

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

**CLASS: BAM
BRANCH: BAM**

**SEMESTER : V
SESSION : MO/2025**

SUBJECT: AN302 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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Q.1(a)	Define character archetypes and explain their importance in storytelling and visual design.	[5] 3	2
Q.1(b)	What role does silhouette play in defining a character's identity? Give suitable examples.	[5] 2	3
Q.2(a)	Describe the relationship between a character's shape language and their personality traits.	[5] 3	2
Q.2(b)	What are the key stages in the character design process? Briefly describe each.	[5] 2	3
Q.3(a)	Explain how color palette and costume design contribute to a character's visual storytelling.	[5] 2	3
Q.3(b)	Discuss the importance of consistency and on-model design in character style guides.	[5] 3	2
Q.4(a)	How can cultural context and research influence the authenticity of an Indian character design?	[5] 2	3
Q.4(b)	Differentiate between hero, rebel, and sage archetypes in terms of visual and narrative design.	[5] 3	2
Q.5(a)	What is a character turnaround sheet, and why is it essential for animation or production pipelines?	[5] 3	2
Q.5(b)	Explain how expressions and poses communicate emotion and enhance a character's believability.	[5] 2	3

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