The Basic Principles for Great Character Design

Character design is always a lot of fun and its uses are extremely diverse, almost every area of design can benefit from it

What Is Character Design?

- Characters are something we learn to love since we are children, through animations and cartoons. Characters are wild, unpredictable and unrealistic, we grow attached to cartoon characters and most of the time that bond never truly disappears from our hearts. That's why even as adults we can spot a character that reminds us of ourselves, how we wanted to be or how we are now, and fall in love with it.

- Thus creating a good character implies that you must design that character in such a way that people will love and relate to it on a very intimate level. It's all about the personality that you empower your character with, and that unique personality can derive from the way it looks, talks, walks, thinks, etc. **Character design creates lovable or memorable characters**, whether they are good or bad, cute or weird, happy or sad.