

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MAD
BRANCH: A&M**

**SEMESTER : I
SESSION : MO/2025**

SUBJECT: AM403 CHARACTER DESIGN

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Why must a character designer thoroughly analyze the project brief before beginning the design process?	[5] 1	2
Q.1(b)	Discuss how a well-defined backstory and personality can shape the visual appearance and design decisions of a character.	[5] 1	2
Q.2(a)	How do silhouette explorations help in making a character instantly recognizable and distinct?	[5] 2	4
Q.2(b)	Explain how varying proportions can communicate a character's role, attitude, or emotional tone.	[5] 2	4
Q.3(a)	Differentiate between a stock character and an archetype, highlighting how each contributes to storytelling.	[5] 1	2
Q.3(b)	Identify and describe two common archetypes found in literature or cinema, explaining how their traits influence their visual design.	[5] 1	2
Q.4(a)	Explain how iterative sketching contributes to refining ideas and achieving better design outcomes.	[5] 4	3
Q.4(b)	Discuss the role of critique and feedback in improving the effectiveness and clarity of a final character design.	[5] 4	3
Q.5(a)	Describe the function of a character style guide in maintaining visual consistency across a project, and mention its essential components.	[5] 1	3
Q.5(b)	Illustrate or outline the structure of a basic model sheet with an example, showing how different views help maintain proportion and design uniformity.	[5] 5	6

:::21/11/2025:::E