

Demo Reel Research
Instructor: Krishna M. Sadasivam

Finalized Character Design and Environment Project

Creative Brief:

At this stage, you should be close to refining the final look of your character. You will create model sheets for at least TWO characters. Work should be digitally inked, colored, properly labeled, and professional in appearance. Target your work to the 11" x 17" format. Save your image in both PSD and JPG format. You will be turning in the JPG version for your grade. Label each sheet (i.e. Turn-arounds, Action Poses, etc.)

Try at least **three** different color schemes for your character designs. Post your progress on your blog.

Develop an environment that matches the story you are telling.

Deliverables:

Color Comps: Three different color variations of EACH character in the **same** view are shown. Color choices should be defended during the critique.

Turn-arounds: (4 views of EACH character - Front, 3/4 Front, Side, Back)

Action Poses: (Draw at least 6 action poses for EACH character, showing their dynamic range of movement.)

Height Relationship chart: create a layout showing the height differences between your two major characters.

Environment: color and ink a dynamic environment setpiece that demonstrates a solid understanding of composition: the rule of thirds, foreground, midground, and background, lighting and mood.

Keep in mind the following when developing your character model sheets: **appeal, line of action, simple shapes, silhouettes**

Please keep your work NEAT and organized. Save your final files in the drop_off box.

Use the following naming convention for your submitted work:

Lastname_comps.jpg

Lastname_turnarounds.jpg

Lastname_actionposes.jpg

Lastname_height.jpg

Lastname_environments.jpg

No late work accepted. Due at the beginning of Class 8.

Grading rubric on next page:

Character Rubric

	Exemplary (4)	Accomplished (3)	Developing (2)	Beginner (1)	Terrible(0)
Inking and Coloring 20 points	Inking lines are solid, show good line variation, with color choices that effectively compliment the character's design and personality. Highlights and shading present.	Inking lines are uniform, and color choices overall compliment the character's design and personality. Highlights and shading shown. Only one color comp shown.	Inking lines appear uneven and/or flat. Color choices do not clearly compliment the character's design and personality. No color comps shown. Flat colors. No highlights or shading shown.	Inking and coloring work has major issues that visually distract and detract from the character's design	Not turned in
Color Comps 20 points	At least three different character color comps are shown on the process blog. The colors chosen reflect careful thought and intentionality in design.	At least three different character color comps are shown on the process blog. The colors have minor issues in reflecting the personality of the character	At least 2 different character color comps are shown on the process blog. The colors chosen appear arbitrary and do not fit the personality of the character.	Only one color comp shown.	Not turned in
Silhouettes 20 points	Silhouettes for the character are very clear and easy to read. Personality, age, sex, and time period can be inferred through the silhouette.	Silhouettes for the character have minor issues, but overall reads clearly. Personality, age, sex, and time period can be inferred through the silhouette.	Silhouettes have many issues. Certain elements of the character's personality, age, sex, and time period are ambiguous or unclear.	Personality, age, sex, and time period are ambiguous or unclear.	Not turned in
Appeal (Looks) 20 points	Character has real magnetism and charm.	A pleasing design. Exaggeration of character elements leads to an assumption of personality.	Interesting looking character with varying success.	Expressions lack real emotion or little range. Character appears lifeless, devoid of attitude or demeanor.	Not turned in

Environment Rendering	A sense of time period and personality and charm are clearly evident in the environment. The characters fit their environment.	A sense of time period and personality are somewhat evident in the environment. There may be slight issues between the environment and the characters.	The sense of time period and personality are not evident in the environment. Characters do not fit the environment they are designed for.	Environment is plain, devoid of charm and personality that suggest a cohesiveness with the story and the characters.	
Presentation 20 points	Final work is neat, well organized, labeled, and professional in appearance. Work is submitted in the specified format indicated in the creative brief.	Final work is neat, well organized and labeled. Work is submitted in the specified format indicated in the creative brief.	Final work has organizational issues and/or is messy or hard to follow. Work submitted in the specified format indicated in the creative brief.	Didn't follow the technical specifications at all.	Not turned in
Technical Specs 20 points	height relationship chart, 6 action poses, turnarounds, color comps and environment included. Fully inked and colored.	Missing one element from the deliverables list. Fully inked and colored.	Missing two elements from the deliverables list OR incomplete. Work not inked or colored.	Missing more than 2 elements from the deliverables list.	Not turned in

Environment:

<p>Composition 20 points</p>	<p>camera angles for renders suggest depth (foreground, middle ground, background). Excellent balance between positive and negative space.</p>	<p>Solid composition, good contrast between positive and negative space, but composition lacks depth.</p>	<p>Composition is flat, too much negative space, poorly lit scenes.</p>	<p>Weak or negligible attempt</p>	<p>Not turned in.</p>
<p>Lighting and Coloring 20 points</p>	<p>Engaging use of color and lights to enhance the composition. A strong sense of mood is conveyed through the colors chosen in the composition</p>	<p>The lighting seems adequate but could be improved by a few additional lights, or by adjusting some of the existing lights, color intensity and/or position</p>	<p>The scene appears to be a bit too light or too dark.</p>	<p>Poor lighting and/or lack of any color theory application.</p>	

Total Possible Points: /160