

CA 4220 Demo Reel Research
"Found Character Design" Project
Instructor: Krishna M. Sadasivam

DUE: At the beginning of class, Week 2. Late work will not be accepted.

FORMAT:

- 1) neatly stapled work turned in on a series of 8.5" x 11" papers. Each paper must include your name and the course number (CA4220). (**Please note:** Torn pages from sketchbooks will NOT be accepted.)
- 2) ALL of the above should ALSO be **posted on your process blog.**

**Work not scanned in at the time the project is due, will receive a 50% deduction in marks*

CREATIVE BRIEF:

1. **Open a Process Blog via Blogger.com. E-mail the URL of your blog to me at krishna.at.ait@gmail.com**
2. **Using the character description sheet given to you in class, assemble your character from the words you were assigned. Use Col-erase pencils (red or blue) for your sketches.**

Recommended approach:

1. Think about the words you have been assigned. What imagery first comes to mind?
2. Begin researching your character. Think about his/her costume, props, and relative size and shape. There are no right or wrong answers at this stage.
3. Start your visual exploration. Use as many 8.5" x 11" papers as you need to explore your character's design. Don't settle for the first design you come up with. *Your grade will be based on how thoroughly you explore ALL possibilities in your design process.*
4. Create a rough silhouette for your character. Work loosely. *Does the silhouette of your character read clearly? Does the silhouette clearly show the characteristics and personality of the character?*
5. Include design notes to accompany your explorations. Pertinent notes on character construction, key personality traits and an explanation of props and costumes should be included.
6. After you have revised your basic silhouette into a form that reads well, design your characters from the inside out. Use basic shapes to block out the character, saving

surface details (clothing, textures, patterns) for the finishing touch. *Does your character have appeal?*

7. Refine your character into its final form, on its own separate page. Make sure to draw large enough so that your character occupies most of the page.
(continued on next page...)
8. Scan and upload your work to your process blog.
9. Neatly label and staple your sheets to turn in at the beginning of class.

The grading rubric for this project is provided on the next page. Total possible points: 100.

	Exemplary (4)	Accomplished (3)	Developing (2)	Beginner (1)	Terrible(0)
Concepts 20 points	A thorough exploration (15 to 20 concepts) of character design. Designs are unique, defined, and show progression / evolution of the character with a variety of body and head shapes that fit the description of the character.	A good exploration (8 - 10 concepts) of character design. Character designs are fairly similar to one another, with minor variations. Similar head and body shapes used throughout.	An average exploration (5 - 7 concepts) of character design. Character designs are fairly similar to one another, with minor variations. Not much variation in head and body shapes.	A weak exploration (less than 5 concepts) of character design. Not enough development shown to indicate process.	Not turned in
Design Notes 20 points	Design notes are present and clearly explain the designer's thought process.	Design notes are present and give a general idea of visual process, but more design information is needed to document designer's thought process.	Design notes sparse and needs further elaboration	No design notes included.	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

Technical Specs followed 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
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