

R083—Creating 2D and 3D characters—Knowledge Organiser

LO1 - Understand the purpose and properties of 2D and 3D Characters

2D and 3D character Definition: An image used to represent a character often in stories or games, can be 'two dimensional' or 'three-dimensional'. 3D characters are said to be more realistic as they have a depth to them and most modern digital characters are 3D.

Examples of digital characters: Game characters, animated movie characters, characters on posters and stickers, advertising characters on product boxes.

Purposes of digital characters: Entertain, Inform, Advertise, Promote, Educate

File Format used for Digital Graphics: PSD, TIFF, PNG, JPEG, GIF

Raster Image: A raster image is like a mosaic made up of pixels

Vector Images: A vector image is made up of block of colours.

LO2 - Be able to plan the creation of a 2D or 3D character

Client Requirements: The person you will be working for and what they want you to plan, design and create for them.

Target Audience: The demographic/group that the product is aimed at

Plan: an important tool that helps a project to assign tasks, manage workflow and track the various components and milestone deadlines

Visualisation Diagram: A visualisation is a drawing created by hand or digitally showing what something will look like when created.

Mood Board: A mood board is a collage (digital or on paper), of objects (images, colours, screenshots, patterns, text etc), which try to capture a feeling, theme or design.

Mind Map: A mind map is a diagram in which information is represented visually, usually with a central idea placed in the middle and associated ideas arranged around it.

Asset: An asset is a convention/image that media producers use to make a media product.

Resources needed when creating a digital character: Computer, Mouse, Keyboard, Graphic software, Hard drive, graphics tablet.

Legislation to consider when creating a digital character: Copyright, Intellectual Property, Trademark, Royalty Free Assets.

LO3 - Be able to create a 2D or 3D character

Image Editing Software: For example DrawPlus, a programme that allows you to manipulate the style and dimensions of still images Image

Editing Tools: cropping, rotating, brightness/contrast, colour adjustment, adding text, cloning, red eye removal, filters, adding text, Magic wand tool, Lasso tool, Blur tool

The best type of file type for printing: Tiff

The best type file type for online: PNG/JPEG

Naming Conventions: make sure every file type has the correct name, and is then organised in a named folder

The purpose naming conventions: So that the file is instantly recognisable to the user/producer and so that the file name is appropriate for the client

LO4 - Be able to review a digital graphic

Review: The process of analysing the overall effectiveness of a product in relation to the clients and target audience requirements

Structure of a review:

1. How does the product meet the requirements of the brief
2. How does the product successfully appeal to the target audience
3. Three strengths of the final digital character
4. Three weaknesses of the final digital character
5. Three different ways that the digital character can be improved