TAP Animator Creed: Virtual Learning Edition

1 we show respect

We are a team. We live up to the same expectations as we would in person.

2 we take care of our technology

We respect all equipment. We mute ourselves when we are not speaking. We do not talk over our teammates.

3 we focus

We have a lot to learn. ALL our attention is focused on the class. We do our best to limit distractions around us. We wear headphones if possible.

4 we participate

We speak up; we ask for help when we need it.

5 we own the content

This is our class. This is our opportunity to learn more about the animation field.

6 we attend class

Our voices and ideas are valued. We log into class on time and stay until the end whenever possible.
Welcome to The Made In New York Animation Project NeON Summer Edition!

Session 3 - Design
Opening

Share Verbally or in the Chat:

What color represents your mood today?
Technical Lesson:
Design
Terminology
Visual Development/Concept Art

Both are similar terms, but Concept Art is mostly used in video game/live action and Visual development is for animated TV/movies. These artists focus on creating the look of the media. From characters to color palette, design is a pivotal step in the process of creating a film/TV show.
Character Design

The creation of the look and style of a character. Character design focuses on various elements to shape how the characters will come to life on the screen.
Shape
Costume
Video Demonstration
And from here on out it's just a lot of
Palette

Character Color Key Examples

- analogous
- split complementary
- complementary

Starting palette:

Modified palette using only colors blended from starting palette:
Studies
Environment Design

The creation and look of an environment, in order to enhance the detail of the setting in a story medium.

Credit: Alexandria Neonakis
Environment Design Example

Credit: by Daniel Courtney
Prop Design

The creation and exploration of objects that reside in the story.
Moodboard

A collection of images, text, and samples in a composition. It’s to help convey a general idea or feeling about a particular topic.
TAP Film
The Backyard
The Backyard: Reflection

Discuss the character of the boy. How does his outside design reflect his inside qualities?

What mood does the environment suggest?

What props/assets stood out to you?

Share it!
Advanced Examples
Career Opportunities

Character Designer

Visualize and create the look of individual characters.

Concept Artist

Generate visual design for props, characters, or environments.

Voice Actor

Providing voices to represent characters in various works.
Resources

Adobe Creative Cloud

Multiple digital design programs with different uses. Photoshop and Illustrator are recommended for mood boards and design. Paid monthly subscription.

Pinterest

You can use this to build mood boards to help design concepts.

SketchUp 3D

A free 3D modeling and design application with a catalog of prebuilt assets.
Adobe Alternatives

Ps
- Affinity Photo
- Clip Studio
- Krita
- GIMP
- Photopea

Ai
- Affinity Designer
- Inkscape
- BoxySVG
- Vectr

Id
- Affinity Publisher
- PDFelement
- Viva Designer
- Scribus

An
- Cacani
- TVPaint Animation
- ToonBoom Harmony
- Clip Studio (EX version)
- Blender
- Open Toonz

Lr
- Affinity Photo
- RawTherapee
- Darktable

Dw
- Blue Griffon
- Brackets
- Aptana Studio

Ae
- DaVinci Resolve
- Hitfilm Pro/Express
- Blender

Pr
- Vegas Pro
- Kdenlive
- Shotcut

Au
- Reaper
- Tracktion
- Audacity

Free Resources

Free of Charge
Single Purchase
Questions & Answers
Frequently Asked Questions

What is a concept artist?

They design how the concept works versus painting a pretty image.

Do you need to have a certain level of drawing skills for visual development?

A strong sense of design and art technique can get you far.

Why is it so important to develop the characters and world before beginning film production?

It’s helpful to have an idea of what your movie/show whatever is going to look like beforehand.
Creative Engagement
Creative Engagement

We are now going to design a character and their environment.

Take 15 minutes to conceptualize and develop your character.

You may use the character from your 3-part story from the last lesson if you desire!
Creative Engagement

When creating the character, the design should encompass:

1. Character’s Personality Traits
2. Character’s Physical Traits
3. Character’s Environment
Creative Engagement

1. Character’s Personality Traits

This is what they say, feel, do, and think. What is their inner world like?

- Personality - include at least one **strength** (smart, funny, creative, etc.)
- Mood
- Hobbies/occupations
- Desires/needs
Creative Engagement

2. Character’s Physical Traits

*This is what we see. What is their outward appearance?*

- Shaping/size
- Color palette
- Costume/clothing
- Props
Creative Engagement

3. Character’s Environment

*Where the character exists. What is their environment like?*

- Background details
- Where they live
- Surroundings
- How they relate or not relate to their environment
Creative Engagement

Introduce your character in the chat by sharing your character’s **name, strength, hobby, and where they live**.

Embody your character for a moment by breathing in their strength.

Take 3 breaths.
Closing

Share Verbally or in the Chat:

What color represents your character’s strength?
Materials needed for next group:

2-5 objects near you (i.e., paper, tin foil, household objects, leaf, rock)
If you would like to share your **ARTWORK** and have the chance to have your work featured in our Mega Groups, send submissions to:

submissions@theanimationproject.org

If you have **QUESTIONS ABOUT THE SUMMER PROGRAM** that are not answered on the FAQ page of our website, reach out to:

neonsummer@theanimationproject.org

If you have **QUESTIONS ABOUT INCENTIVES** that are not answered on the FAQ page of our website, reach out to:

tapincentives@theanimationproject.org
Thank you for attending this group!

Visit https://www.theanimationproject.org/minyap-neon-summer-edition-faqs for FAQs, group materials, access to slide presentations, and Mental Health Resources.

Check out our social media for more information about the TAP Weekly Challenges!