

Thawatchai Chunhachai (BOAT)
Co founder of Plastiek



Arisa Veeravitayases
Art Director at Plastiek



PLAST!EK

Founded in Bangkok 2018.

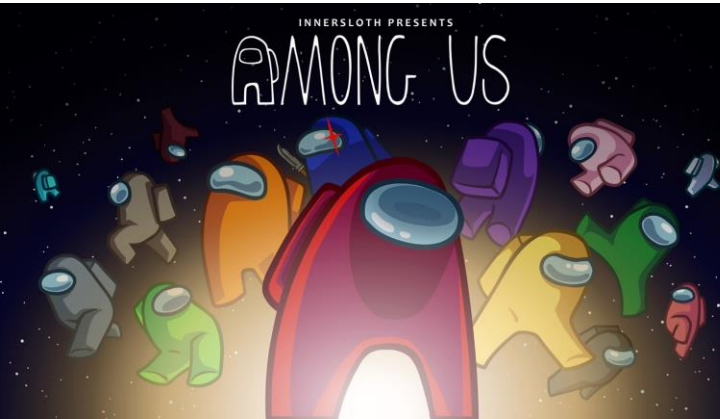


CHARACTER DESIGN

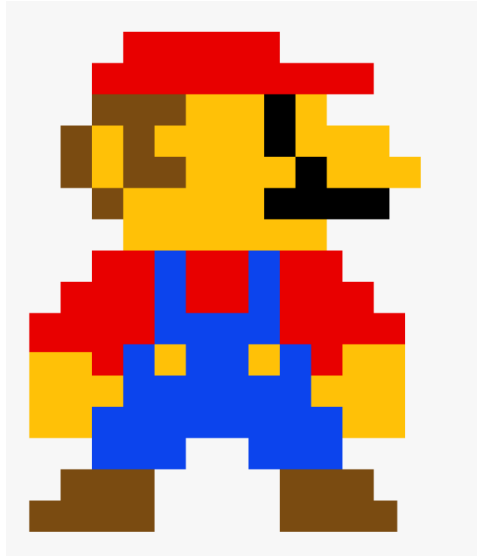
WHAT DO YOU THINK MAKES A GOOD CHARACTER DESIGN?



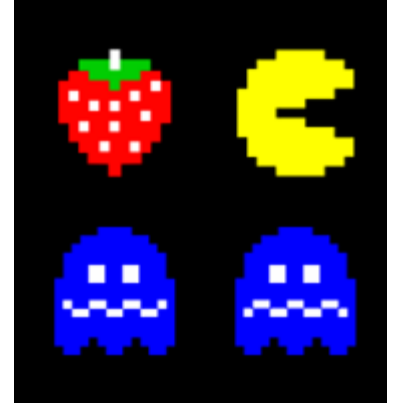
- Clarity
- Recognizable and memorable Color scheme and silhouette
- Supports Game Play, Story Telling



Technical Limitations



Level of complexity



Questions to ask yourself:

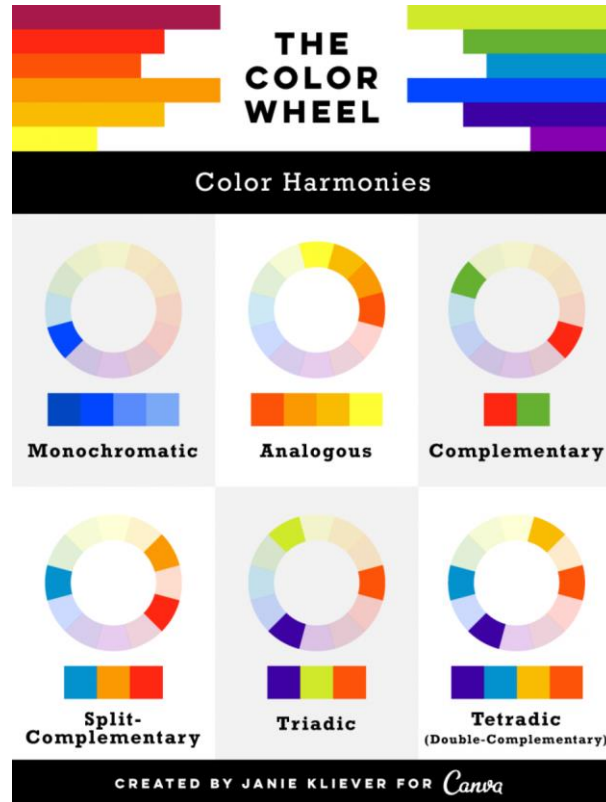
- What Genre of game? (RPG, Idle, Avatar based, action, etc)
- Art Style? (Pixel, stylized, realistic, 2d, 3d, etc)
- Story => Who
- Supporting Character or Main (a game can have many main characters. Options for roleplaying)
- Personality?
- Target Audience?
- Limitations?



DESIGN Fundamentals/ Tools

- Color and Value
- Shapes
- Silhouette
- Pose
- Proportions
- Contrast

Color Theory





**Split-
Complementary**



Value



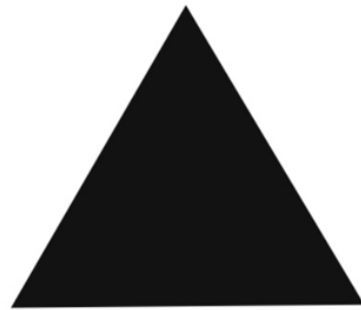
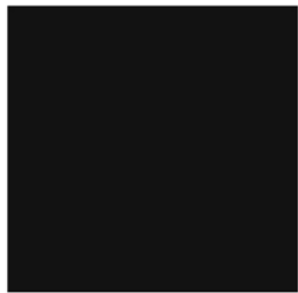
Character vs BG



Strong use of Color motif



SHAPE LANGUAGE

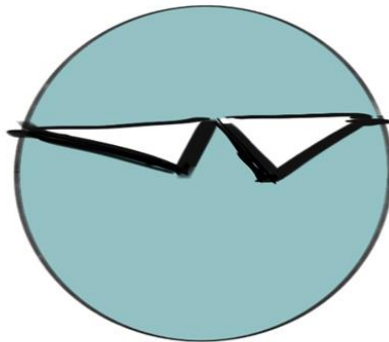
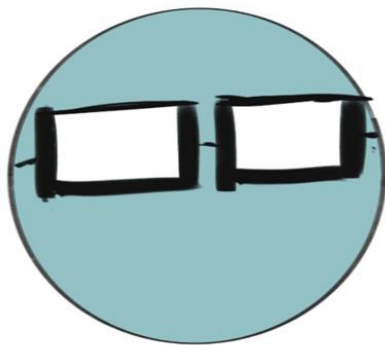
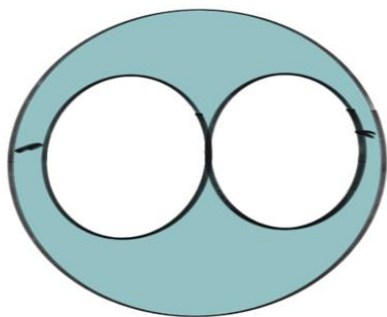












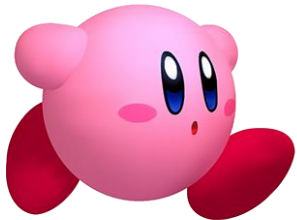


Characteristics:

- Round, no sharp edges

Meaning:

- Youthful
- Feminine
- Bouncy
- Fun
- Friendly
- Round
- Soft
- Safe
- cute





Characteristics:

- Straight Parallel Lines,
- Perpendicular angles

Meaning:

- Stable
- Strong
- Imobile
- Static
- Masculine
- Peaceful
- Boring
- Heavy



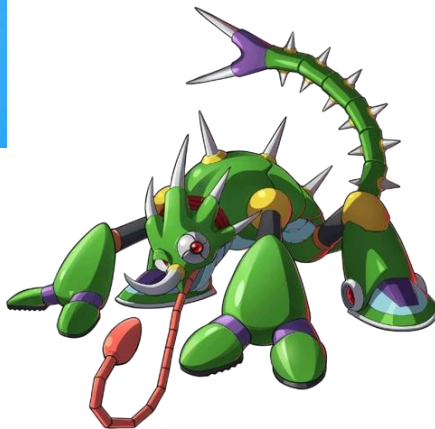


Characteristics:

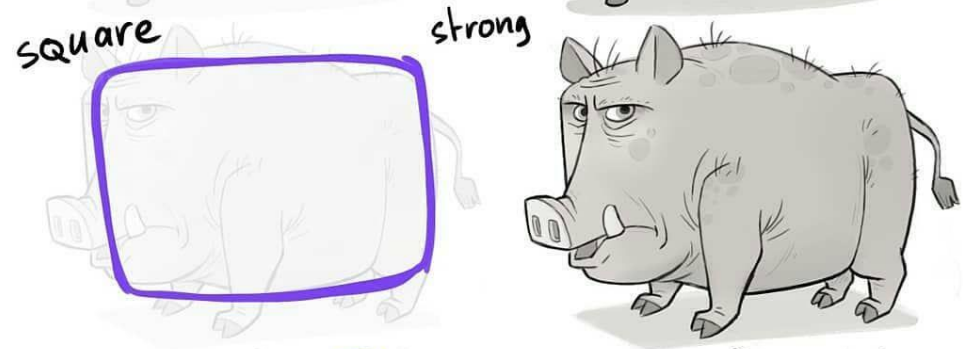
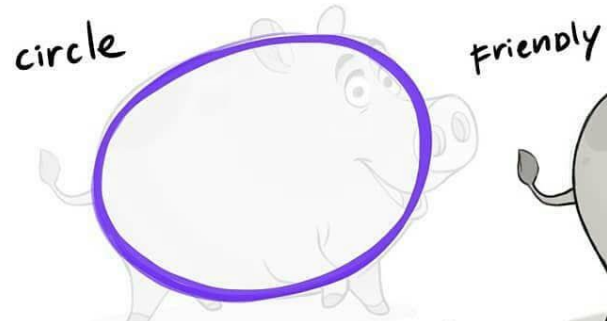
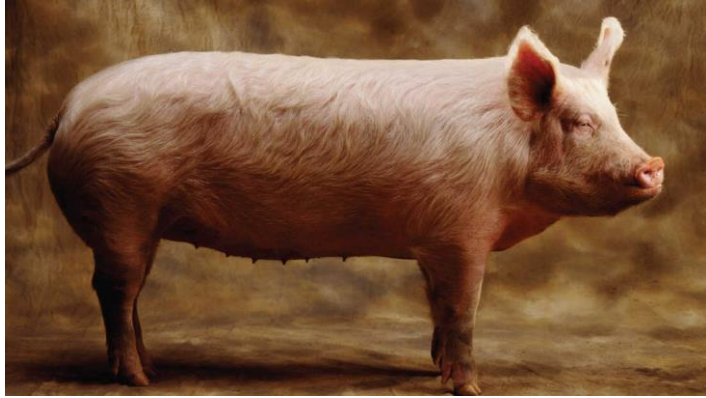
- Sharp corners
- Straight lines with sharp angles
- The most dynamic shape compared to other primary shapes

Meaning

- Implies Direction/s
- Mobility
- Agility
- Dynamic



It's a pig but
What kind of pig?



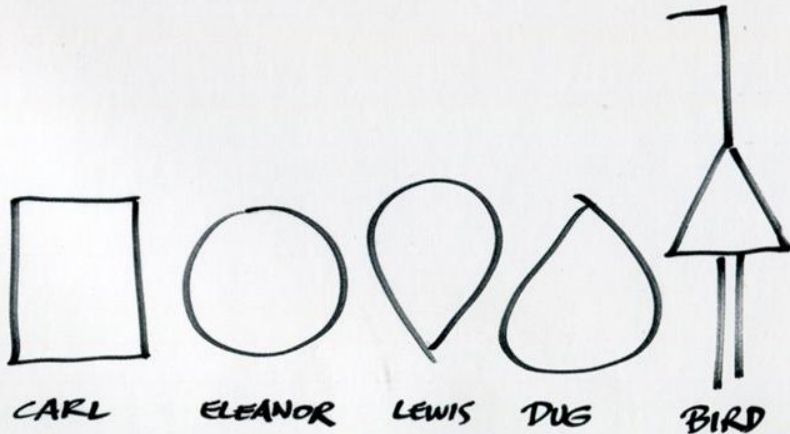
@
mitch
leeuwe

Using basic shapes to Exaggerate ideas/ story



(This page) **RICKY NIERYA** | marker | 2005

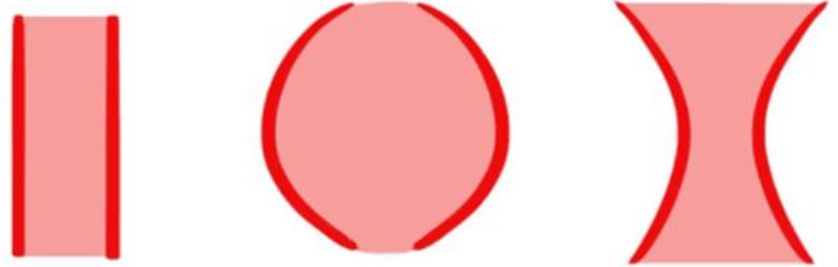
(Previous spread) **NAT MCLAUGHLIN** | digital | 2007



Shape Dynamics

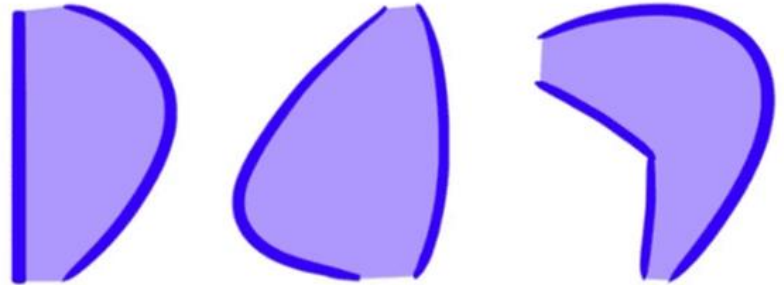
Balanced Shapes

- Symmetrical
- Parallel or perpendicular
- Equal in proportions/ distribution
- No conflict, stable, doesn't move
- Passive
- Can be peaceful or boring



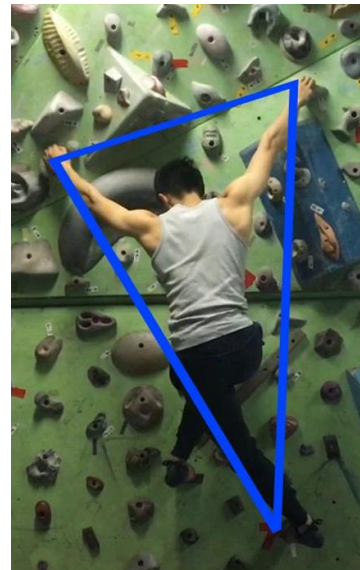
Dynamic Shapes

- Not perpendicular or parallel
- Has direction, force, movement
- Creates dynamic negative space
- Active
- Can be interesting or crazy



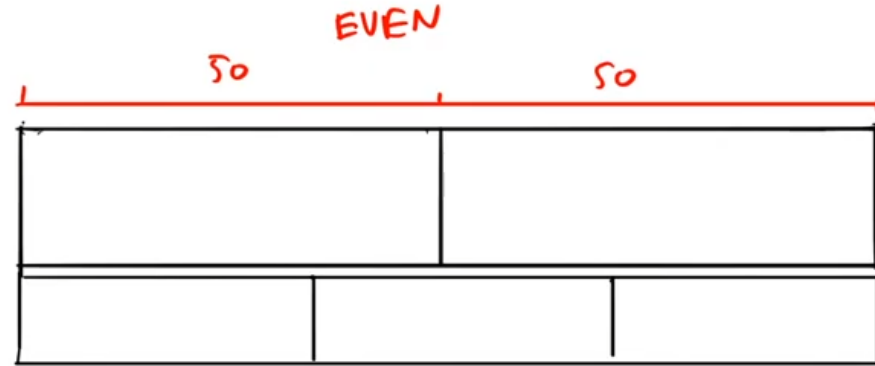
CHARACTER SHAPE + SHAPE OF POSE





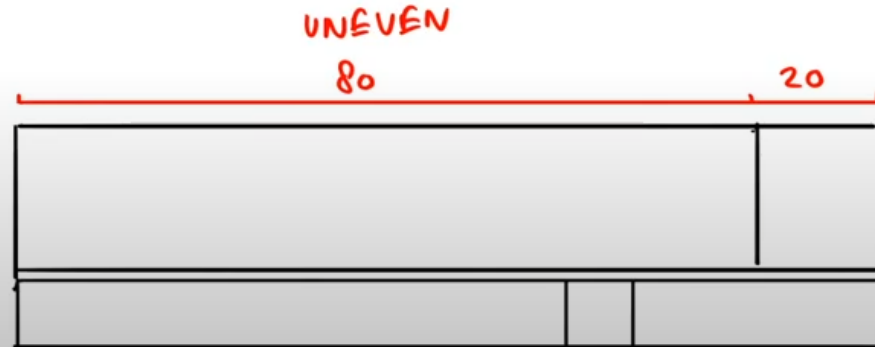
Proportions or Shape ratio

Even
Less dynamic



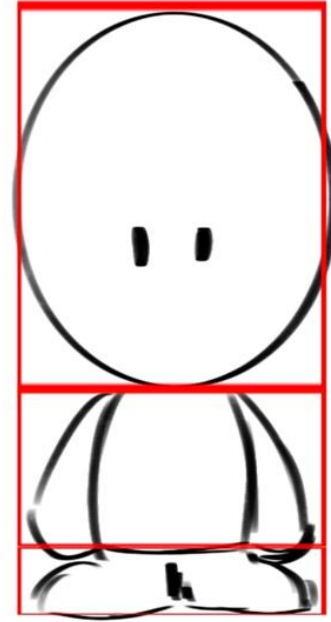
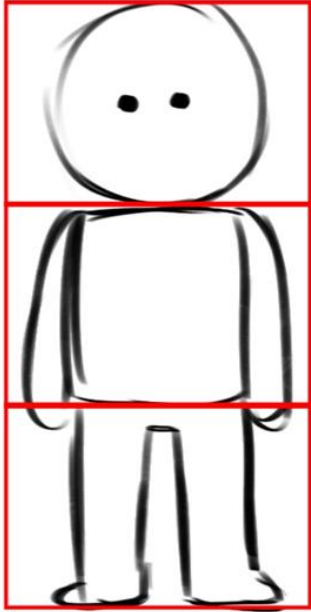
- BORING
- FORMALITY

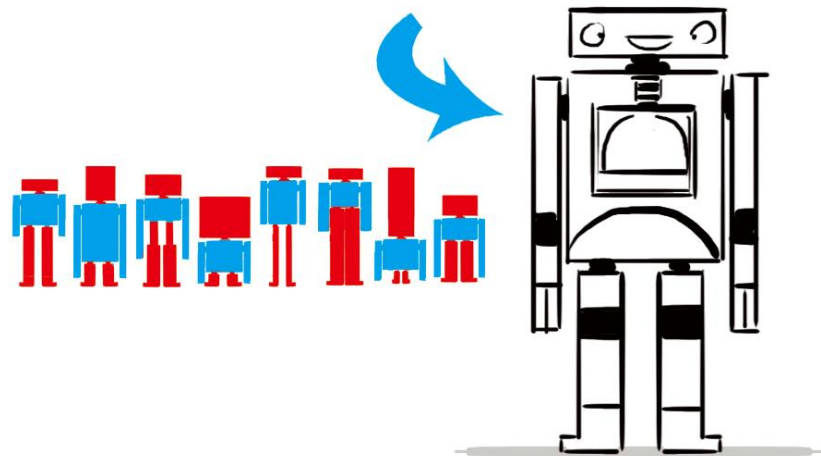
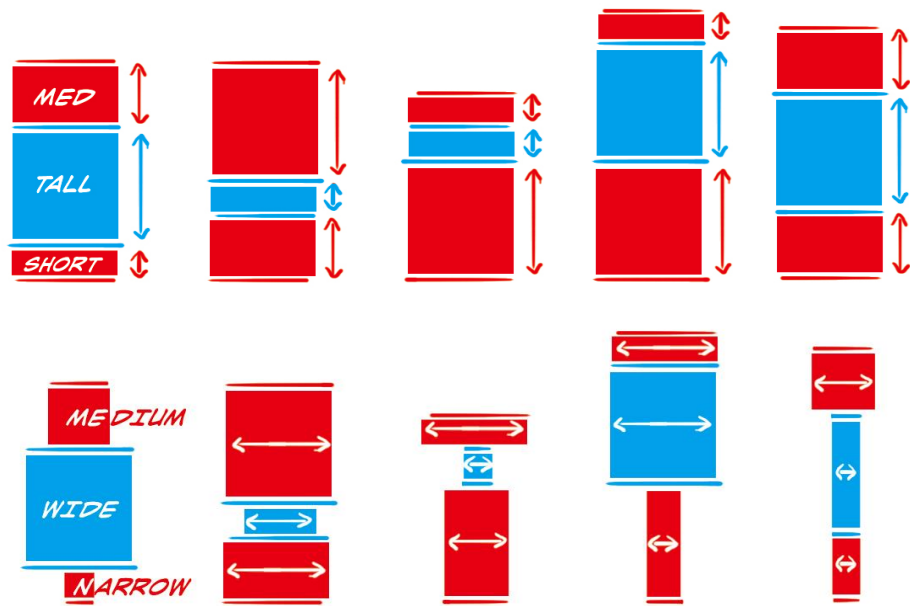
Uneven More
dynamic



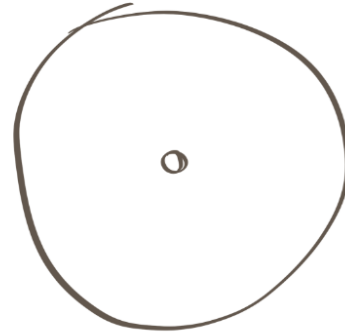
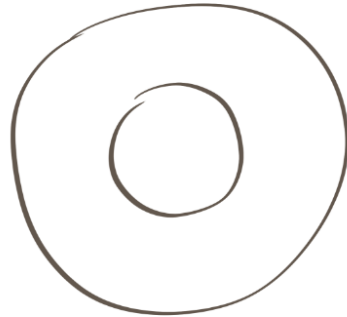
- DYNAMIC
- CHAOTIC

Exaggerate - Proportion and size variation





EVERYTHING IS RELATIVE



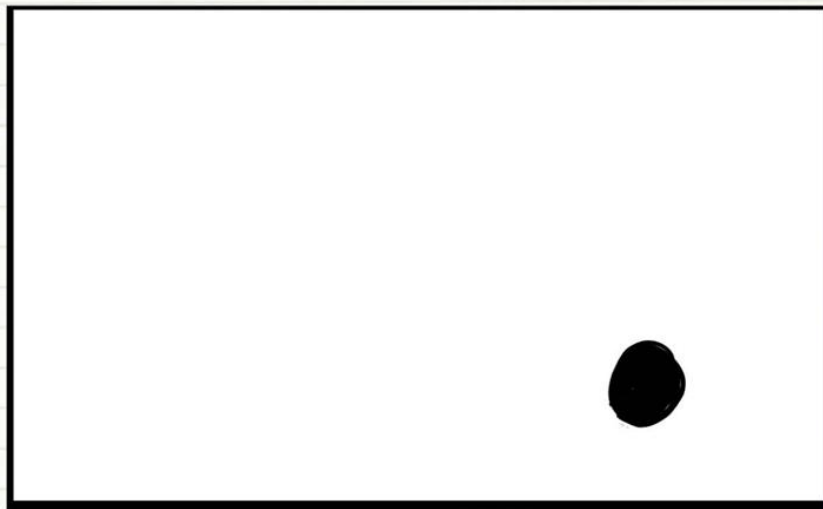
Basic design

Contrast



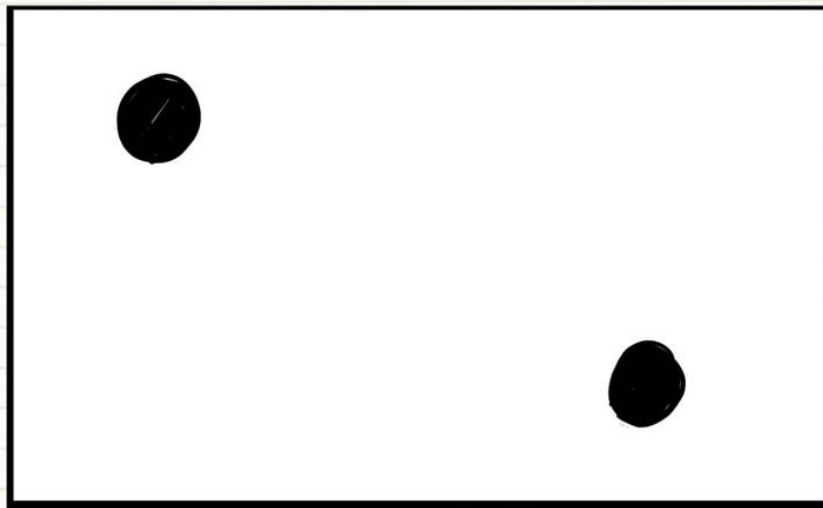
Basic design

Contrast



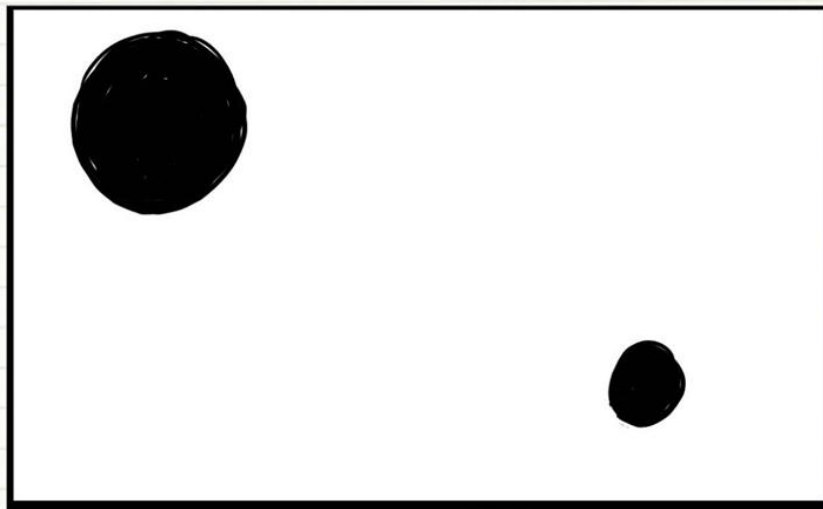
Basic design

Contrast



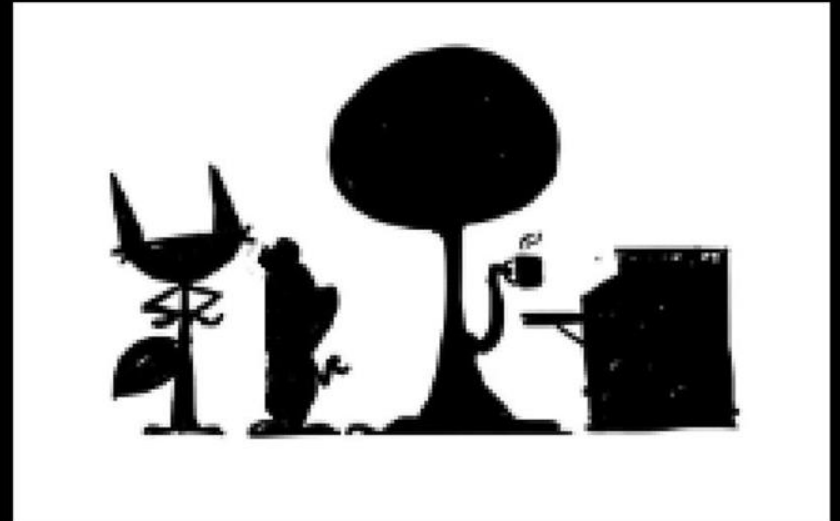
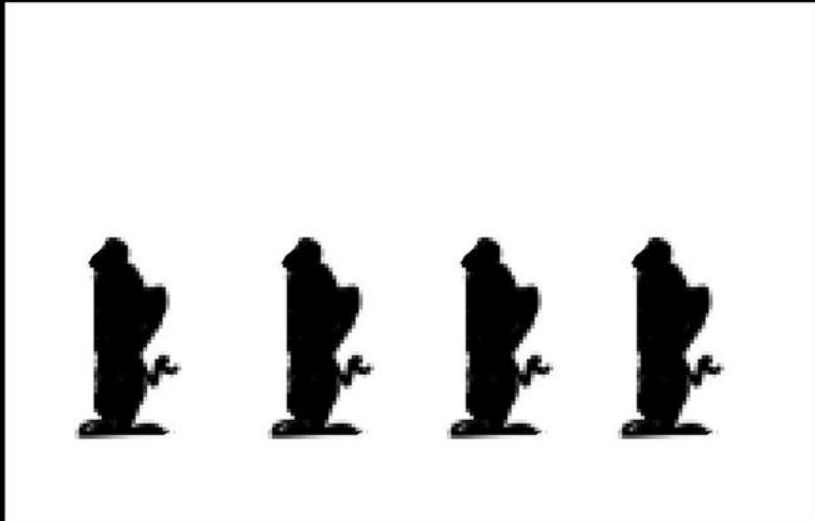
Basic design

Contrast



SILHOUETTE

THE CREW



PLAST!EK

CLARITY OF SILHOUETTE





Design Process

- Research, References
- Sketch out ideas, exploring Silhouette, Poses, Shapes, costumes, etc
- Choosing colors, checking Values
- Character Sheet/ Model Sheet/ Turns

Desining [RRR]



PLAST!EK

The fearless captain

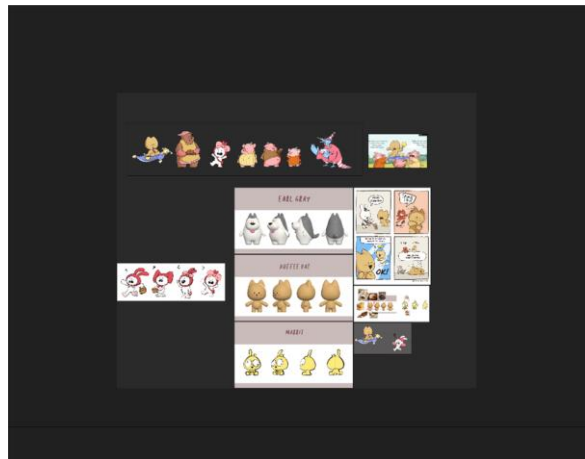


WE WANTED THE MAIN CHARACTER TO HAVE A STRONG CONFLICT BETWEEN HIS NATURE AND HIS APPEARANCE. SO WE MADE FLUR AT THE BOTTOM OF THE FOOD CHAIN, EVEN PLANKTON IS HIS NATURAL PREDATOR. BUT HE'S VERY DETERMINED AND FEARLESS.

HE ALWAYS GETS INTO TROUBLE AND OFTEN HE'S THE CAUSE OF IT. BASICALLY HE'S A ROUND FLUFFY CHARACTER THAT LOVES ADVENTURE.

SPECIAL POWER:
EVERY CHOICE THAT HE MAKES, IS THE WRONG ONE!

References

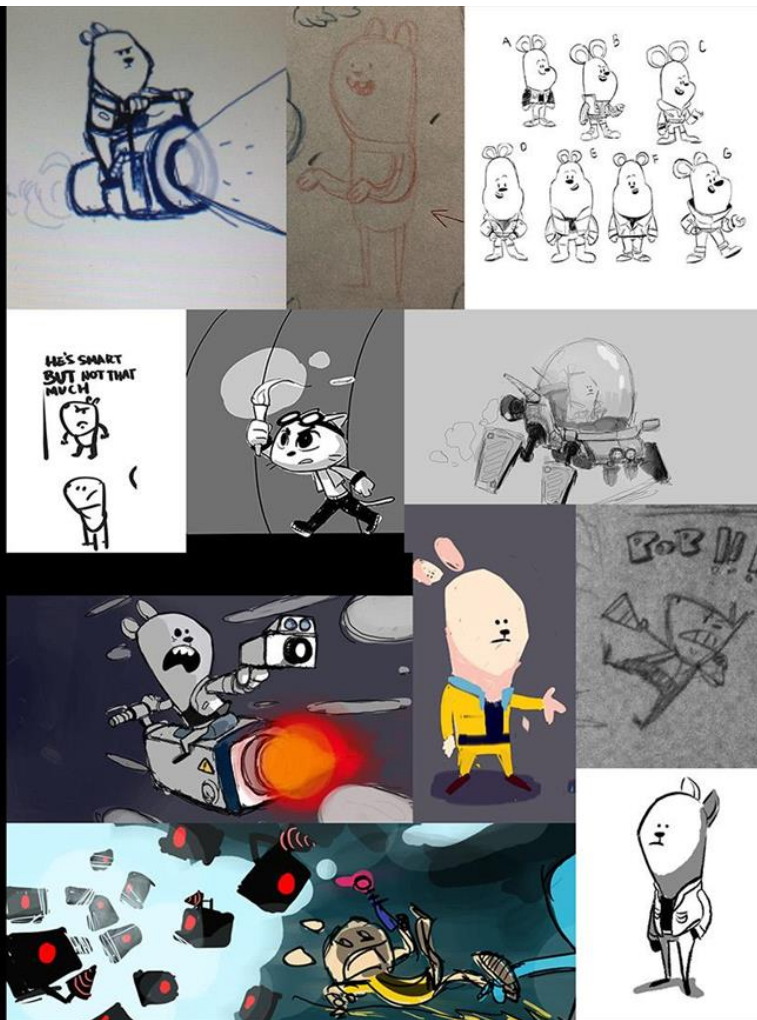


RESEARCH

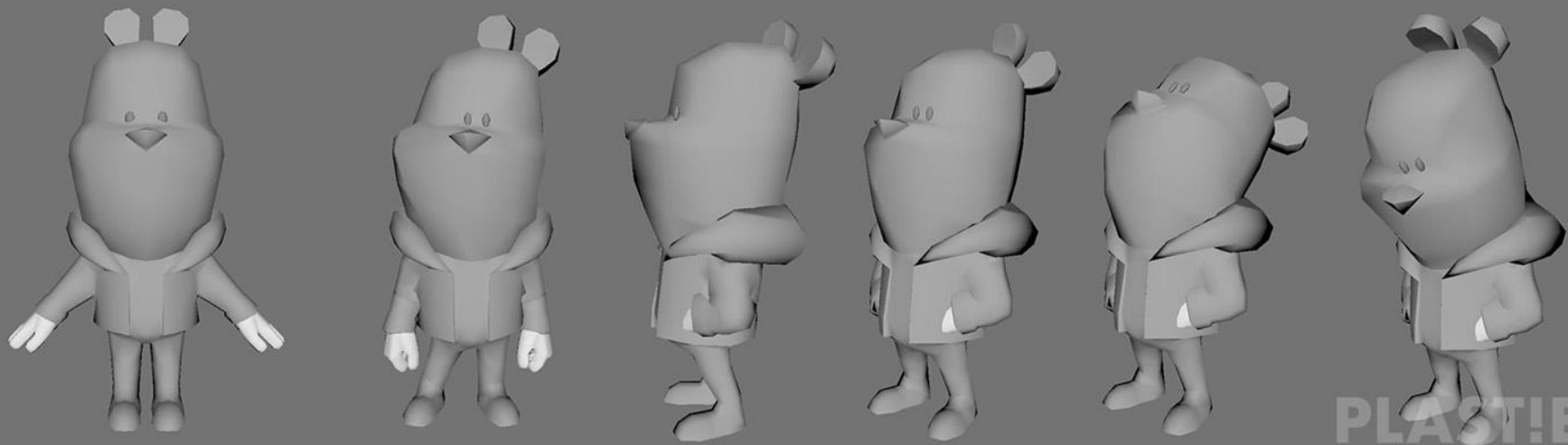
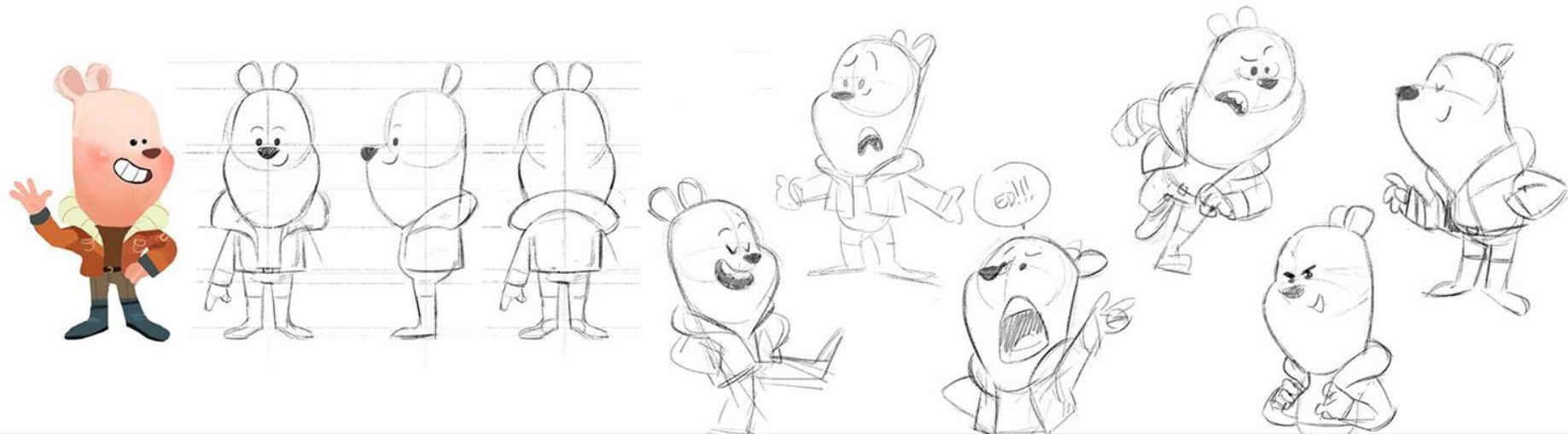


FUR

The fearless captain



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FLR DESIGN SHEET

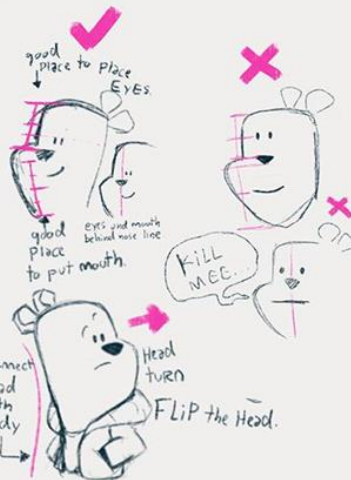
Front view.
- too Equal



FRONT VIEW



Pick a side
to Favour
the Face element
slide
eye, mouth
to Face camera



3/4 VIEWS



LOOK DOWN



SIDE VIEW.

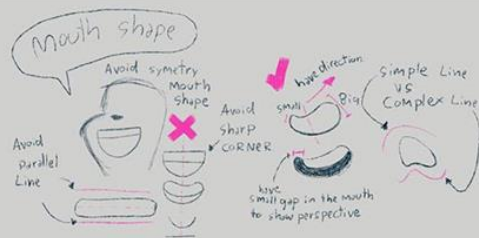


LINE OF ACTION
Big sausage

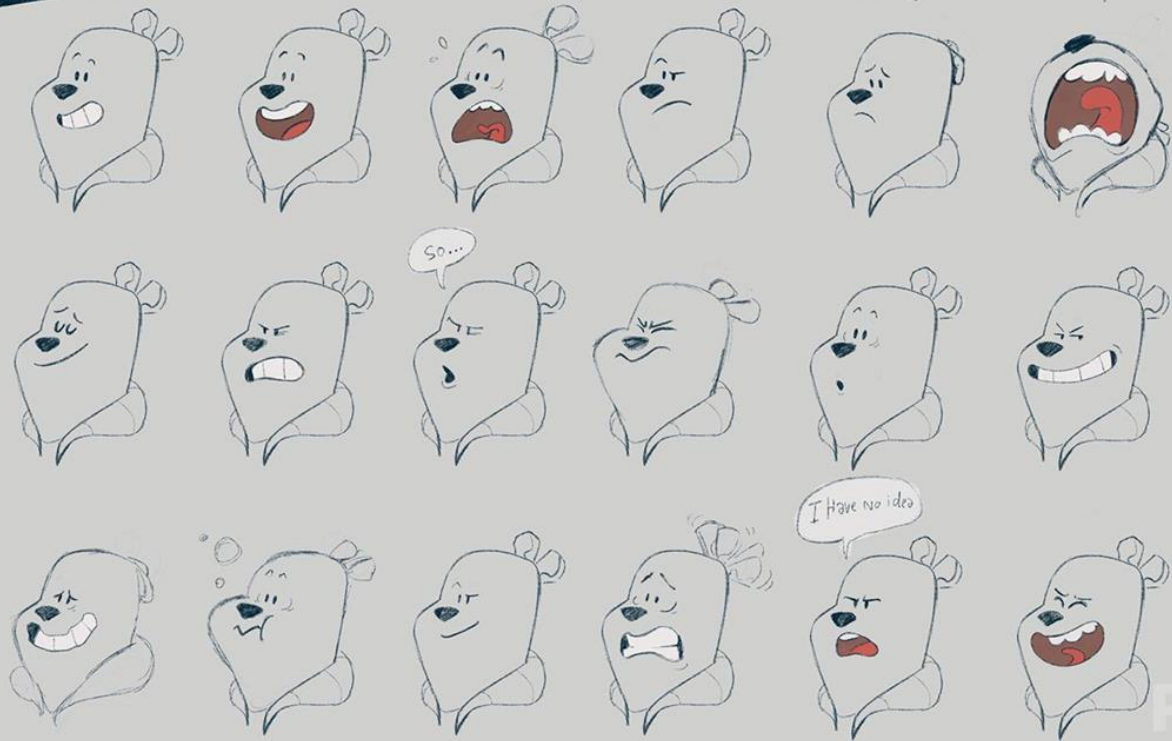


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Facial Expression FUR



AHH!



PLAST!EK



RRR
EXPRESS

MEL

The COOL BIKER



A



A



B



C



D



E



F



Model
test

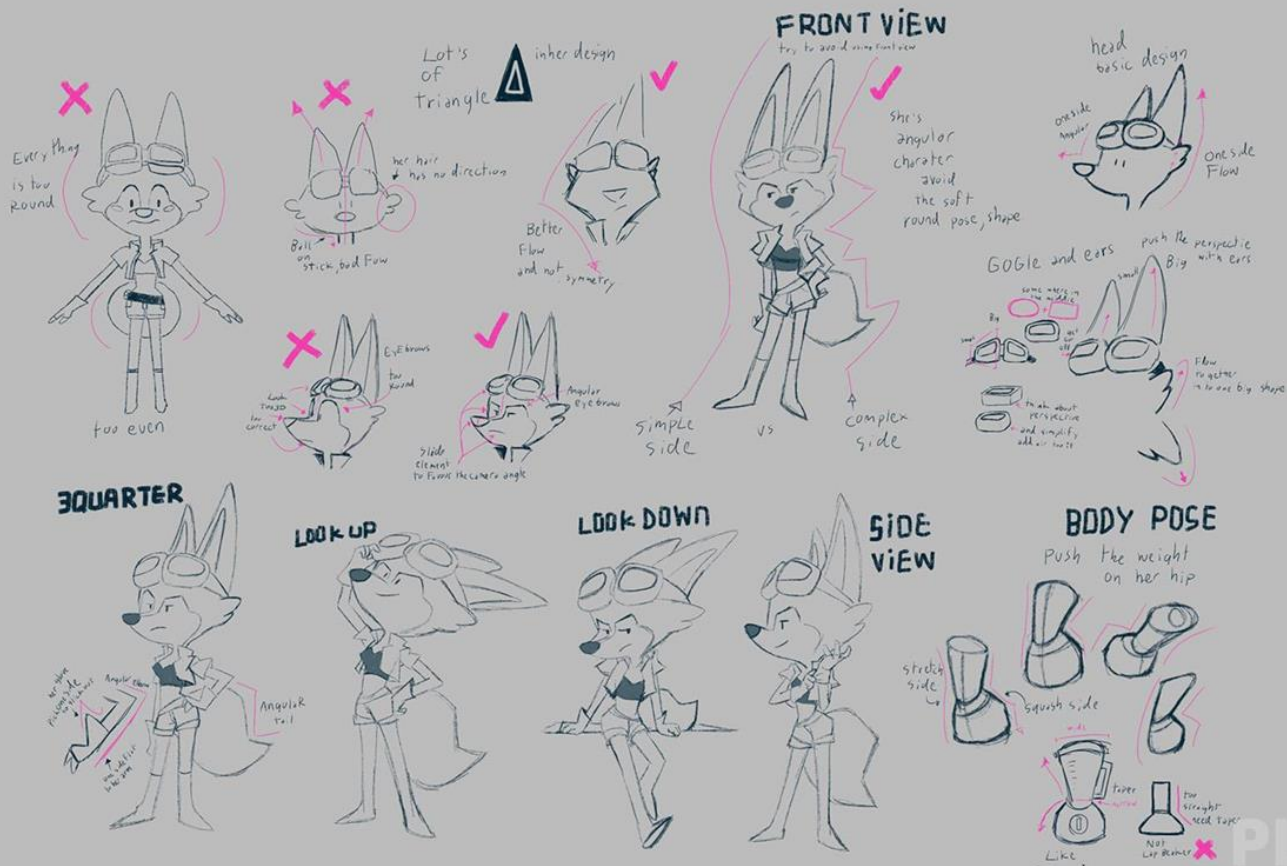


G



PLAST!EK

MEL DESIGN SHEET

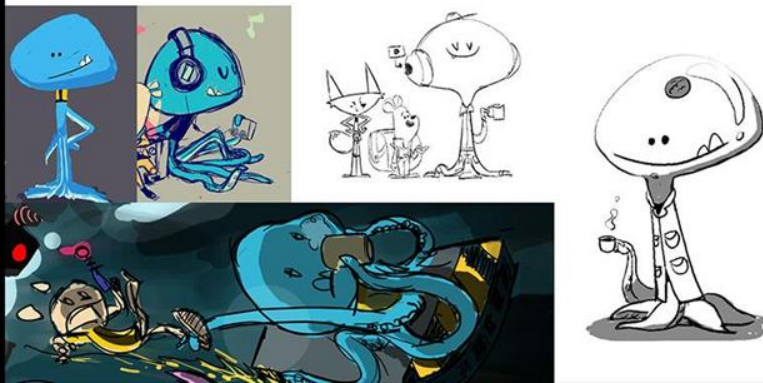


PLAST!EK

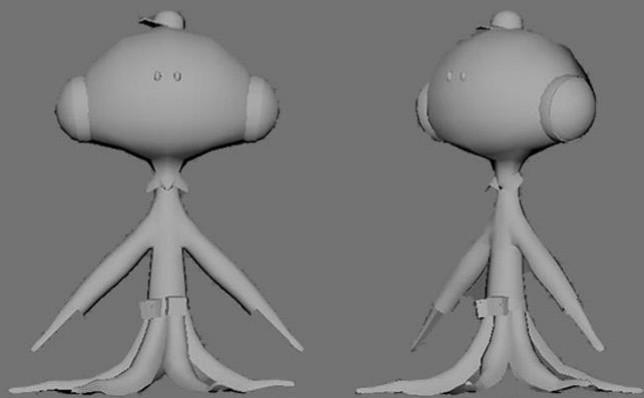
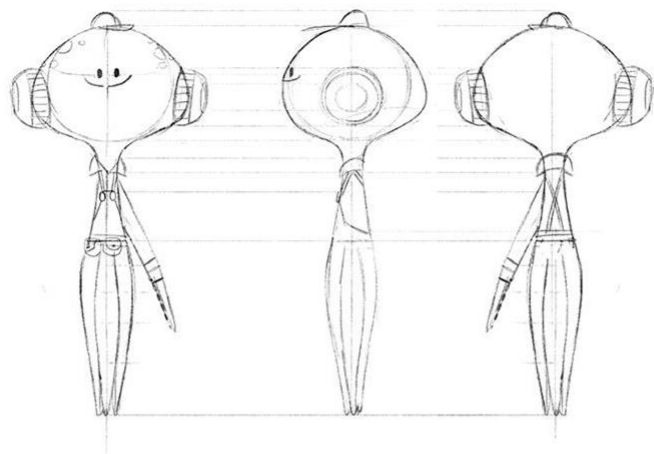
Facial Expression MeL



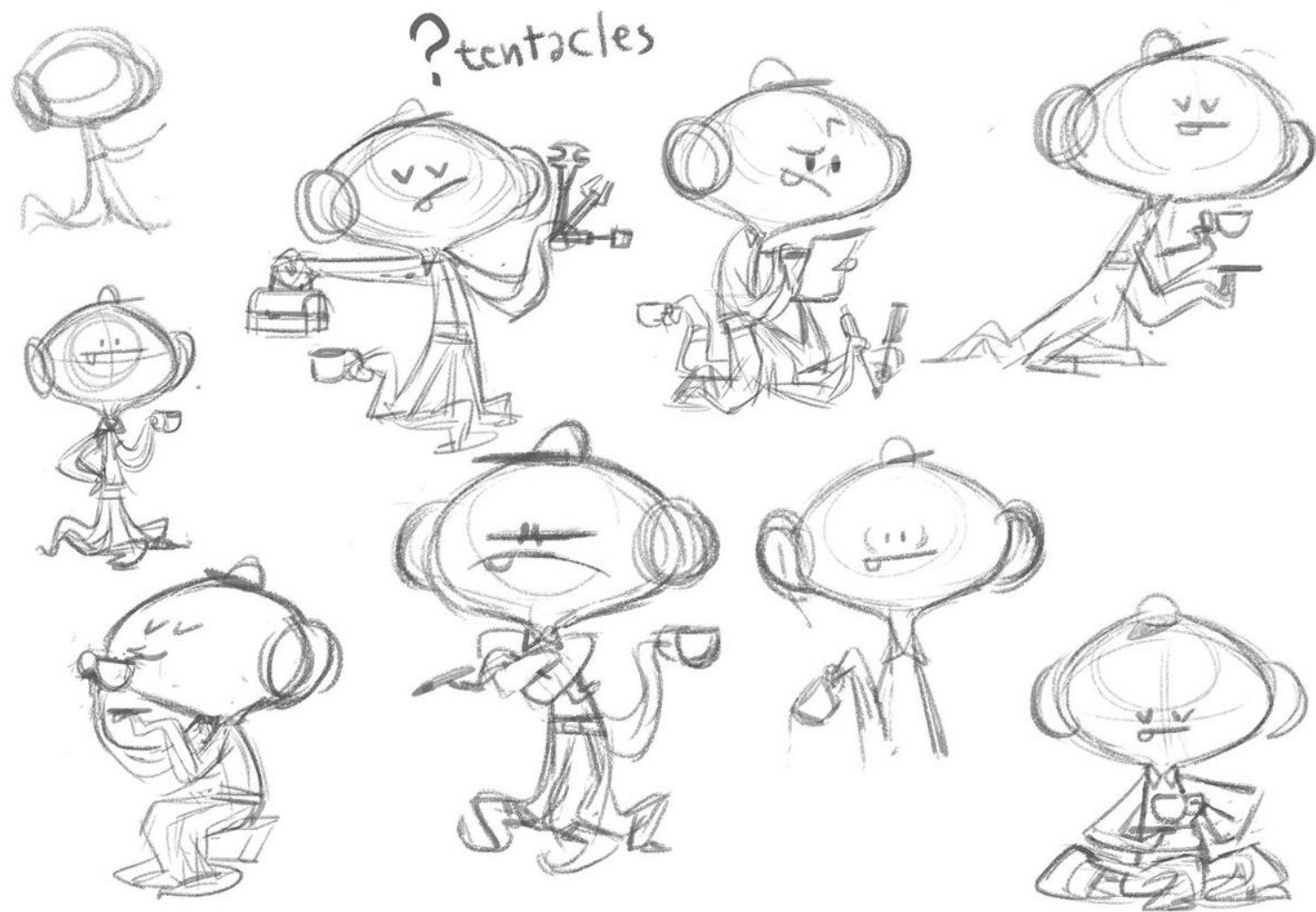
The silent machinist



PLAST!EK

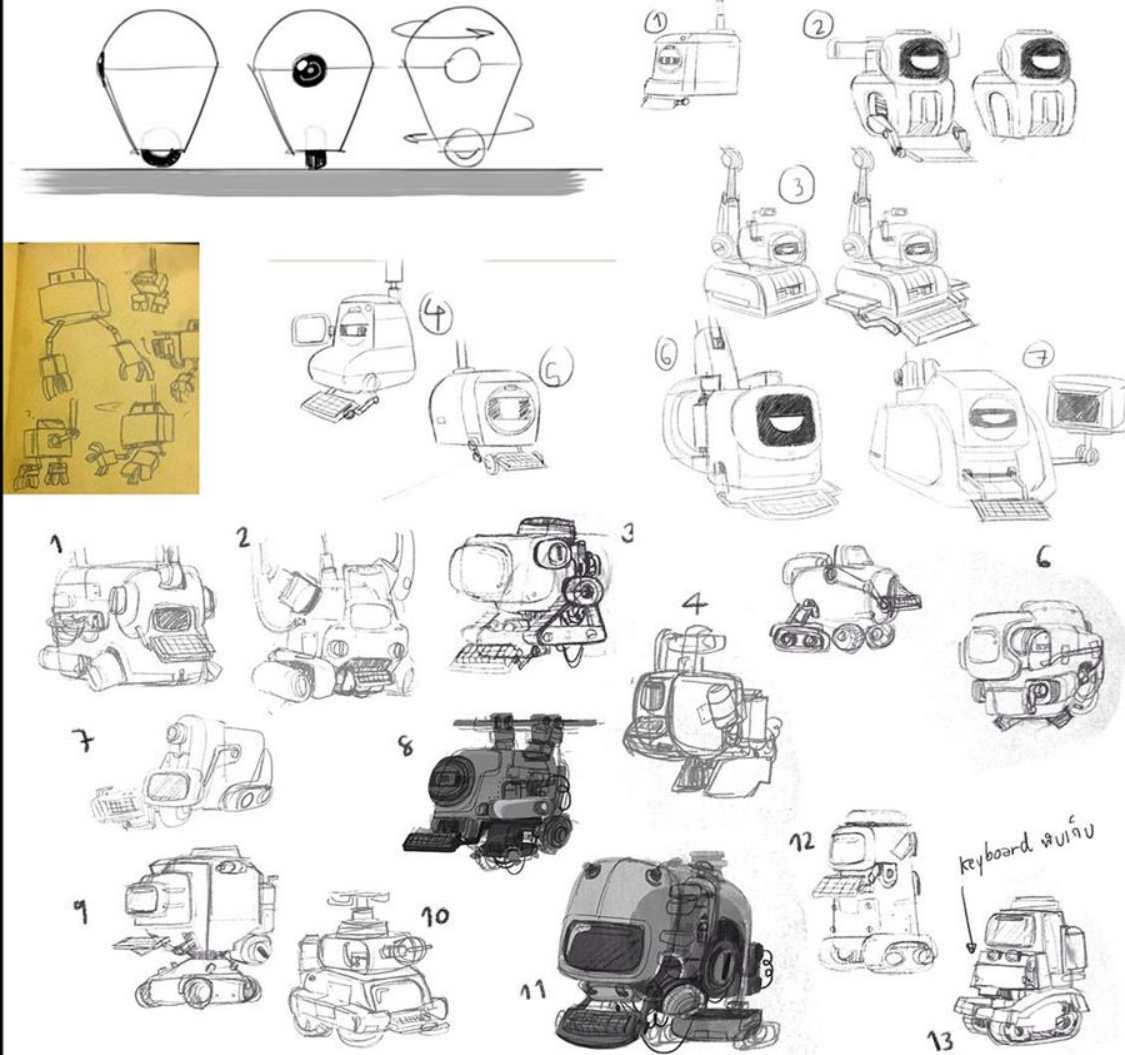


PLAST!EK



EDD

The bad brain



PLAST!EK

POSE TEST

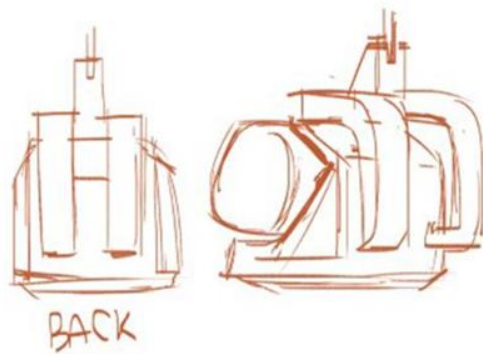
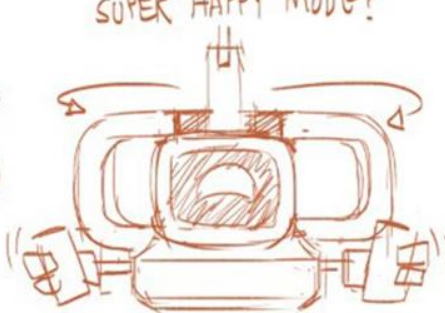
SIGN FIRST,
DRINK LATER



SHAKIN
HEAD

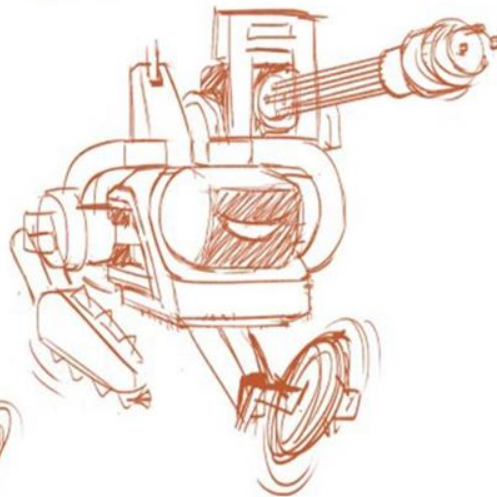
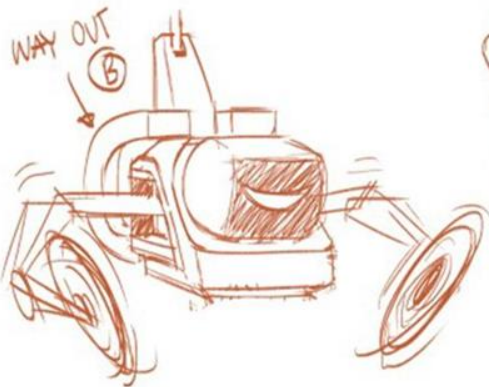
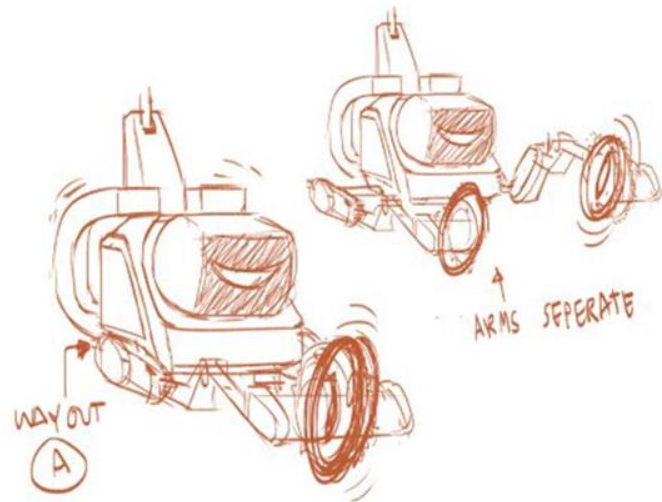


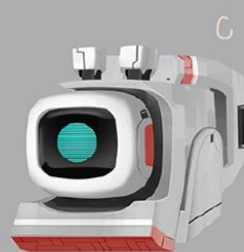
SUPER HAPPY MODE?



MAD MODE

WAY OUT
A

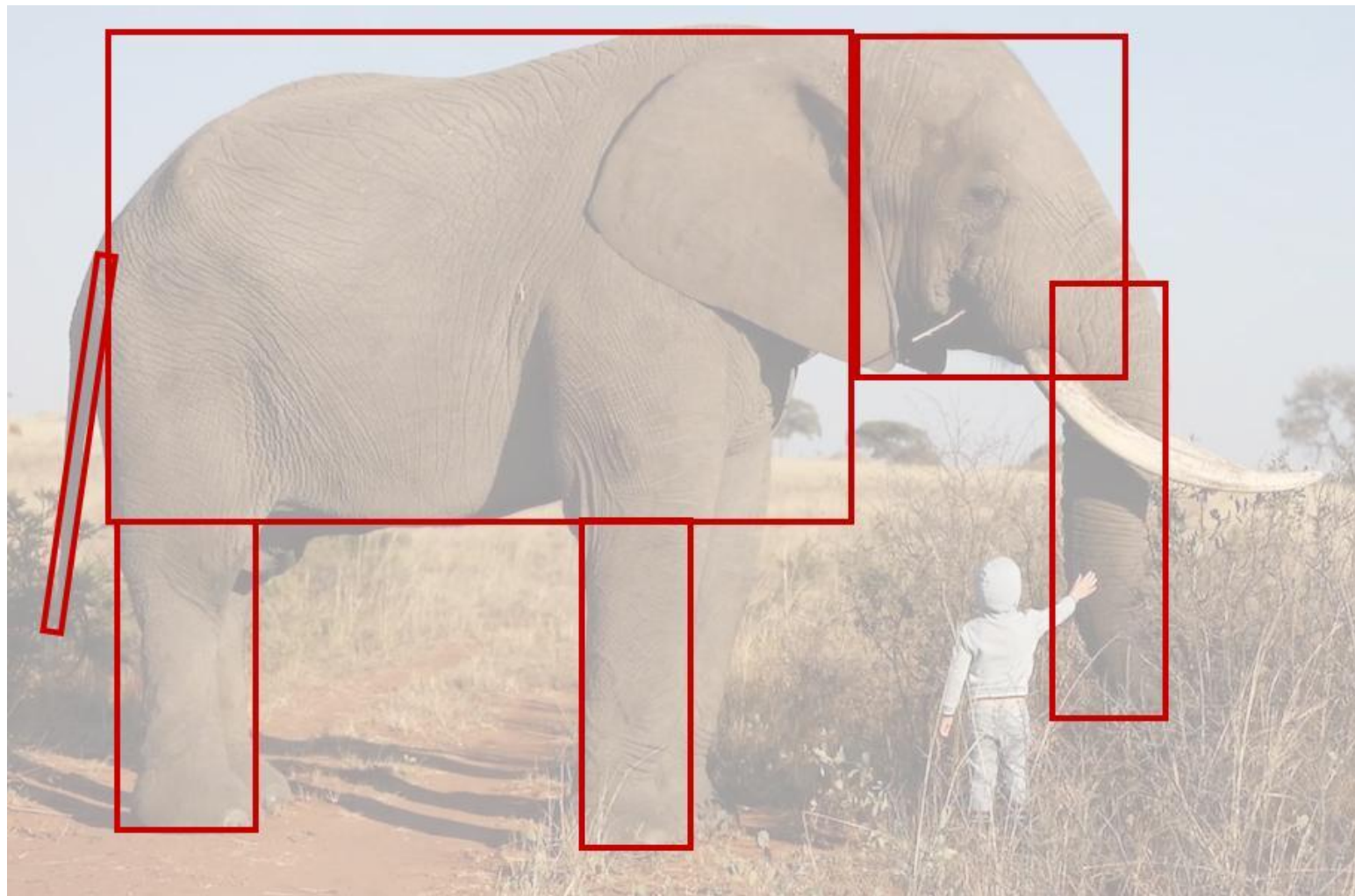


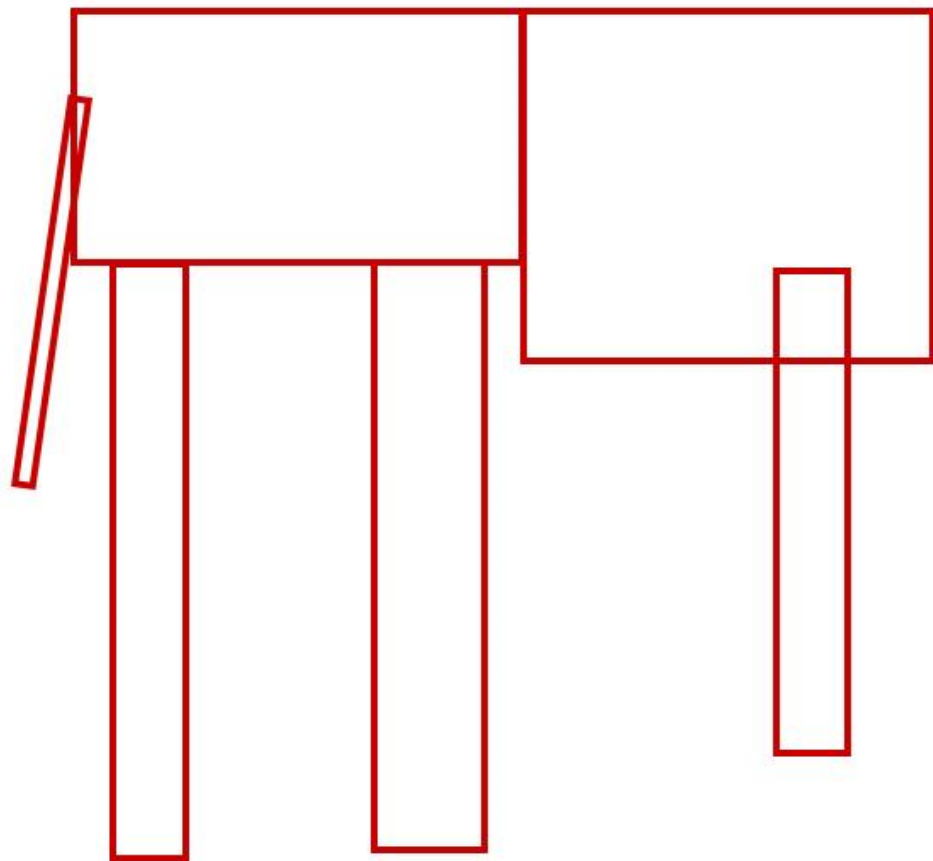


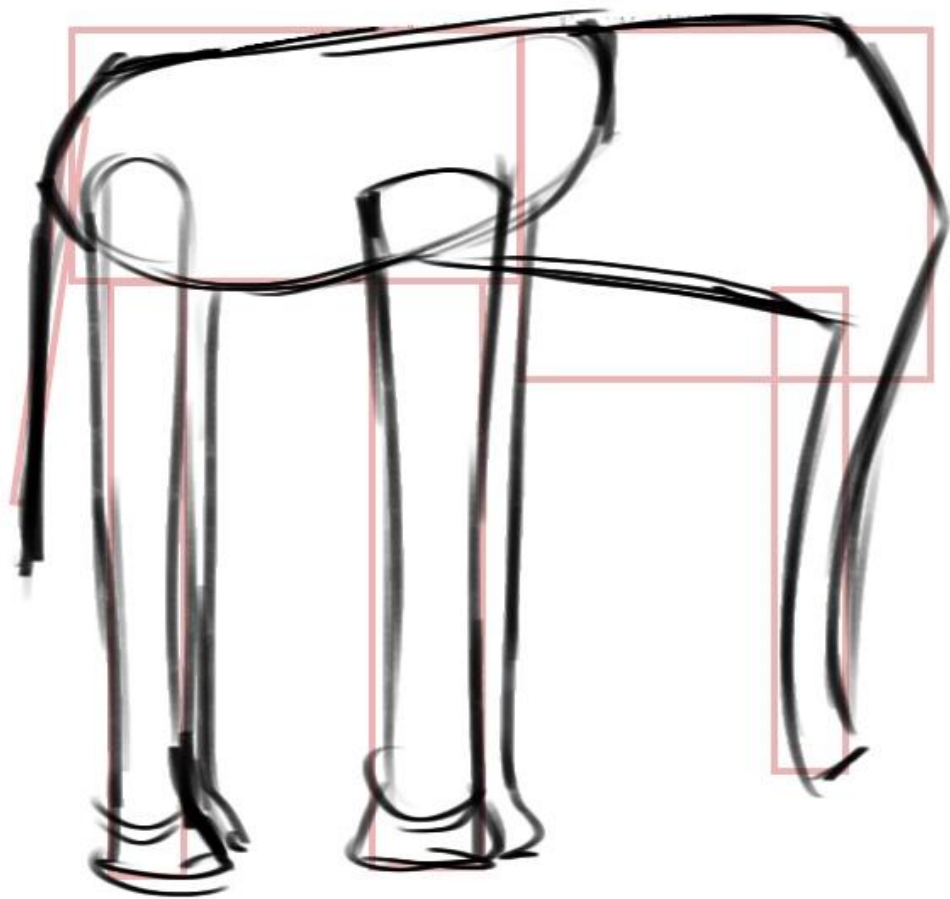


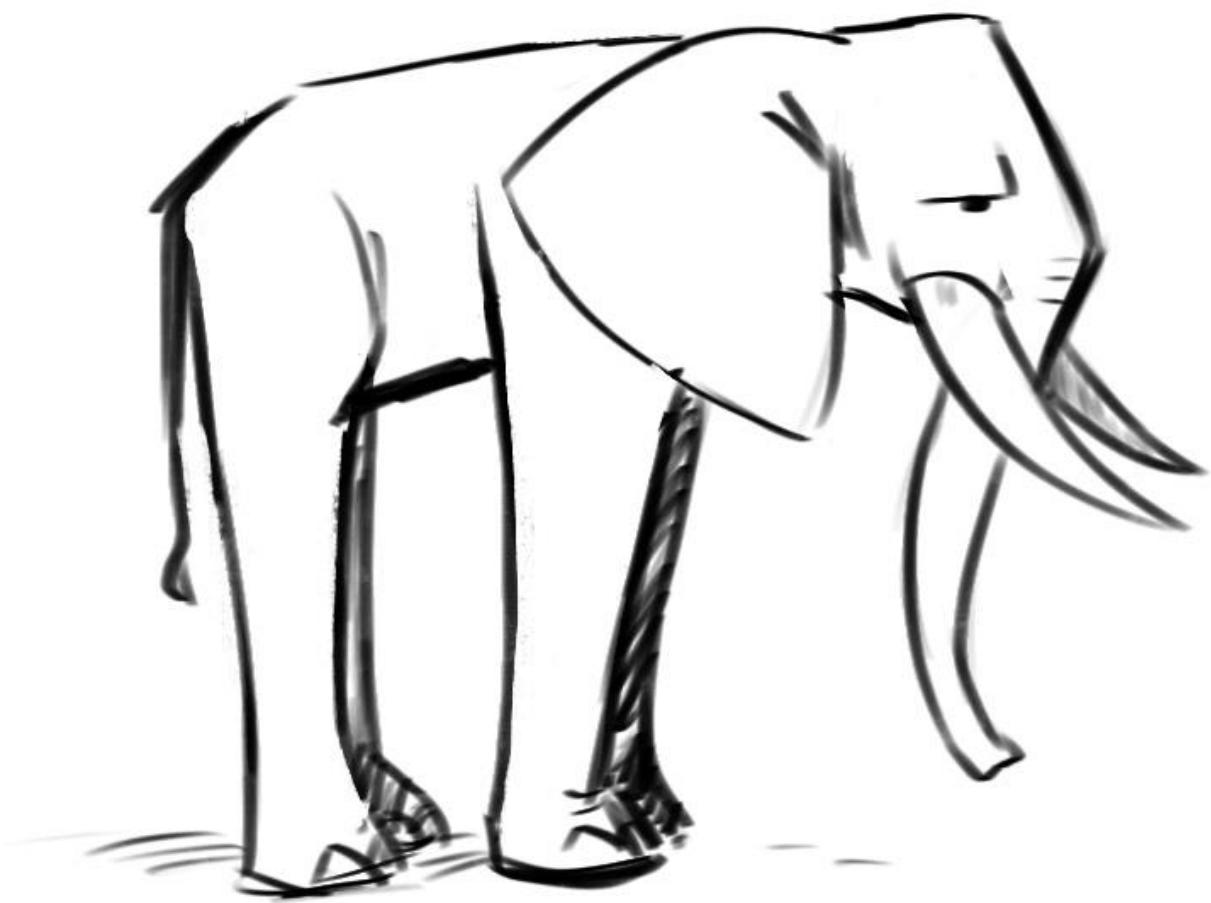
COLOR DESIGN

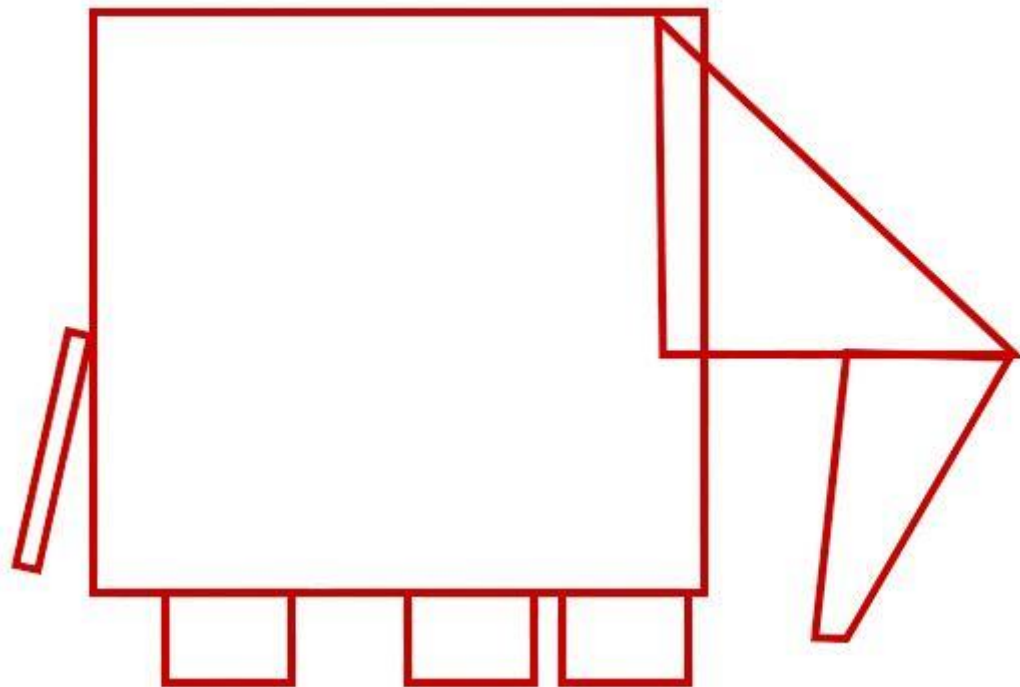


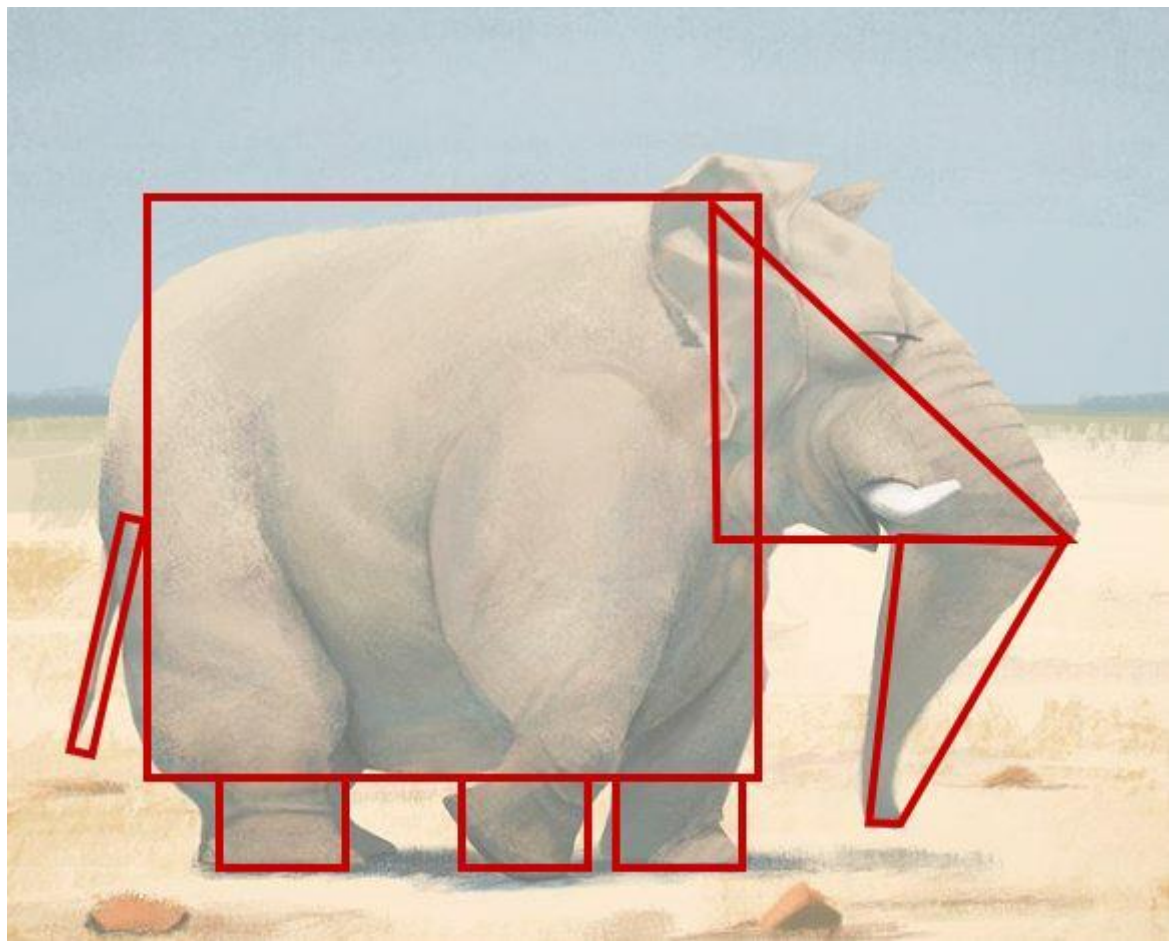












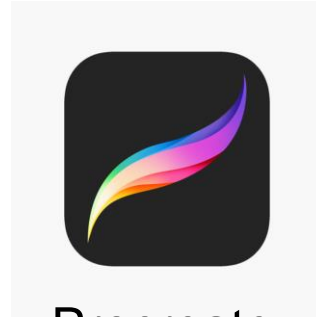


Tools

Traditional



Digital



Procreate



Adobe Photoshop

Thank you ::)