

Demo Reel Research  
Instructor: Krishna M. Sadasivam

## Finalized Character Design 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.

### 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.)

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

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

Grading rubric on next page:

	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. At least two different character color comps are shown on the process blog.	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
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 <b>professional</b> 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

Total Possible Points: 100