

ANIMATION

Character Design and Description

About this character



Characters in animation development

- Lots of characters have been designed over the years
- To design characters for animation, one needs a combination of
 - Creativity
 - Storytelling
 - Practical consideration for animation
- The following serves as a guide for design and description

Define the Character's Personality and Role

- Determination of the character's:
 - personality traits
 - Motivations
 - Fears
 - and goals
- This above will affect their visual design and their behaviour in the story.
- Consider the character's **role** in the story: protagonist, antagonist, sidekick, etc.
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Characters



Visual Design

- **Silhouette:** This ensures your character is recognizable even in silhouette form. Unique shapes help distinguish characters.
- **Proportions:** Decide on the character's proportions such as realistic, exaggerated, stylized or

Any notable/striking visual attribute



Visual Design con'd

- **Facial Features:** Design expressive and memorable facial features. These should reflect the character's personality.
- **Color Scheme:** colour palettes chosen should reflect the character's traits and environment.
- **Colours** can convey emotions and themes.

Visual Design con'd

- **Clothing and Accessories:** Dress the character in attire that suits their personality, occupation, and story setting.
- Accessories can add depth to the character.

Backstory and Motivation

- Develop a backstory for the character.
- This informs their **behavior** and **decisions** in the story.
- Identify the character's motivations, fears, and desires.
- These drive their actions and create conflict.

Identify some known characters

- Briefly share their backstory and motivations

Movement and Animation

- Consider how the character's design will influence their movement.
- Characters with exaggerated features may move differently from those with more realistic proportions. (Examples)
- Ensure the character's design allows for a range of expressions and movements needed for storytelling.

Appeal and Memorability

- Target a design that is visually appealing and memorable.
- Your characters should stand out and capture the audience's attention.
- Incorporate unique quirks or features that make the character memorable.

Iteration and Feedback

- Iterate on the character design based on feedback from team members, audience testing, and artistic considerations.
- Ensure the design is flexible enough to accommodate different expressions, poses, and actions required for animation.

Illustration

- Character:
- Personality:
- Backstory:
- Movement:
- Voice
- ...

Next Lecture

- Storyboarding
- Pending:
 - Mini-project
 - Mid-semester
 - Presentations

