



Effect of Visual Story Telling on Character Design

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01

Project overview and Practical Outcome



Overview of Project

This dissertation project will explore how character design can be utilised to amplify narrative and improve player immersion in Video games.

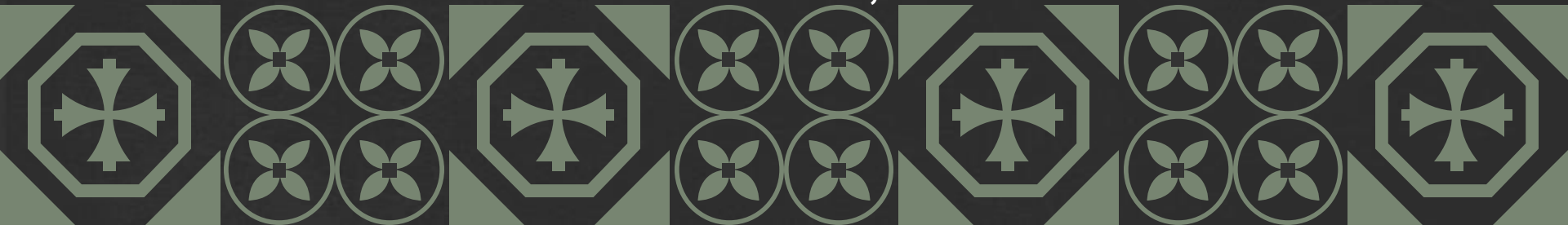
❖ Design Research

❖ Geographical and Cultural Research

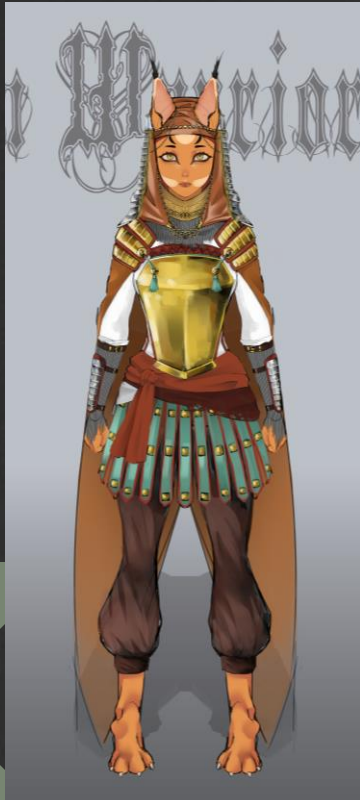
❖ Historical Research

❖ Survey

❖ Practical Project



Project Practical Outcome



A decorative border on the left side of the slide, featuring a repeating pattern of green geometric shapes (diamonds, squares, and circles) on a dark background.

02

Project Management

Gantt charts, Project plans, and scope.

A decorative border on the right side of the slide, featuring a repeating pattern of green geometric shapes (diamonds, squares, and circles) on a dark background.

Project Management

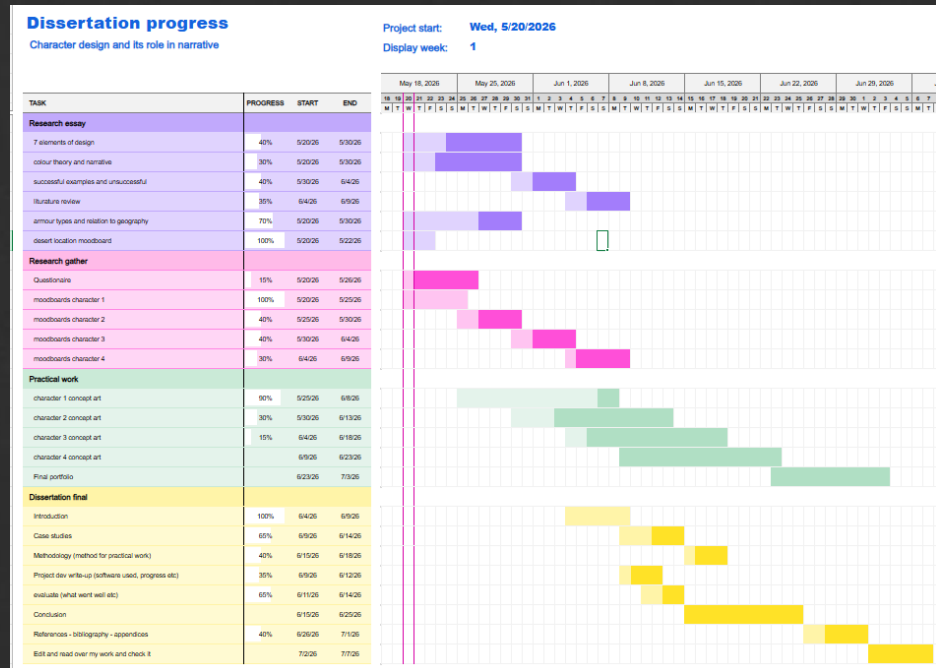
❖ Project Scope

Primary goals, deliverables, and compromises

❖ Gantt Chart

Problems with excel template settings and dates were found.

Overall useful for tracking task progress.





03

Project Research

The research conducted and surveys created.

Character Design Research

- ❖ Silhouette
- ❖ Colour
- ❖ Line
- ❖ Value
- ❖ Texture
- ❖ Form
- ❖ Space



Archeological Finds and Geographical Connections with Design

Unlike Europe, Asia utilised a 'fish-scale' bionic design method for medieval era armour.

Countries with appropriate conditions for sheep and cows often utilised leather and wool within armour.



Culture, Symbolology, Religion and its use in Character Design

- ❖ Cultural clothing
- ❖ Symbolology
- ❖ Religious imagery within swords and armour



Project Survey

Effective visual narrative research

This questionnaire will allow me to see if people are able to make connections to a characters story, affiliation and background purely through visual designs meant to evoke narrative.

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

* Required

Character backgrounds

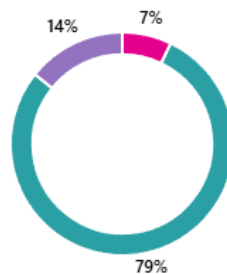
1

Based on visuals, design and colours alone, which location do you think this character is from? *



1. Based on visuals, design and colours alone, which location do you think this character is from? (0 point)

- Location 1 0
- Location 2 1
- Location 3 11
- Location 4 2



2. Was this difficult to guess? (0 point)

- Yes 1
- No 13



1

Based on visuals, design and colours alone, which location do you think this character is from? * [?]



☐ Location 1



☐ Location 2



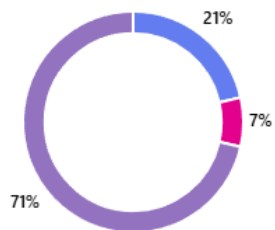
☐ Location 3



☐ Location 4

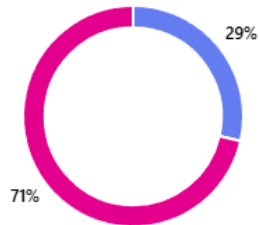
4. Based on visuals, design and colours alone, which location do you think this character is from? (0 point)

- Location 1 3
- Location 2 1
- Location 3 0
- Location 4 10



5. Was this difficult to guess? (0 point)

- Yes 4
- No 10



4

Based on visuals, design and colours alone, which location do you think this character is from? *



☐ Location 1



☐ Location 2



☐ Location 3



☐ Location 4

3 respondents (21%) answered japanese for this question.

A word cloud centered around the word 'japanese'. The words are arranged in a circular pattern around a central white circle. The words are in various shades of blue and purple. The words include: 'japanese', 'mysterious', 'curious', 'character', 'slightly offputting', 'intrigued into their purpose', 'dark secrets', 'creepy', 'pretty awesome', 'japanese land', 'uncanny but quite Japanese', 'hidden threat', 'japanese vibes', 'horrificed about what could happen', and 'character seems heroic'.

horrificed about what could happen
japanese vibes
hidden threat
mysterious
uncanny but quite Japanese
japanese land
character
slightly offputting
intrigued into their purpose
dark secrets
creepy
pretty awesome
japanese
curious
character seems heroic

3 respondents (21%) answered safe for this question.

A word cloud centered around the word 'safe'. The words are arranged in a circular pattern around a central white circle. The words are in various shades of blue and purple. The words include: 'safe', 'brave', 'strong', 'knight', 'Medieval', 'enemies', 'empowered against my enemies', 'European', 'enemy fighters', 'idk', 'incoming horde', 'bow', 'bunny knight', 'armour and sword', 'crusades were still a thing', 'ancient era', 'Medieval fantasy', 'rabbit ears', 'character seems heroic', 'knight vibes', and 'strong'.

empowered against my enemies
European
enemy fighters
idk
Medieval
incoming horde
bow
bunny knight
armour and sword
crusades were still a thing
ancient era
Medieval fantasy
rabbit ears
character seems heroic
knight vibes
strong
safe
brave
enemies
European
enemy fighters
idk

9. Do you think visual design plays a big part in story telling for video games? 1=not so much 5=very much (0 point)

[More details](#)

4.57

Average Rating



Level 5  9

Level 4  4

Level 3  1

Level 2

Level 1

10. Does character design impact your immersion in a story in a videogame? 1=not so much 5=very much (0 point)

[More details](#)

4.36

Average Rating



Level 5  7

Level 4  5

Level 3  2

Level 2

Level 1

11. Why do you or, do you not think character design is important for narrative? (0 point)

[More details](#)

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Responses

Latest Responses

"If a character feels like it is out of place, it breaks the immersion, a character... "

"It said story about character before the story we know. Uniform, religion (na... "

"Good character design makes characters more interesting and familiar. It als... "

...

6 respondents (43%) answered story for this question.



A word cloud visualization of responses, with the word "story" prominently displayed in the center. Other words include "character design", "important for narrative", "mechanical design", "proper design", "large Titan", "story with BT", "characters more interesting", "eyes", "feel", "story about character", "characters with danger", "characters history", "design is important", "visual design", "characters personality", "story way", "main Titan", "class Titan", and "enemy Titans".

mechanical design proper design large Titan story with BT
characters more interesting eyes feel story about character characters with danger
important for narrative **story** character design characters history
design is important visual design characters personality story way
main Titan class Titan enemy Titans



04

Project Analysis

Project progression, strengths, and weaknesses.

Analysis of Project

- ❖ Project progression
- ❖ Workflow
- ❖ Software
- ❖ Strengths
- ❖ Improvements

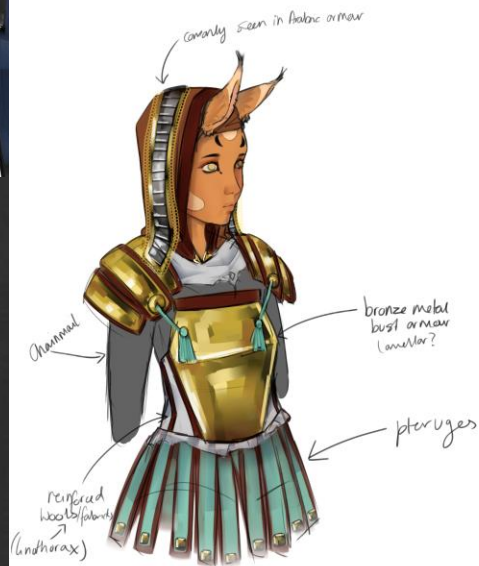




05

Project Portfolio

Portfolio of practical work created for the project.

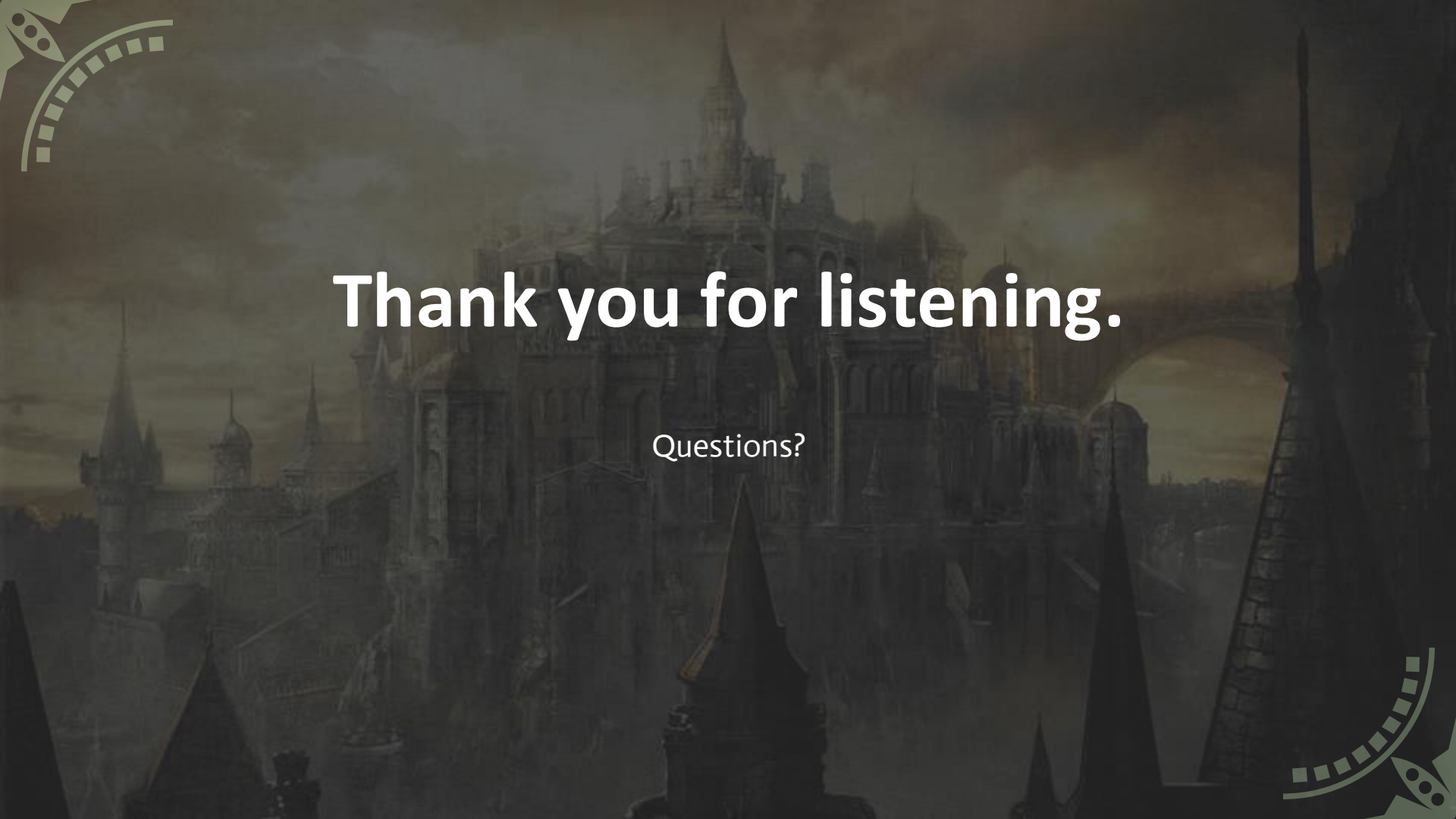












Thank you for listening.

Questions?





06

Bibliography

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