

POP CHARACTERS/FUNNY MONSTERS

- Pop Character has a more Disney-like look
- There is a contour line and big eyes with pupils
- Usually very bright and saturated colours
- Greate contrast between colours
- The characters have their individual characteristics expressing different feelings
- They are rather funny and attractive for the eye due to their specific characteristics

CHARACTERS/BACKGROUND RELATIONSHIP:

The characters are standing out every time due to the contrast created by the strong colours of them and the light colours of the background.

COLOUR PALETTE:

#f2324e



#6ac12d



#e5c08b



#f000b4



#04c1bb



#fe8615



DESCRIPTION OF THE IDEA

THE STORY:

The main character is a little monster who tries to become as powerful as his mentor. He knows that without hard work he would not achieve his goal, because nothing in life comes easy, so he works out every day for his dream.

MESSAGE:

You should never give up your dreams but in the same time you should work hard for them.

GENRE / MOOD:

- Motivational
- Inspirational