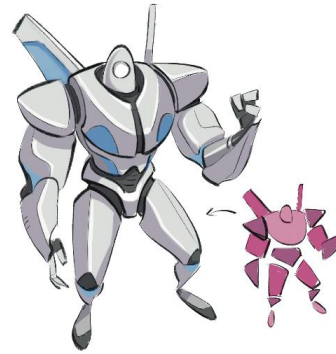




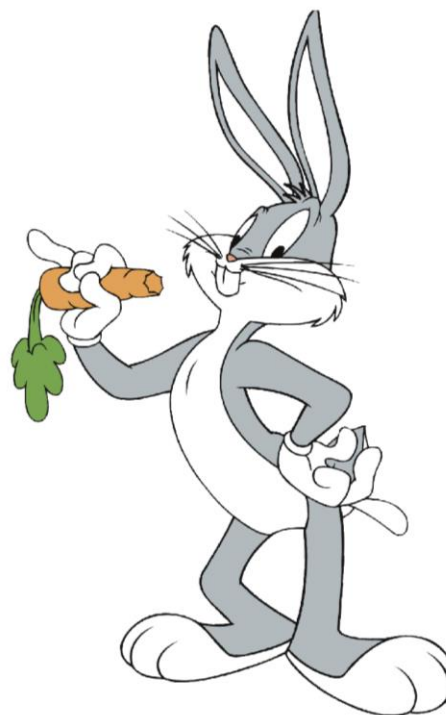
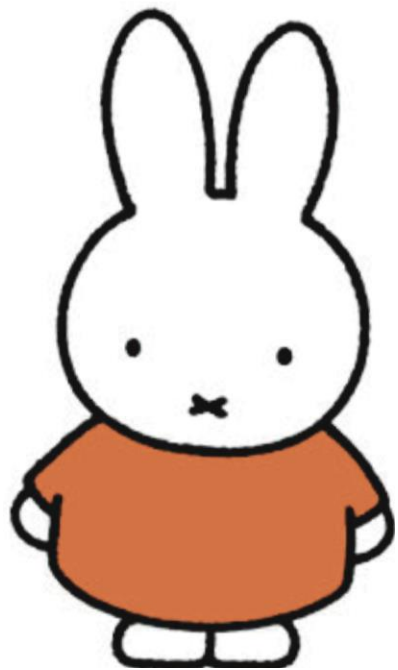
Shape language in character design





Learning outcomes

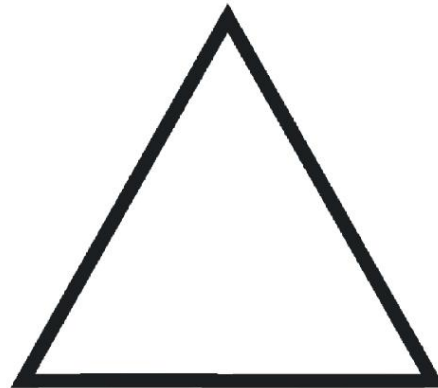
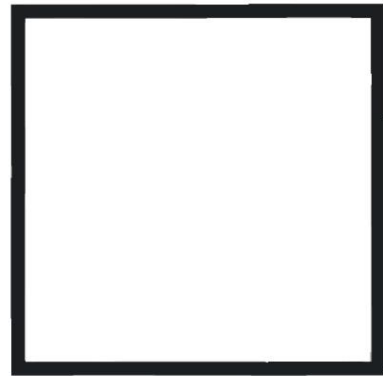
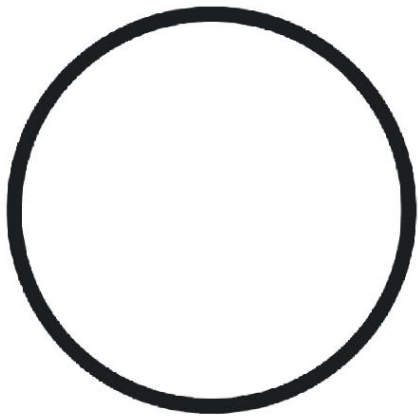
- Understanding of shape language
 - Analysis of character design
 - Pattern recognition in design
 - Creative application of shape language
 - Analysis of own character
- 

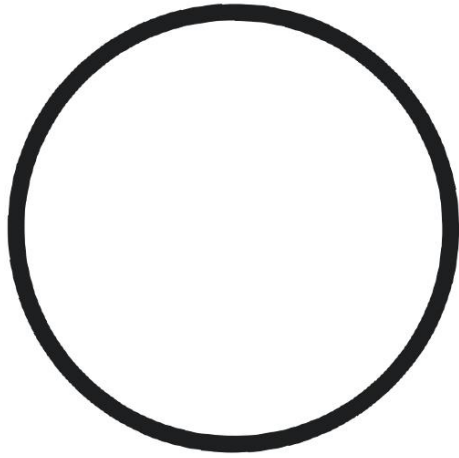


What is Shape Language?

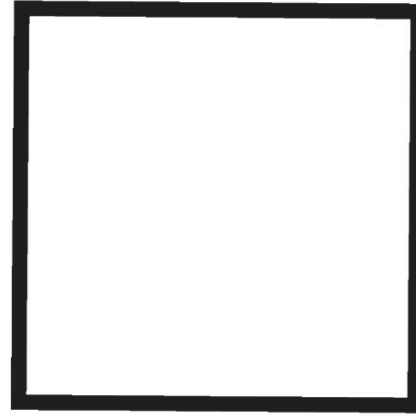
Shape Language is a concept used in art and animation to communicate meaning based on shapes we are familiar with. When used in character, object, and background design, shapes can tell a story, show personality, and elicit an emotional response in the viewer without using any words.

When you look at these simple shapes, what do you feel?

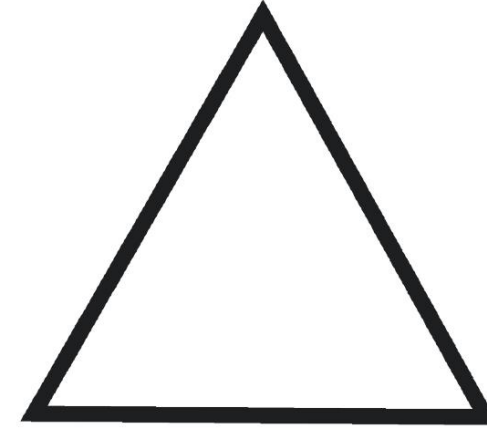




Soft, squishy
Harmless
Approachable
Changeable



Solid, sturdy, strong
Supportive
Reliable
Inflexible

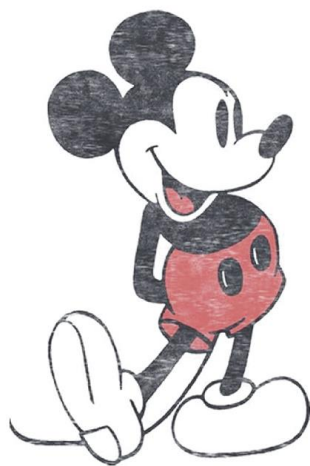


Sharp, directional
Dynamic
Dangerous
Unpredictable

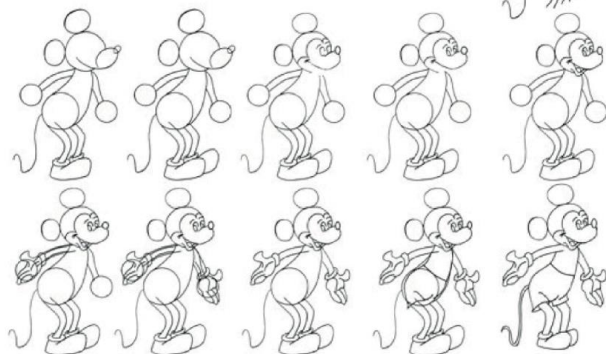
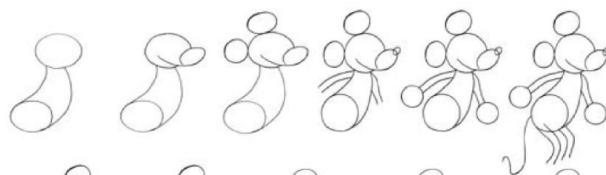
Solomon Asch

"Body shape has a tremendous impact on the overall impression of the character. If you ever looked at a cartoon character and though they seemed confident but didn't know why, you probably were not aware of the character's shape language!" (Asch 1946, p.258)

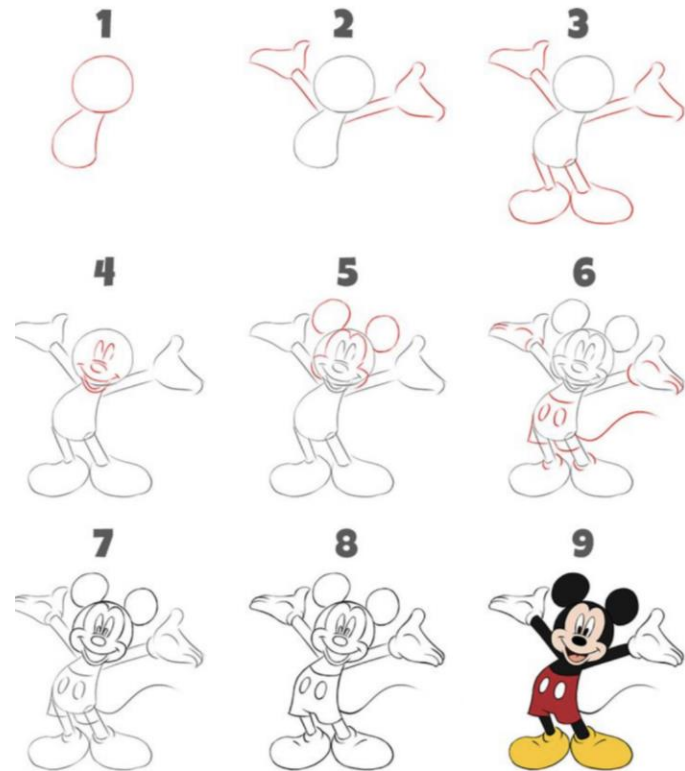




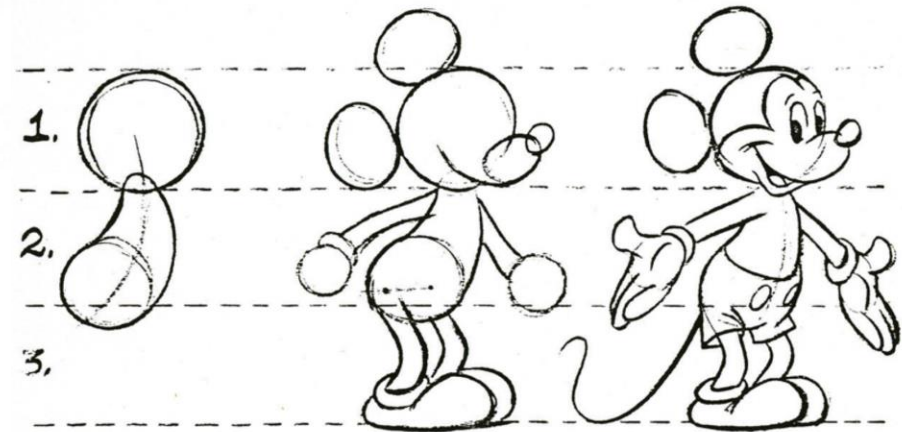
MICKEY MOUSE



HOW TO DRAW MICKEY MOUSE



MICKEY MOUSE / proportion



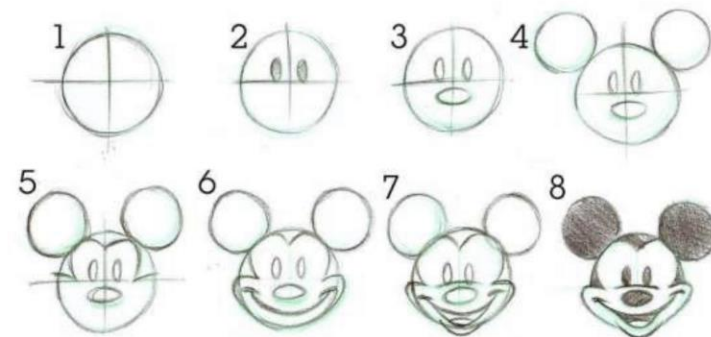
1. RUFF IN A CIRCLE LIGHTLY AND FAST - ADD THE PEAR-SHAPED BODY

2. INDICATE THE ARMS, LEGS AND HEAD CONSTRUCTION. (3 HEADS HIGH)

3. THEN FINISH WITH FEATURES AND THE DETAILS

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HOW TO DRAW MICKEY MOUSE STEP-BY-STEP

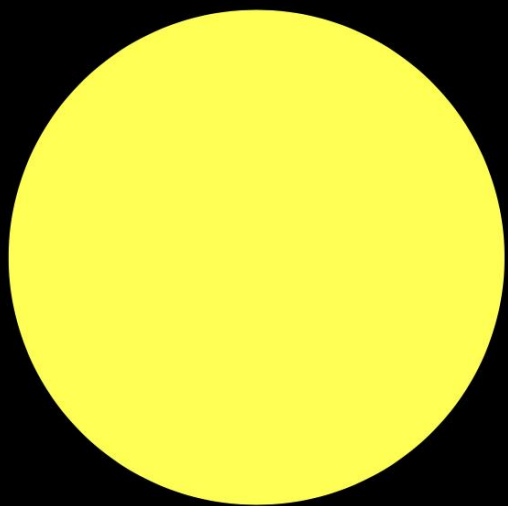


Shapes are used in character design not only for shape language but also as a foundation to begin sketching your characters, much like a character's framework or skeleton. Shape language helps define the character and conveys the traits and personality you want to express.



Circles

Characters that incorporate more circular shapes are often seen as approachable, cute, friendly, and harmless. You will often see circles used in the designs of protagonists, maternal caregivers, young children, and pets, signifying to the audience that these characters are kind and trustworthy.



- Cute
- Feminine/motherly
- Friendly
- Non-threatening



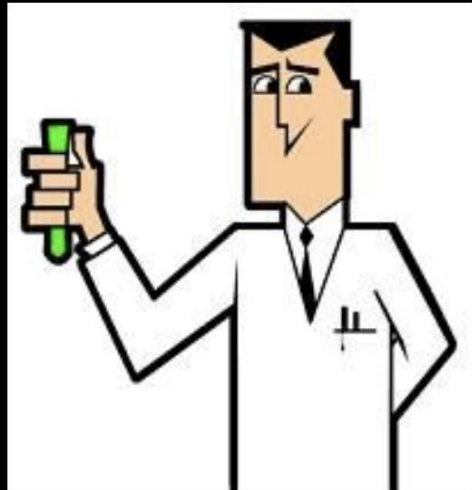


Squares

Square shapes in a character's design are used to signify that a character is strong, sturdy, reliable, supportive, and stubborn. This is why these shapes are also often seen in protagonists, paternal caregivers, protectors, and any other characters that provide a supportive role.



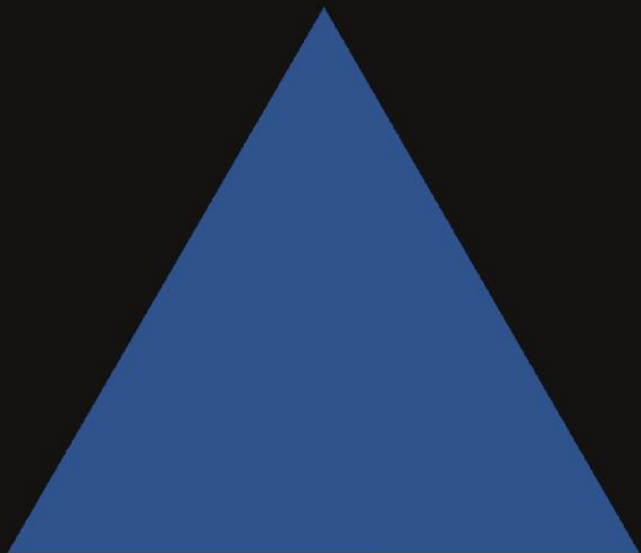
- Strong
- Powerful/Stable
- Stubborn
- Boring





Triangles

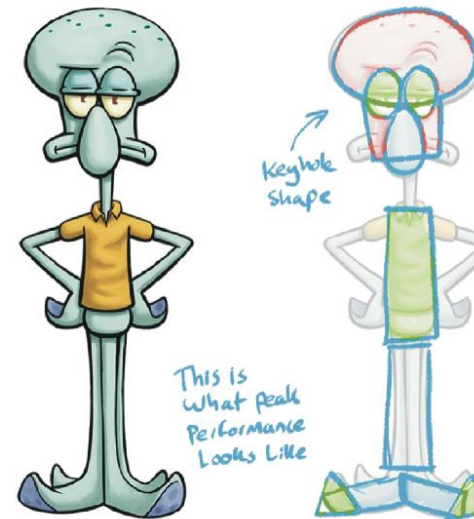
Acting as almost the direct opposite of circle shapes, triangles are used to convey that a character is dangerous, evil, unpredictable, and smart. Among the three shapes, triangles are known to communicate the most malice and aggression; they are predominantly used for antagonist character designs.



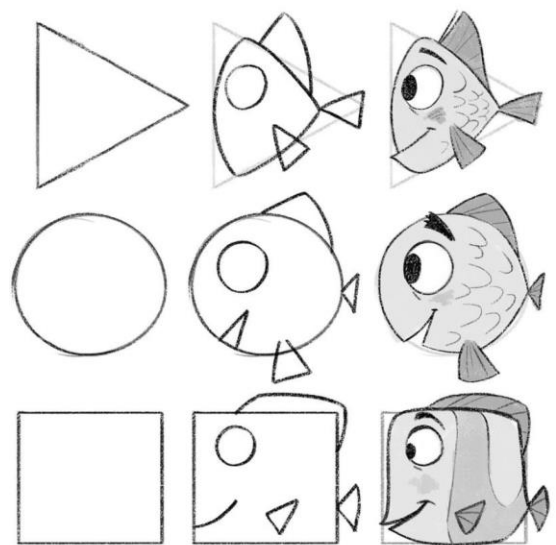
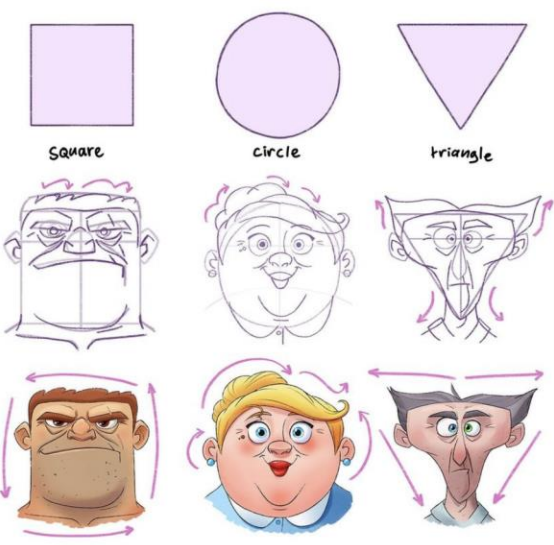
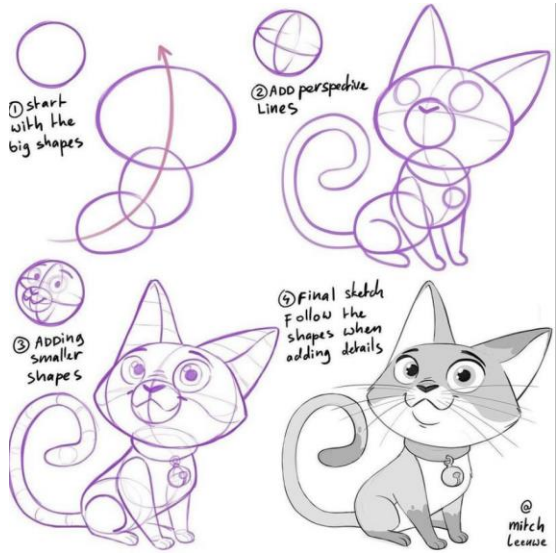
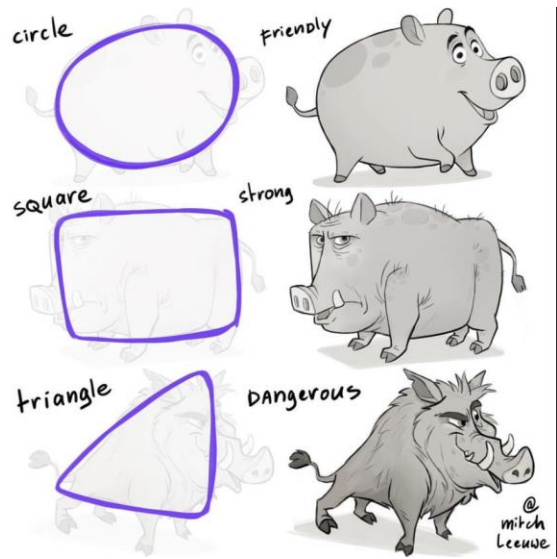
- Dangerous
- Dynamic
- Action
- Villainous



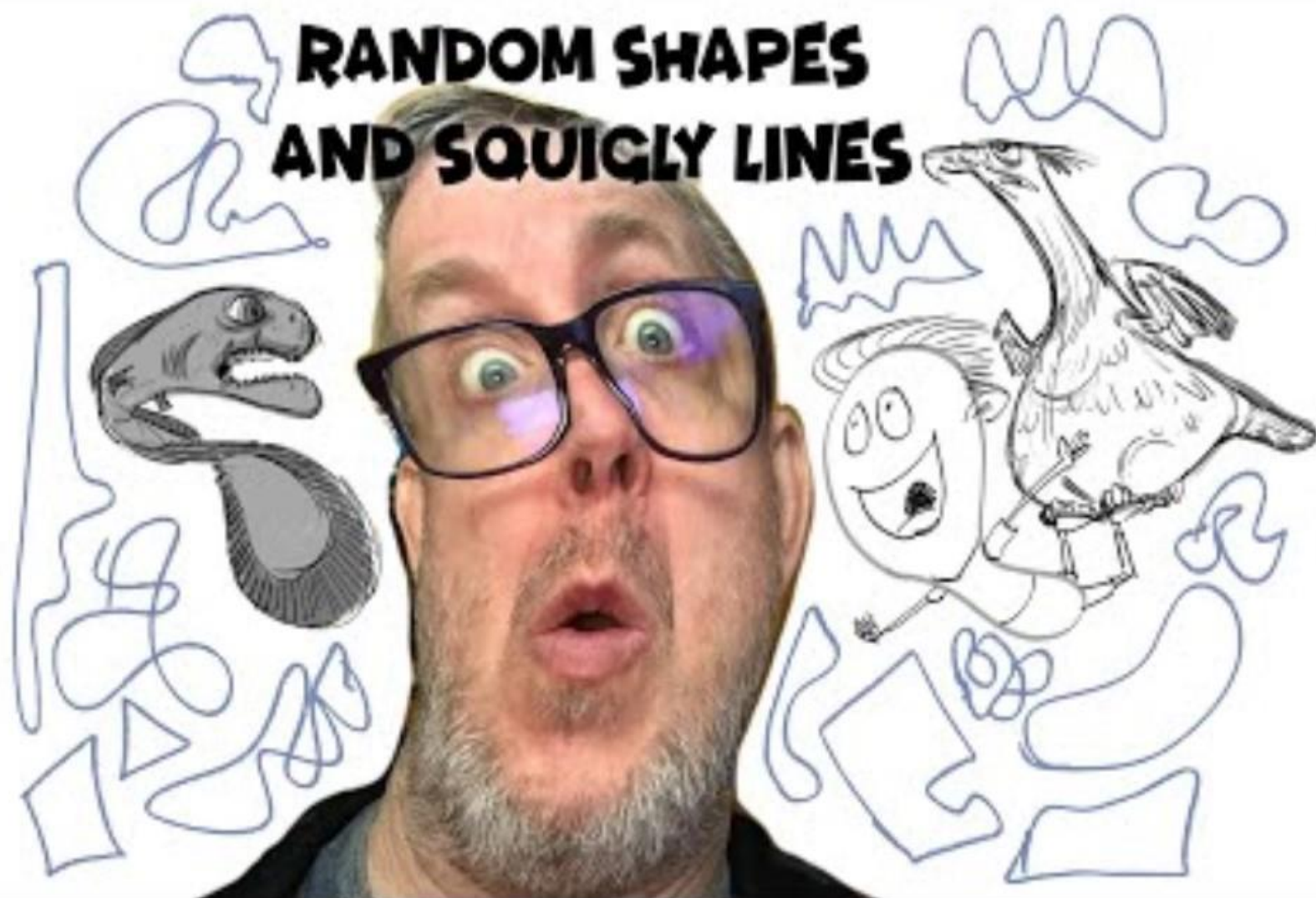
SPONGEBOB SQUAREPANTS™

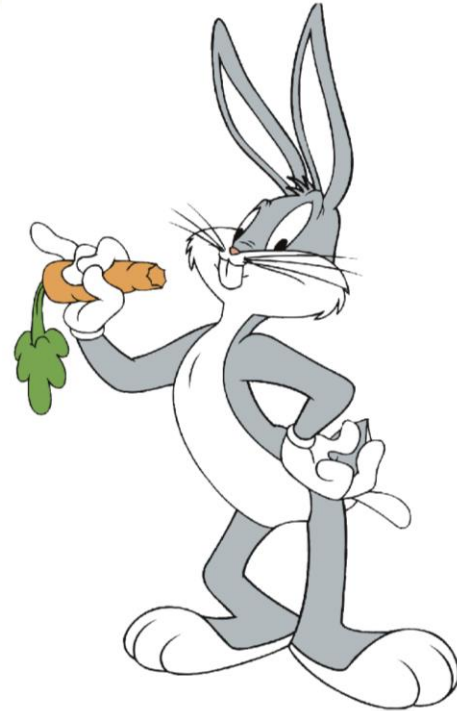
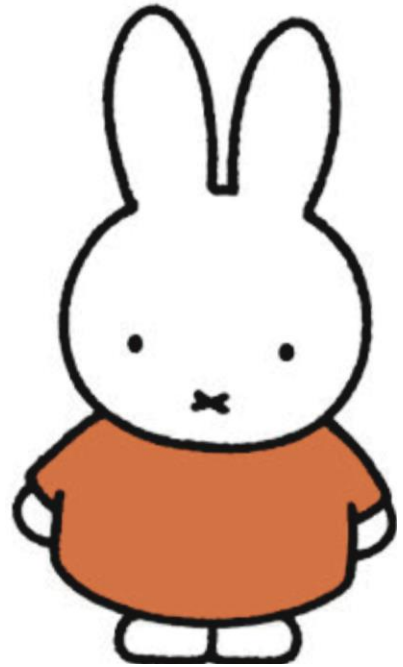


Mitch Leewue



RANDOM SHAPES AND SQUIGGLY LINES





All character designs, no matter how complex they seem, can be broken down into a set of simple shapes.





Friendly



Stable



**Every Disney
Villain**

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