



TEACHING HOW TO DEVELOP ANTHROPOMORPHIC CHARACTERS

- Using Indian states -

Project Guide

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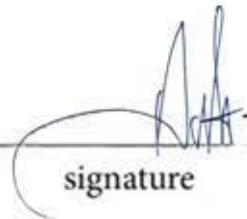
Visual Communication Design
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IDC School of design, IIT Bombay

Approval sheet

This Communication Design Project 2 entitled "Teaching how to develop Anthropomorphic characters: Using Indian states" By Kunal Khawaskar (216450006) partial fulfilment of the requirements for Master of Design Degree in Communication Design at IDC School of design, IIT Bombay.

Project Guide: Prof Arun Mascarenhas



signature

Acknowledgement

I wish to express my sincere thanks to my project guide Prof. Arun Mascarenhas for his support , encouragement and to provide me a direction.

I would also thanks to my batch mates, Shreyash Parnekar, Indubhu-shan roy, Atso Tekhengutso Therieh, Sanika Shrikant Deshpande, Tejaswini Rajeshwar Pundge, Vasa Pad-manabham, and all who provided me insights about their information about the state they belong.

This report is a small attempt from a student who is still anxious to learn more. For any errors or inadequacies that may remain in this project work, the responsibility is entirely my own.

Declaration

I declare that this written submission represents my ideas in my own words and where other's ideas or words have been included, I have adequately cited and referenced the original sources.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/ data/ fact/ source in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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INTRODUCTION

Project Brief

This project focus on creating anthropomorphic characters by studying the famous symbols of Indian states, which will later be used to teach how to develop such anthropomorphic characters by converting them into a guidebook that explains step by step process of anthropomorphic character creation to the students who are interested in character and mascot design.

Motivation

I have been watching animated movies since my childhood.

Whenever a character appears on the screen who is non-human but still walks, talks, and behaves like a human, for example, a kungfu panda (An anthropomorphic character) almost becomes the face of that movie and takes the attention of the audience; this is something which interests me a lot.

Also as my interest in the area of character design has a reflection on this topic, which makes this topic more closer to my heart, creating an Anthropomorphic character is more or less on the same track towards character design but with an approach of more depth, meanings & background study behind a character. I wanted to explore the Anthropomorphic approach of character design and learn how to create such character. Learning the step-by-step process and implementing these characters to represent Indian states which will add a more meaningful approach to my characters. That is how this project motivates me as a P2 exploratory project.

Need of the project

The concept of Anthropomorphic characters is very popular and wide in other countries like the USA, Germany, Sweden, Japan, China, etc where they use this same approach of character design in mascot design not only to represent a brand but also to represent TV shows, events, cities, states, and even countries. A anthropomorphized character becomes the face of that subject (an event, brand, city, state, country etc). But the culture of mascots is very limited when it comes to India. Most of the iconic mascots which we have seen in India represent a brand or a service (Bholu the elephant, MoneyKumar mascot for RBI, Amul girl, Chintamani, Maharaja, etc) are all used for commercial purposes only. There is no such representative character of Indian states which will act as a mascot.

This is where my project topic comes in. I will be working on the creation of Anthropomorphic characters which will serve as a mascot for the Indian states, which can represent a particular state for which it is most popular for. Also another benefit of these characters is, that they can be used later in variety of other applications like in sports events, or Jhaki on 15 August, or to promote tourism in the state, etc.

Aim

o

- To study cultural symbols of Indian states and Come up with atleast 10 Anthropomorphic which has a qulity research behind it, so that All character should and must reflect the study behind the states it represents.
- To do a depth study on Anthropomorphic character design. Taking inspirations from nature (especially from animals & birds) and Practicing more sketching in context to understand the anatomy of different types of animals. Which will later come in use to teach Anthropomorphic characters.

SECONDARY RESEARCH

Research goal

- Identifying any specific step-by-step procedure for Anthropomorphic character designing, if exist?
- Study what are similarites in between Mascot designs and Anthropomorphic character designs.
- To study existing iconic mascots who have made a bench mark identity in the Indian market.
- To study how to name a character.
- Background study of Indian states.

Project study

Anthropomorphim: Any non-human characters that walk, talk, sing or dance are examples of anthropomorphism. Disney animal characters like Mickey Mouse, Minnie Mouse, Donald Duck, Goofy and many others represent anthropomorphic animals.

Anthropomorphim in mascot design: Other than animated movies and comic books, Mascot design is one of the domains where Anthropomorphic characters are used in a wide range. Take any of the examples where humans are not used as a representative character of a brand. Pink bunny from “Duracell” and Tony the Tiger from “Kellogs” etc.

What is a mascot: Mascots are designed character that usually carry independent stories which represents something, this something could be a company, a brand, an event, a social cause, or initiative, a team, or even a country or a state, etc. (Mickey mouse representing Disney land),(Paddington bear representing London). A mascot can be anything from a person to an animal or a cartoon, or even a non-living thing like an object, fruit infused with human-like characteristics.

A mascot is more than just a fluffy costume that smiles and dances around at local events. A mascot can bring life to your brand, give it a face, help tell your story, gain exposure, and make your brand more personable and memorable. A mascot should also envelop your brand's values with the overall goal to make your brand recognizable and memorable.

In fact, certain mascots are immediately identifiable and most importantly, are strongly associated with the brand they represent. And with the strongest mascots, the association works both ways. When someone mentions the name Disney, it's difficult not to envision Mickey Mouse. Similarly when the Amul brand is seen, it's difficult not to envision Amul girl as their mascot. When we are exposed to brands and their mascots often enough, they take on a singular personality, and if done correctly, personalities we like and can trust. Below are just a few key examples which I found some of the best examples of mascot design.

• **TONY THE TIGER**

I'm sure you know exactly what Tony is saying... "They're Grrrr-reat!" Less of a beast and more of a friendly feline, Tony is a lovable, always smiling tiger and often appears in commercials engaging in sports activities with kids. The popular tiger and slogan have proved that Kellogg's knows how to market their products.

Fun Fact – Born in 1951, Tony the tiger beat out the earlier mascot for Frosted Flakes, Katy the Kangaroo, with in 2 years of its release.



Fig.2.1 - Tony the Tiger; Retrieved on 12th nov 2022
(Source: https://www.kelloggs.com/en_US/home.html)



Fig.2.2 - Mickey mouse; Retrieved on 12th nov 2022
(Source: https://www.kelloggs.com/en_US/home.html)



Fig.2.3 - Yewale Mascot; Retrieved on 12th nov 2022
(Source:<https://www.yewaleamruttulya.com/>)

• MICKEY MOUSE

It probably goes without saying, but Mickey Mouse is the mascot. Pretty much all 7 billion people in the world can identify this lovable character. Also a great example of Anthropomorphic character which has a big smile and happy personality.

Fun Fact – Back in 1928, Mickey Mouse was featured in Steamboat Willie, which is often referred to as the very first cartoon. It wasn't, but Steamboat Willie was the first cartoon with sound.

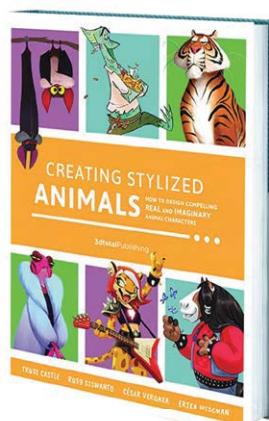
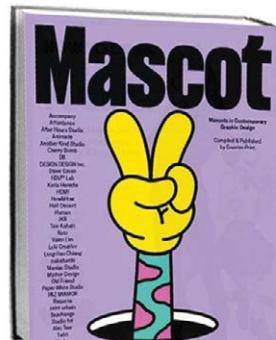
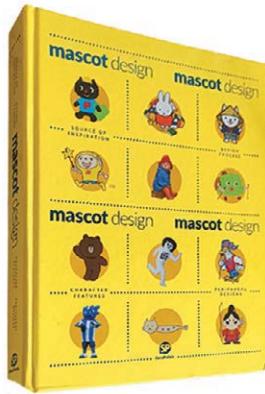
• YEWALE TEA MASCOT

This mascot, known as Yewale, has a fascinating story behind it. Dashrath Yewale owned two buffaloes and used to sell milk to run the household, and was passionate about making tea. He had acquired plenty of experience while working in a tea shop. That experience came in handy when he decided to open his tea shop in Pune named “Ganesh Amruttulya,” which later became Yewale tea and is also considered Pune's favorite tea. This mascot was designed later when Dadhrath Yewale expired, as a tribute to Dashrath Yewale, this mascot became the face of this brand. It's a caricature character of Mr. Dashrath, who used to wear typical clothing of Pune, holding a teakettle.

Fun Fact – Yewale tea has more than 260 franchises all over India and in every Yewale shop, this mascot stands to serve its purpose to represent the goodwill of this brand fabulously without fail.

References

I started my secondary research by reading these 3 books which gave me a whole overview of how Anthropomorphic character design and Mascots design are not just random caricatures but meaningful and well thought the design.



1 MASCOT DESIGN: By SendPoints (Author)

This book introduces the history and development of mascots using important case studies and sets out current best practice for understanding and creating mascots. It gave insights about mascot selection from around the world with detail case study about why? how? and where? these famous mascot has been created.

2 MASCOT: Mascots in Contemporary Graphic Design

This book gave me insights about how mascots are used in contemporary graphic design. Co-opted to help sell or promote anything from tech companies to very basic daily products.

3 CREATING STYLIZED ANIMALS

This book turned out to be a treasure to me, it actually taught me how to anthropomorphize anything which is non-human and convert it into a character. A book full of insights about how to start and come up with an excellent aesthetic character, with step-by-demo unlock of 8 different animals in it which explained a full overview of character designing



Case study from “Mascot design” book



This is a mascot from Assam, This character represents the Assam sports team (mascot for the 49th Inter IIT Sports Meet was held at the serene campus of IIT Guwahati from 16th to 29th December 2013.) designed by a design student at IITG-DOD Thomas Grey Manih, if you observe this character it has everything on his body which can associate with Assam, the character itself is a anthropomorphised bamboo which represents the agricultural aspects of Assam, and the attire also is the traditional attire of Assam.

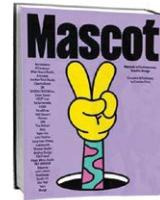


The designer has kept the gomocha on the head constant, when the mascot changes the attire according to the representation the gomocha tied on his head keep the essence of assam which maintains the Assamese look of the mascot.

Fig.2.3 - Yewale Mascot; Retrieved on 12th nov 2022
(Source:<https://www.yewaleamruttulya.com/>)



Fig.4.1 - Duracell Mascot; Retrieved on 13th nov 2022
(Source: [https://www.duracell.in/?ref=duracell.comfi%"\).](https://www.duracell.in/?ref=duracell.comfi%.)



Case study from "Mascot"

You cannot randomly pick up any cartoon or an animal and make it a mascot of a certain subject or a brand. the characteristics of the mascot should be that of the brand. For example, Duracell's mascot is a pink-colored bunny. Now bunnies are fast and they can run for long distances without getting tired or drained, so that's what Duracell wants its batteries to be portrayed as, long-lasting and highly efficient. Every element in this character is very thoughtful design, and every gesture that he symbolizes in Duracell advertisements is toward energy (like running, playing, fighting) Also, the light pink color depicts the power and friendly personality of the character.



Fig.4.2 - Bhaiti mascot; Retrieved on 13th nov 2022
(Source:<https://www.iitg.ac.in/interiitsports/%20and%%.>

On the other hand, Pillsbury has a mascot that is so soft and fresh and fluffy that you already have the feel of the Pillsbury dough, that the dough would be very soft and fresh and the rotis made out of it would be very fluffy and appetizing. The attire of the mascot is also well-thoughtfully selected. The chef hat takes care of the storyline by reminding the audience that the mascot is related to cook, baking, or something to do with the kitchen. Also, the color is chosen pure white, which takes it towards freshness and matches it with Pillsbury dough.



Imagine if Duracell would have used a mascot character similar to Pillsbury without any thoughtful storyline, although both the characters look cute, fluffy, and friendly without any thoughtful storyline, this mascot will fail to represent the efficiency of Duracell battery and will make no sense out of it.



Case study from "STYLIZED ANIMAL" book



Drawing from real (Observation)

Explanation about how can we actually sketch and what things we should keep in mind when we create characters, how thickness & thinness of lines can define character personality and before creating character it's always recommended to refer the animal (or any elements which you want to create character of) While observing copy the same image in rapid or realistic sketch format is recommended by this book.



See simple shapes in the anatomy

Starting with realistic sketch can help you to observe the hidden shapes in the anatomy of a particular subject It also helps to cartoonify the subject and also to simplify it. For mascot design I needed some process refers which is explained very to the point in this book



Create a story line and attire for character

This page explained an very important step to character design, After doing the observation of the subject, it's necessary to create a storyline which can explain and tell a narrative about the character and its personality, for example a Punk Hyena, if a hyena is a Punk music lover so his appearance should tell audience that its a Punk hyena, maybe by its appearance or by its behaviors for which reasearch of punk look and the punk attire is must.

Observing the clothing of Punk look and sketching them at the same time can help to build a personality for our character from very intial stage.



Thumbnail

Once all the observation of subject and attire is done it is recommended to start with thumbnails of the character which should not look like a realistic output or it should be as rough as it could, but should give a guess of the character which you want to take it forward. Selection of one thumbnail out of all versions and giving it a detailed look (by adding more fine and appropriate lines in the sketch) which will give an overview of your character.



Final output

Anthropomorphism is one of the most important steps which this book taught me. Once you're done with all the exploration stages, it's time to convert the whole character into a human-like character who can stand, look, laugh and behave like a human. For which it needs an attire and expression on his face.

This stage also include converting the subject leg into more like human legs especial when your subject is an animal, the paw of an hyena may not be so capable in visual sense to stand like a human, for which doing such small but very important changes in your character is a need.

Process Breakdown

After reading this book I tried to cope up with the steps which were deeply explained throughout the book, however the book had a whole 23 steps of exploration which I later narrowed down to major 8 important steps only in regards to creating a mascot by filtering the steps which were very basic very repetitive.

01

Research and Observation

(To observe the subject, through sketching, images, videos. find suitable clothes and accessories, Also referring to different artist work comes under research.)

02

Storyline Of character

(To mind map the whole scenario of where the character belongs from what he eats, wears & in what atmosphere he lives under storyline.)

05

Adding Details

(Adding details in context to make the lines more refine and structured)

06

Pose and Expressions

(Adding details in context to make the lines more refine and structured)

03

Identifying the Hidden Shapes

(To look for the most simplified shapes in the anatomy of our subject to imagine the character in more cartoon form in different poses.)

04

Rough Thumnails

(This step will only include the thumbnail rough explorations of the character.)

08

Final Character

(Final output should represent the desired output which should loop with the step one "STORYLINE")

Research on Indian States

Madhya Pradesh				1 Bihar				
	<i>Elaphurus davidianus</i>	<i>Indian Peacock</i> <i>Pavo cristatus</i>	<i>Parrot Tree</i>					
10 Utter Pradesh				2 Chhattisgarh				
	<i>Axis axis</i>	<i>Bereni Crane</i>	<i>Palash</i>					
11 Manipur				3 Goa				
	<i>Elaphurus davidianus</i>	<i>Mrs. Hume's Pheasant</i> <i>Phasianus versicolor</i>	<i>Sente Lily</i>					
12 Mizoram				4 Nagaland				
	<i>HD</i>	<i>Mrs. Hume's Pheasant</i> <i>Phasianus versicolor</i>	<i>Red Vanda</i>					
13 Odisha				5 Assam				
	<i>Axis axis</i>	<i>Indian Peafowl</i>	<i>Aloevera</i>					
14 Tamil Nadu				6 Haryana				
	<i>Boselaphus tragocamelus</i>	<i>Emerald Dove</i>	<i>Glory Lily</i>					
15 Telangana				7 Punjab				
	<i>Axis axis</i>	<i>Indian Peafowl</i>	<i>Gentian</i>					
16 Uttarakhand				8 Rajasthan				
	<i>Elaphurus davidi</i>	<i>Himalayan Monal</i>	<i>Brahminy Kite</i>					
17 Jharkhand				9 Himachal				
	<i>Himalayan Monal</i>	<i>Brahminy Kite</i>	<i>Brahminy Kite</i>					
18 Jharkhand				10 Jharkhand				
	<i>Himalayan Monal</i>	<i>Brahminy Kite</i>	<i>Brahminy Kite</i>					

Focus of secondary research

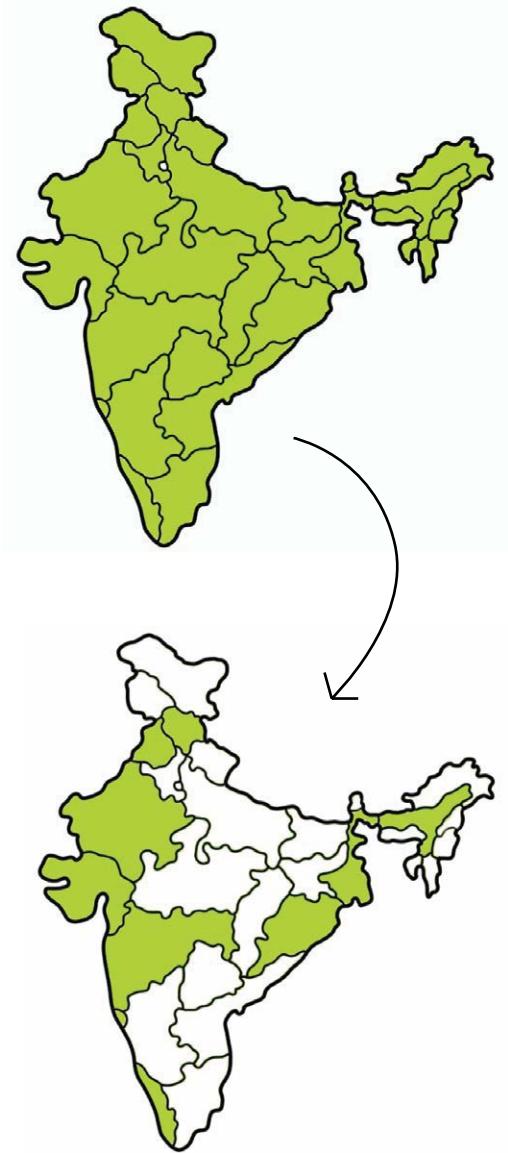
Is there any existing mascot in all states

What is the famous festival of the state

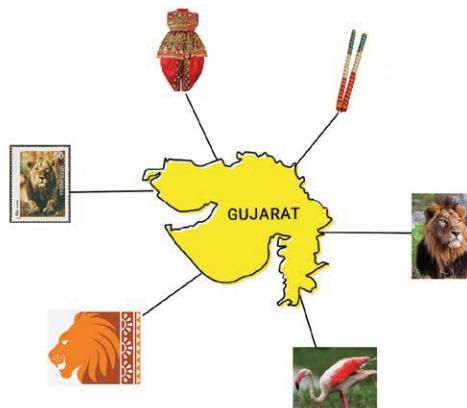
What kind of attire is famous in different states of India

Which is the significant animal of all states

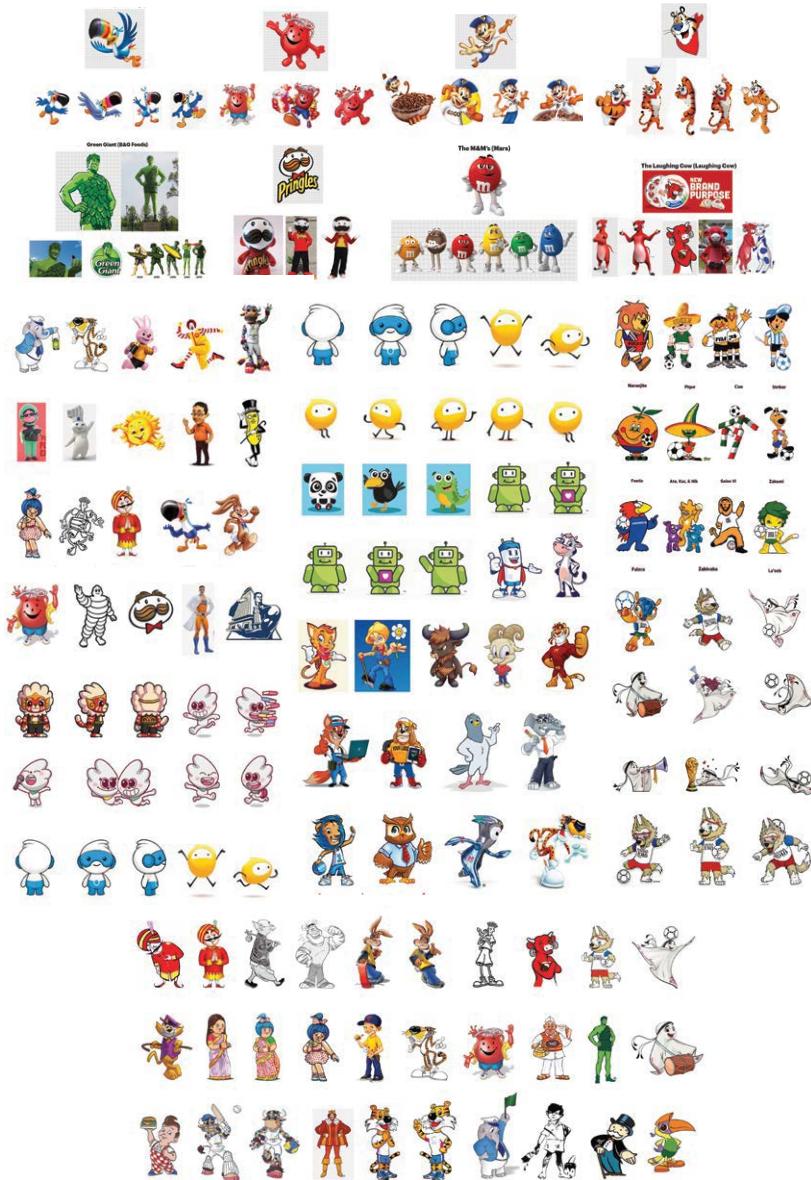
After selecting my mascot style grade I started doing secondary research on symbols of all Indian states, every state of India has some or the other unique symbol in it which can be converted into a character representation and act as a mascot in my project. However, I found a lot of Indian states which has very similar cultures, attire, and symbols elements which makes it difficult to differentiate the state with other states unless you don't have a deep roots or deep primary research on that particular state. for example Nagaland and Mizoram, has very similar state animals and birds, also their state attire is similar. Similar case with Punjab and Haryana, both states has same state bird, animal and flower also the festivals are very similar.



At the very initial stage of my project, I aimed to study the whole 28 states and to come up with 28 mascots covering the whole of India, but while doing the secondary research, I realized that there are a lot of Indian states which has a very similar cultural practice and also similar symbols and also the time become a major constraint to counter all 28 Indian states, for which I Shifted my focus on 10 major states of India which is well recognized for there rich culture and as tourist hot spot in India, So I attempted major 10 states as follows - Rajasthan, Gujarat, Maharashtra, Goa, Kerala, Odisha, West Bengal, Assam, Himachal, Punjab.



Mapping of all famous Symbols of selected states other than state animals and birds, which can be included in the characters later.



Collection of Iconic mascots

while doing background study I made a collection of famous mascots which gave me a overall sense of how many different types of mascots are there in the market, and how each one of them is very different from others.

In the current market, there are 100s of different varieties in which a mascot can be designed, Which is why, while doing the background study I did a collection of mascots and later I differentiate them into 4 categories which acted as mood board in my project later.

Mood boards



Abstract - This style is more towards abstraction of the character, unless you don't have much information about the brand you can't really tell what brand that character represents. also you can't really tell if this character is a robot a human, or an animal because it's so abstracted .



Simplified - This style is in between of realistic and abstraction where you can recognize the features of a character and a glimpse of its background which also gives a little more freedom to create a mascot.



Realistic - This particular style contains a good amount of lines in it to design a mascot, also it has the maximum amount of freedom in comparison to other styles to design



Costume mascot - Costume mascot is more towards humans acting a certain character role, for example, zoo zoo mascot series where humans act like a character with a story line.

Mood boards



This is the mood board which I followed throughout the project, the reason why I chose this mood board is because this particular style contains a good balance of lines in it which can give me the freedom to capture the essence of state culture which other style boards might fail to achieve. Also, this style has a more evolved version of anthropomorphism which tries to associate human behavior most efficiently.

DESIGN EXECUTION

Character 1



DEKA : The traditional Rhino

This is the first Anthropomorphic character which I build by using the background research, representing Assam with an Anthropomorphic animal character which talk, walk and behaves like human.

Why Rhino, and not any other animal: Rhino is the state animal of Assam. The conservation of the Great One Horned Rhino in Assam has been regarded as the epitome of the conservation movement in Assam. The IUCN (International Union for Conservation of Nature: A foundation) has listed the GoH rhino as Vulnerable species in its Red List of Threatened Animals. Using Rhino to create an Assam mascot can lead to an instantly recognizable character of Assam that everyone can directly connect with.

Apart from the Rhino being the state animal of Assam, there is a lot more in Assam which is associated with the Rhino, which makes the Rhino an integral part of Assam. Rhino is a symbol of good luck in Assamese culture. The rhinoceros is also considered a symbol of strength and power. The one-horn rhinoceros is the most threatened of all five species of Rhinos.





Fig.04.Assam symbols : Retrieved on 28th sept 2022
(Source:<https://www.bihufestival.org/>)



Attire Selection: I selected this attire that Assamese wear (Gamsa-Gamsa and Gomocha) on their formal occasion, especially during the Bihu festival. Using this attire for my character can add one more credit, bringing my character much closer to Assam state.

Gamosa is an indispensable part of almost all festive ceremonies in Assam. It is considered an act of purification and is used to clean the body after a bath. It looks like a white rectangular piece of cloth along with a red border on three sides and woven motifs on the fourth. Assamese men wear the dhoti-gamosa, which is their traditional dress. Bihu dancers wrap it around the head, and it is often used to cover the altar at the prayer hall or the scriptures. Assam is full of festivals, the most important being the Bihu. It is celebrated to mark the critical points of a cultivator's life over a yearly cycle. A non-religious festival that is celebrated irrespective of caste and creed.

What is the significance of a Rhino holding Bamboo:

I have showed him holding a Bamboo because its a agricultural symbol of Assam, Bamboo is cultivated widely in Assam and every household grows bamboo in its bari land. Also assam is the lasgest state to produce Bamboom, Commonly cultivated species are Bambusa balcooa (Bhaluka bamboo), Bambusa tulda (Jati bamboo), Malocanna bacciferra (Muli bamboo)

The forests are filled with bamboo and more than 50 kinds of bamboo are found in Assam. But the bamboo which I have shown in mascot is Bambusa which is one of the most common bamboos grown in Assam state. All tourist spots of Assam you will find such luxurious wooden showpieces representing the symbols and culture of Assam. It consists of a one-horned rhino, traditional Assamese Gamocha, and Assamese cultural instruments Dhul, Pepa & japi. A perfect representation of Assam. It is not only limited to these show pieces but also the therapies (sports, school fuction trophy, or government event trophies) and home decoratives which are very common purchase of Assam, contains the same symbols on it.



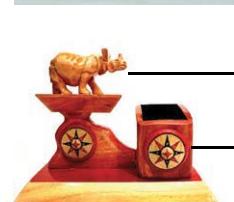
Bambusa Bamboo



School throphies with significance of Bihu festival in it.



A very common home decor in Assam



Traditional instruments of assam

State animal of Assam

A giftable Pen stand in Assam with significance of Bihu festival in it.

01 Research and Observation

Full body



Close up



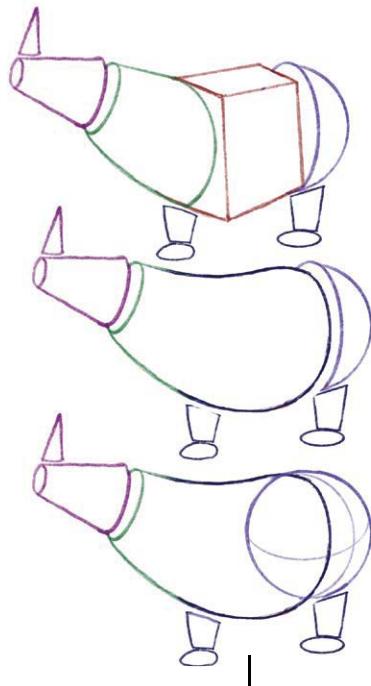
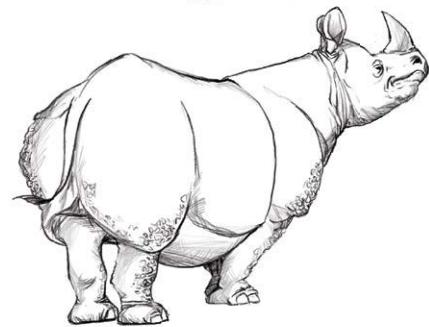
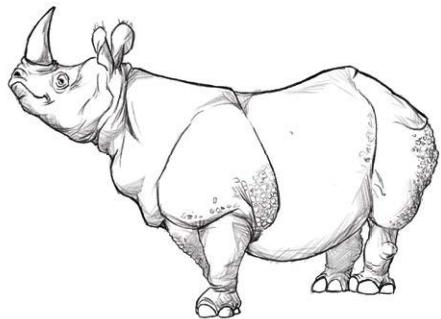
Heavy textured body

Leaf like ears with
hair at end

Small thick, &
sturdy legs

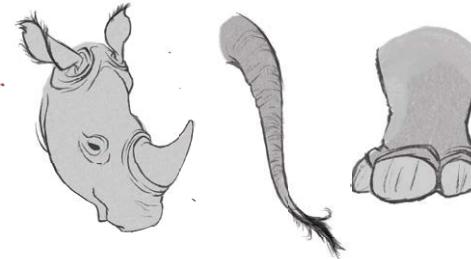
Small eyes with
texture around it

At very first step I observed over the subject as much as I could. I watched videos, and photos of Rhino, observing how they walk, what they eat, the texture of their body, and a lot more. This observation step helped me to know why a rhino looks like a rhino. Good observation can lead to a good character design, and a good design character can serve the purpose fabulously.



Detailed sketch of rhino

Observation of hidden shapes in anatomy

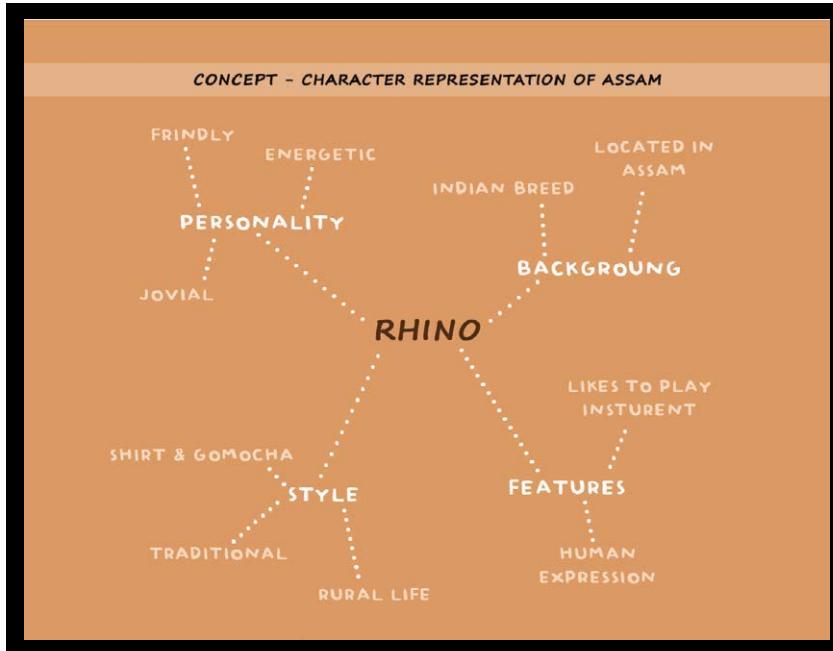


Observation of each and every body part of rhino



Shape language of rhino

02 Storyline of character



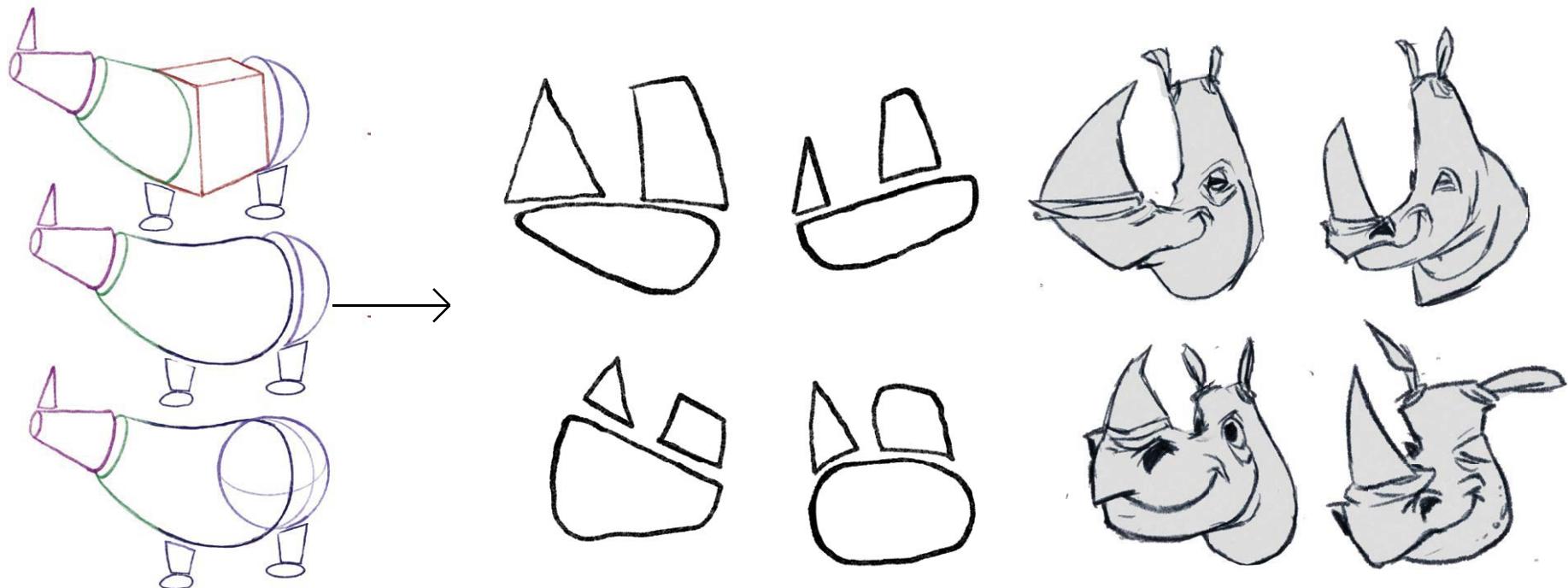
This can be achieved by mapping out all the characteristics you can think of, helping you gear your research in a direction which gives a perfect story line to the character.

The idea behind this character is to show a anthropomorphisme rhino, a rhino who lives in Assam state and will represent Assam by his overall look and personality, he is a joyful and cultural rhino and loves to play traditional instruments. Which makes him different from other rhinos in states. The main idea for this design will be to showcase how we can change a rhino into a character which is capable of relating and communicating a story or a state by using anthropomorphism as a tool.

The idea behind this character is to show an anthropomorphic Rhino, a Rhino who lives in Assam state and will represent Assam by his overall look, name and personality, He is a joyful and cultural rhino and loves to play traditional instruments. Which makes him different from other rhinos in state.

He is energetic and jovial, He wears Dhoti and gomocha (towel) and traditional shirt of assam which assamese men wear during bihu celebration.

03 Identifying the Hidden Shapes



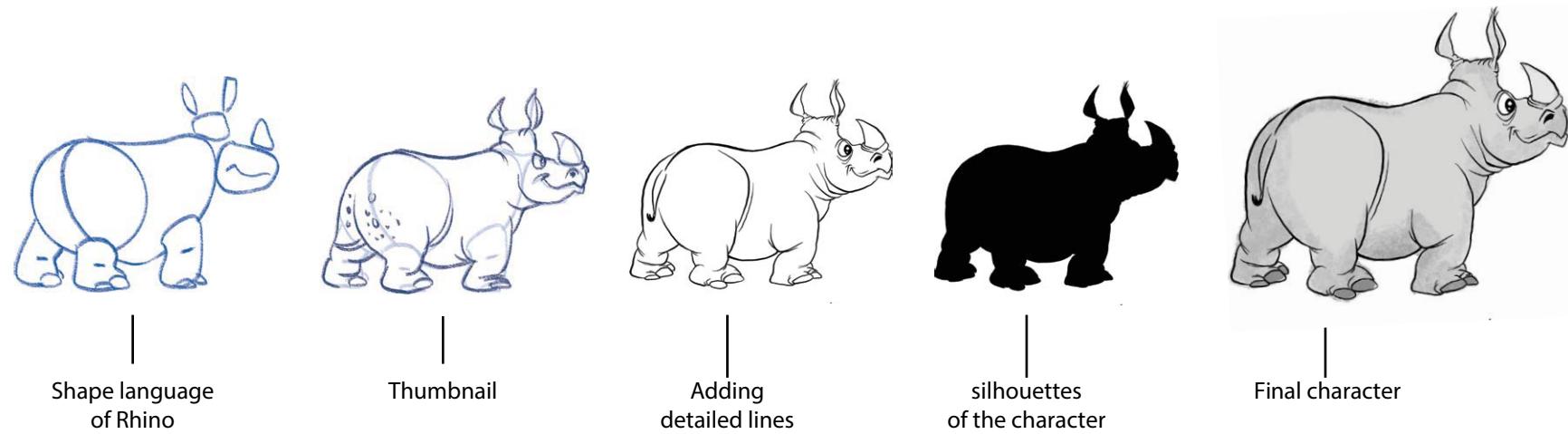
Now that the research was done, I began the design process by quickly scribbling down some random shapes, manipulating the shapes in different ways, and finally selecting the most suitable shape and continuing it further for my character development process. This step also helped me to add a cartoony touch to my character by using a manipulated shape language.

04 Rough Thumnails



I start thumbnailing by roughing out interesting pose which I could imagine. Shape language played a crucial role in thumbnail, based on the reference and videos research I gathered about one horn Rhino. Thumbnailing helped me to get comfortable with the anatomy of Rhino.

05 Adding Details



After exploring the thumbnail sketch, I was confident enough to add details and take the character to the next step. I made a shape language for Rhino's anatomy, which I followed throughout the process of character design which you can see in the left corner's first image. Creating a shape language always helps to imagine character in different pose and angle.

Checking the character in silhouette : The silhouette is a very effective way to check if the character looks like a rhino or depicts something else. Silhouette has the lowest detail in it, almost like a shadow. If people are able to recognize the character in the form of silhouette then the character is working fine.

06 Pose and Expressions



Using the same shape language, I sketched different rhino poses and started adding details to the thumbnails. But still, at this step, the character is only half complete. It's yet to be developed as a mascot, for which I tried to convert it into a full-fledged anthropomorphic rhino that will walk, talk, and behave like a human.

07 Anthropomorphism



Anthropomorphism was one of the essential steps in mascot design, a character that thinks and talks like a human, dresses like us, and behaves as we do. These qualities are **Anthropomorphic**.

Anthropomorphism can be applied not only to animals but also to objects, birds, or any non-human element. One reason that I assess assign human like characteristics to non human beings is that it help us communicate abstract ideas more expressively and in a much effective and fun way.

To anthropomorphize a rhino was a tedious job because it has a very different anatomy from a human. It has a bulky shape and heavy body, which was challenging to make him stand on 2 legs. That's why I made thumbnail sketches that were not final but could give a justification of how the final output will look.

While doing the anthropomorphism step of the rhino, I also converted some of his body parts, especially the hands and legs in, a human-like form so he can be capable of holding things and accessories, which will add more real-life tough to my character.

08 Final Character



Shape language
of Rhino



Detailing



silhouettes
of the character



Final character



This was the first draft, a rhino holding a Bambusa Bamboo, a famous Assam symbol. But Later, to add more drama and to make the character closer to Assam, I added their traditional instrument as his accessory covers all features which I mapped at the beginning of the mascot-making process. Also, the audience could recognize the state of Assam by viewing this mascot at its first look, which makes this design successfully

Naming of the character

Creating a Anthropomorphic character from scratch is a tedious job but naming the character is much more difficult. Even after you have created your character's backstory and designed the costume, gestures, and what not. But if the name doesn't go well with the representation of the character, all the efforts might fail. The books I referred in my secondary research contained a whole chapter on "Tips for naming a mascot" there are a few learnings which I got from my research to name a any character which is as follows.

Keeping it simple: When naming the character, many designers try to overcomplicate things. They try to come up with a name that will draw an immediate reaction from their audience, whether it be laughter, amazement or inspiration. Sometimes the best answer, however, is to keep it simple. The Amul girl, Zoo zoos from Vodafone, The Chintamani from icici bank, bomberman from bubble gum all are examples of famous mascots with a simple names.

Make use of alliteration: Sometimes the best character names are the ones that roll the easiest off the tongue. There's no better way to achieve this than through alliteration. The use of alliteration is playful, fun and clever, but most importantly it's memorable. That's why a large number of the world's most famous mascots use alliteration within their names, from Tony the Tiger by Kellog's Frosted Flakes to Chester Cheetah by Cheetos. These names are easy to say, and even easier to remember.

Apporoching users: Going and asking the targeted audience will always work perfectly fine. Especially in my case, all character represents a specific state of India, which means they should and must relate to the people who live there when your character represents a state or the country..

Some of the names which user suggested

BHUPEN	DEKA
PAPON	MAJULI
BHAITI	HARIHAR

User 1



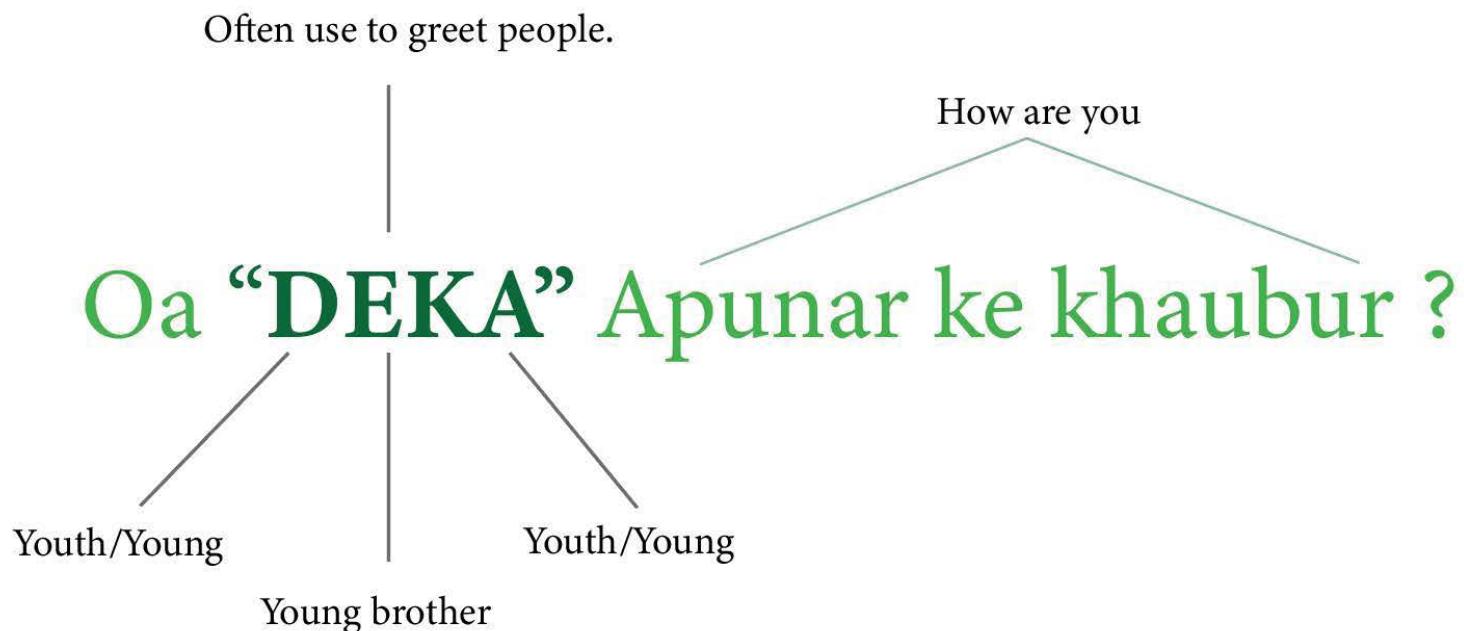
User 2



I recorded the interview,to go back and forth to remember the names of which interviewee suggested. All the names which interviewee mentioned have some connection to Assam directly or directly.

From all the suggestions, I choose “Deka” as the representative name for my mascot. It was short, simple, easy to remember, and easy to pronounce as well, and most importantly, “Deka” has strong and direct connection to the local Assamese

Deka is a word that is spoken almost by every Assam local person, Deka means young boy, and it also resembles youth in Assam. This word is also used to greet new people or to call out friends or strangers.



Character 1

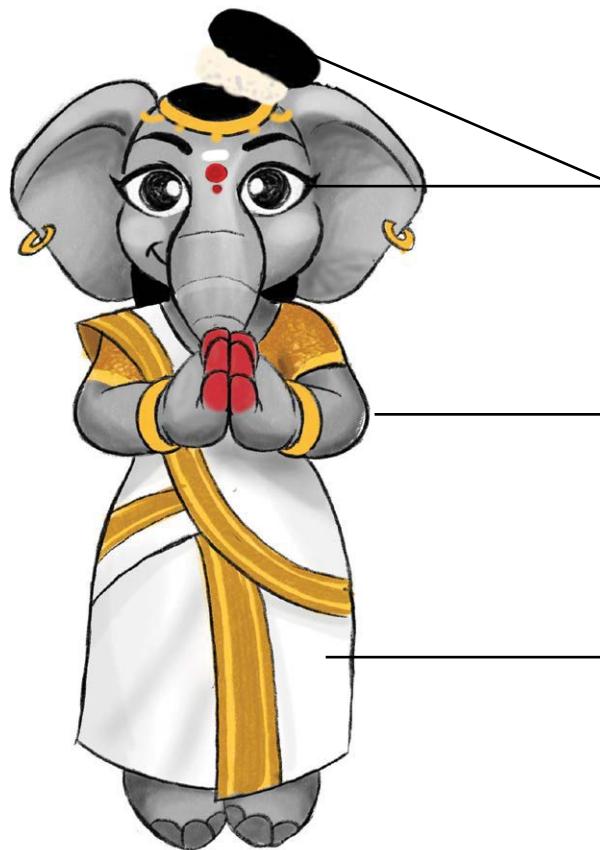


ANNA KUTTI : the elephant

This was the 2nd Anthropomorphic character which I build by using the research I made on Indian states, this character was developed to represent Kerala state.

The importance of the elephant in Kerala is very deep-rooted in their culture and festivals. As the State Animal, the elephant is also featured as the emblem of the Government of Kerala state. Besides this, in Kerala, almost all temples own an elephant which is considered a sign of Good luck.

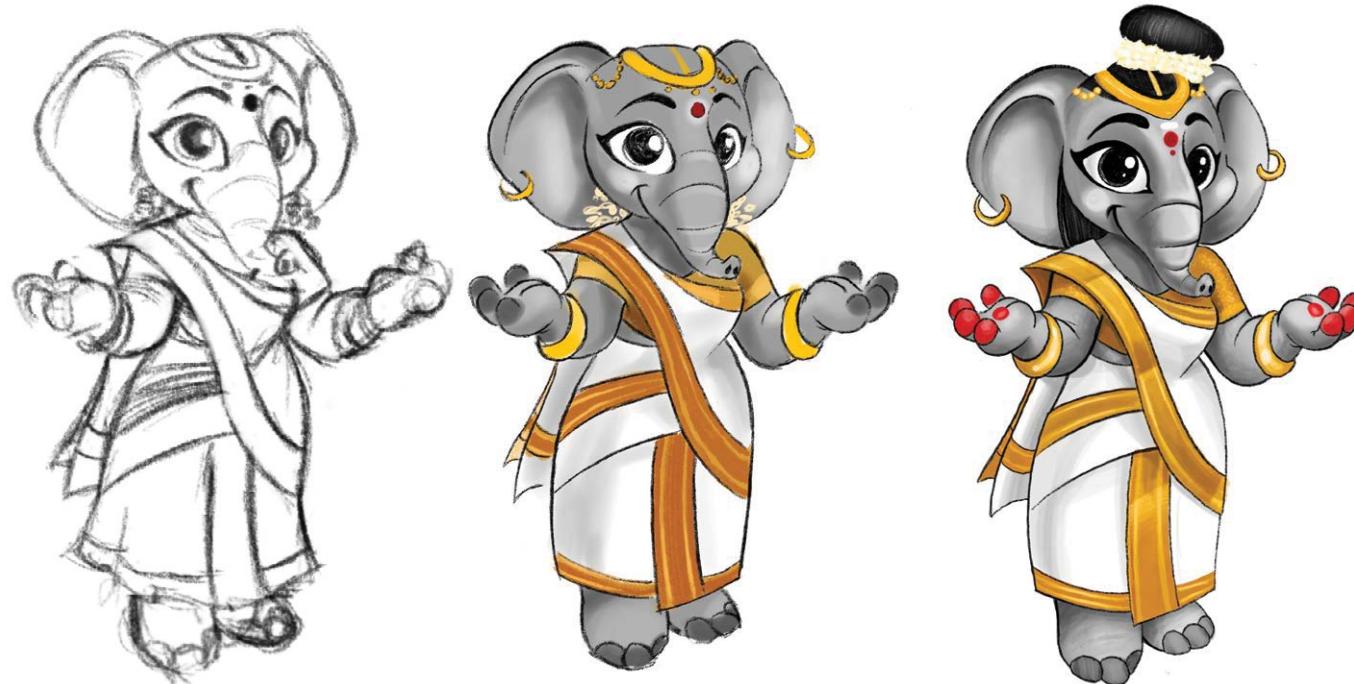
Elephants are a core part of ritual worship in the famous Guruvayur temple, which owns more than 60 elephants in Kerala. I researched about Kerala and came to a conclusion that elephants could be a perfect choice to associate as a Character for Kerala. Also, the character I have created is a female elephant because Kerala has the maximum female population count compared to other states in India.



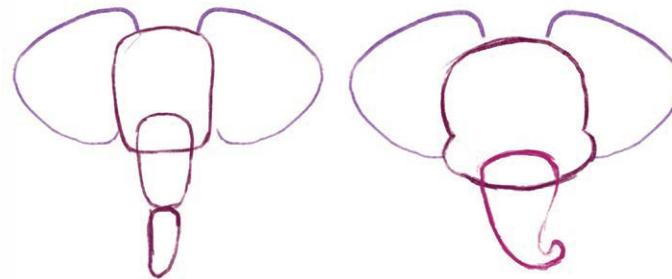
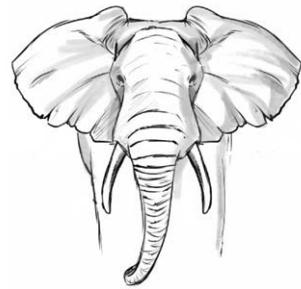
The face of the character is inspired from mohiniyattam make-up style

Female elephant

Kasavu saree of kerala



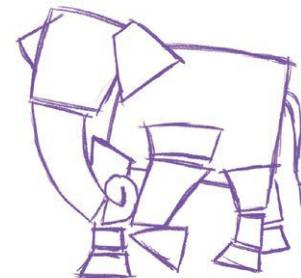
I selected the dress code for my character which should go with the tradition of kerala. The traditional dress attire followed during the festivals are basically a white, off white or cream saree with a golden border commonly called as Kerala Saree or kasavu saree.



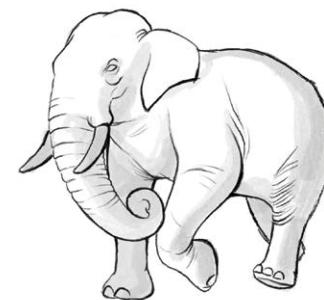
Some of the initial explorations which helped me to reach the final output of “Anna kutti”



Detailed sketch of elephant



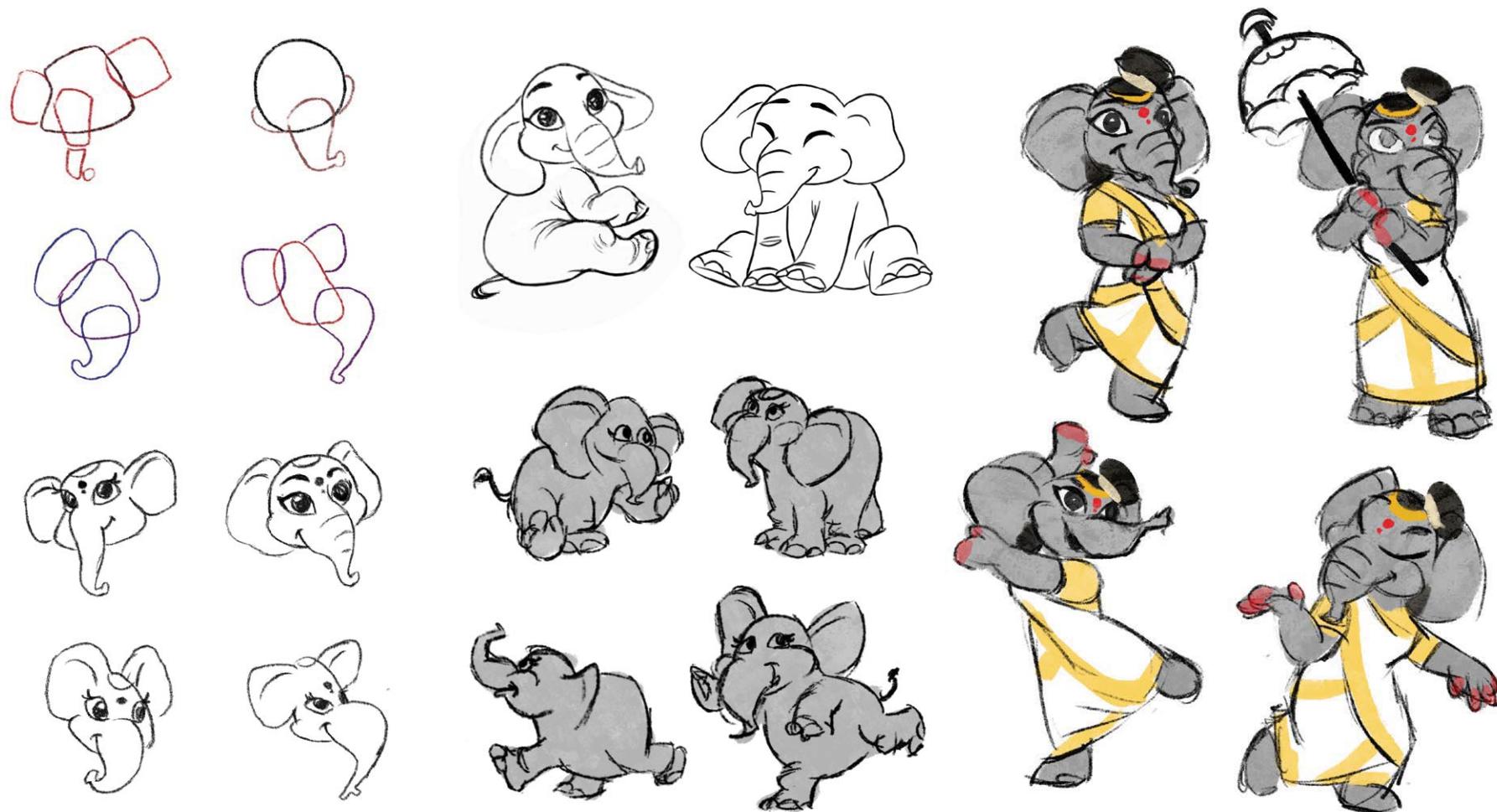
Observation of hidden shapes in anatomy



Observation of each and every body part of rhino



Shape language of rhino





GOA



PUNJAB



GUJARAT



GOA



MAHARASHTRA



WEST BENGAL

Expected Outcome

A guidebook containing a minimum of two chapters explaining how one can build Anthropomorphic characters with a proper step-by-step process. All the characters which I have built will be showcased in that book.

Targetted audience of my book will be above 18 year old childrens, especially design bachelor students who finds character design as their interest.

Epilogue: Learning from this project

My association with my country has been enriched through this project. I got to learn a lot from my research and was able to gather the cultural importance of Indian states. Whatever bulk of knowledge gathered in these two months has not only helped me to go one step ahead to be a good visualizer but has also improved my knowledge about character design and the process. This project was a bit different from my previous project, which is why going through each step was a bit tedious but added a lot of learning experience. I am sure this project is just a small step into an ocean to learning character design with a very different approach, but sometimes the first steps make all the difference.

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