Dantastic Mr.Fox

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Client Brief

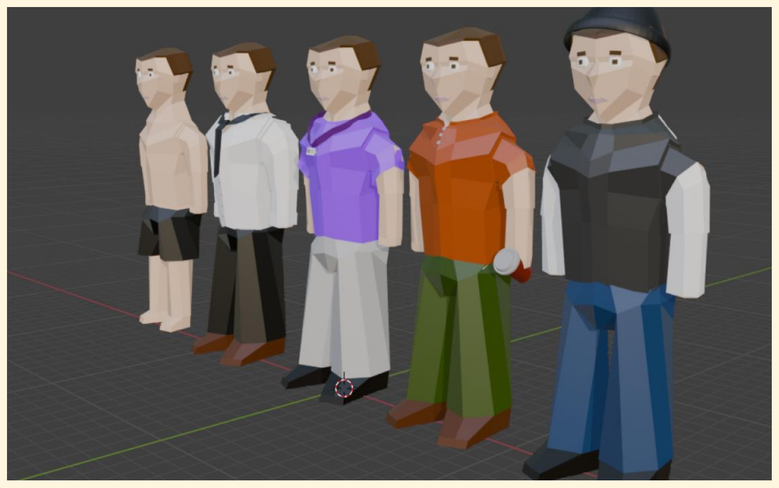
Our client challenged us to rethink how digital characters can express identity in more meaningful and probabilistic ways. Instead of relying on stereotypical models, the brief asked us to explore new approaches to embodiment in digital spaces by designing parametric characters whose traits, appearance, and personality emerge through user interaction. To meet this brief, we created four base characters. Each character is defined through distinctive clothing, accessories, stats, and backstories. These characters are presented within an interactive website prototype that allows users to view fully modelled 3D versions of each character, customise them by selecting items, choose backstories, and view associated stats. This design aligns with the client's goal of supporting more expressive and flexible forms of character identity within digital environments.

Collaboration & Interdisciplinary Teamwork

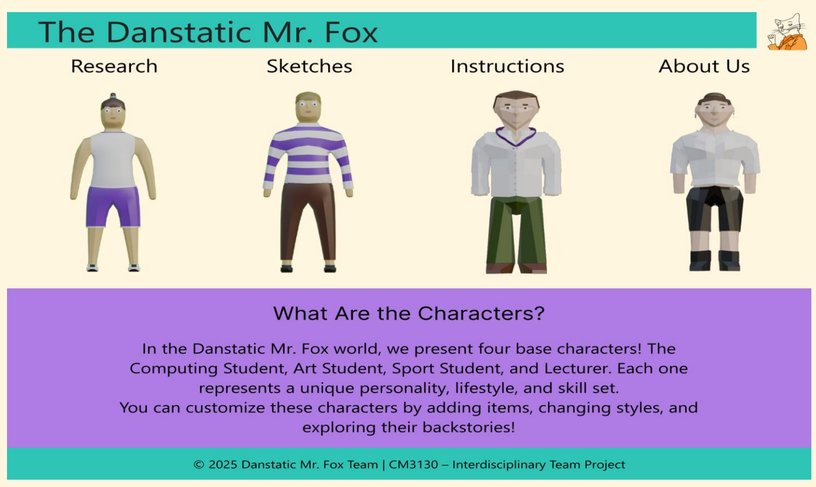
Our project was developed through strong interdisciplinary collaboration, combining skills in UI/UX design, visual art, 3D modelling, narrative writing, and prototyping. To organise our workflow, we created a Product Backlog, and two Sprint Backlogs, which helped structure tasks and support coordinated teamwork.
Character concepts and symbolic items were first sketched and then developed into detailed 2D illustrations and fully modelled 3D characters. Meanwhile, the UX team built the website flow and interactions in Figma, and the narrative team created backstories and stat systems. Regular design reviews ensured that artistic, technical, and narrative elements remained consistent, resulting in a cohesive and integrated prototype

Technical Details

Our characters and accessories were fully modelled in 3D using Blender, allowing each item of clothing and equipment to fit accurately onto the characters. These 3D renders were integrated into a multi-page website prototype, where customisation is simulated by navigating between frames that display the character with selected accessories applied.

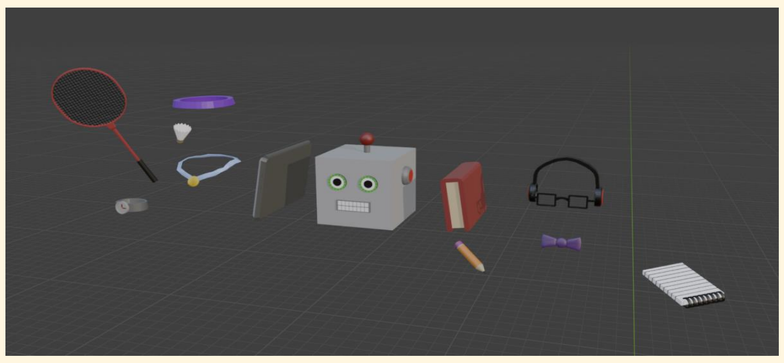


The prototype includes an Instructions page and a Research & References page to guide users and explain the project's aims. We also designed a team logo, a structured stat system, and a clear flow for character selection, customisation, backstory choice, and final presentation. A consistent colour palette and layout ensure a clean and professional user experience.



Implemented Solution

We designed four base characters: a computing student, an art student, a lecturer, and a sport student and we developed an interactive character-creation prototype that aligns with the client's goal of exploring probabilistic and expressive digital embodiment. Users can select a base character and customise it through symbolic items and accessories that are visually applied to the model. In addition to the 2D prototype, each character was fully modelled in 3D, providing a more immersive representation of identity. The prototype includes narrative backstories and character stats, allowing identity to emerge through a combination of visual, narrative, and 3D elements. The final design offers an intuitive and visually demonstration of how parametric characters can be constructed within digital spaces.



Conclusions & Future Plans

Our project delivers an interactive character-creation prototype that responds to the client's challenge of rethinking digital embodiment. By combining 2D illustrations, 3D character models, narrative backstories, stats, and customisable accessories, we created a parametric system where identity emerges through user choices rather than fixed presets.
For future development, we plan to expand the range of accessories, base characters, and backstories, and introduce full 3D interactivity, animation, and possible export to game engines or web applications. These improvements would evolve the prototype into a fully functional customisation experience exploring probabilistic identity in digital spaces.

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