

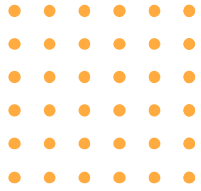
Keys to Good Character Design





Character design?

Character Design are not just for Animation or Cartoons, nowadays we use character design in so many medias such as brandings, sports, Games and etc.



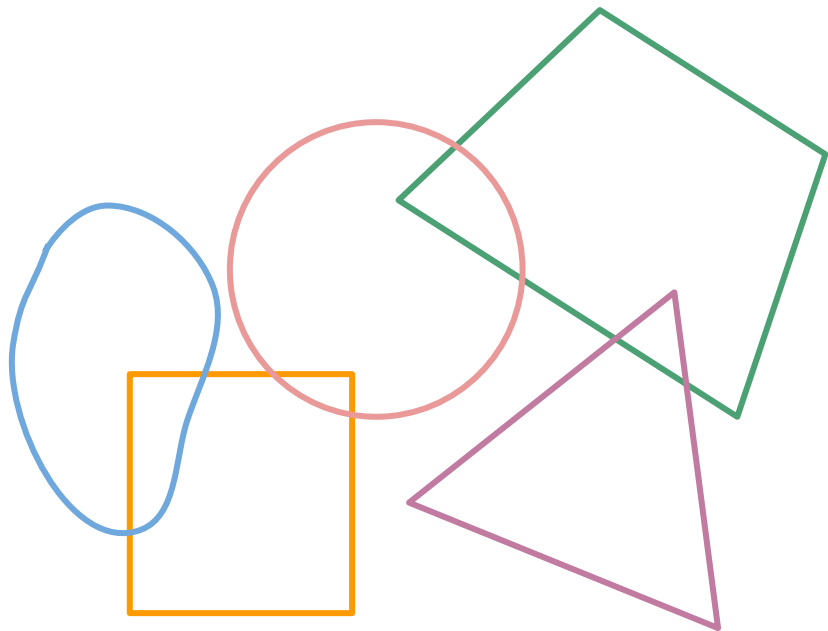
What makes good character design?

There are few keys to success good design for characters. The followings are just a very basic theory.

1 Shapes and Forms

2 Line of Actions

3 Silhouettes



01

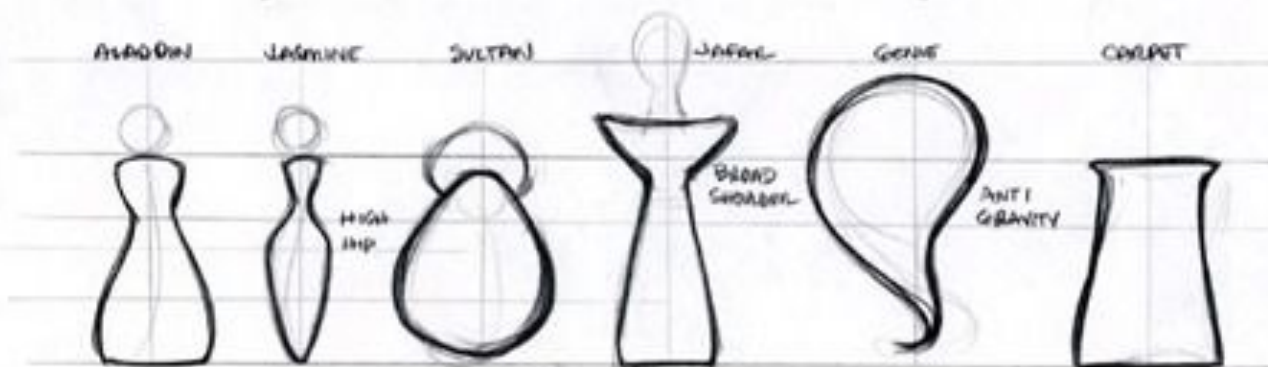
Shapes and Forms

- How the characters build up with?
- Strength / power
- Kinds (Good or bad?)
- Manly or Feminine?

0514 ALADDIN STYLE



• BASIC SHAPES OF PRINCIPAL CHARACTERS •

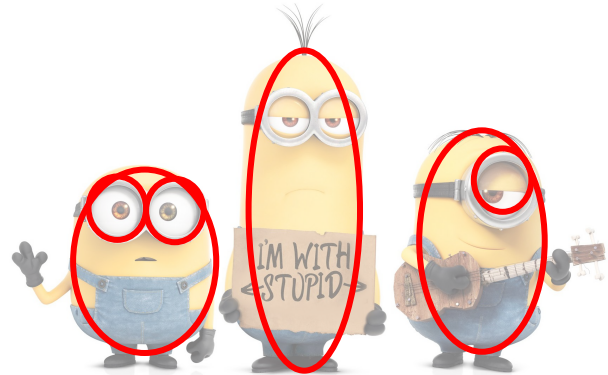
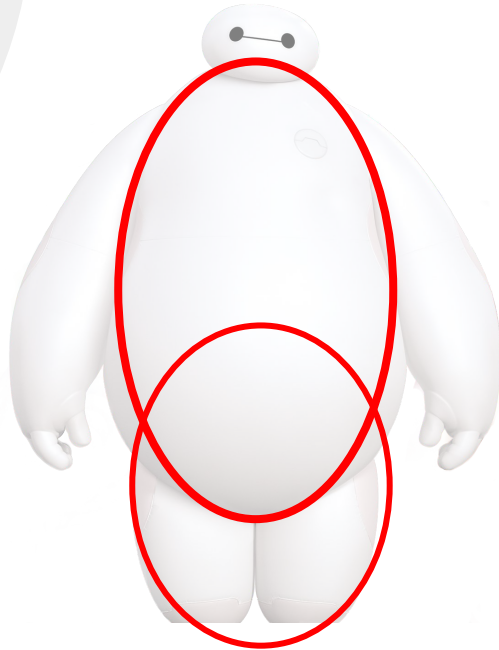


Round / Circle



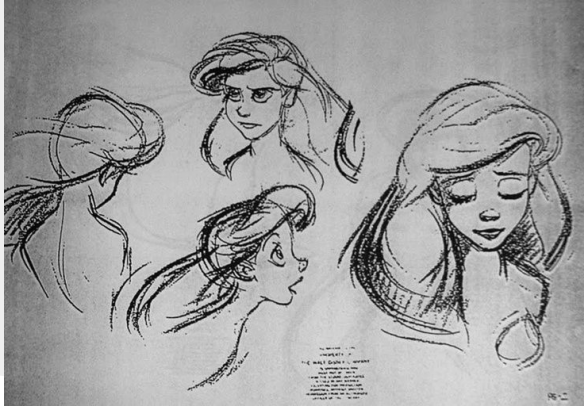
- Good
- Friendly
- No harm
- Cute

Round / Circle



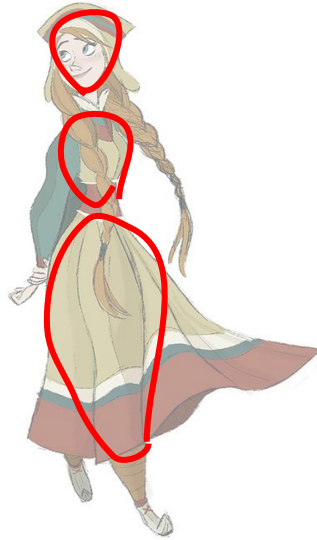
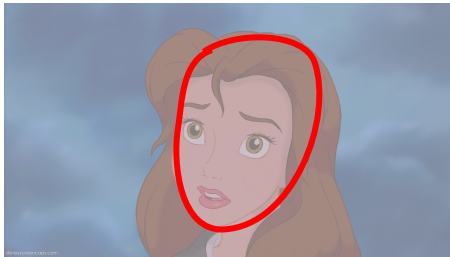
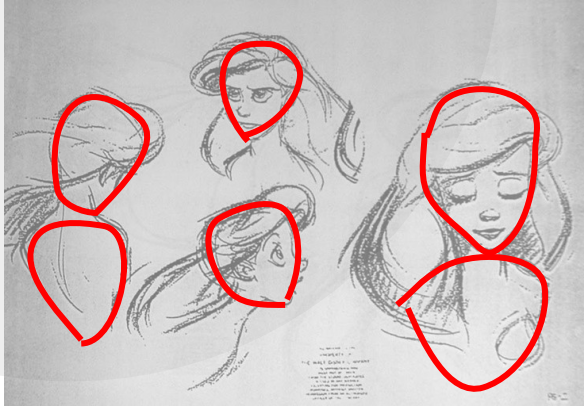
- Good
- Friendly
- No harm
- Cute

Diamond / Heart



- Pretty
- Heroine

Diamond / Heart



- Pretty
- Heroin
- Cute

BTF

Square / Rectangle



(1992-1995)



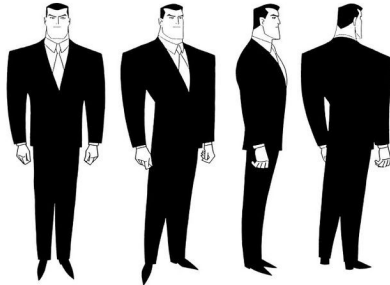
(1997-1998)



(2001-2006)



(1999)



- Strong
- Powerful
- Hero

Square / Rectangle

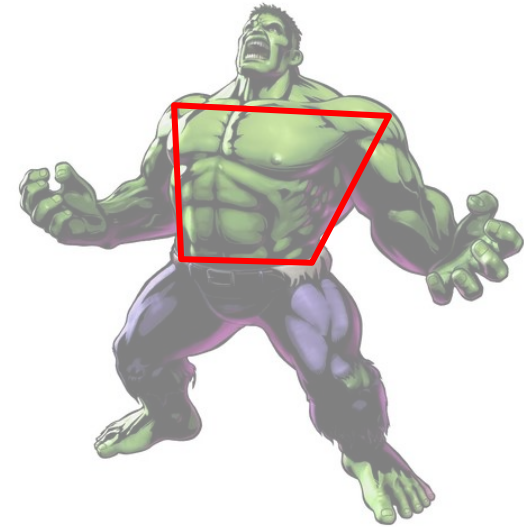
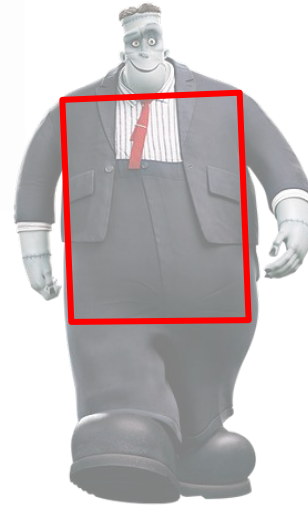
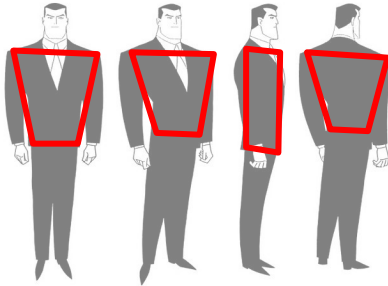


(1992-1995)

(1997-1998)

(2001-2006)

(1999)



- Strong
- Powerful
- Hero

Triangle



- Evil
- Sly
- Dangerous
- Anger



Triangle



- Evil
- Sly
- Dangerous
- Anger



02

Line of Actions

- Characteristics
- Actions
- Personalities



Do you see the
differences?

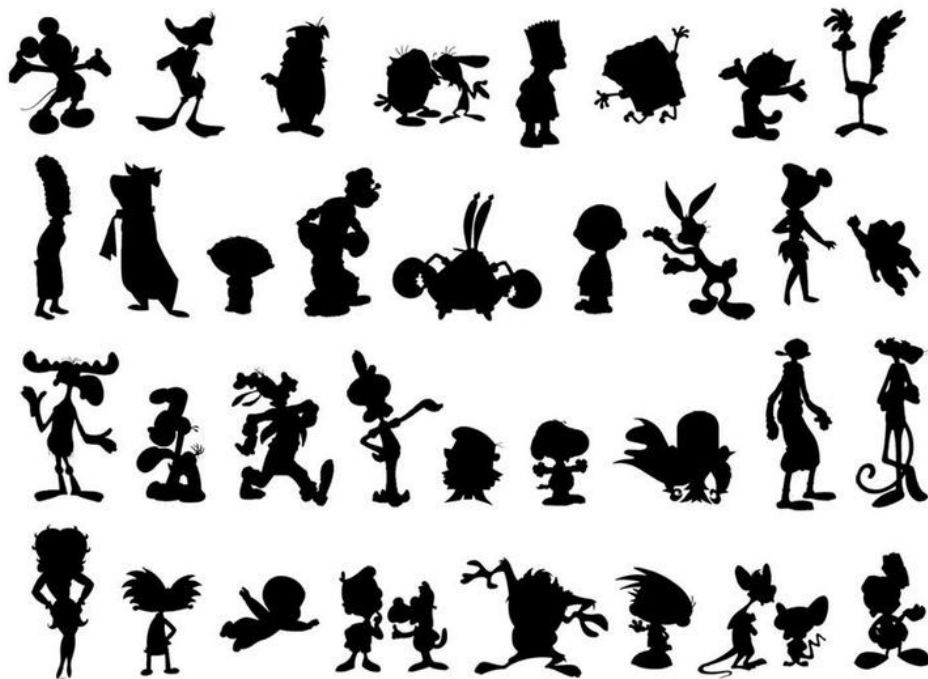




Character Line of actions could be seen from characters' posing or through stories so the audiences have better understanding of the characters' statuses and personality changes.







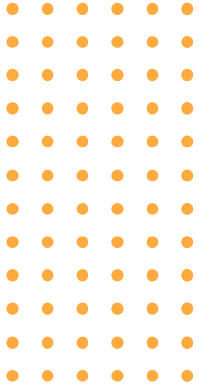
03

Silhouettes

- Iconic
- Memorable
- Characters that people can recall right away.

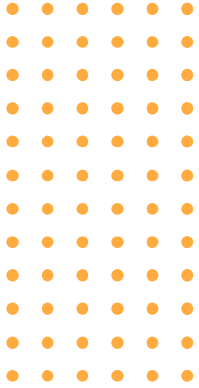
Can you tell ?





Mascot Design





Target Audiences



What you are trying to sell?



Identity/vision of the brand



Platform of using





Do a lot of research and study the brief, make sure your designs are original.

