

Elf

- Tired
- overworked
- Wants to do the bare minimum
- No energy or enthusiasm.
- Weak, loose Gestures/posture
- Want's to work with the tender and not in the workshop
- doesn't want to loose their job so only works when the boss is looking.
- always thinking about their bed.
- Not observant

Kid

- Mischievous
- Small and overlooked
- little bit naughty
- does bad things but with good intentions
- Impulsive, Act first think later

Santa

- Strict
- Generational pressure to do a good job
- Is too busy and stressed to realise others emotions
- tunnel vision, can't be self aware
- occasionally disappears without warning
- Scruffy not kept together
- Chaotic and sporadic

Props

- Whimsical, magical
- Colourful but simplistic
- Classic, handcrafted





Triangle Design

- looks powerfull dominant and strict
- dynamic more unique
- realistically scary
- seems in control
- really like this one

Round Design



- looks amazing but doesn't fit character
- too subtle
- looks put together
- sad but not tired
- roundness is too inviting
- more humanoid
- looks like a fairy

Round Designs



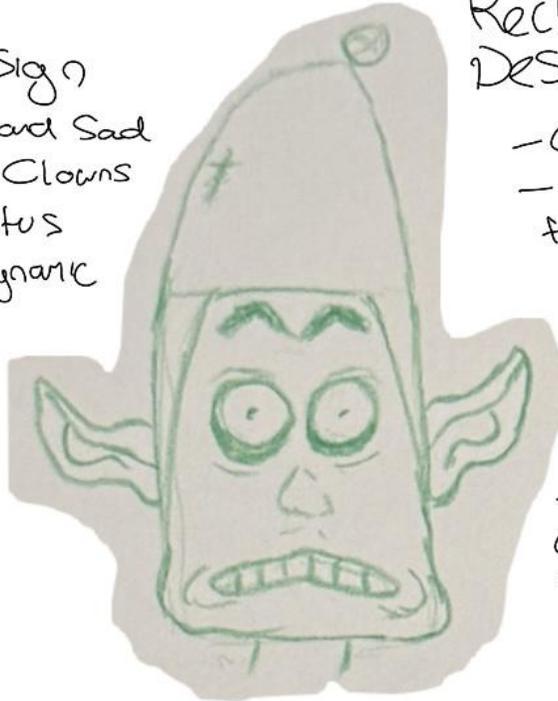
- round cute design
- could be exaggerated
- seems very friendly
- looks like they could do no wrong
- comfortable



Round Design

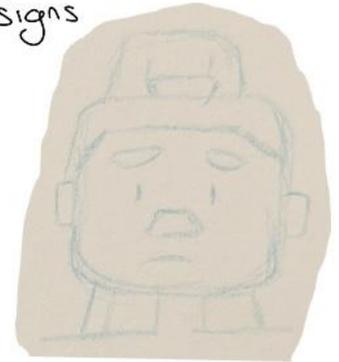
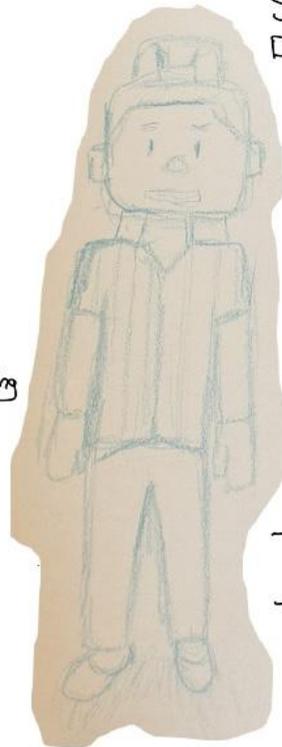
- looks cute and sad
- is similar to clowns
- very low status
- not very dynamic or agile
- classical design
- doesn't fit personality

Rectangle Designs



- chaotic
- tired but trying to be alert
- more contrasting with the kid
- can feel the panicking
- not sure if it's giving too much energy

Square Designs



- seems uncomfortable
- looks high energy
- flawed but still likeable
- feels like they're seeking approval
- rigid, stuck in their ways

Elf Outfit Inspiration

Colour Schemes:
 - red - black
 - green - brown
 - white - gold

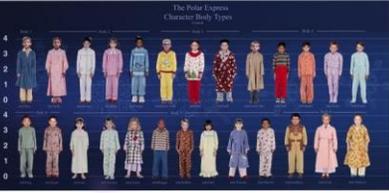
- Combine classic outfit elements and design with those of a Craftsman.
- belts/caprons Storage for tools
- high duty boots
- fully covered for safety
- No loose or in the way elements
- Minimal patterns sometimes stripes
- Gloves?



Santa outfit Inspiration

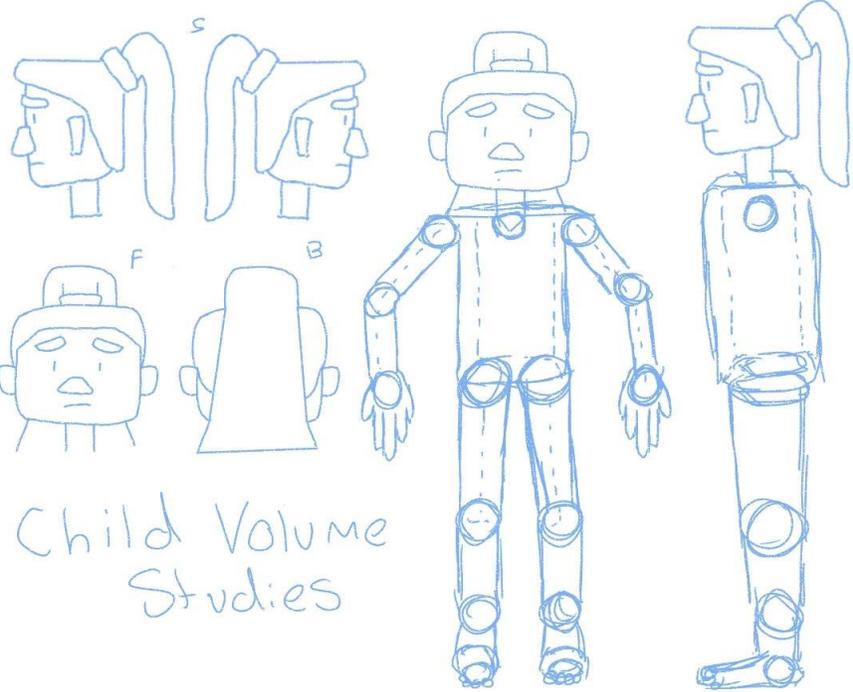
Colour Schemes:
 - red - white
 - gold - black

- white fur trim
- high black boots
- underlayer + coat on top
- practical + warm
- To make him look unorganised I can make it non symmetrical
- Minimalistic recognisable
- buttons + belt buckle
- Gloves vs no gloves
- No patterns, solid colour

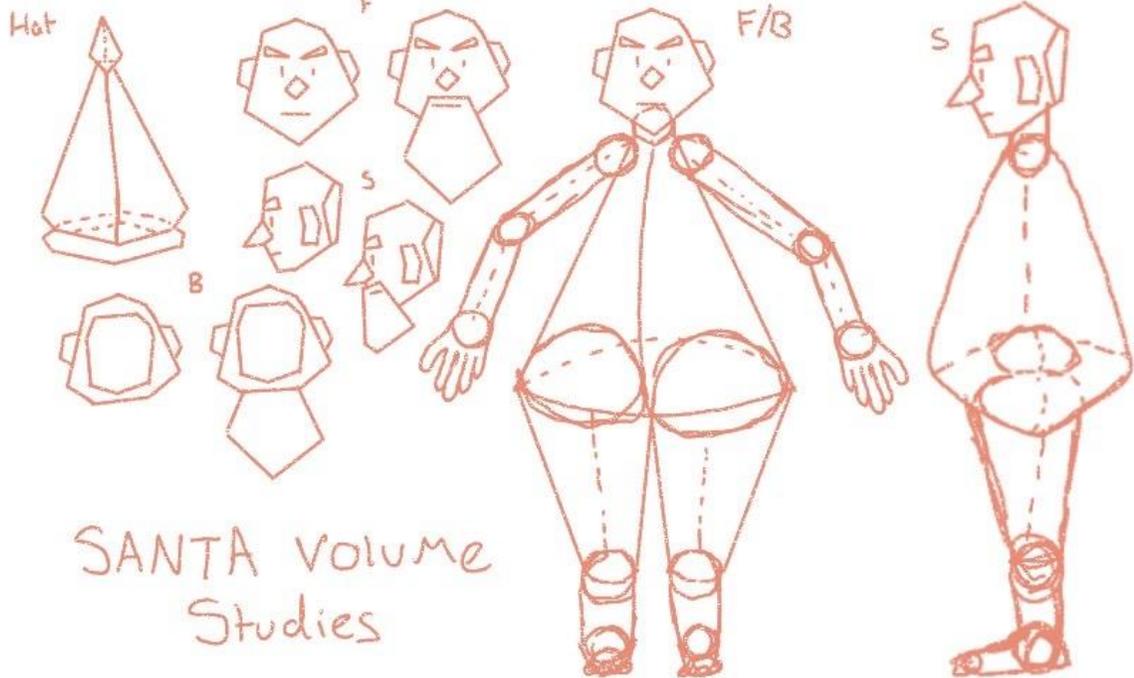


Child costume inspiration

- Colour Schemes: red, white, green, blue, pastels
 Patterns: Tartan, Stripes, repeating images
 • Traditional vs Modern design.
 • Simple iconography or patterns
 • Should choose colour to contrast others
 • baggy / ill fitting • shoes/socks/slippers
 • always long sleeved / legged

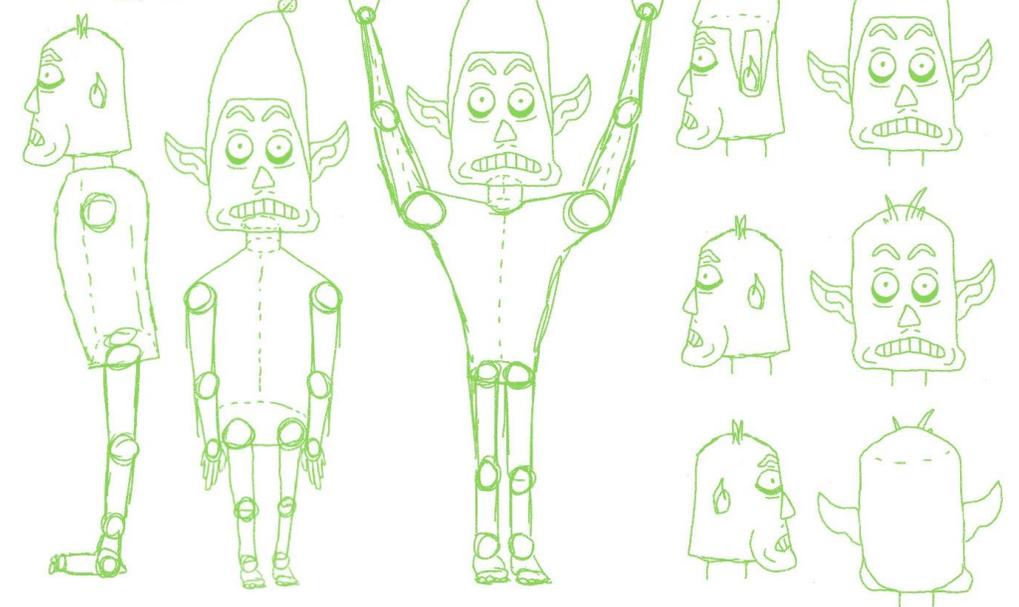


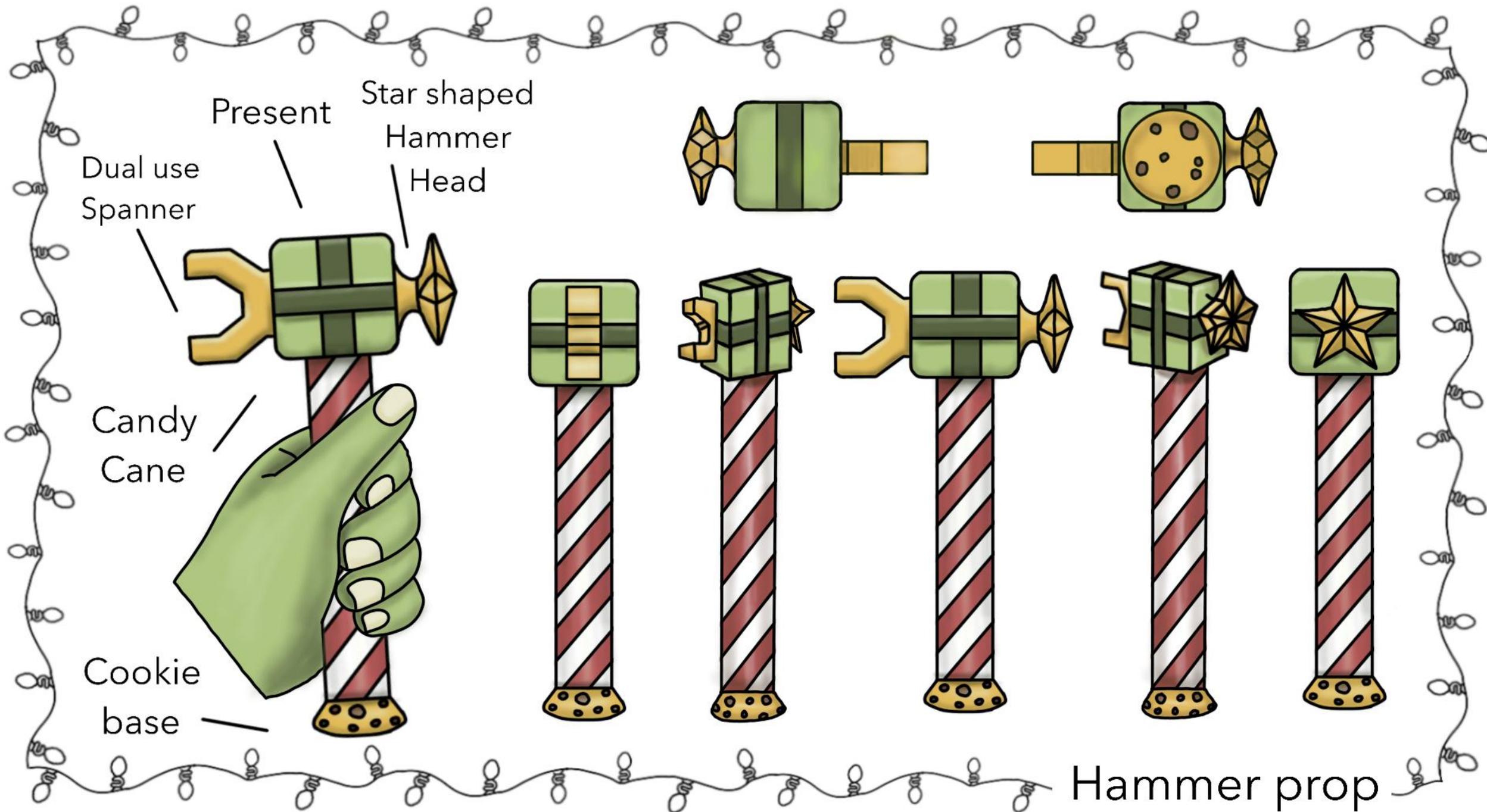
Child Volume Studies



SANTA volume Studies

ELF Volume Studies





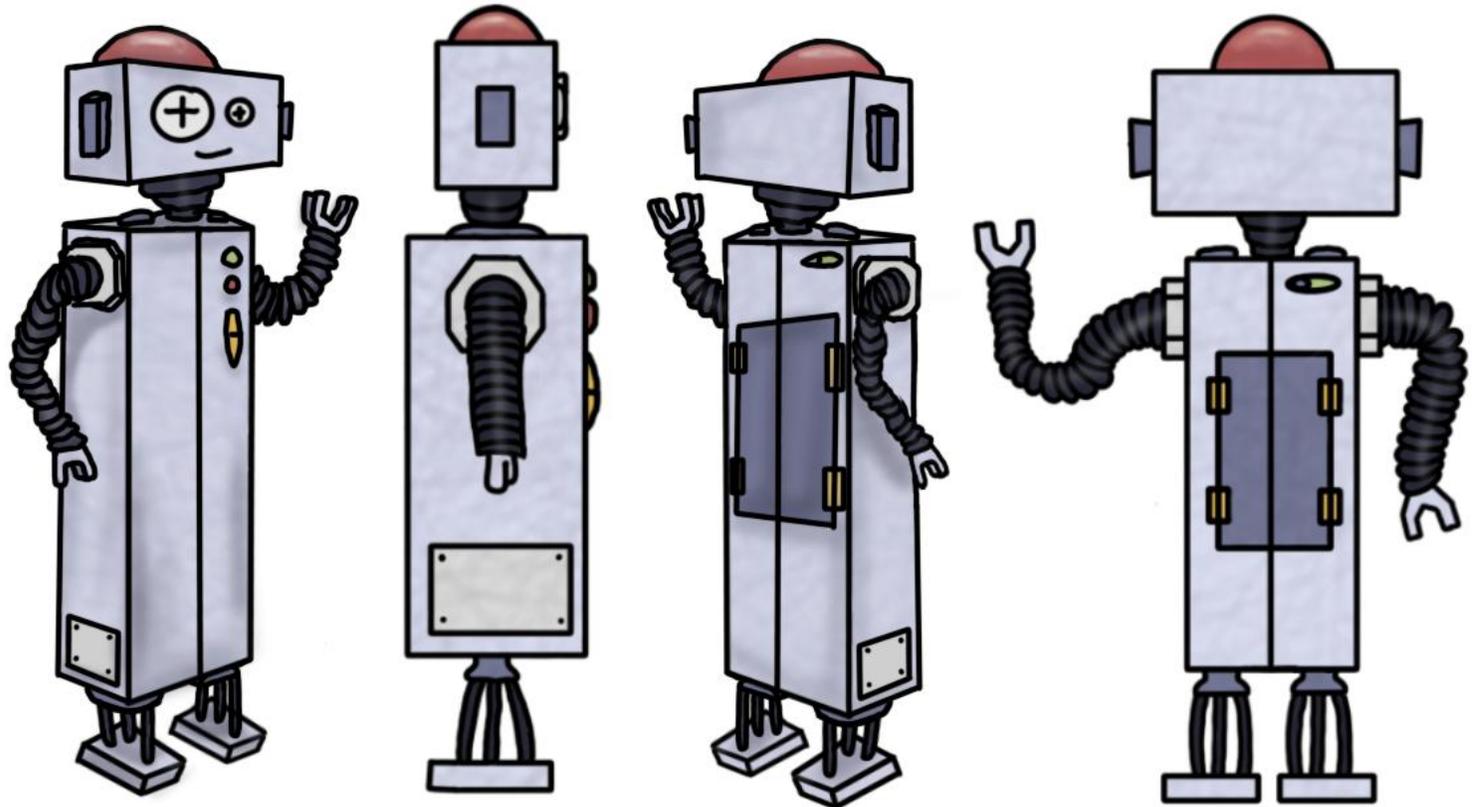
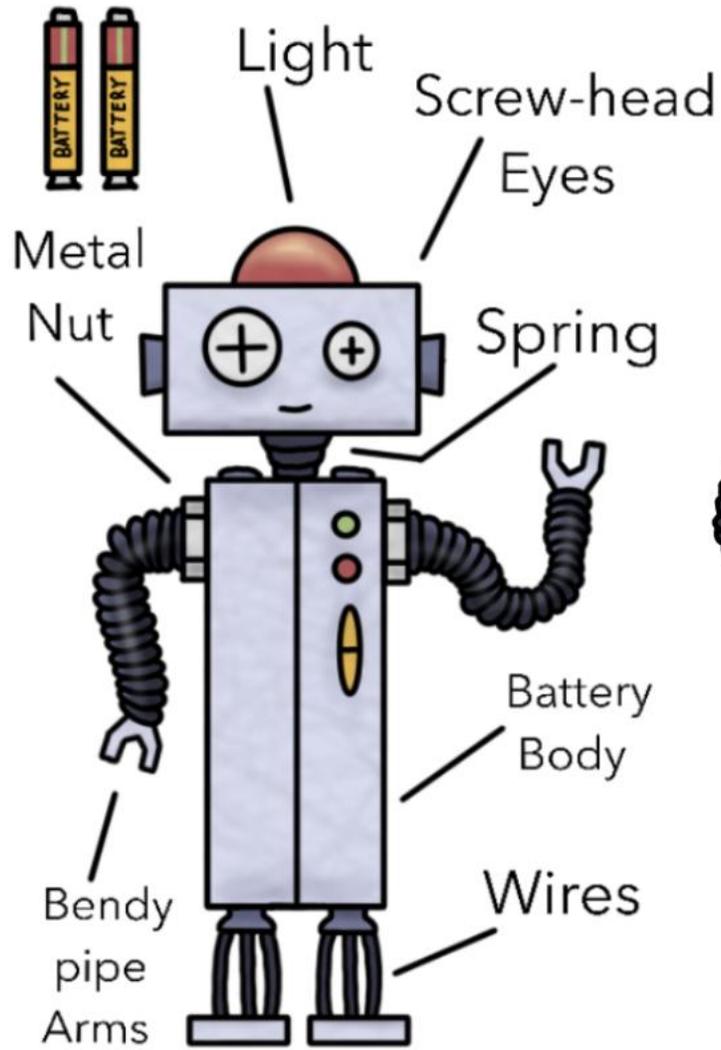
Present
Star shaped
Hammer
Head

Dual use
Spanner

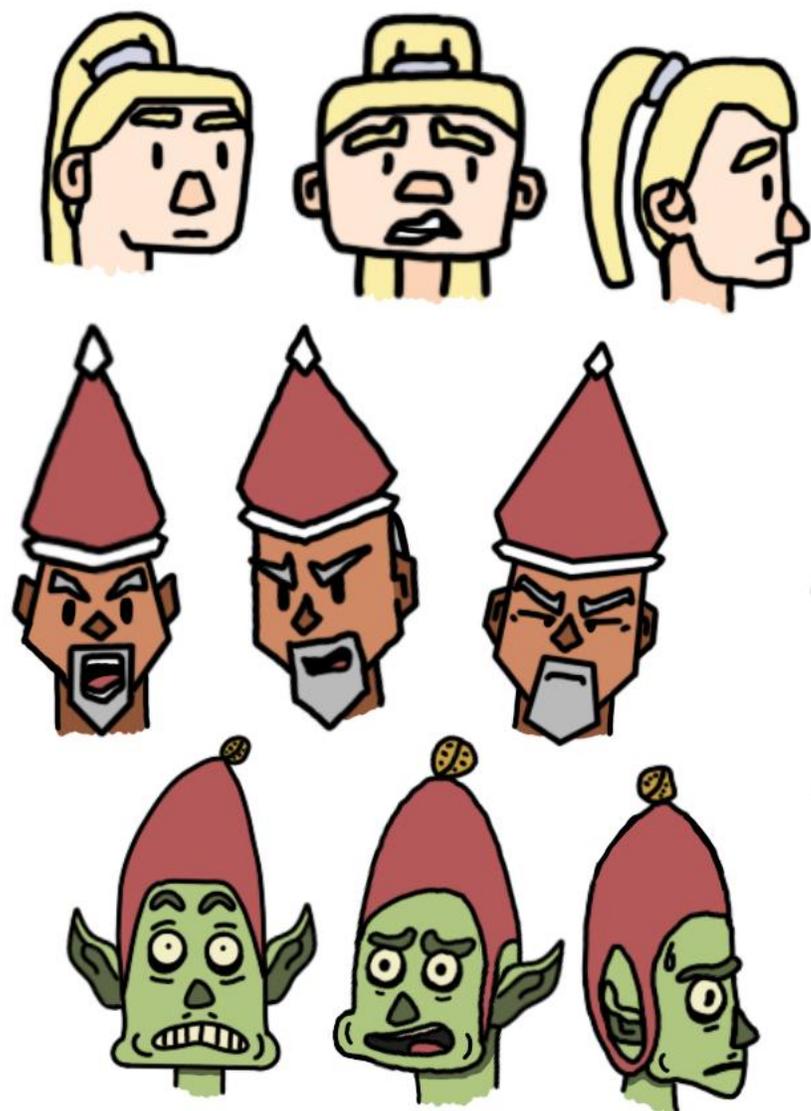
Candy
Cane

Cookie
base

Hammer prop



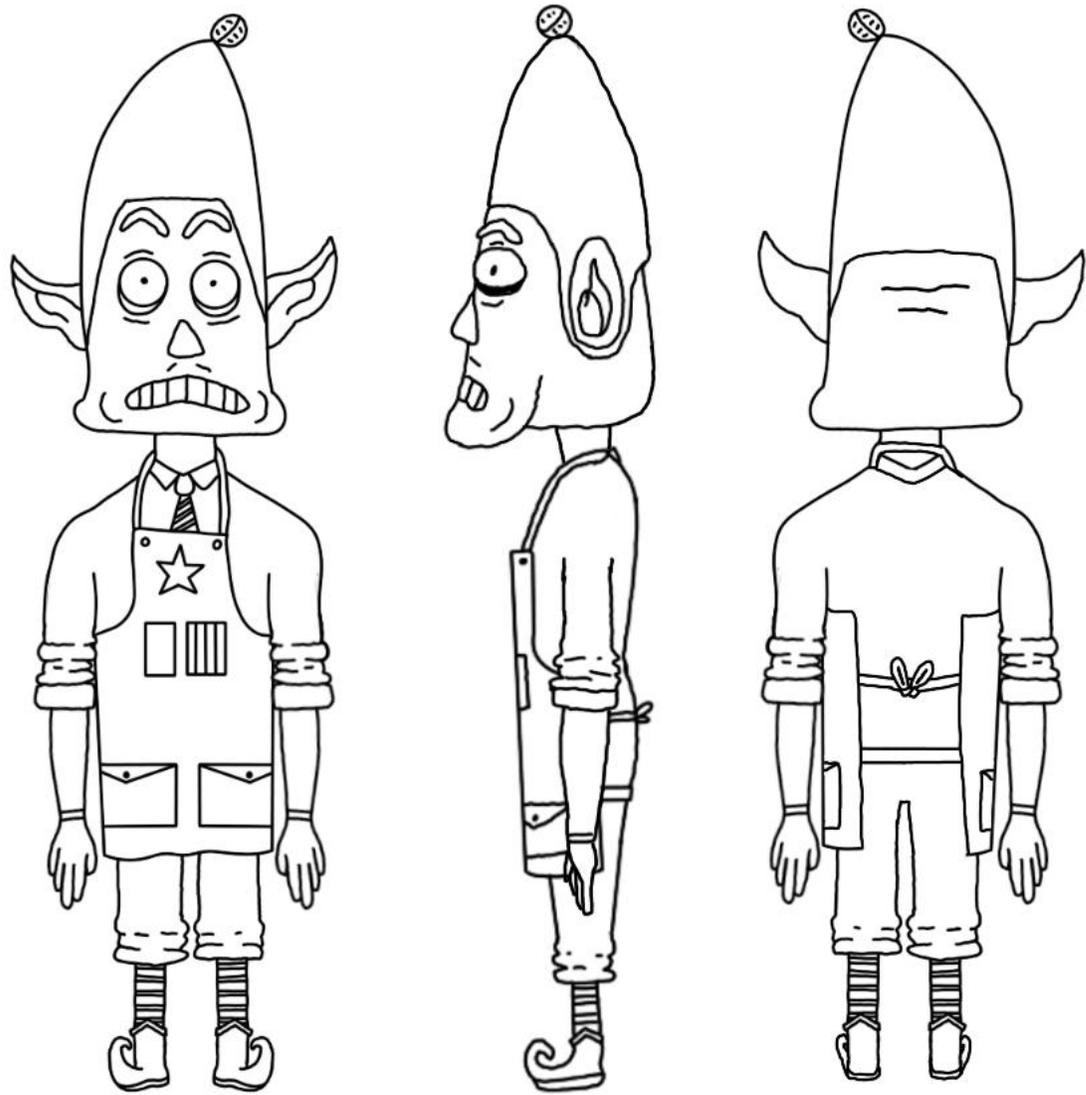
Robot Prop



Character Line up



Santa Turnaround



Elf Turnaround