

Character Dossier

Irina
Chasov

Name:

Age:

Who is it?

Appearance Description:

Character Traits. Is your character
brave, timid, quirky, or wise?

Physical attributes,
clothes, accessories

Color Schemes

Illustration Mood,
symbols

Commercial Use

Character Design

Irina
Chasov

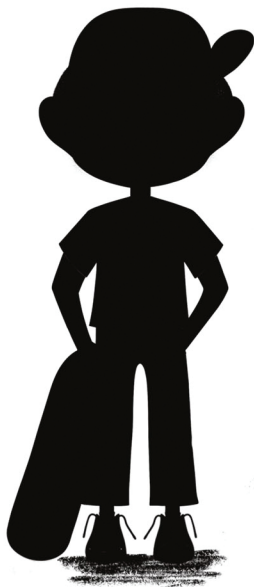
Shape



Proportions



Silhouette



Tips

Irina
Chasov

Creating new characters is super exciting! You get to decide how they will look, what story they will tell, and what message they will deliver.

To create a successful and believable character, follow these steps:

1. Storytelling: As illustrators, storytelling is one of our most powerful tools. It helps sell, educate, share experiences, and entertain. Give your character a story—this will guide their appearance and the details that make them unique.

2. Evoking Emotion: Make sure your character evokes feelings in your audience. Can they relate to what the character does or feels? Does your character act as a hero, motivate, inspire, or bring happiness?

Characters that connect emotionally tend to be more memorable.

3. Understanding the Character's Purpose: What is the goal of your character? Is it for a commercial project, a brand mascot, or a book? Knowing the purpose behind your character will guide your design decisions and ensure they align with the intended message.

4. Brainstorming and Planning:

- Use mind mapping to explore all of your character ideas.
- Create a character brief or dossier that outlines the personality, backstory, and key traits.
- Analyze the market for similar characters to see how you can stand out while maintaining relevance.

5. References and Sketching:

- Find references for inspiration, but be sure to make your character original.
- Start sketching. Experiment with different proportions, shapes, accessories, and lines of action to bring your character to life.