

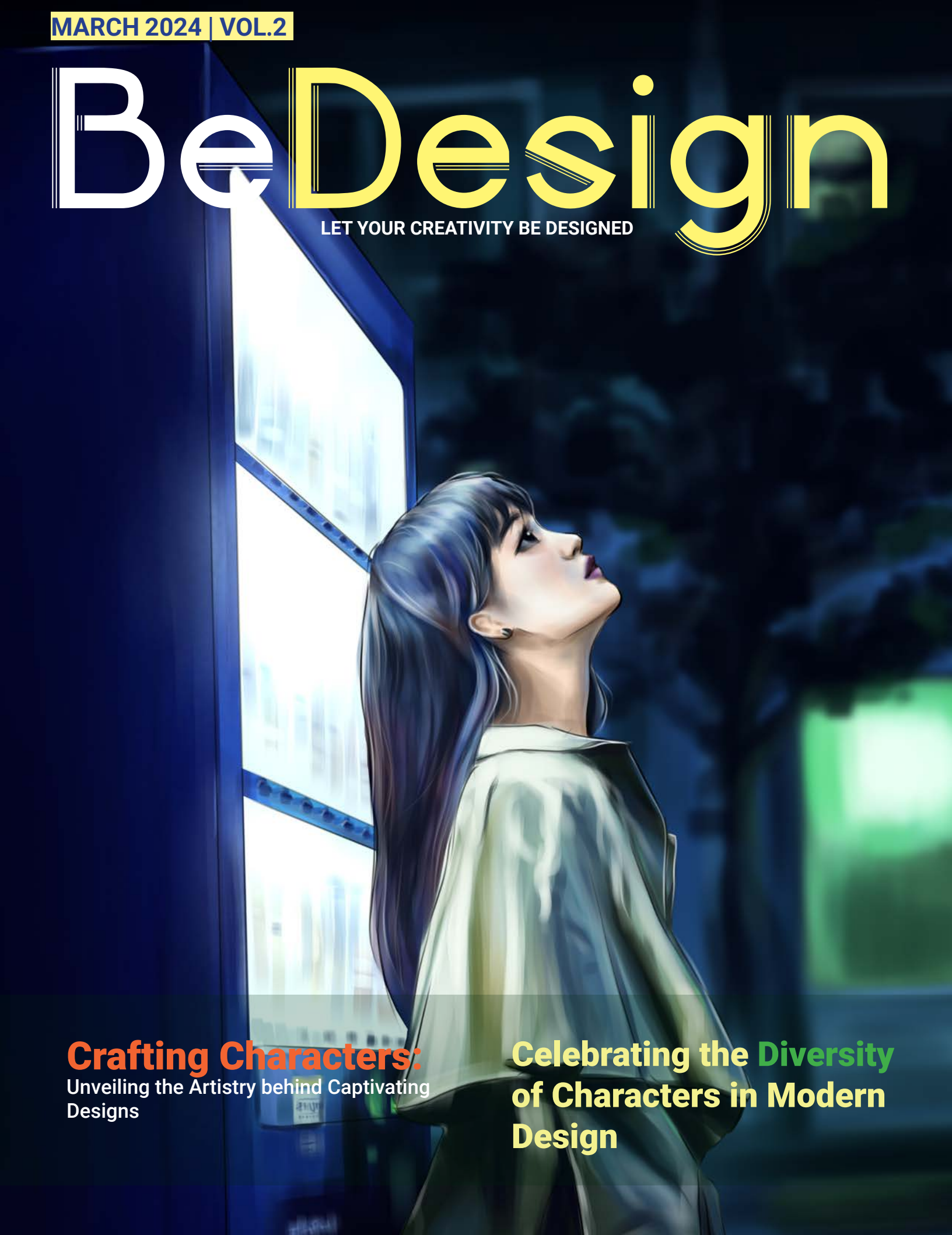
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BeD Design

LET YOUR CREATIVITY BE DESIGNED

Crafting Characters:
Unveiling the Artistry behind Captivating Designs

**Celebrating the Diversity
of Characters in Modern
Design**



BeDesign

MAGAZINE

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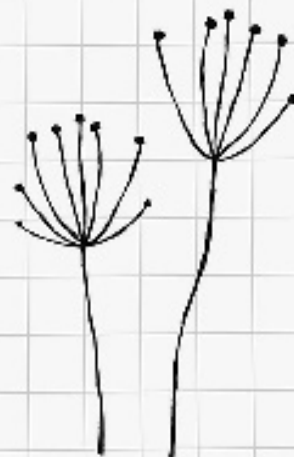
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EDITOR'S LETTER

Dear Readers.

"Welcome to the second issue of our magazine dedicated to the captivating art of character design. In this edition, we delve deeper into the intricate world of bringing characters to life, exploring the nuances of their visual storytelling, emotional resonance, and the transformative power they hold. We're thrilled to present you with a collection of articles and artworks that celebrate the art of character design, hoping to inspire your creativity and journey into the realm of character creation. Let's celebrate the art of character design and the extraordinary individuals who dedicate their talents to bringing these captivating figures to life. Enjoy the journey."

Warmest regards,
B.Des Team



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Cover and back page art from @abhixarts

Evolution Of **Mickey Mouse** By Walt Disney And Ub Iwerks

Malavika

Mickey Mouse, created by Walt Disney and Ub Iwerks, is an iconic and beloved animated character that has become the symbol of the Disney brand.



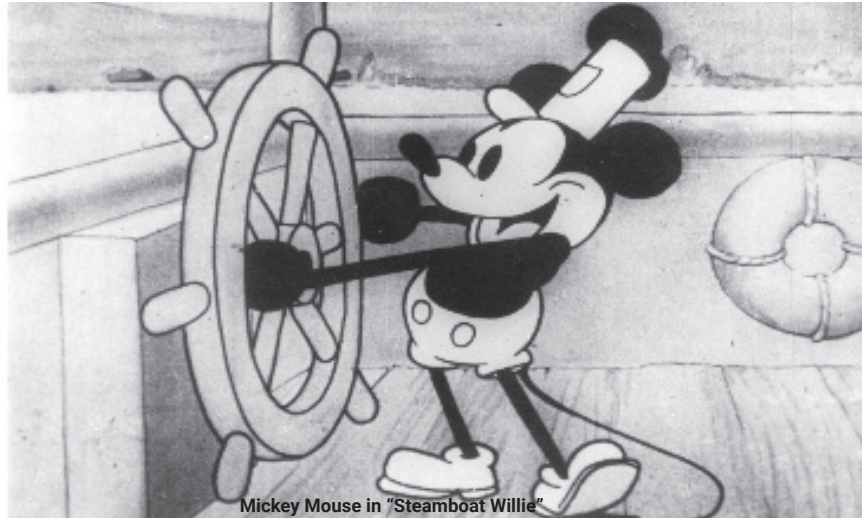
Conceptualization: The idea for Mickey Mouse was born out of Walt Disney's desire to create a new character after losing the rights to Oswald the Lucky Rabbit. Walt wanted a character that would be endearing and relatable to audiences.

Design and Sketching: Walt Disney sketched the first drawings of Mickey, while Ub Iwerks refined the character's design. Mickey's design was influenced by Oswald but featured distinctive elements, such as larger, more expressive eyes and circular ears.

Animation: Ub Iwerks, known for his exceptional animation skills, played a pivotal role in bringing Mickey to life on the screen. The character made his debut in the animated short film "Steamboat Willie," which showcased synchronized sound, a groundbreaking feature at the time.

Voice and Personality: Walt Disney provided the original voice for Mickey Mouse. The character's cheerful and optimistic personality, along with his mischievous antics, endeared him to audiences. Mickey's character traits were carefully crafted to make him relatable and lovable.

Evolution and Popularity: As Mickey Mouse gained popularity, he underwent various design changes and starred in numerous animated shorts and films. His success played a crucial role in the growth of The Walt Disney Company.



Mickey Mouse in "Steamboat Willie"

Mickey Mouse has undergone several changes in design and appearance since his creation in 1928. Here's a brief overview of the evolution of Mickey Mouse:

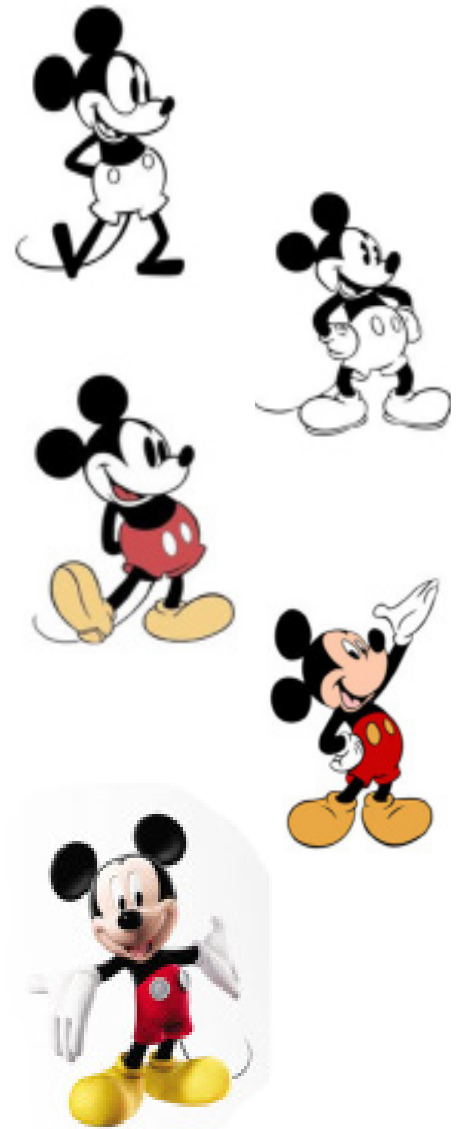
1928-1930s: In his early years, Mickey had a more simplified design with circular ears, a pear-shaped body, and simple features. His eyes were large and expressive, and he often wore gloves. This era is characterized by the black and white, rubber-hose animation style.

1930s-1940s: Mickey's design became more rounded and refined. His eyes remained large, and he continued to wear gloves. The addition of color to cartoons allowed for a more vibrant and visually appealing Mickey.

1950s-1960s: Mickey's design saw subtle changes, with more emphasis on symmetry and clean lines. He became slightly more anthropomorphic, and his facial features were more detailed. This period also marked the transition to television with shows like "The Mickey Mouse Club."

1970s-1980s: Mickey's design became more stylized and streamlined, reflecting contemporary animation trends. His eyes remained large, and his colors became more vibrant. This era also saw the introduction of Mickey in various merchandise and theme park branding.

1990s-Present: Mickey Mouse's design has remained relatively consistent since the late 1980s. He is often portrayed with a modern, iconic look—rounded ears, larger eyes, and a friendly, approachable demeanor. This design is prominent in various forms of media, including animated series, merchandise, and theme park attractions.



THE EVOLUTION OF GOD OF WAR

Siddharth, Gokul, Tanya, Vaishnav



INTRODUCING KRATOS

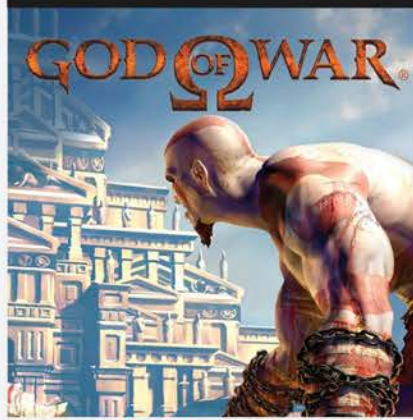
Kratos, the iconic protagonist of the God of War series, emerged in 2005 as a relentless Spartan warrior seeking vengeance against the gods. Adorned with red war paint and wielding the Blades of Chaos, he symbolized raw power and fury. The 2018 reboot marked a seismic shift in both design and narrative, transporting Kratos from Greek to Norse mythology.

The visual overhaul was striking: Kratos now bore a grizzled beard, a muted color palette, and traded his signature weapons for the Leviathan Axe. However, the evolution extended beyond aesthetics. The narrative pivot transformed Kratos from a one-dimensional avenger into a complex character navigating the intricacies of fatherhood and redemption. His relationship with his son, Atreus, became the emotional core of the story, challenging Kratos to break the cycle of violence.

This transformation showcased the maturation of video game storytelling. Kratos ceased to be a mere vessel for destructive spectacle; he became a conduit for exploring themes of growth, introspection, and the consequences of one's actions. The rebooted God of War demonstrated the industry's capacity for nuanced narratives, rivaling traditional forms of storytelling.

Kratos's enduring legacy lies not just in his visual evolution or combat prowess but in his ability to redefine the expectations of video game characters. From a raging Spartan seeking revenge to a father grappling with the complexities of parenthood, Kratos's journey reflects the evolving narrative potential of the gaming medium, leaving an indelible mark on the landscape of interactive storytelling.

GOD OF WAR(2005)



Creator: David Jaffe
Designed By: Charlie Wen

In designing Kratos, God of War (2005) creator and game director David Jaffe attempted to create a character that looked brutal, but did not resemble a typical traditional Greek hero. The character would not wear traditional armor as Jaffe wanted him to be individualistic. This is the first game of the franchise.

GOD OF WAR 2 (2007)



Creator: David Jaffe
Designed By: Charlie Wen

The second part of the 2005 version following the story of Kratos after being betrayed by Ares.

GOD OF WAR 3 (2010)



Creator: David Jaffe
Designed By: Charlie Wen

The third part of God of War following Kratos in his revenge against the gods for betraying him.

GOD OF WAR (2018)



Creator: Cory Barlog
Designed By: Derek Daniels

A monumental shift occurred in the 2018 reboot of the God of War series. Departing from Greek mythology, the game embraced Norse mythology and presented a more mature, paternal Kratos. His design underwent a radical transformation, with a full beard, a more subdued color palette, and the iconic Leviathan Axe replacing the Blades of Chaos. This redesign not only symbolized Kratos's growth but also mirrored the game's shift towards a more narrative-driven and emotionally resonant experience.

GOD OF WAR RAGNAROK (2022)



Creator: Cory Barlog
Designed By: Derek Daniels

This is the second part of God of War 4 which follows the story of Kratos and his son Atreus on their way to survive the long winter and the war that brings afterwards.

2022?

GOD OF WAR 6

Exploring the Enduring Appeal of Disney and Ghibli Characters

Devika, Vyshnavi



Exaggeration and simplification of forms: Disney animators often exaggerated the proportions and features of their characters to make them more expressive and appealing. For example, Mickey Mouse's oversized head and ears, Snow White's slender waist, and Pinocchio's elongated nose all contribute to their iconic looks.

A limited color palette: Disney animators typically used a limited range of colors in their films, often choosing hues that were warm and inviting. This helped to create a sense of cohesion and harmony within the overall visual style.



A focus on emotional expression: Disney animators were masters of using their characters' facial expressions and body language to convey emotions. This helped to create characters that were relatable and engaging for audiences of all ages.

These elements can be seen in all of Disney's most popular characters, from Mickey Mouse and Snow White to Simba and Elsa. Over the years, the studio's character style has evolved to keep up with the times, but it has always retained its core elements of exaggeration, simplicity, clarity, and emotional expression.

Walt Disney Animation Studios developed a distinctive and recognizable character style that has become synonymous with the studio's films. This style is characterized by several key elements, including:

Use of strong, clear lines: Disney characters are typically defined by bold, uncluttered lines. This helps to create a sense of simplicity and clarity, even in complex scenes.



Studio Ghibli is a Japanese animation studio known for its distinctive character design style. Ghibli characters are often described as being “cute” and “expressive,” with large eyes, simple facial features, and rounded bodies. This style is often contrasted with the more stylized and exaggerated character designs of other anime studios.

Here are some of the key characteristics of the Ghibli character style:

Large expressive eyes: Ghibli characters’ eyes are often one of their most defining features. They are typically large and round, with simple, childlike features. This gives the characters a sense of innocence and wonder.

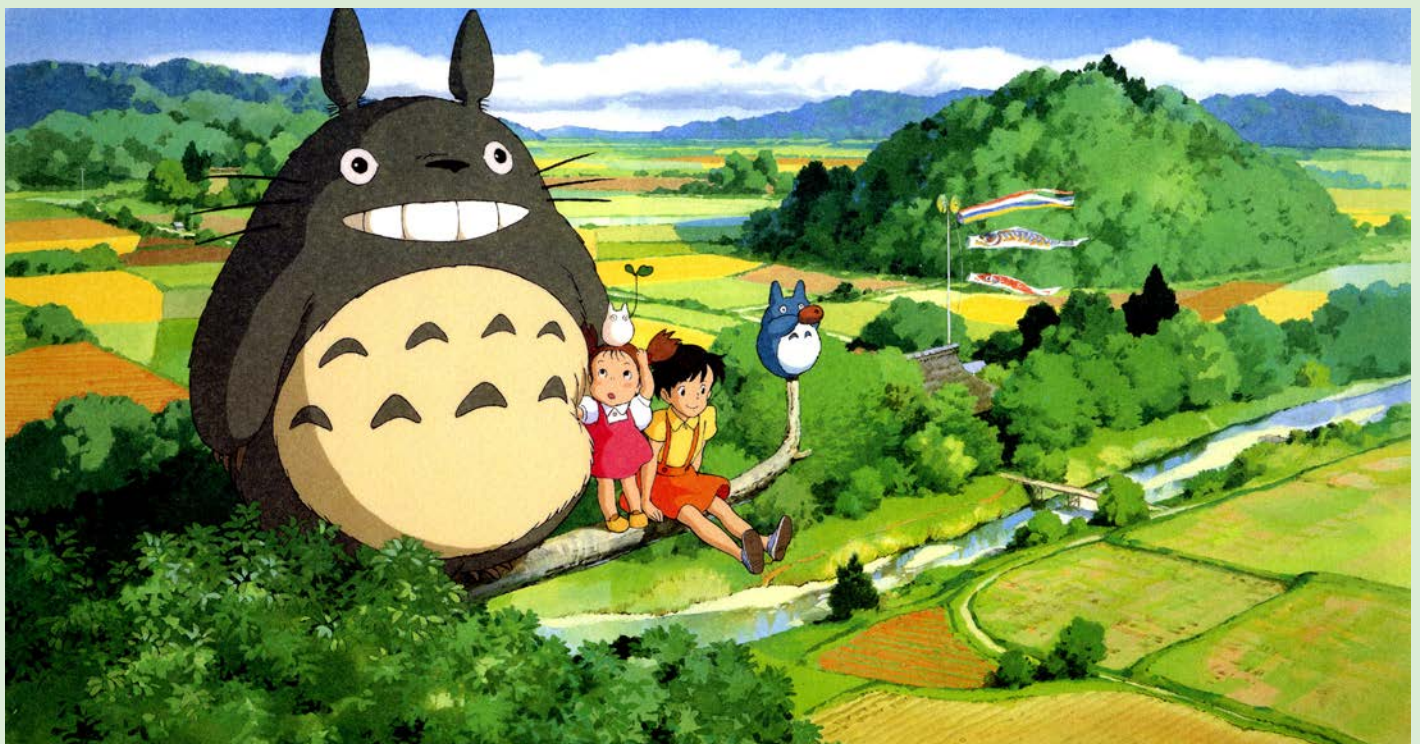
Simple facial features: Ghibli characters’ facial features are generally quite simple, with small noses, mouths, and ears. This gives the characters a more streamlined and cartoonish look.

Rounded bodies: Ghibli characters’ bodies are typically rounded and soft, with smooth curves and no sharp angles. This gives the characters a cuddly and huggable appearance.

Expressive body language: Ghibli characters are often very expressive with their bodies, using their movements to convey emotion. This can be seen in their gestures, posture, and facial expressions.

In addition to these general characteristics, there are also some specific design elements that are often used in Ghibli characters. These include: headbands, hats, animal ears etc.

The Ghibli character style is a versatile and adaptable style that can be used to create a wide variety of characters. This is one of the reasons why the studio’s films have been so successful in appealing to audiences of all ages.



Case Study

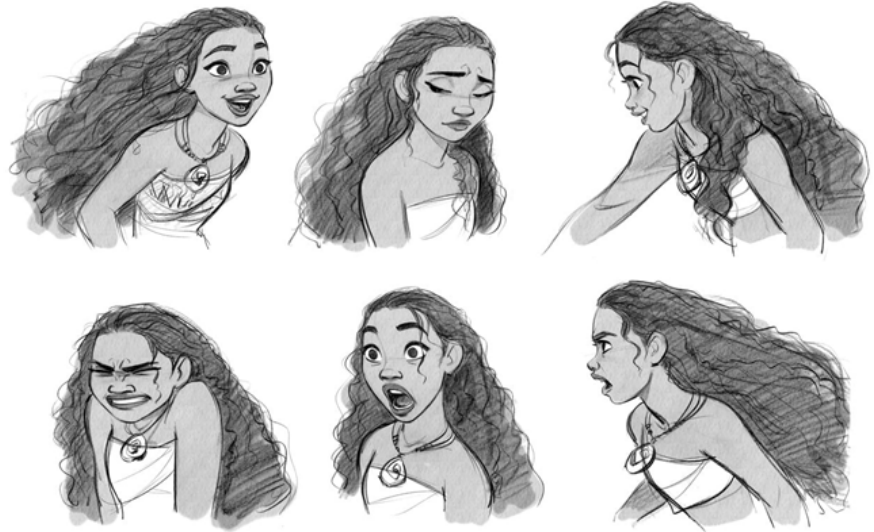
Moana: A Tapestry of Disney Magical and Polynesian Spirit

Nita, Sai Gayathri

Moana's character design in the Disney animated film was directed by Bill Schwab, a character designer, and Jin Kim, the film's character design supervisor. To make Moana a reality, they collaborated closely with directors Ron Clements and John Musker.

Motive

Moana, an irresistible blend of Disney magic and Polynesian custom, burst over the screens with a wave of charm and ethnic pride. Every element of her design, from her expression eyes to the detailed colors on her clothes, tells a tale and creates a captivating patchwork that honors both the individual's character and ancestry. Disney aimed to create a character that would resonate with audiences worldwide while also honoring the Polynesian culture by consulting experts to ensure a true depiction. Moana's design reflects both an adventurous spirit and a deep connection to her roots, which contributes to the film's overall success in portraying a diverse and empowering character.



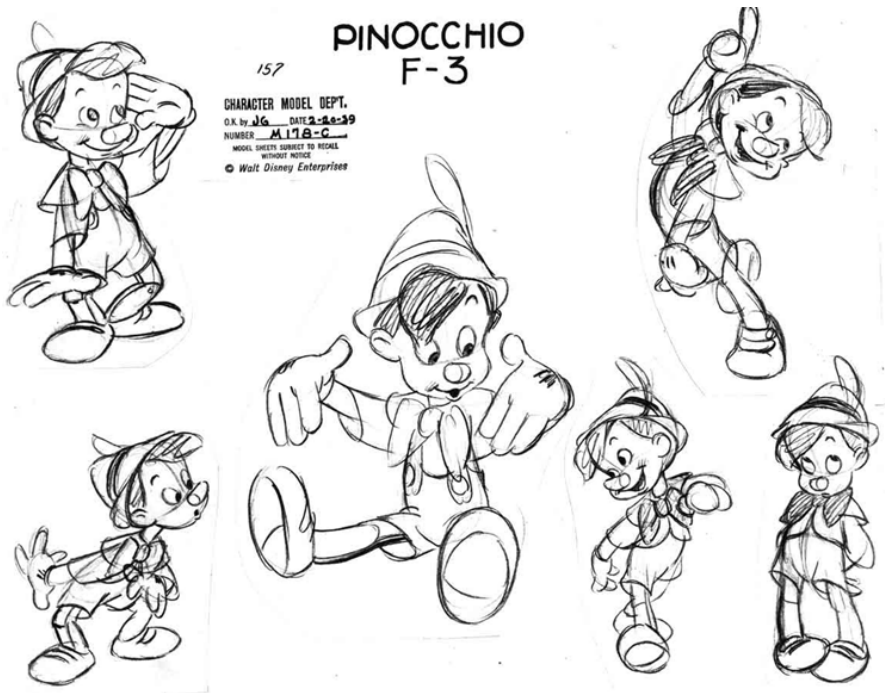
Visual Personality

She's the ideal of a strong, free-spirited girl. Her strong, athletic body reflects a life spent sailing across deadly waves and exploring sun-kissed coasts. Her character was intended to deviate from traditional Disney princess stereotypes by portraying a strong and independent young woman. Her radiant, expressive brown eyes convey both the unwavering will of a born explorer and the warmth of a thousand sunsets. Her outfit bears tribute to the rich tapestry of island life, adorned with rich Polynesian patterns and lively colors evocative of the tropical flowers.

Moana's design reflects her unique character, extending beyond mere aesthetics. Her heart is that of a heroine: independent, kind, and unwavering in her purpose. All it takes is one look into her keen look, full of wonder and a note of daring. Through her expressive face and body language, the animators have skillfully brought her to life, giving her animated persona even more depth and displaying a wide range of emotions.

Pinocchio: The adventurous troublemaker.

Joyce, Anamika



Pinocchio is a famous and well-loved literary piece of work by Carlo Collodi, as well as a favourite cartoon character featured in the Disney movie titled “Pinocchio” (1940). He is a wooden puppet carved out of a log of wood by the poor old woodcarver Geppetto. The puppet behaves like a human child would: he is impulsive, mischievous, and prone to getting into trouble. His signature feature is that his nose grows longer when he lies. When he learns to take care of his “father,” Geppetto, the Good Fairy eventually grants

him his wish to be a real little boy. The toy-like design of this character is notable, as he is not a real person but a wooden puppet.

Large expressive Eyes:

Pinocchio’s eyes are one of his most expressive features. They are large, innocent, and convey a wide range of emotions, from curiosity to wonder.

Nose:

Pinocchio’s nose is small and rounded when he tells the truth. However, it becomes a key visual element when he lies,

growing longer as a comical consequence of his deceit.

Jointed Limbs:

The joints on Pinocchio’s limbs, especially his arms and legs, are visible, highlighting his puppet construction.

Wardrobe:

He wears a blue bowtie, which is often a colour associated with childlike innocence. The red overalls with fastened straps over his shoulder are symbolic of his adventurous, troublemaking character. The contrast between the red overalls and the blue bow tie enhances the visual appeal of the character.

Wooden appearance

His artificial origin is expressed by his wooden appearance. As he transforms and learns, the wooden aspect of his appearance evolves into that of a real boy.

These special character elements make the character more unique and memorable to the viewers.



Behind the scenes of Character Design

Sree Parvathy

People who design characters professionally use their artistic skills and smart techniques. They pay close attention to what the character needs to be like. Here we are going to take major five Tips and Tricks that the professionals may check in Designing a character.

1. Character must fit the story

The character must fit the story means that the character's looks and personality should go well with the overall story. For example, if the story is in the future, the character should look and act like they belong in that future world. This helps the characters feel right in the story, making it more believable and enjoyable.

2. The character should show feelings

In basic terms, when we say a character should "show feelings" in design, it means the character's looks should tell us about their emotions or personality. Their expression and body language show about how they feel or what kind of person they are. It's about making the character visually communicate their emotions and traits.

3. Make poses interesting

Making poses interesting means creating lively and engaging body positions for your characters. Show the characters personality through their pose, whether its confidence, playfulness or mystery. Try exaggerating certain traits and pay attention to how the characters weight is distributed to make their pose visually interesting. The goal is to tell a story or express emotions through the characters body language

4. Pay attention to little things

Paying attention to little things means giving importance to small details that add character, story, and visual charm. It involves focusing on subtle facial expressions, distinctive accessories, or specific scars to create a more memorable and engaging character design.

5. Understand your audience

Understanding your audience is one of the important thing in a character design. Mainly there may be two choices such as kids and adults. Use colors and shapes that suit them. Characters for kids can be bright and simple, while those for grown-ups can be more detailed. Make characters that connect with the people you want to enjoy them.

Digital Artistry: Character Design with Procreate

Athira

Procreate has emerged as a powerful tool for digital artists. It offers a versatile platform for character creation. Whether you're an experienced artist or a beginner, Procreate provides a user-friendly interface that facilitates the process of bringing your characters to life.

To embark on your character-making journey in Procreate, start by familiarizing yourself with the app's brushes and tools. Experiment with various brushes, adjusting their size and opacity to achieve different textures and effects. The vast array of brushes available in Procreate allows you to simulate traditional art mediums, from pencils to watercolors, giving your characters a unique and authentic feel. Begin with a rough sketch to outline the basic structure of your character. Procreate's sketching capabilities are exceptional, offering features like QuickShape that help you refine your lines and shapes with ease. Take advantage of the symmetry tool to ensure balance in your character's design. This initial sketch serves as the foundation for the more detailed stages of your artwork.

Once you have your rough sketch in place, zoom in to refine the finer details of your character. Procreate's zoom and pan features allow for precision, enabling you to add intricate elements to your artwork. Utilize layers to separate different components of your character, making it easier to edit and adjust specific details without affecting the entire composition.

Procreate excels in its color capabilities. Experiment with the color wheel and palettes to find the perfect hues for your character. The app's blending modes and brushes make shading and highlighting a seamless process. Consider the light source in your composition to add depth and dimension to your character, enhancing its overall visual appeal.

Enhance your character further by incorporating textures and effects. Procreate provides a variety of brushes that simulate textures such as fur, scales, or fabric. Experiment with layer effects and overlays to add a touch of realism or stylized elements to your character. This step allows you to inject personality and uniqueness into your creation. Procreate isn't just limited to static images; it also offers animation capabilities. Explore the animation assist feature to create simple movements or dynamic sequences for your character. This adds an extra layer of storytelling to your artwork, making your characters come to life in a digital realm.

Once you're satisfied with your character, it's time to share your masterpiece with the world. Procreate allows you to export your artwork in various file formats, making it easy to showcase your characters on social media, portfolios, or even for collaborative projects.

VARIOUS STUDIO ART STYLES

BY SANOOJ KUMAR



Walt Disney Animation



Sony Pictures Animation



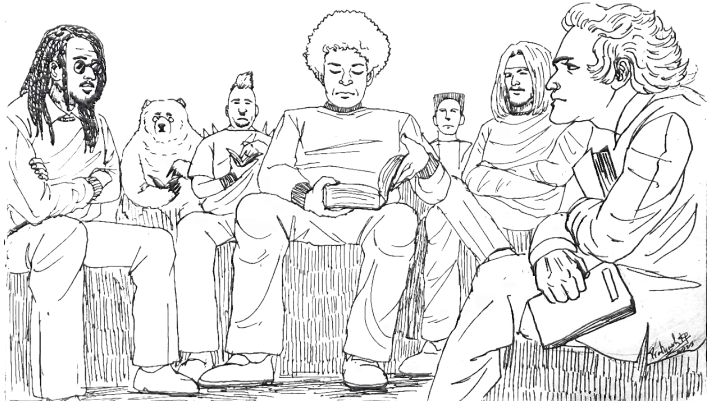
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Ghibli

CONCEPT ARTS

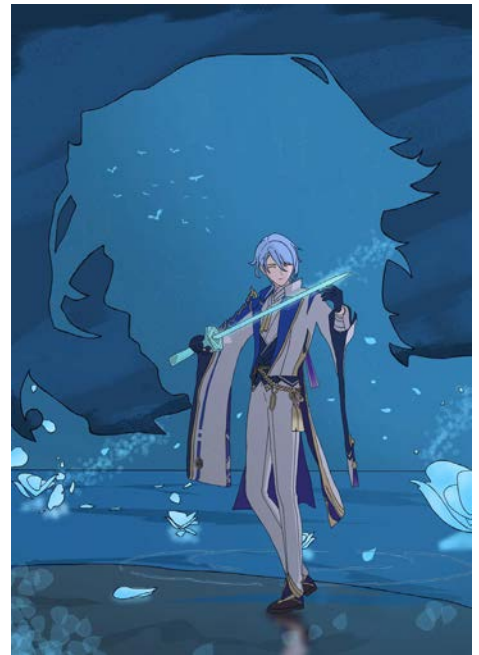
By B.Des Students (2022)



Pratyush Kurup



Liz Maria

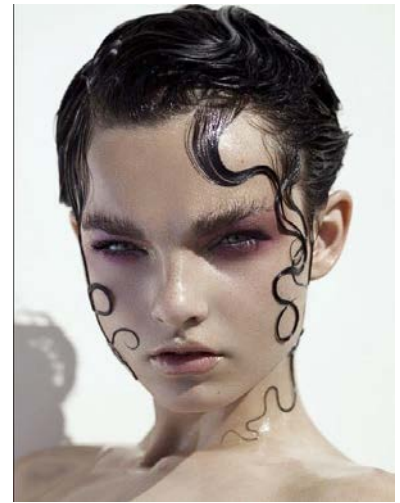


Vaishnav

Step by Step Digital Art Process

by Abhijith Anil

Software used: Procreate
Time taken: 2hours



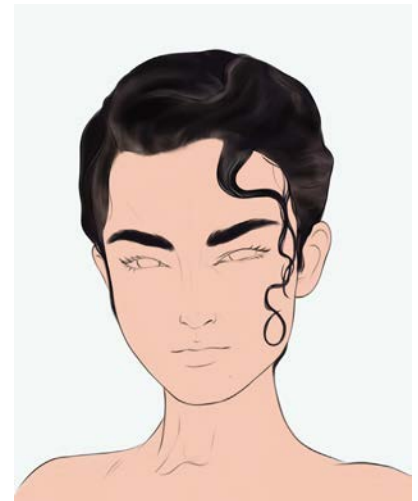
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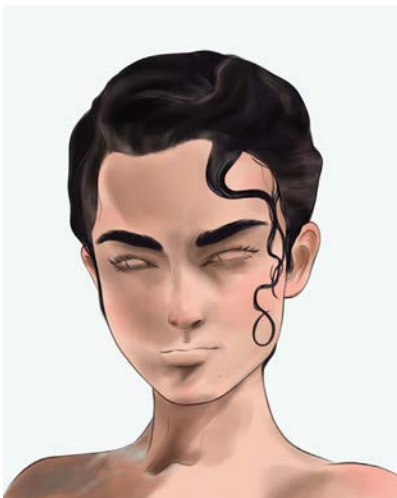
sketch (traditionally)



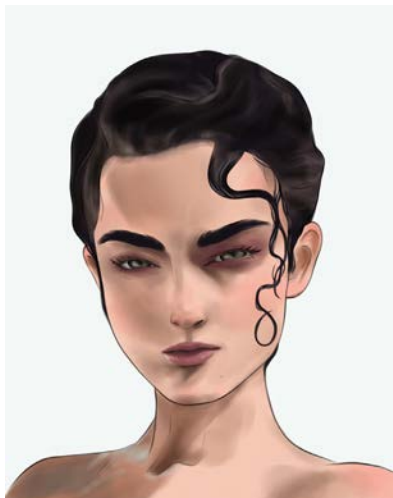
lineart



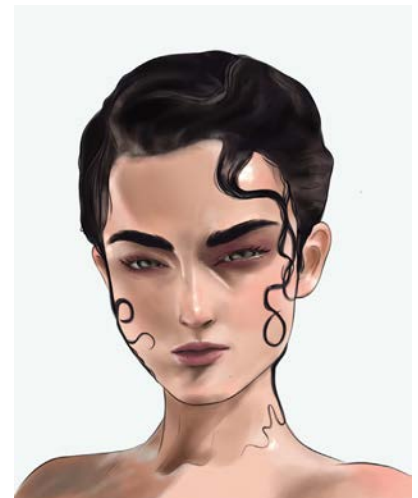
base colours



shadows

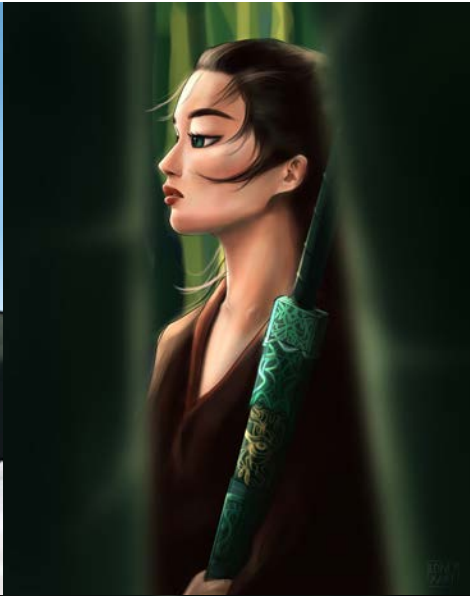


eyes and mouth



highlights (final)

Featured Artist - **Abhijith Anil** (@abhixarts)
Concept Artist (Bdes 2022)





ABHI
ARTS



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