40847 Design and develop a character for digital media or illustration

Kaupae | Level	2
Whiwhinga | Credit	4
Whāinga | Purpose	This skill standard introduces learners to the character design process and industry conventions, focusing on developing characters for digital media or illustration. It covers key design principles, fostering visual literacy, and practical design skills essential for crafting compelling and visually engaging characters.
	Learners who have completed the standard will be able to conceptualise, sketch, refine, and present character designs as applicable to a range of career contexts including concept artists, illustrators, animators, and game designers.

Hua o te ako me Paearu aromatawai \| Learning outcomes and assessment criteria

Hua o te ako | Learning outcomes	Paearu aromatawai | Assessment criteria
1. Develop a character concept.	a. Develop a character backstory that includes key attributes such as personality, motivations, special characteristics and role.
	b. Create initial sketches, informed by the character backstory and reference imagery, that visualise the character's key attributes and incorporate key elements of character design.
2. Finish and present character using industry conventions.	a. Develop the character with material textures, special characteristics and expressions.
	b. Present finished character using appropriate industry conventions.

Pārongo aromatawai me te taumata paearu \| Assessment information and grade criteria

Assessment specifications:

This skill standard focuses on the process outlined in the assessment criteria and not only the final product. Learners will, accordingly, need to provide a portfolio of work that includes at least four iterations of character development as well as the finished character.

Ngā momo whiwhinga \| *Grades available*

Achieved

Ihirangi waitohu | Indicative content

- Primary design principles including silhouette, shape language, proportion and colour.

- Drawing tools, including traditional and/or digital mediums.

- Digital design software, colour theory.

- Visual storytelling techniques.

- Research skills and artistic reference techniques.

- Relevant legislation for creative work, including the Copyright Act (1994).

- Skills and industry conventions for presentation (e.g. T-pose, turn around, multiple viewpoints, details of special features and characteristics).

Rauemi | Resources

The following are suggested accessible web-based and other digital tools for character design and image editing and covers legislation relevant to the assessment of the standards:

- Krita free digital painting software.

- GIMP free image editor.

- Blender free 3D creation suite.

- Procreate digital painting software.

- Copyright Act (1994).

Pārongo Whakaū Kounga | Quality assurance information

Ngā rōpū whakatau-paerewa	Standard Setting Body	Toi Mai Workforce Development Council
Whakaritenga Rārangi Paetae Aromatawai | DASS classification	Arts and Crafts > Electronic Media > Content Creation
Ko te tohutoro ki ngā Whakaritenga i te Whakamanatanga me te Whakaōritenga | CMR	0099

Hātepe	Process	Putanga	Version	Rā whakaputa	Review Date	Rā whakamutunga mō te aromatawai	Last date for assessment
Rēhitatanga | Registration	1	24 July 2025	N/A
Kōrero whakakapinga | Replacement information	N/A		
Rā arotake | Planned review date	31 December 2030		

Please contact Toi Mai Workforce Development Council at qualifications@toimai.nz to suggest changes to the content of this skill standard.