

Character
Design
&
Packaging

BY

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Introduction

In this assignment I will be taking some of the concepts and methods used in the process of character design to design an original character and mascot for a product of choice. I will be presenting this process in the form of a 'character pack' and hope it meets the standards what was asked.

Motivation for Character

I have chosen to use a classmate of mine (Leroy Malemela) as the basis of my character. The reason for this is that I respect Leroy as a friend and I feel that I know his personality very well thus it would be easy for me to create a character from this knowledge. I also feel that some of Leroy's physical attributes are very distinct and will be easy to portray in my designed character. I have decided to design a packaging for a box of condoms, the reason for this is that I want the main persona and nature of the character I design should be complimentary to the product itself. I have decided to call my product 'Mr Nyoso Condoms', Mr Nyoso being the name of the character. The name 'Nyoso' is the Tshwana slang translation for 'girls' and I think this is fitting for the theme of the product. The character I want to create has to be a likable, comical and humorous as this will further tribute to the target audience I have in mind for this particular product. Now, what you might be asking yourself is why I chose to use a playful character for a supposedly serious product. I made this decision solely to change the perspective of how sex is viewed by adults today as we are aware that more children are engaging in sexual activities nowadays. My target audience comprises of young adults as well as parents and I say this because I feel that people should stop viewing sex as such a bad act and adapt to the changes we've experienced through time, parents can start to embrace the fact that their children are engaging in such activities and hopefully even be involved in protecting them (i.e. Buy your child a Mr Nyoso Condom). I used some loose drawing techniques for the sketches and enlarged the character's head to create a bit of emphasis on his facial attributes. The beanie is a prop that is used to emphasize the character's personality and can also be viewed as a symbolic icon resembling a condom. The thick lines around the character define him as a character and exuberate his lively character.

Leroy Malemela



Life Drawings

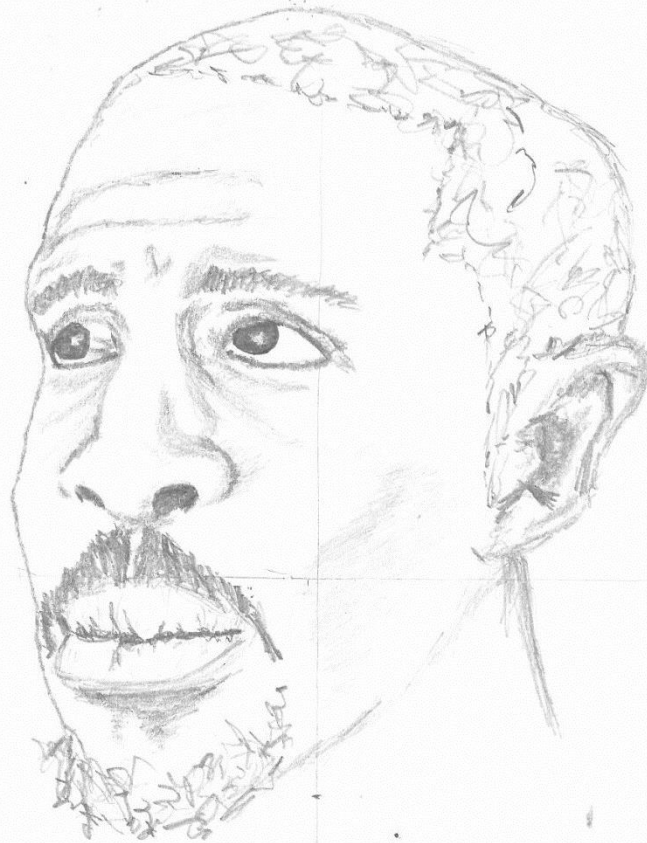
Front



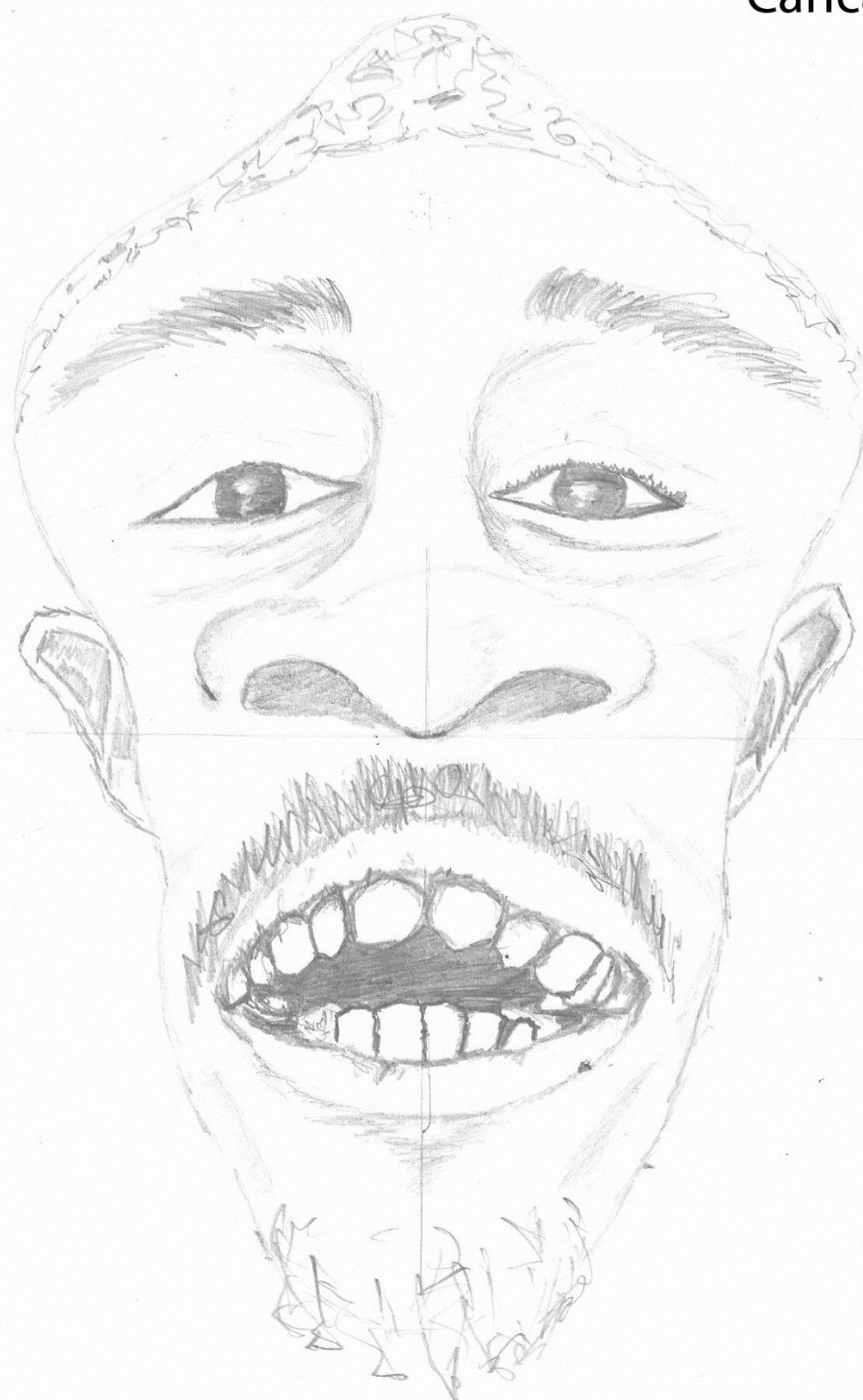
Side View



3/4 Angle



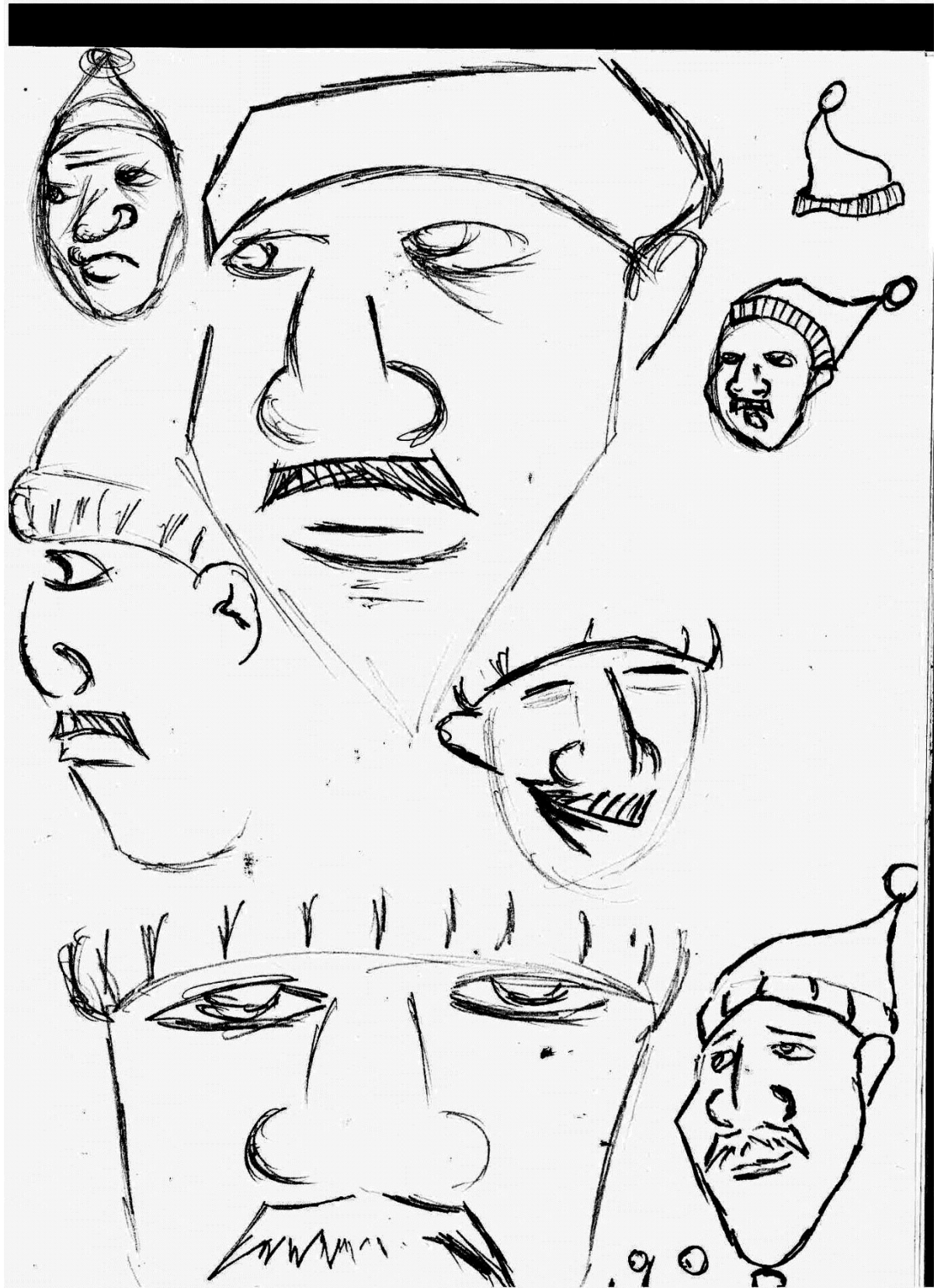
Caricature



Stylistic

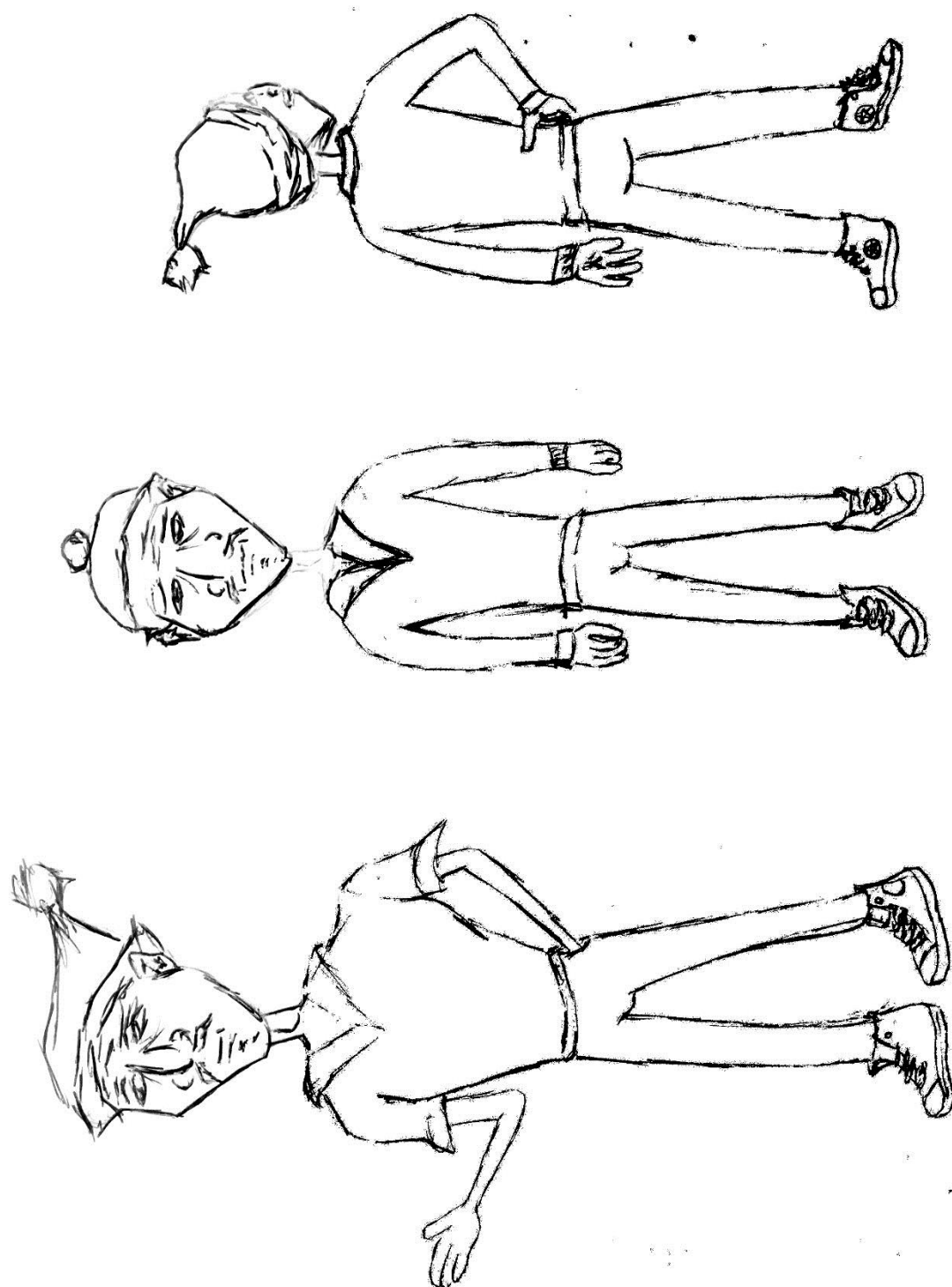


Process work

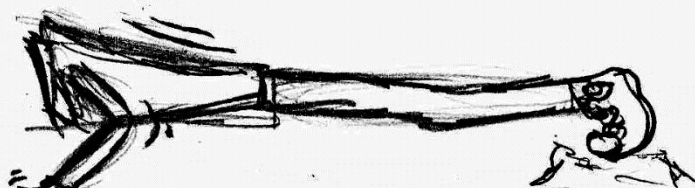
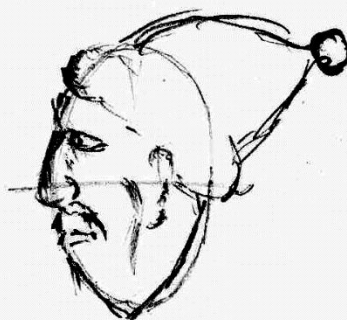


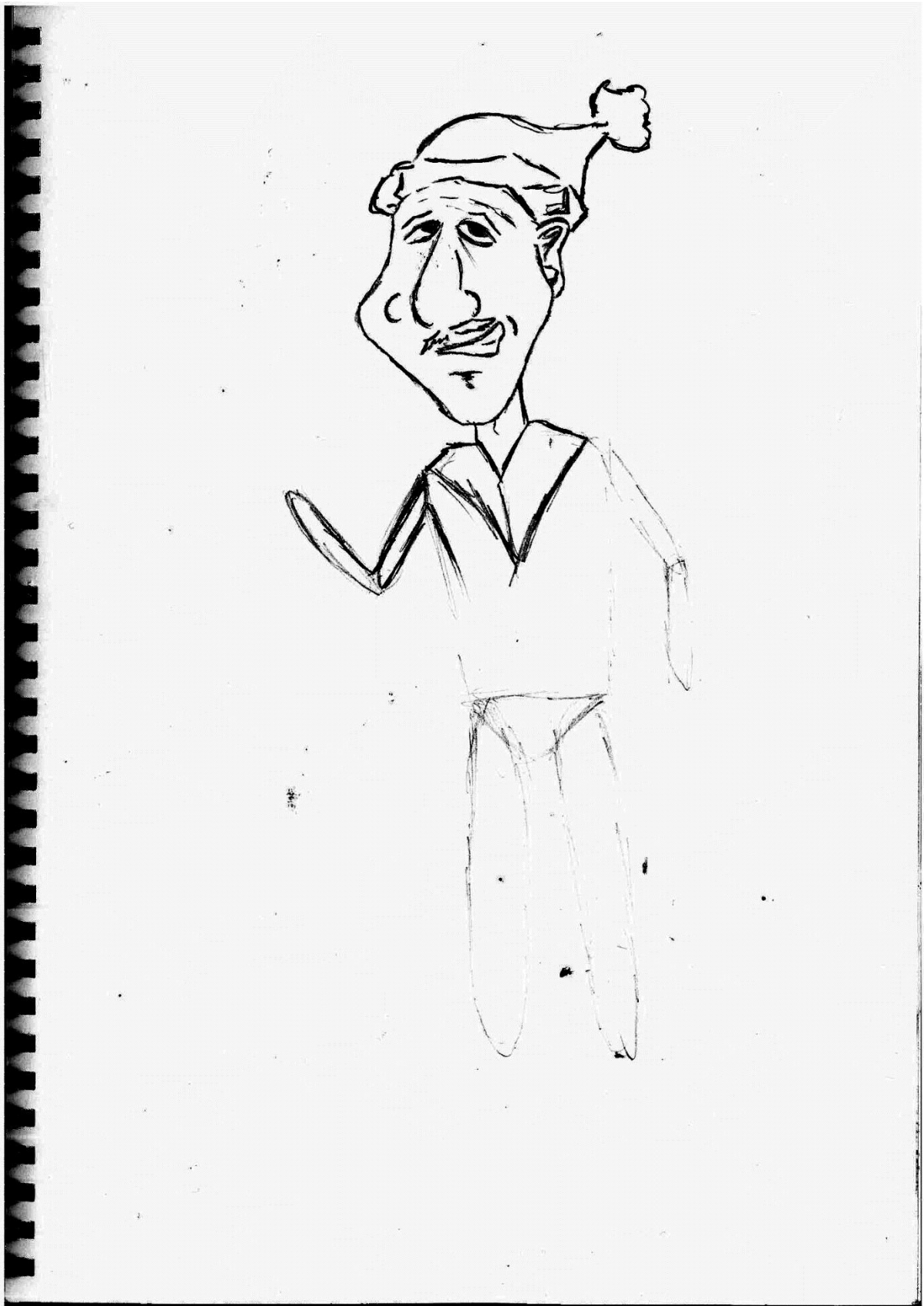


I tried drawing some hand movements in order to give me abit of a direction in defining the character's body.



I also drew a rough turnaround of the rough sketches to get a feel of where I was going with my design.







Different Actions

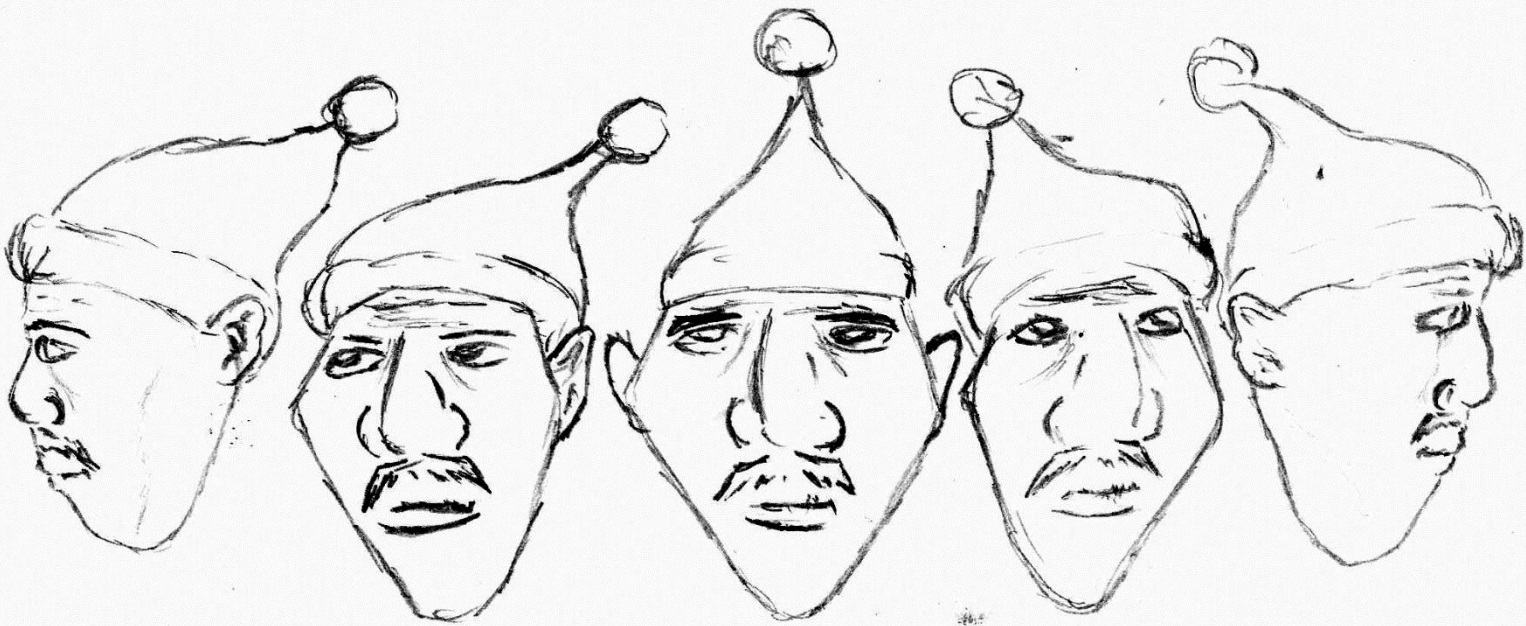


Facial Expressions

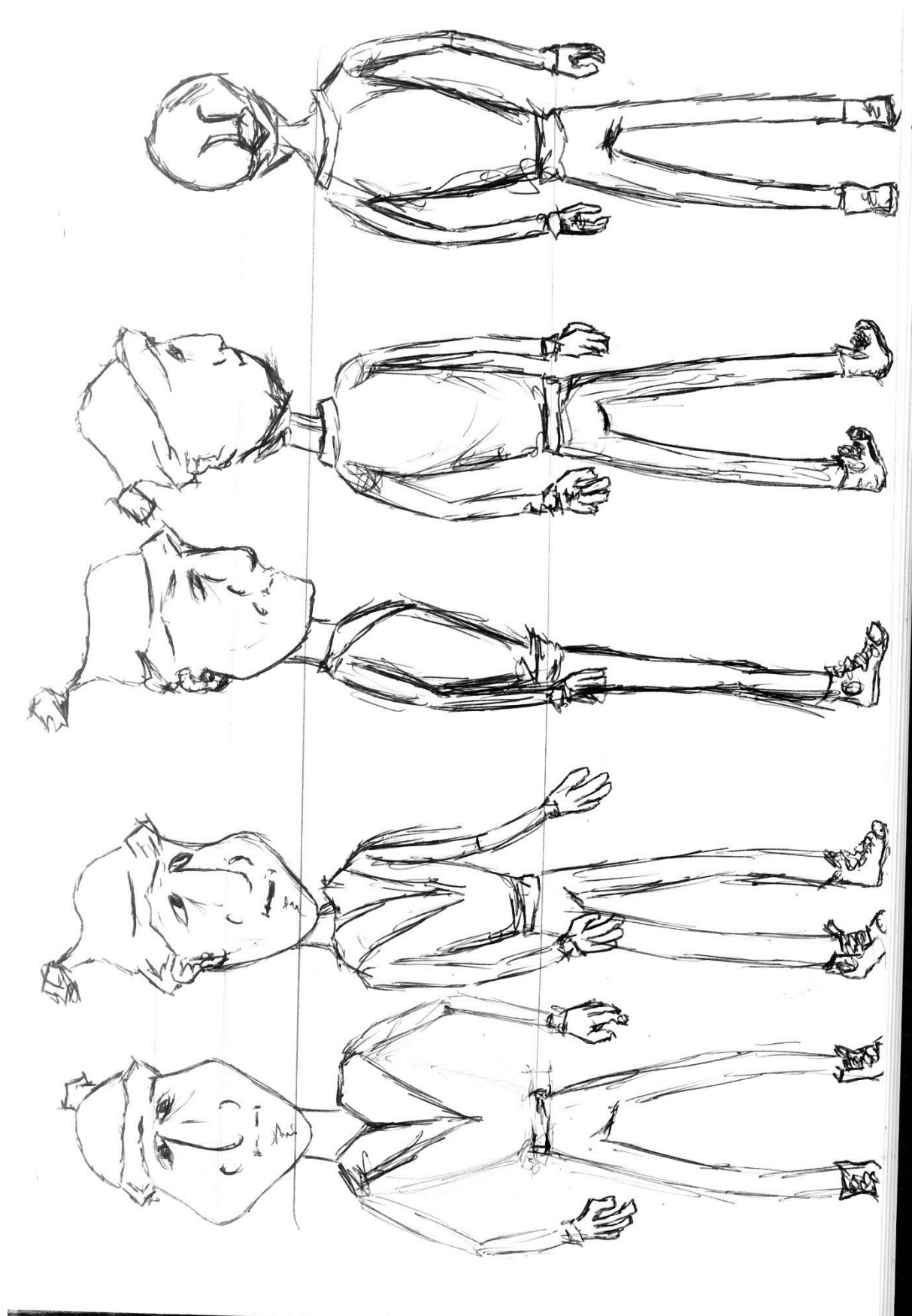


Complete Turnaround

Facial Turnaround



Full Turnaround



CMYK Values For Mr Nyoso



	231F20
	F8F9F9
	388CC9
	E4951C
	DE884D
	DB8348

Image References



Figure 1: Manders, J. *Sam*. June 15, 2010

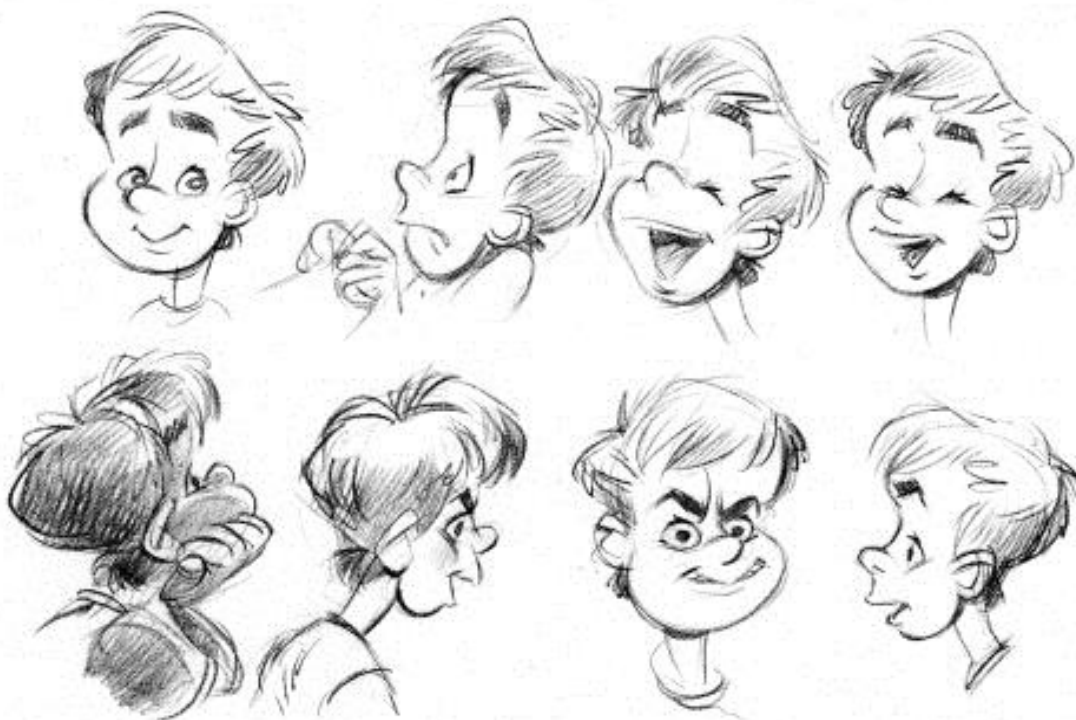


Figure 2: Manders, J. *Sam Heads*. June 15, 2010

Reference List

<http://www.creativeblog.com/character-design/tips-5132643> [Accessed 10 March 2014]

Figure 1: Manders, J. 2010. *Sam*. [O]. Available:
<https://johnmanders.wordpress.com/tag/character-design/> [Accessed 10 March 2014]

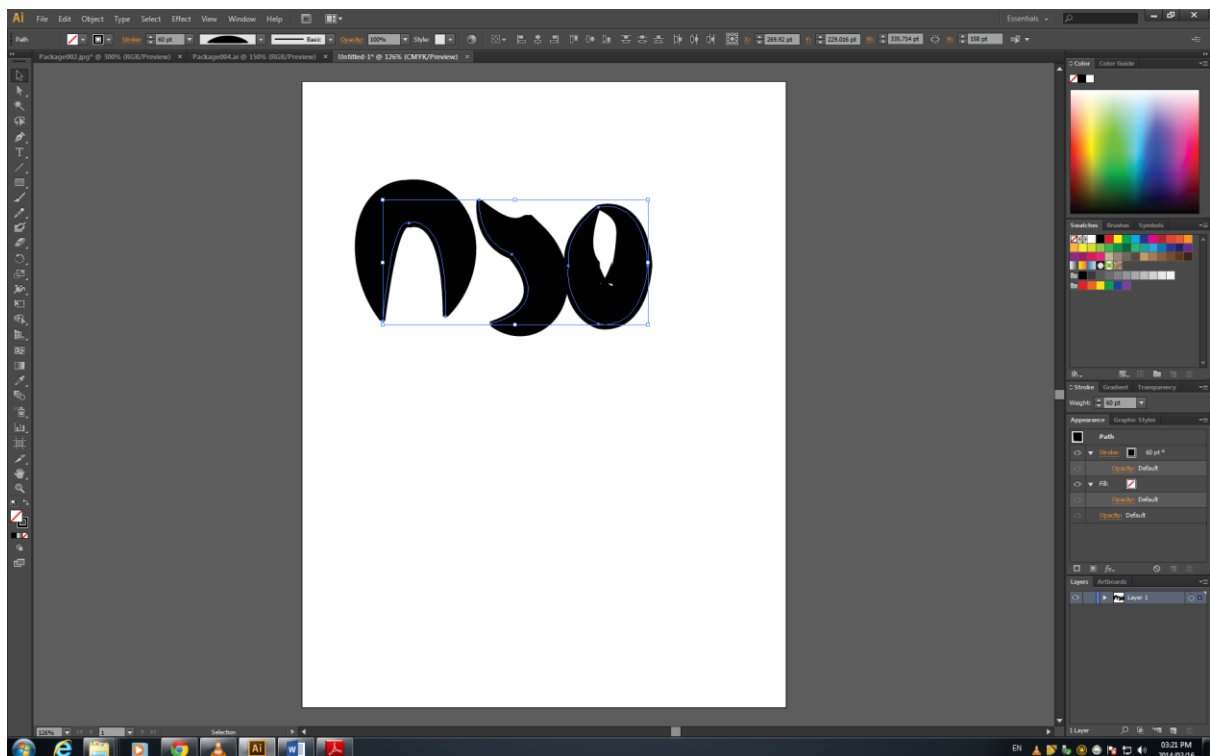
Figure 2: Manders, J. 2010. *SamHeads*. [O]. Available:
<https://johnmanders.wordpress.com/tag/character-design/> [Accessed 10 March 2014]

Character Packaging

Type



I created letters using illustrator and cut out components to make the letters appear more spiral in terms of the curves instead of having sharp edges.



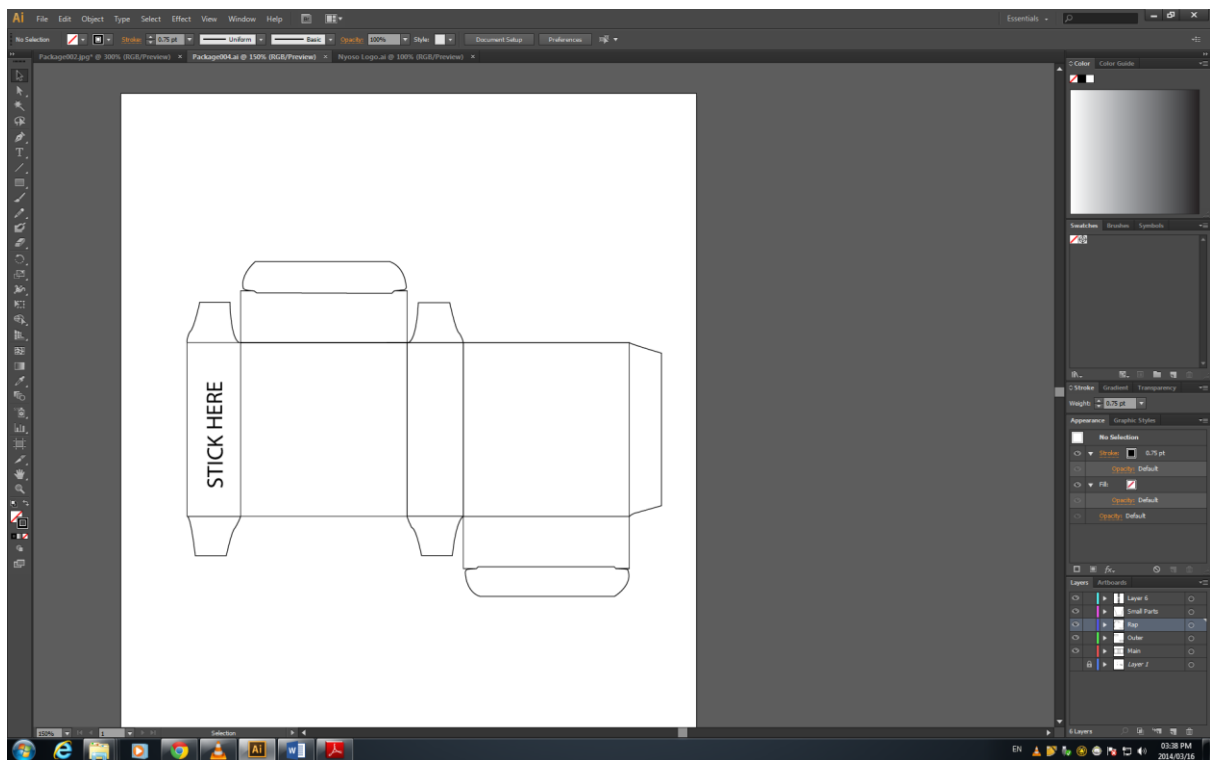
Logo

I wanted to make the logo simplistic in nature yet functional in its concept and message so I decided to use the head of Mr Nyoso as a silhouette figure and place a red bar across his eyes, as if to resemble a censored image. On the red bar I then placed the title of the product and an image of a condom unpacked and ready to use.



Packaging

I used the packaging of an already existing product to reference from and create my own template to work on.



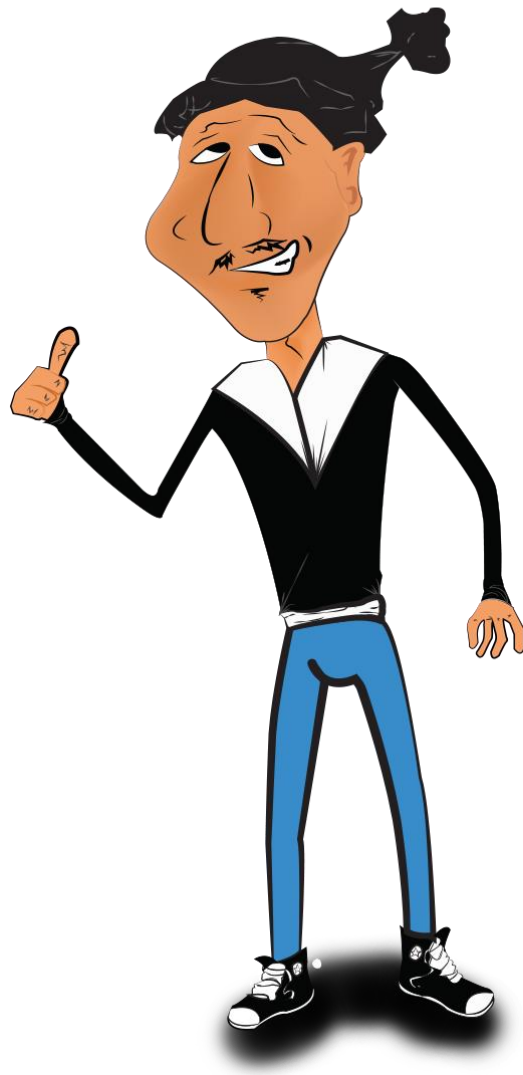
Final

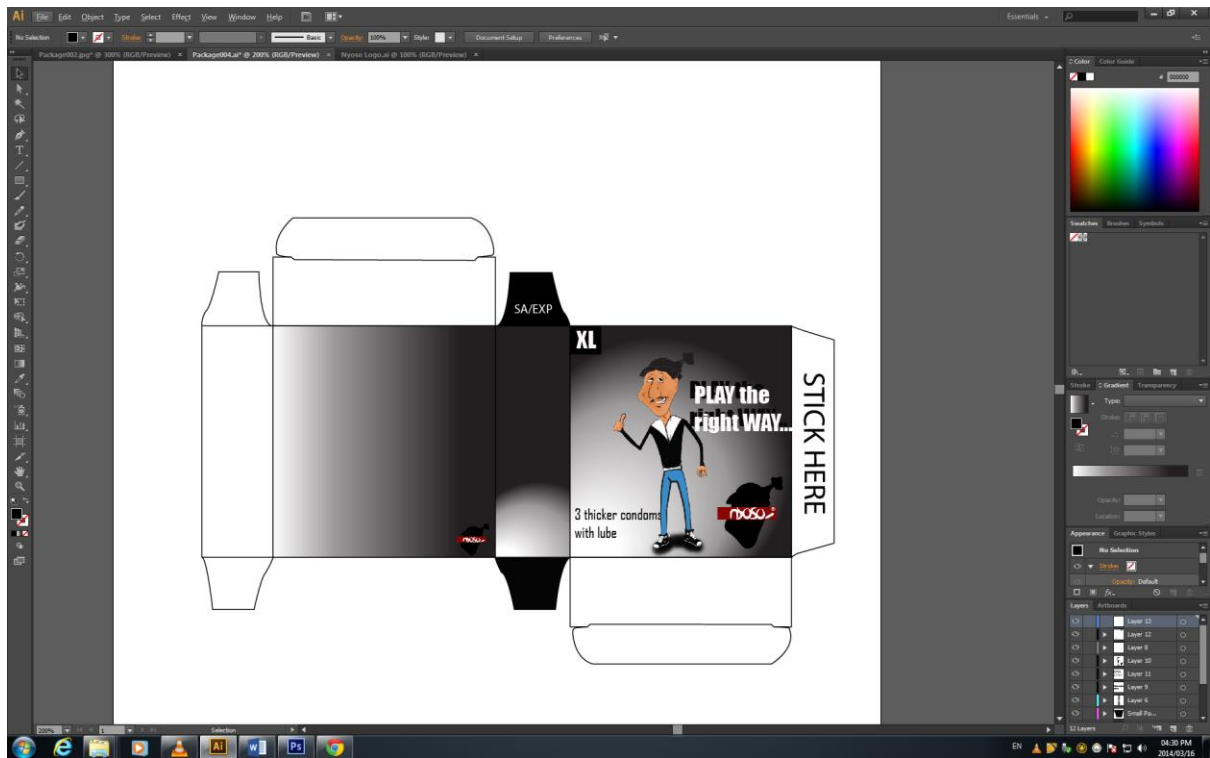
Rough



After some consultation I learnt that it would be better to have some hard thick lines around the character to define his structure and I also decided to leave out the red shadow as it wasn't fitting in my overall vision of the product.

Character Final





Final Design

