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DEVELOPMENT OF A UNIVERSAL MODEL CONCEPT ART OF A CHARACTER IN GRAPHIC DESIGN

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Graphic design has long become a mandatory and integral part of any modern cultural product and products for its promotion. Therefore, a graphic designer faces many different challenges related to focusing on aesthetics, creativity in presenting an artistic image, and solving significant social issues with the help of successful artistic solutions. In addition, in the era of digital technology, one of the most important tasks is to create a relevant and high-quality product, which is based on a certain concept art.

Concept art has an impact on all areas of our lives, since the design of most objects that a person interacts with is designed by a concept designer. Since concept art is a key element in the process of creating various graphic products, be it books, films, comics, video games or other works of art, it is important for a future graphic designer to develop the skills and abilities to create concept art of a character, which very often acts as a means of visual communication or is an intermediary between the work and the reader.

Determining the main stages and features of the design of characteristic characters that are understandable to the viewer and systematization of the basic principles of graphic language in the design of characteristic characters is the main objective of this study.

Character design development is a complex and multifaceted process, it is not only the development of its appearance, but also consideration of its inherent properties and character [3, 4].

It is these aspects that influence the impression of the character, his energy and perception. Characters are extremely important in fiction, game design, and management, and can serve a variety of purposes, from revealing plot developments to embodying strong personalities that audiences can identify with and empathize with [6].

The requirements for artistic images of characters must meet high artistic demands, be bright and interesting to attract the attention of the audience, since they are a key element reflecting the mood and a certain story.

According to this opinion, a “character” is a character in a work of art, which is currently characterized by a clearly expressed individual character, manifested in social activity (positive or negative character), mental traits (smart or stupid character), emotions, facial expressions, poses and gestures (sad, happy character), through clothing and auxiliary attributes or accessories, age category (adult / child) and contains appropriate formative and color-textural properties.

According to the materials of the articles [1], the following conditional division of categories of concept art can be distinguished, depending on what is at the basis of its development (that is, the main object or goal):

– *characteristic concept art* focuses on the creation of characters, their appearance, emotions and clothing style (Fig. 1);



Fig. 1. Characteristic concept art Developed by authors Ilya Lugovy and Diana Onishchuk

– *environmental concept art* is based on the creation of different worlds and environments to complement the overall story of a character or game (for example, city landscapes, interiors, etc.) (Fig. 2);

– *object concept art* consists in the development of the design of objects (devices, tools, weapons, vehicles, which are necessary for the character) (Fig. 3);

– *costume concept art* is a specialized type of concept art, the main task of which is the development of clothes and costumes for the character (Fig. 4).

Thus, it becomes obvious that there is no clear division of a self-sufficient category of concept art within which a designer must work when developing a character. One way or another, it will be necessary to use tools from all categories for its development, but at the same time, you can emphasize its more important features.

Research of publications by [1–5, 7, 8] made it possible to form the following stages of developing the concept art of a characteristic character.

The first stage (initial) is the selection of the actual categories on which the illustrator or designer plans to work (for example: only the formation of an individual image of the character's character, or the creation of a deeper and more fascinating story of his existence in terms of the environment, spheres of interest, where will be involved object concept or environment, etc.).



Fig. 2. Environmental concept art Developed by authors Ilya Lugovy and Diana Onishchuk

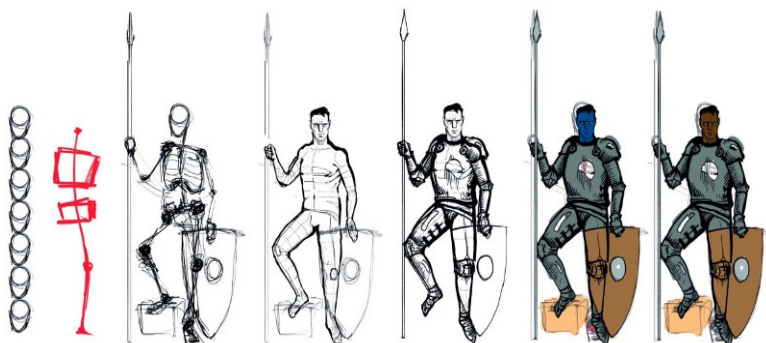


Fig. 3. Object concept art Developed by authors Ilya Lugovy



Fig. 4. Costume concept art Developed by authors Diana Onishchuk

The second stage is the formation of the concept itself, that is, a detailed study of the chosen idea. The formation of the concept art of a characteristic character requires a lot of time and effort of the designer, because it is necessary to conduct a study of already existing concepts, perhaps to get acquainted with various historical eras, cultures, photographs, fashion trends, which can creatively inspire and develop the creative imagination of the artist.

The third stage is creating sketches. For this, the designer performs a sufficient number of artistic sketches, sketches in order to find the best artistic image of the character according to his chosen idea. This stage also includes the discussion of the idea and artistic decisions of the character with the teacher, the selection of the best options for further processing and, if necessary, the formation of some clarifications or additions.

The next stage, the fourth, is detailing and "refine", when the designer performs the specification of the shape and additional details of the character in his sketch, working out more details (for example, detailing the facial features, emotions of the character, clothes and accessories, clarifying the body posture).

The fifth stage takes place in the color and light-shadow modeling of the character. Color and light are strong expressive compositional tools that can give a character volume and realism, as well as affect the viewer's visual and emotional perception of the character.

The sixth is the final *stage*. The designer adds the final touches, refines details, improves color transitions, works with textures to create the final image of the character. This also includes the final works on the development of the character's presentation tablet.

Thus, on the basis of the study of the concept of "characteristic character" and the conditional division of concept art into categories, a technical task was formed to develop the concept art of a characteristic character, for the implementation of which the following sequence was determined:

Stage 1 – development of the characteristic concept art, which includes the following stages:

1.1 – determination of individual characteristics of a person (prototype – own character) (Fig. 2). At this stage, the personification of the character takes place with the character traits or manner of behavior of the student-developer. You can also assign the future character a certain role or profession, determine his age category or come up with a certain story for him, collect interesting illustrative material necessary for the project;

1.2 – development of an emotional map of the portrait zone "characteristic character". At this stage, characteristic features of the face in various emotional states are defined and sketched, their stylization or even hyperbolization is performed);

1.3 – development of an emotional map of "characteristic character" poses. Different poses or different types of posture are worked out, which emphasize or strengthen one or another emotion, for example: joy, sadness, anger, surprise, etc.;

The 2nd stage is the development of the concept art of the "characteristic character" costume, which includes the following stages:

2.1 – development of the design of the "characteristic character" suit: various types of clothing, accessories and shoes are selected;

2.2 – hairstyle is developed or headgear is added, accessories or make-up are elaborated;

Stage 3 – development of object concept art: tools, weapons, vehicles, which are necessary for the character.

The 4th stage is the development of the design of the surrounding environment of the "characteristic character": for example, cityscapes, interiors of premises, etc.

Conclusions. Character is one of the most effective and powerful means of influencing the user, which is explained by its frequent use in various types of activities: literary works, comics, advertising, cinema, cartoons, game design, etc.

The article, on the basis of already existing studies on the issue of designing characters in various types of activities, offers a clearer and more specific definition of the concept of "characteristic character", and for it such categories of concept art are proposed as: characteristic concept, environmental concept, object and costume concept. The article also offers a sequence of performing concept art of a characteristic character, which is tested in the educational process by students studying artistic disciplines.

Further research in the study of the character and the peculiarities of its design can be seen in the consideration of various types of

stylization of the character, performing their comparative analysis. The practical significance of the research results also lies in the possibility of their use in educational and methodical publications on art disciplines.

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