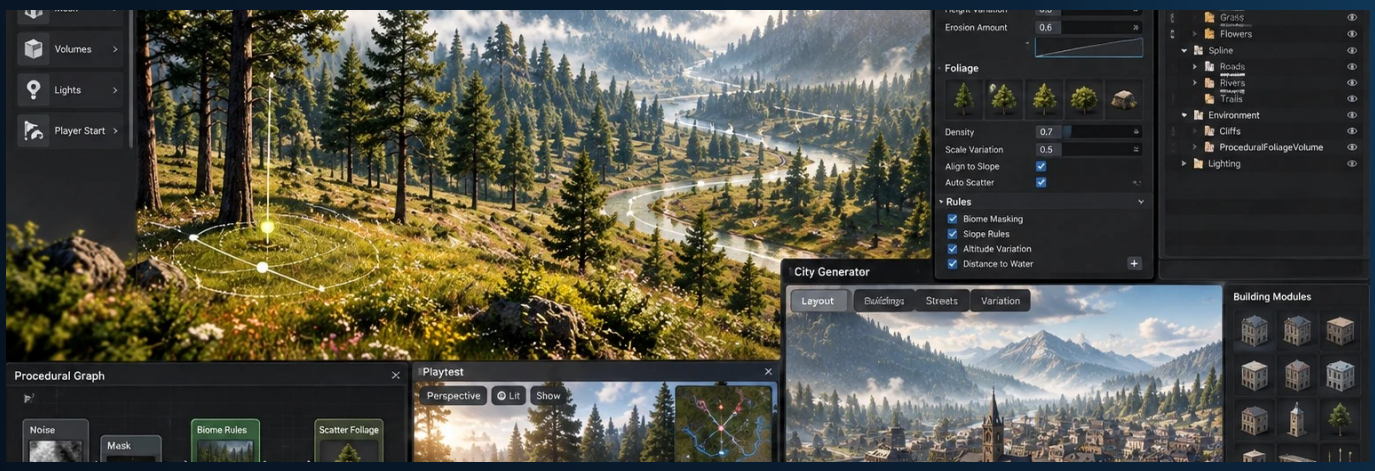
DIGITAL SHIFT

CASE STUDY

UNREAL ENGINE R&D / 2014-2026

Procedural tools

Making environment ideas faster to build and test



Illustrative cover artwork from the published case study

WORKFLOW

Define rules → Generate → Vary layouts → Playtest → Compare

The challenge

Early world-building can involve repeated manual work before a team knows whether a landscape, city layout or playable space supports the intended experience.

Discovery

Digital SHIFT founder Marc Thornton developed and explored reusable Unreal Engine tools for landscapes, cities and gameplay prototyping. Rule-based generation let teams vary terrain and layout before committing to detailed production work.

What changed

The experimental tools make early environment choices tangible and give teams a quicker way to compare playable options. The work continues as collaborative R&D.;



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Read the online case study

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