



Participant Handbook

Sector

Media and Entertainment

Sub-Sector

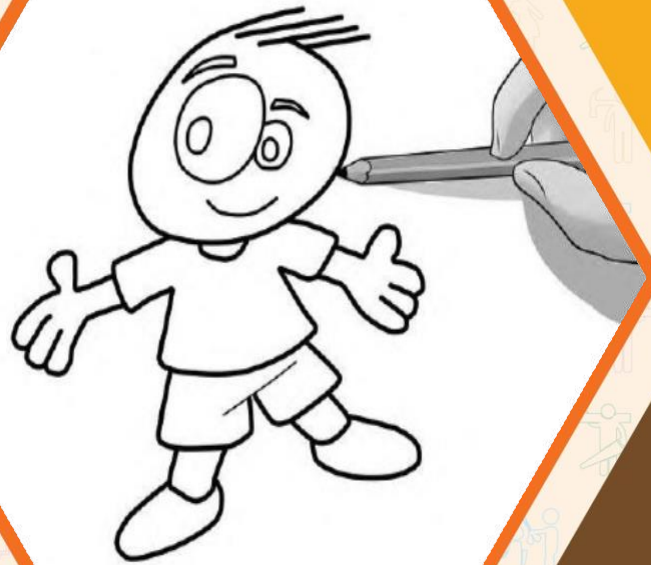
Animation, Gaming

Occupation

Character Designer

Reference ID: MES/ Q 0502, Version 1.0

NSQF level: 4



Character Designer

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Media and Entertainment

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UNIT 1.2: Key Words

Unit Objectives

At the end of the unit, you will be able to:

1. Familiarise with technical terms associated animation

1.2.2 General Key Words used in the Book

- **Animatic:** A series of images edited together with dialogues and sound is called animatic.
- **Compositing:** Combining layers of images/elements into a single frame is called compositing.
- **Composition:** Positioning character with respect to the background and camera is called composition.
- **Creative Brief:** A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.
- **Key Frame:** Key poses that start and end poses for a particular animation sequence are called key frames.
- **Modeling:** Creation of three-dimensional models for animation using a specialised software is called modelling.
- **Rendering:** Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.
- **Rigging:** Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.
- **2D animation:** Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.
- **3D animation:** 2D animation with depth is called 3D animation. Examples include video games such as Halo and Madden Football.
- **Animation:** Sequential play of various inter-related frames is called animation.
- **Anticipation:** Anticipation are created through the preparation of an action.
- **Aspect Ratio:** The width to height ratio of a tv picture is called aspect ratio.
- **Background Painting:** An artwork done in the background of an animation is called background painting.
- **CGI (Computer Generated Imagery):** Creation of Figures, settings, or other material in the frame using computer software is called CGI.
- **Clean-Up:** The process of refining the rough artwork of 2D animation is called Clean-up.
- **Computer Animation:** Any kind of animation created in computer is called computer animation.
- **Frame:** one of a series of still transparent photographs on a strip of film used in making movies or animations.
- **Frame Rate:** The rate of change of frames in an animation is called frame rate. It is measured in frames per second (fps).
- **Graphics Tablet:** This is a device used to draw sketches.

2. Understanding the Script



Unit 2.1 - Character Designer

Unit 2.2 - Interpreting the Storyboard and Script



MES / N 0501

5. **Utilize Exaggerated Characteristics:** Exaggerating the characterizing highlights of your character configuration will enable it to seem overwhelming. Overstated highlights will likewise help watchers to distinguish the character's key qualities. Misrepresentation is the key in toon exaggerations and underlines certain identity characteristics. On the off chance that your character is solid, don't simply give it ordinary measured swelling arms, soup them up so they're five times as large as they ought to be!
6. **Choose colours carefully:** Hues can help impart a character's identity. Normally, dim hues like purple, dark and grays depict scalawags, shades of malice with vindictive goals. Light hues like blues, yellow, white, and pink passes on immaculateness, great and purity. Comic-book yellows, blues and reds may go some approach to giving gallant qualities to a character plan.
7. **Add Accessories:** When you give your character things to wear and interface with; it starts to spring up. Garments and Props can accentuate character qualities and character foundation. For example, ratty garments can be utilized for poor characters and heaps of precious stones and bling for dull rich ones. Embellishments can likewise be more exacting expansion of your character's identity, similar to slimy parasite in a demon's skull or a parrot on a privateer's shoulder.
8. **Use 2D or 3D:** As per your plan, decide how your character should appear from all angles. A flat character can look very different from the side if, for instance, it has a large belly or face. If your character is going to exist within a 3 D environment then also physical shape is of large importance.

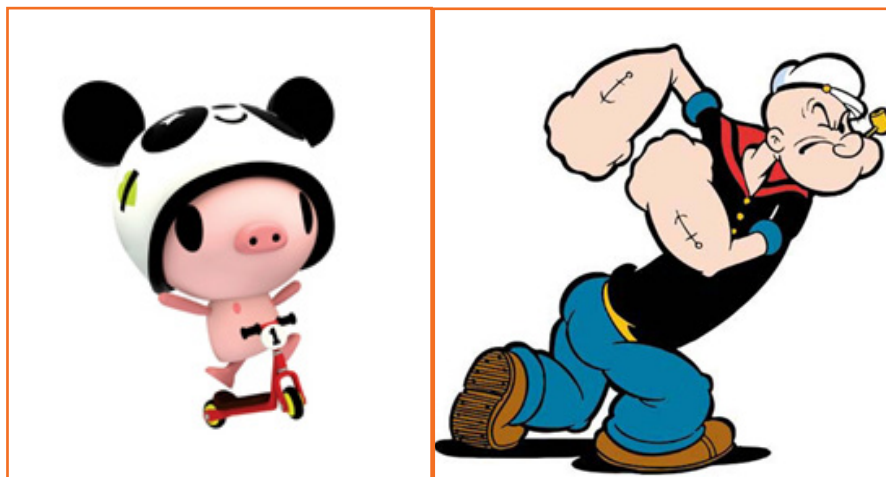


Fig.2.1.2: Give your character things to wear and interact

9. **Personality:** The identity of a character is made from many viewpoints yet a substantial piece originates from the character's physical characteristics and highlights since these are the things you watch when coming into contact with it. Contingent upon what you need your character to resemble, you can choose to exaggerate certain highlights. For example full, adjusted shapes dependably appear to suggest charm on account of the way they are normally connected with babies in our visual cognizance. Huge eyes set firmly together towards the focal point of the face additionally enhance this impact. Hard, sharp edges look harsher, joined with limit faces or heads. Whichever character you need to configuration, dependably think about its identity in connection to its highlights. Another characterizing thing that a few designers may overlook while making a character are verbs. Have your character accomplish something, moving or dancing, have a specific stance or a specific outward appearance to add to its identity.
10. **Give your Character Personality:** A fascinating look only can not necessarily result in a good character; its personality is important as well. The personality of character can be determined through animations and comic strips, where it is shown how the character responds to different situations. The personality of your

imagination he draws pencil and marker renderings, the two of the most common traditional techniques Adobe Flash, Adobe Photoshop, and other storyboard applications can also be used to perform this task. Digital cameras are the latest additions for creating storyboards. With the advancement in technology, storyboard artists now perform their work on computers software and graphics tablets. The storyboard artists can also use stock photos or photos taken specifically for the project to create visuals. These photos are put together digitally to produce a photographic representation called a photo visual. Projects are generally pitched by storyboards alone and storyboard artists continue to work till production to develop scenes. After a scene is edited the director or storyboard artist them team may need to rework as it becomes evident that changes need to be made for timing and story.

What does a storyboard teller need?

To do this role, he need to:

1. Be able to take direction, and be prepared to make changes to your work in response to constructive feedback
2. Be able to follow the well-established designs and also able to produce steady work for the model.
3. Have good presentation skills and communication skills
4. Have good computer literacy
5. Have to be sensible about technical and budgetary restrictions
6. Have the knowledge of relevant graphics, storyboard and editing software
7. Be able to tell a good story
8. Be able to adapt a wide range of styles or graphics and have excellent drawing skills.
9. Be able to work independently or as a member of team
10. Be able to work calmly and efficiently to tight deadlines

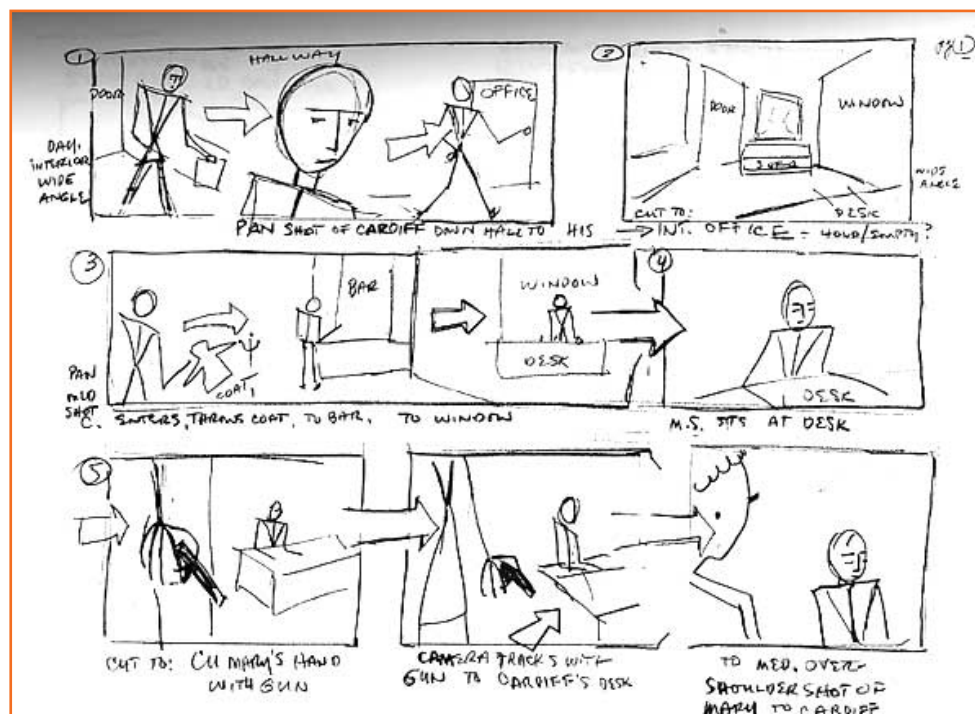


Fig.2.2.2: Script sample - 2

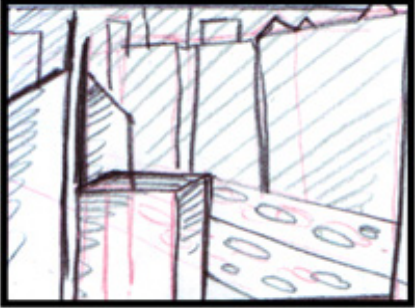




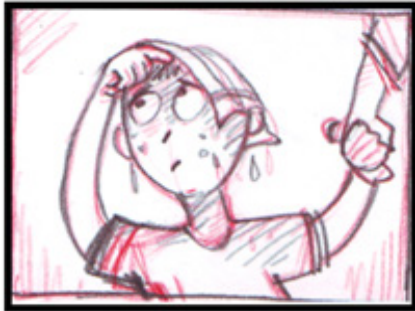
Visuals	Description	pg/01
	<p>High angle shot of Dubai in summer heat. (Point of view of "surya")</p>	
	<p>High angle shot of People moving about in the heat (crowded street)</p>	
	<p>Cut to a family in the crowd. They are walking towards the camera; all of them are sweating hard. The kid walks with a kerchief covering his eyes as a child's play cum necessity</p>	
	<p>Quick cuts of father and mother sweating.</p>	
	<p>and the kid. His expression show his irritation due to heat ans sweat. He then pulls one end of his kerchief to look at the sun.</p>	

Fig.2.2.3(a): Visuals and descriptions

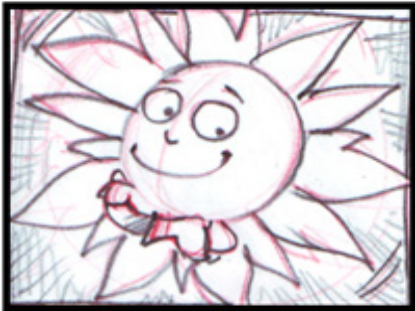
Visuals

Description

pg/02



..... his sad face changes to that of surprised.



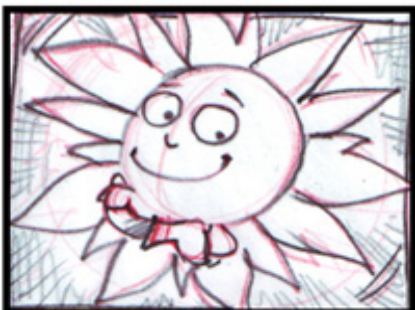
Cut to close up of "surya" smiling at the kid



Shot of the excited kid showing every body what he saw pointing his figures towards surya



Cut to wider shot. His family reacting



Cut to what they see. Surya smiling.

Fig.2.2.3(b): Visuals and descriptions

3. Manage and Store Assets



- Unit 3.1 - Meta Data
- Unit 3.2 - Naming Convention
- Unit 3.3 - Storing and Retrieval



Most export formats support at least the seven default tags in Metadata Editor, but support in player applications varies from almost universal for the ID3 tags used by MP3 and MP2 to negligible for WAV. The details about metadata are given next.

ID3v2 tags are exported for MP3 and MP2. ID3v1 is exported by Command-line tools.

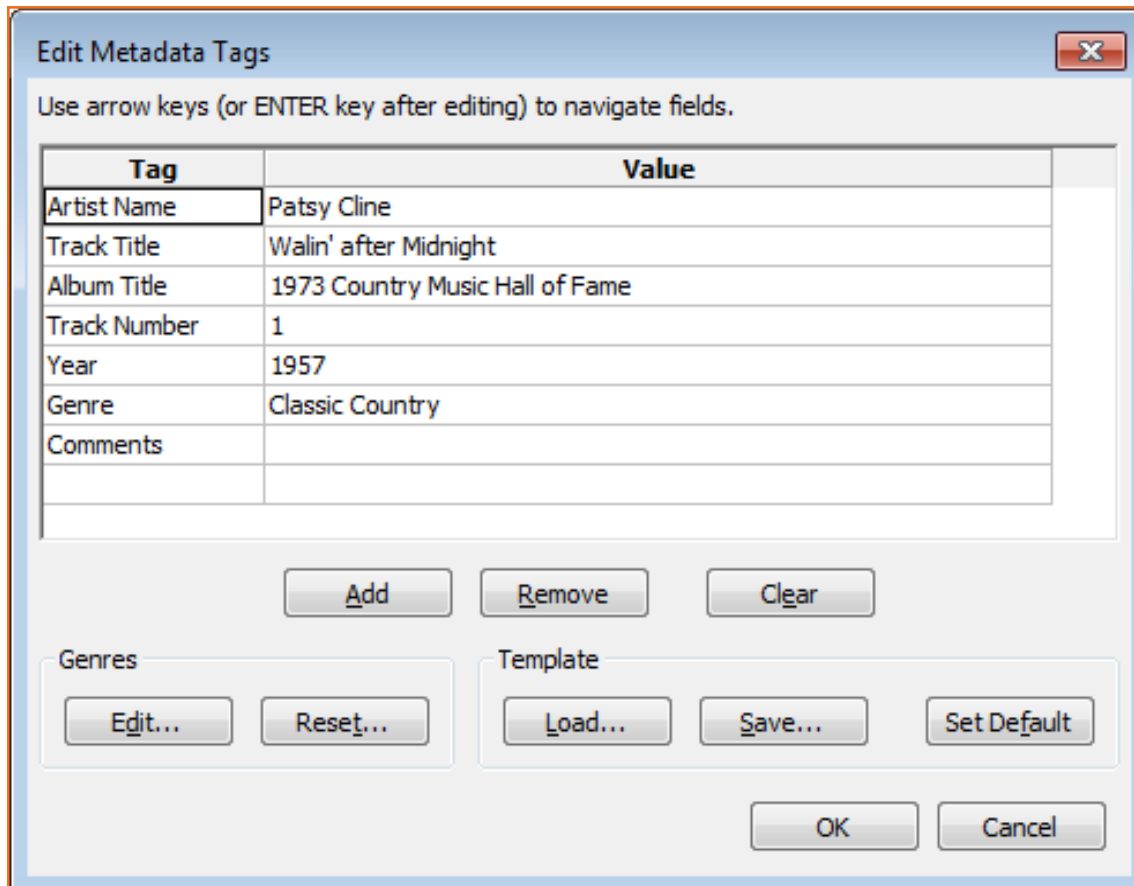


Fig.3.1.2: Edit Metadata Tags window

- By default, Metadata Editor is available for all the exported file be it from Export Audio or Export Multiple dialogs.
- If you are using Export Multiple, then make sure to uncheck "Show Metadata Editor before export step" in Import / Export Preferences so that you can enter any tags common to all tracks at File > Edit Metadata... before exporting. An automatic Track Title and Track Number tags for each exported file will be displayed.
- Note that metadata editor shows data for the recent imported track not the selected track. If you want the data for selected tract then import the file into a separate project.
- Use the OK button in Metadata Editor window to complete the task. The Save button in the window saves an optional template of tag names and values.

Tag and Value fields

Tag Name: There are 7 tags which are available by default and locked. If you want to add more Tag rows then click on the "Add" button.

- **Tag Value:** Enter the data for each Tag or accept the default data of imported files. While exporting multiple files, the Track Title and Track Number tags are displayed in the fields automatically.

Click in the field that you want to edit and type desired value to replace the contents. You can also press TAB from keyboard to navigate through the buttons below the Tag and Value fields.

Double-click at the desired field to highlight the text. Now you can edit the text, cut, copy or paste using standard system shortcuts or a right-click context menu. Using the Home, End or Arrow keys, you can navigate through the characters. Press ENTER to select the next value field after editing the one, or click in the desired field to select it.

Note: *The Genre field is a dropdown list of genre names. Double-click it or use F2 to modify it. Type a custom name as desired. Click on the downward-pointing arrow to display the option list or use keyboard Up Arrow or Down Arrow keys. Note that a custom genre is not added permanently in the drop-down list - use the Edit button to edit the list as discussed earlier directly.*

- **Add:** Click on the Add button to add an empty row to the list for a custom Tag. Note that by default there is one empty row at the bottom of the list. You can edit both the name and value fields as discussed earlier in previous section.
- **Remove:** Click on the Remove button to remove the currently selected custom row from the list, or the value data from the currently selected permanent row.
- **Clear:** Click on the Clear button to clear all the custom defined value and make the Edit dialog box in original state.

Genres

- **Edit:** The Edit tool is used to edit the options in the dropdown list of Value field of the Genre tag. The entire list will become editable. Click the required item or use the keyboard Arrow keys to navigate through the fields. To add an entry, press End button and then type the desired name. The list will be sorted automatically when you save the list.
- **Reset:** The Reset button is used to reset the genre list to the default.

Template

- **Load:** The Load button is used to load a previously saved list of Tag names and metadata.
- **Save:** Click on the Save button to save the current list of Tag names and values in local drive.
- **Set Default:** The Set Default tool is used to set the current list of Tag names and non-empty values the default state whenever opening a new, empty project. To clear the default, press Clear then Set Default.

Whenever you import a file containing metadata that metadata will appear in Metadata Editor of the application. If you want a fixed set of metadata to show even after importing a file then you should create a template and load it after importing the file.

3.1.1 What is Meta Data Editor?

It is significant to know the different audio formats and audio compression techniques, since each file format has a specified application. For instance, at the end of this chapter, you will understand that mp3 file format is a compressed file that utilize less space and can be easily used for podcasting and broadcast purposes. Also understanding open file formats versus proprietary ones aids one in deciding which file format to use in a specific instance.

Key Learning Outcomes

At the end of this module, you will be able to:

1. Follow the storyboard for positioning the character towards the background and camera to design the desired animation.
2. Draw/source key frame drawings to establish a reference point for strong poses Incorporate audio/music assets.
3. Ensure that the hook-up/transition from one scene to another is done properly.
4. How to work with layers and get a good perspective view.
5. Work effectively within the team and with other departments, namely, assets, lighting and effects.
6. Critically review animation produced, keeping in mind the creative and design specifications and producer brief.
7. Ensure that the work-products meet quality standards (so that they can be approved with minimum iterations) and are delivered within the requisite timelines.
8. Apply principles of design, 2D animation and film-making to create sequences and scenes/shots.

UNIT 5.1: Working on Photoshop

Unit Objectives

At the end of the unit, you will be able to:

1. Prepare a prototype of 2D work product/pre-visualisation for review
2. Work on Photoshop software

5.1.1 Photoshop Tool Bar

You need to click on the Window button from Menu bar at the top of the screen. The drop-down will be displayed. Click on the Tools button from the displayed menu, the Tools bar will be displayed. In Photoshop CS3 software, the Tool bar may be displayed in two types which is shown below:

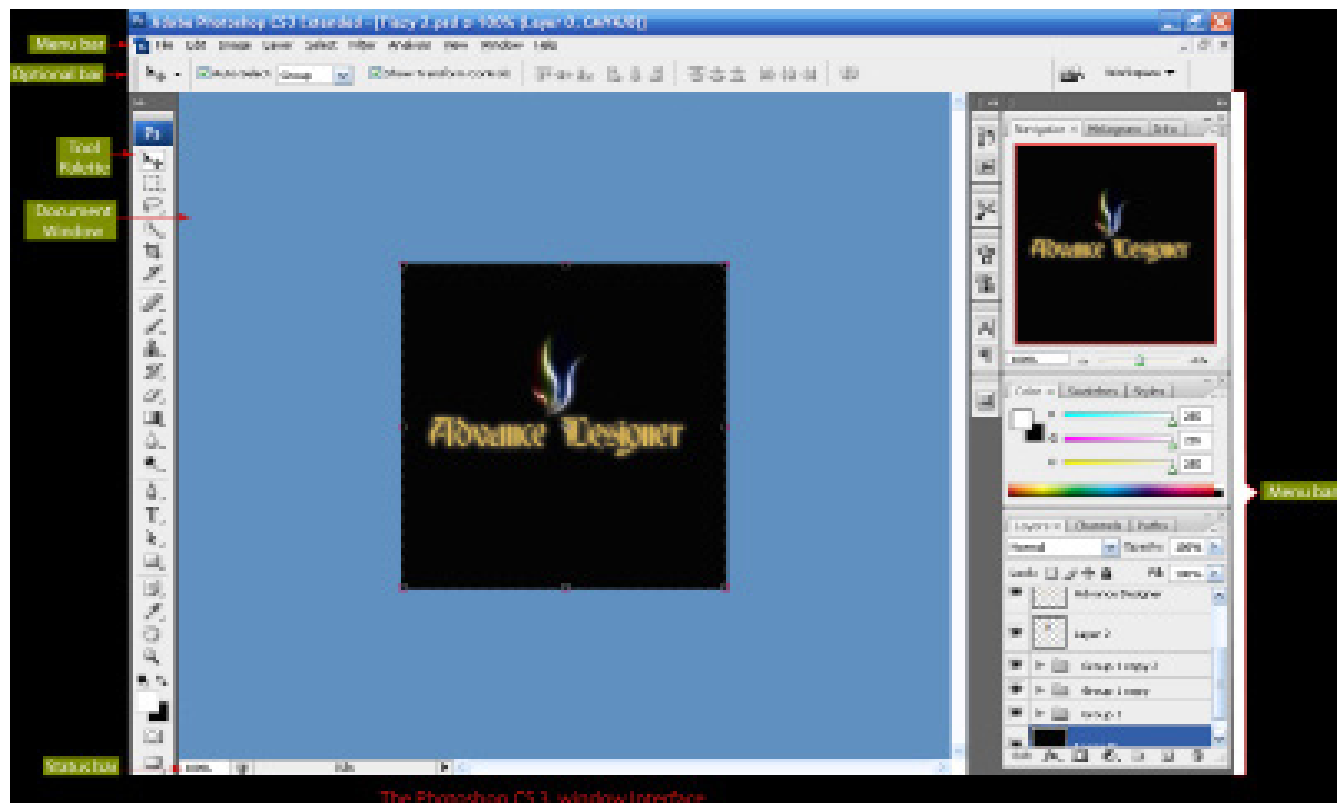


Fig.5.1.1: Photoshop windows

Compact Tool Bar

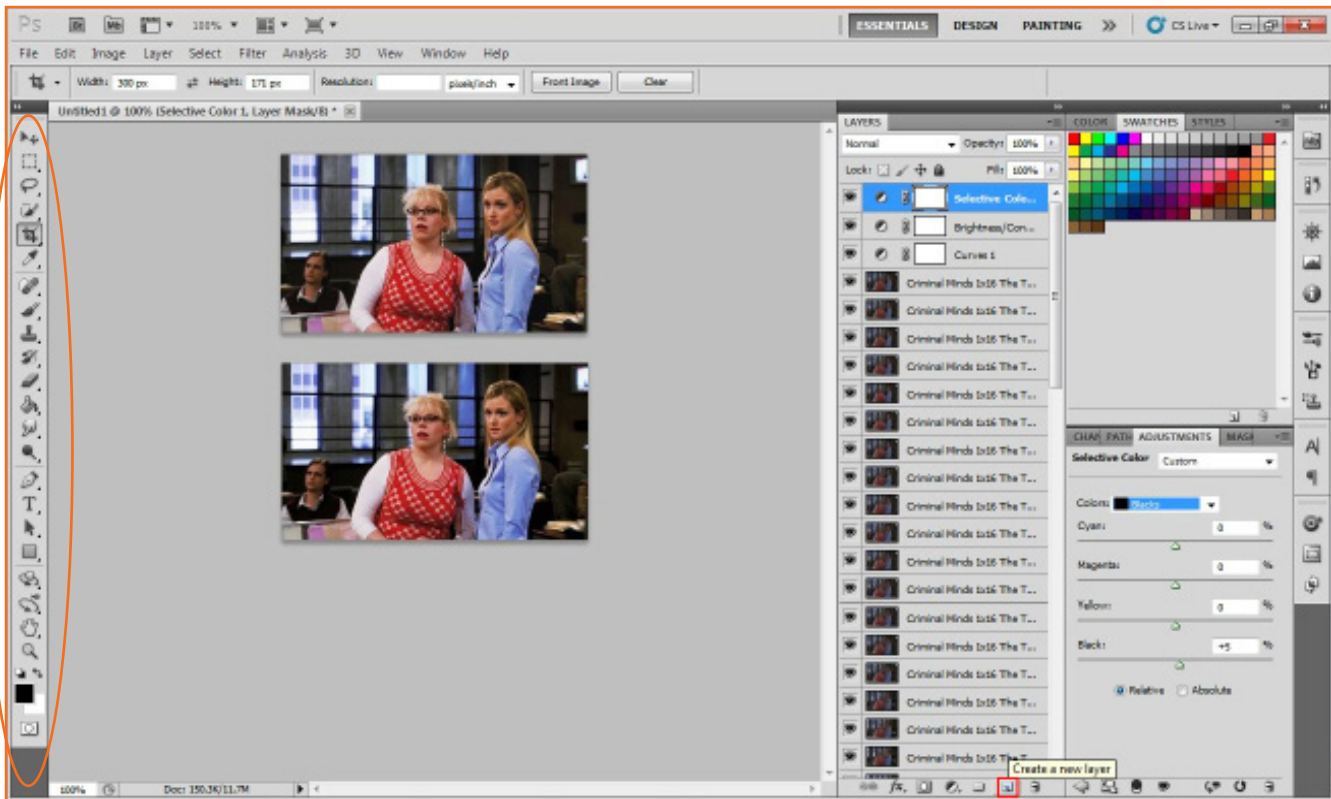


Fig.5.1.2: Compact tool bar

Extended Tool bar

The extended toolbar is displayed on the left of the screen:

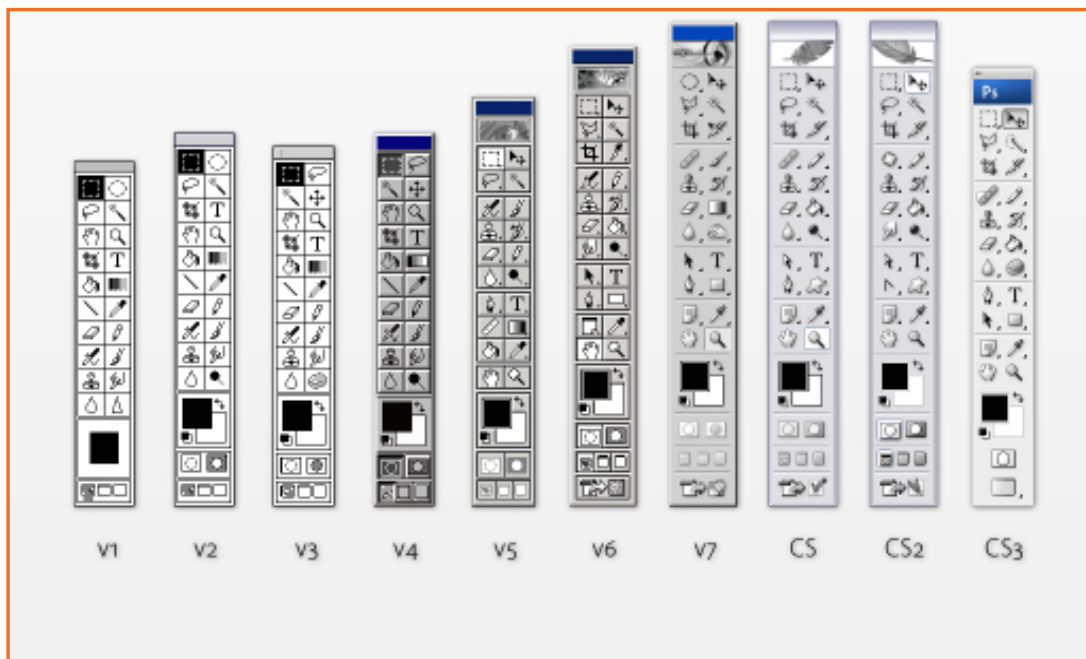


Fig.5.1.3: Extended and compact display

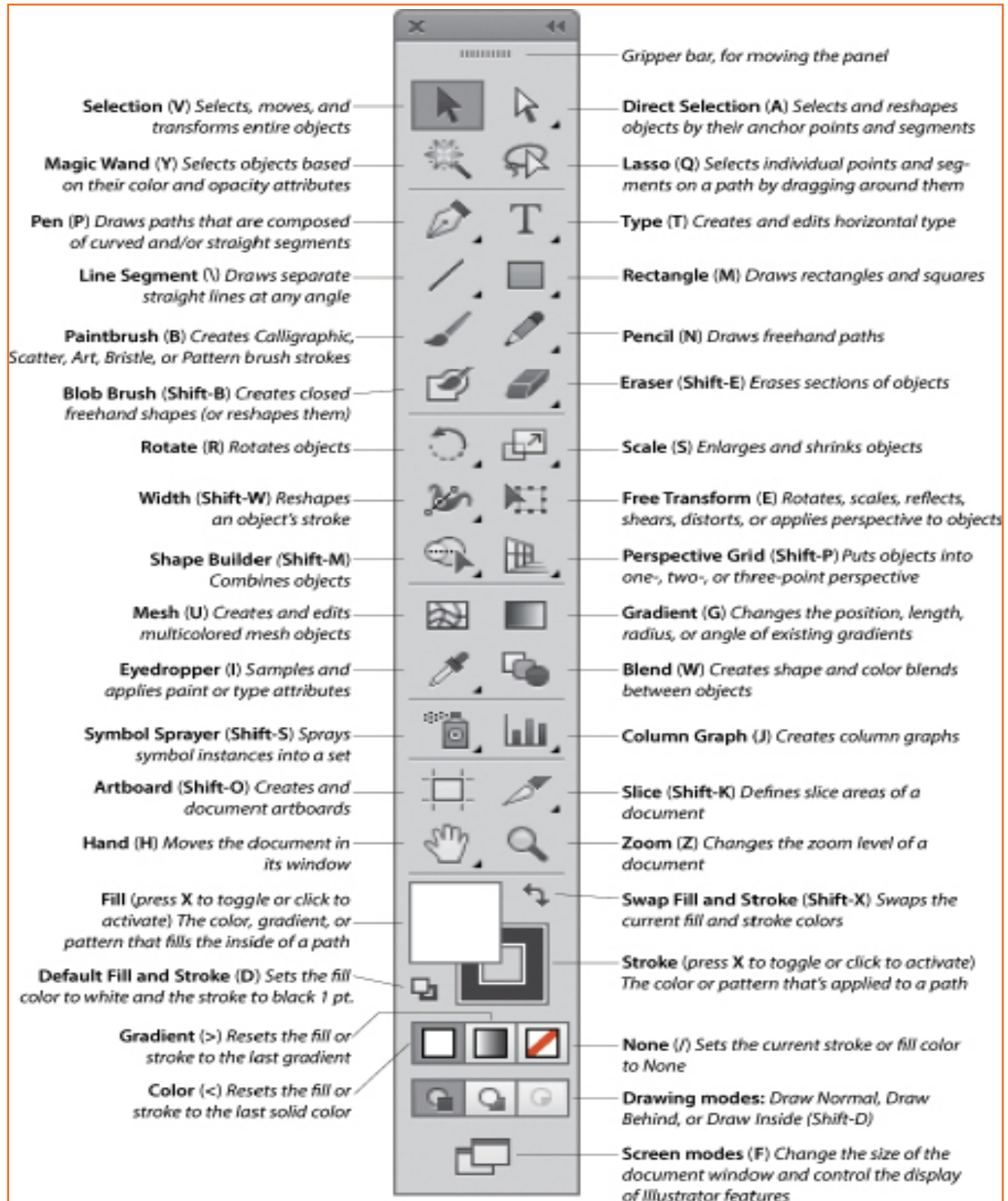


Fig.5.1.4: Tool name

Some buttons in the toolbar include more than one tool or we can say the other type of the same tool. For example, we can apply the Polygonal tool and the Magnetic Lasso tool by clicking on the Lasso as shown below:

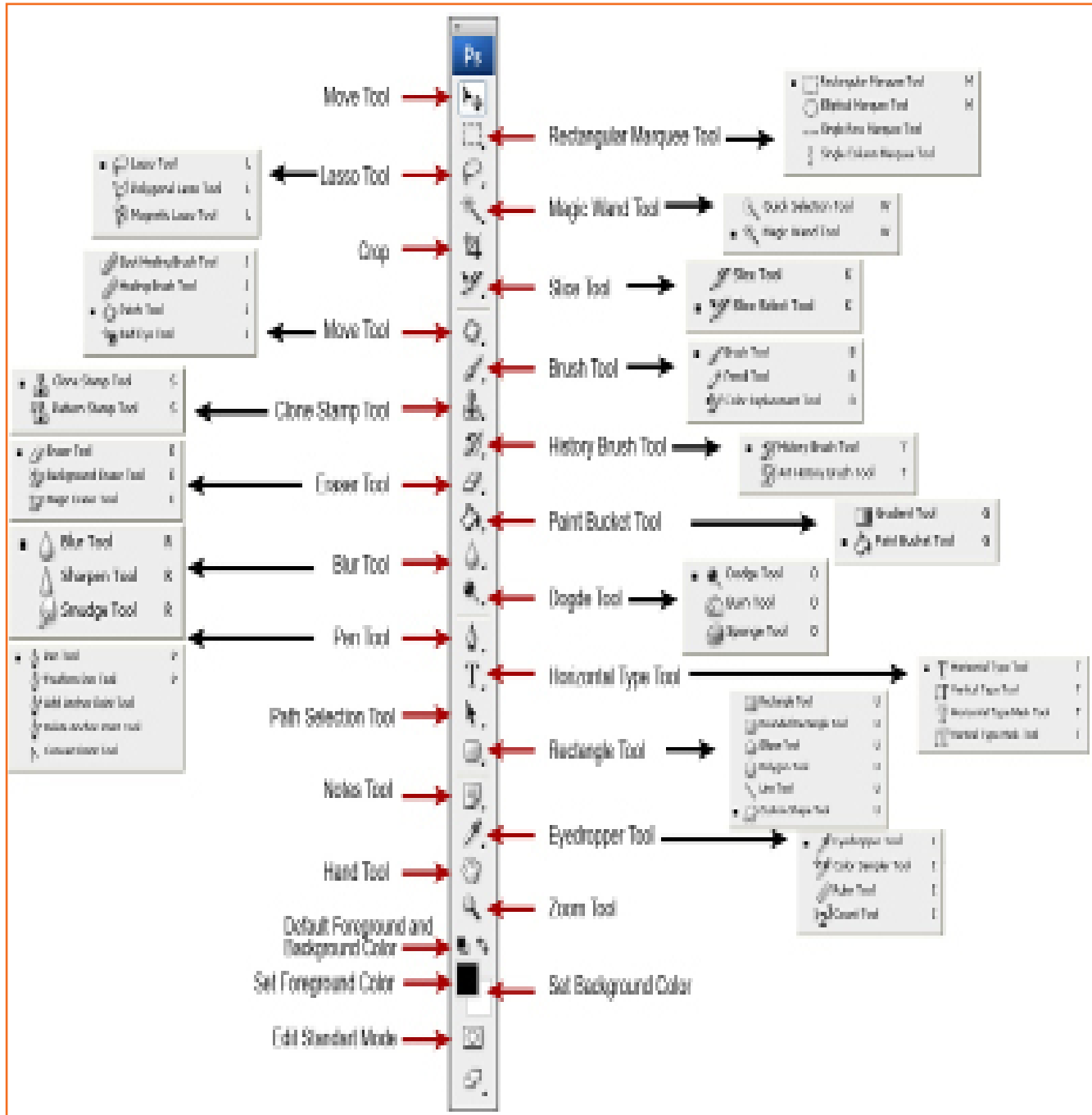


Fig.5.1.5: Additional tools

5.1.1.2 Tool Palettes



Fig.5.1.8: Tool Palettes

1. **Tool information menu:** Click on the tool bar menu and select the size and other options of the selected tool.
2. **History palette:** The History palette is used to undo or redo your your steps by clicking on them. This section holds the memory of around 30 previos steps or action you have done for editing your photo. In this software you are able to change the number of action or steps which are displayed in the History palette from the main option.
3. **Tool presets:** The Tool presets tool is used for denying the information for current tools
4. **Brushes and Clone source:** Click on the Brushes or Clone options to us brushes or clone any area of the drawing.
5. **Character and Paragraph:** The Character and Paragraph option is used to select text size, color, font etc of the text. You can also change the space and other options.
6. **Navigator and Info:** The Navigate option is used to navigate the image on your current screen. It is als used to control the zoom in and zoom out button. The Info button is used to locate the exact locaiton of a color or an object.
7. **Color selection:** The color selection is used to define a color or create a gradient as per need.
8. **Layer palette:** The Layer palette tool is used to apply the layers in the current image. It is the most powerful feature of Photoshop. In the Photoshop software, each layer acts as a separate image, which is able to be edited other than any other layer.

The layers of the image are managed with the use of Layers palette tool. The Layers palette option displays a thumbnail view of each layer on the image to help for identifying.

To enable the layers for an image you need to click on the tool and to disable the layer, click again. With the help of this software, you are able to change the appearance of an image without permanently affecting the single pixel of image. Click on the eye button to show or hide the visibility. One of its layer is hidden revelling the white background beneath.

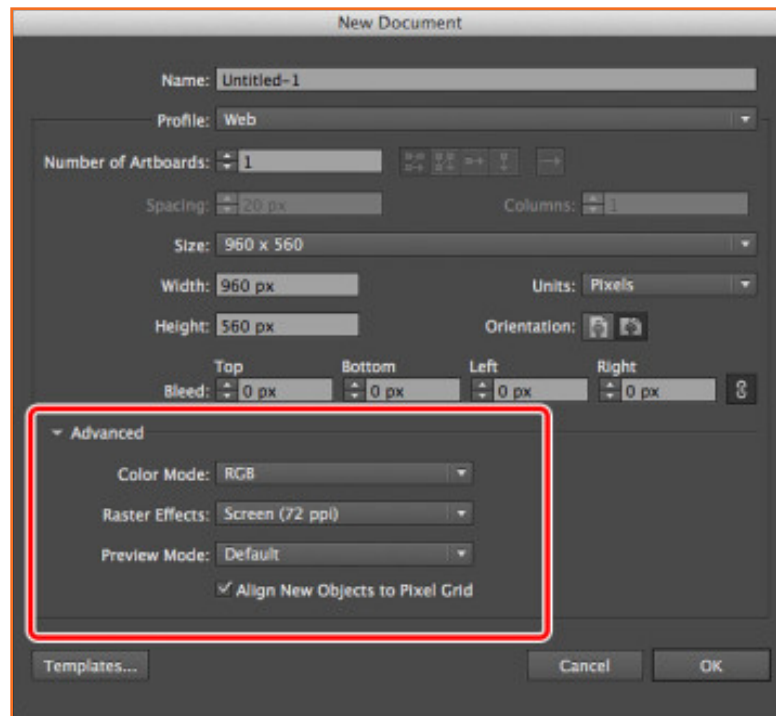


Fig.5.1.10(a): Bitmap into Vector

Click on the Live trace options from the top menu to choose which live trace alternative you would like to select. You can notice the difference on selecting live traces option in the below example:

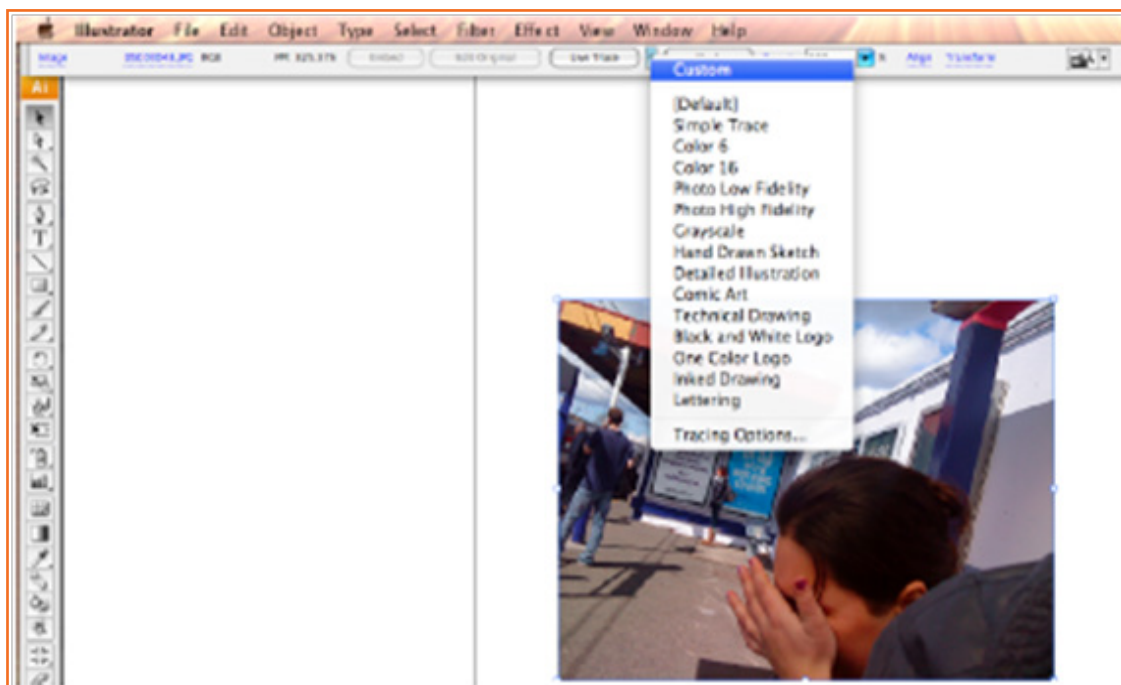


Fig.5.1.10 (b): Bitmap into Vector

7.5.1 Concept Introduction

Anyone who is determined to start a business, no matter what the risk, is an entrepreneur. Entrepreneurs run their own start-up, take responsibility for the financial risks and use creativity, innovation and vast reserves of self-motivation to achieve success. They dream big and are determined to do whatever it takes to turn their idea into a viable offering. The aim of an entrepreneur is to create an enterprise. The process of creating this enterprise is known as entrepreneurship.

7.5.1.1 Importance of Entrepreneurship

Entrepreneurship is very important for the following reasons:

1. It results in the creation of new organizations
2. It brings creativity into the marketplace
3. It leads to improved standards of living
4. It helps develop the economy of a country

7.5.1.2 Characteristics of Entrepreneurs

All successful entrepreneurs have certain characteristics in common.

They are all:

- Extremely passionate about their work
- Confident in themselves
- Disciplined and dedicated
- Motivated and driven
- Highly creative
- Visionaries
- Open-minded
- Decisive

Entrepreneurs also have a tendency to:

- Have a high risk tolerance
- Thoroughly plan everything
- Manage their money wisely
- Make their customers their priority
- Understand their offering and their market in detail
- Ask for advice from experts when required
- Know when to cut their losses

7.5.1.3 Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Bill Gates (Founder of Microsoft)
- Steve Jobs (Co-founder of Apple)
- Mark Zuckerberg (Founder of Facebook)
- Pierre Omidyar (Founder of eBay)

7.5.1.4 Types of Enterprises

As an entrepreneur in India, you can own and run any of the following types of enterprises:

Sole Proprietorship

In a sole proprietorship, a single individual owns, manages and controls the enterprise. This type of business is the easiest to form with respect to legal formalities. The business and the owner have no separate legal existence. All profit belongs to the proprietor, as do all the losses- the liability of the entrepreneur is unlimited.

Partnership

A partnership firm is formed by two or more people. The owners of the enterprise are called partners. A partnership deed must be signed by all the partners. The firm and its partners have no separate legal existence. The profits are shared by the partners. With respect to losses, the liability of the partners is unlimited. A firm has a limited life span and must be dissolved when any one of the partners dies, retires, claims bankruptcy or goes insane.

Limited Liability Partnership (LLP)

In a Limited Liability Partnership or LLP, the partners of the firm enjoy perpetual existence as well as the advantage of limited liability. Each partner's liability is limited to their agreed contribution to the LLP. The partnership and its partners have a separate legal existence.

7.5.1.5 Tips

- Learn from others' failures.
- Be certain that this is what you want.
- Search for a problem to solve, rather than look for a problem to attach to your idea.

7.5.2 Leadership & Teamwork: Leadership and Leaders

Leadership means setting an example for others to follow. Setting a good example means not asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future.
- Motivates and inspires his team to pursue that vision.



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