

Demo Reel Research
Instructor: Krishna M. Sadasivam
"Character Design Process" Project

Tools required for this project:

- * Col-Erase Pencils
- * 8.5" x 11" Xerox Paper
- * Your imagination

1. Pick **ONE** of the two characters below and begin your preliminary sketches.
2. Research costumes and props for your character.
3. Push your designs and see if there are methods to make your designs even stronger. You should have between 15 to 20 fleshed out sketches. Draw large enough to where you can fit one sketch per page. Make notes to suggest your thought process (as shown in class) on each of your sketches.
4. Scan your process work and post your character's evolution on your process blog.
5. Develop a turn-around for your character showing front, 3/4 front, side and back views of your character. Draw at a scale large enough to where all 4 views fit on one page.
6. Scan and post your turn-arounds on your process blog.
7. Submit a hard copy of your turn-arounds on a neat single sheet of paper, with the character's name, YOUR name, and the date.

Setting:

It's 1815, and a small Old West town called Smithville.

CHARACTER DESCRIPTIONS:

Dillon: The lazy, but brave hero. He is tall and thin, with blond hair and dirty, ragged cowboy clothes. His clothes and hat all should look a mite too big for him, since they are hand-me-downs from his out-of-luck father. He has the natural ability as a gunslinger, but he never practices. Few people know that he could be the best there ever was, if he had any motivation in him. Dillion is very likable, as he has a heart of gold, cares for the town and all the people in it, and treats his best friend, his horse, like a brother.

Brent: The sheriff gone wrong. He is a dark-haired dapper dresser from England. Why he came to this small town is a mystery to all. He maintains a pleasant demeanor, but when people aren't around, he enjoys being cruel to animals.

	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. Design notes are present and clearly explain the designer's thought process.	A good exploration (8 - 10 concepts) of character design. Character designs are fairly similar to one another, with minor variations. Design notes are present. 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. Design notes missing and/or not elaborated upon. 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
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