SIGGRAPH ASIA 2024 東京
TOKYO

Conference | 3–6 December 2024
Exhibition | 4–6 December 2024
Venue | Tokyo International Forum, Japan

Depict Collect Select

SIGGRAPH-Mascot design workshop

Sponsored by

Organized by koelnmesse

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SIGGRAPH-Mascot design workshop

Dr. Shaun Britton

Industry

- Character designer
- Walt Disney & Warner Bros.
- Now at squidinc.com

Academia

- Course Director of Animation
- Swinburne University

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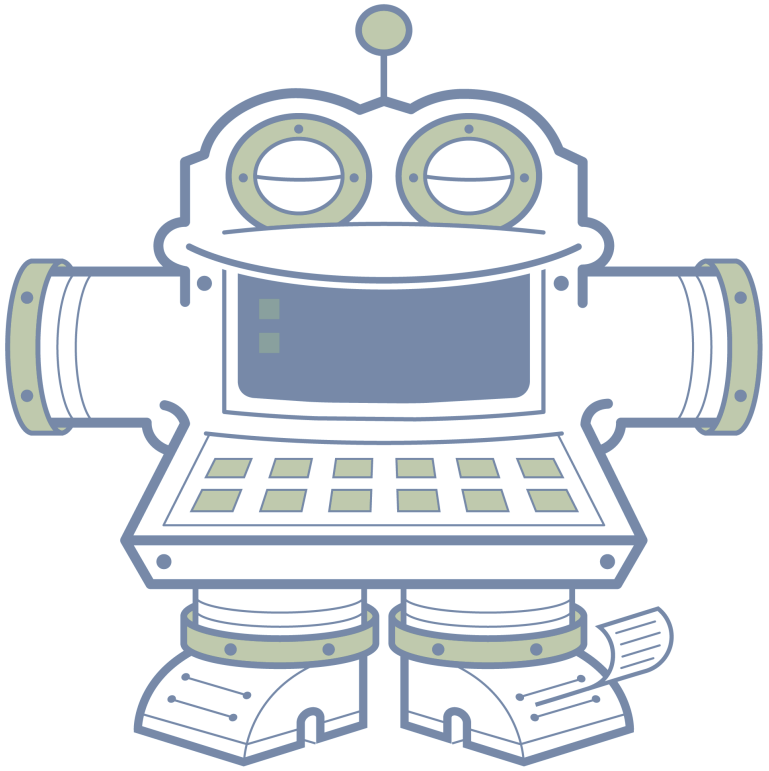
SIGGRAPH-Mascot design workshop

Today we will design

Mascot characters

for Siggraph Asia 2024



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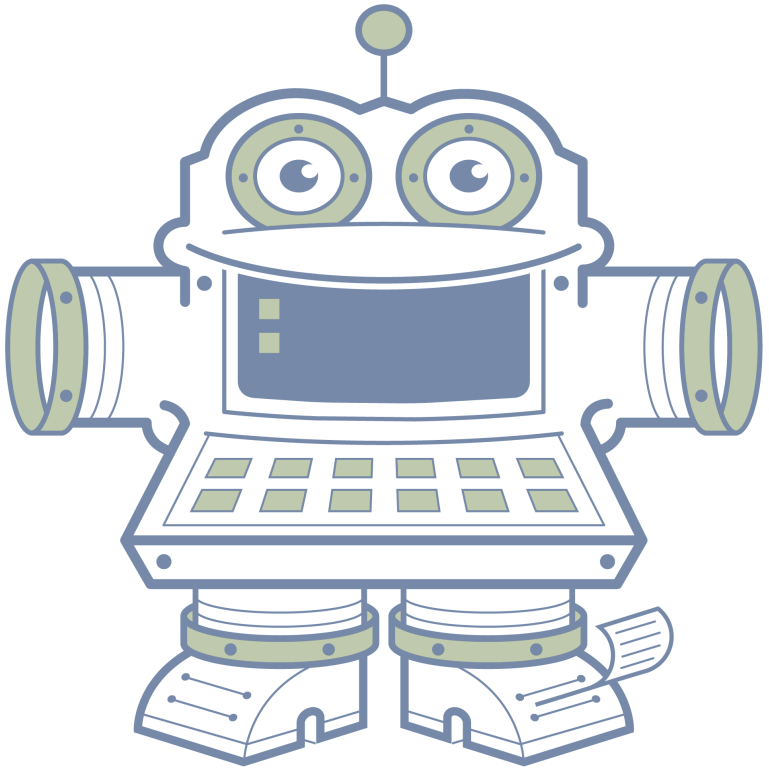
SIGGRAPH-Mascot design workshop

Mascots are popular in Japan.

These are used to represent:

- Places
- Events
- Organisations



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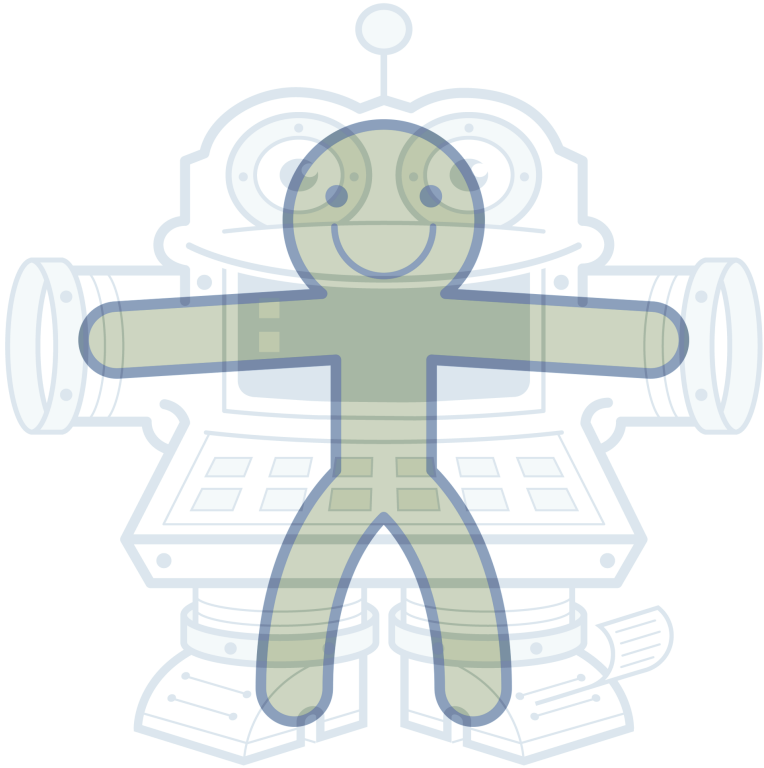
SIGGRAPH-Mascot design workshop

We will design:

1. Costume characters
2. With a technology theme
3. Using **Depict Collect Select**
4. With lo-tech & hi-tech methods



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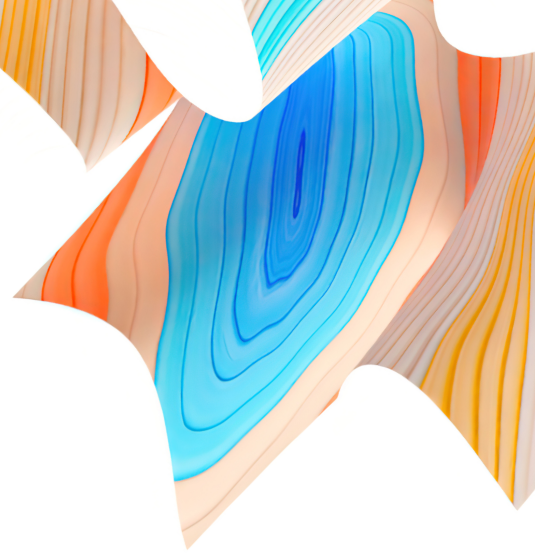


Our workshop:

Introduction

- Iterative character design
- Depict Collect Select (DCS)

DCS first loop

- Draw & search
- Select best outcome

DCS second loop

- Sculpt & scan
- Select best outcome

Discussion & Conclusion

- Overview
- Outcomes
- Presentation

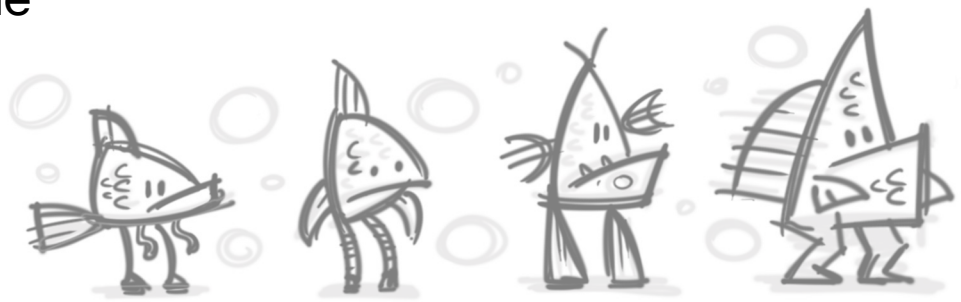
Depict Collect Select

SIGGRAPH-Mascot design workshop

Iterative design

Divergent & convergent development

1. Many general ideas
2. Fewer refined designs
3. A final outcome

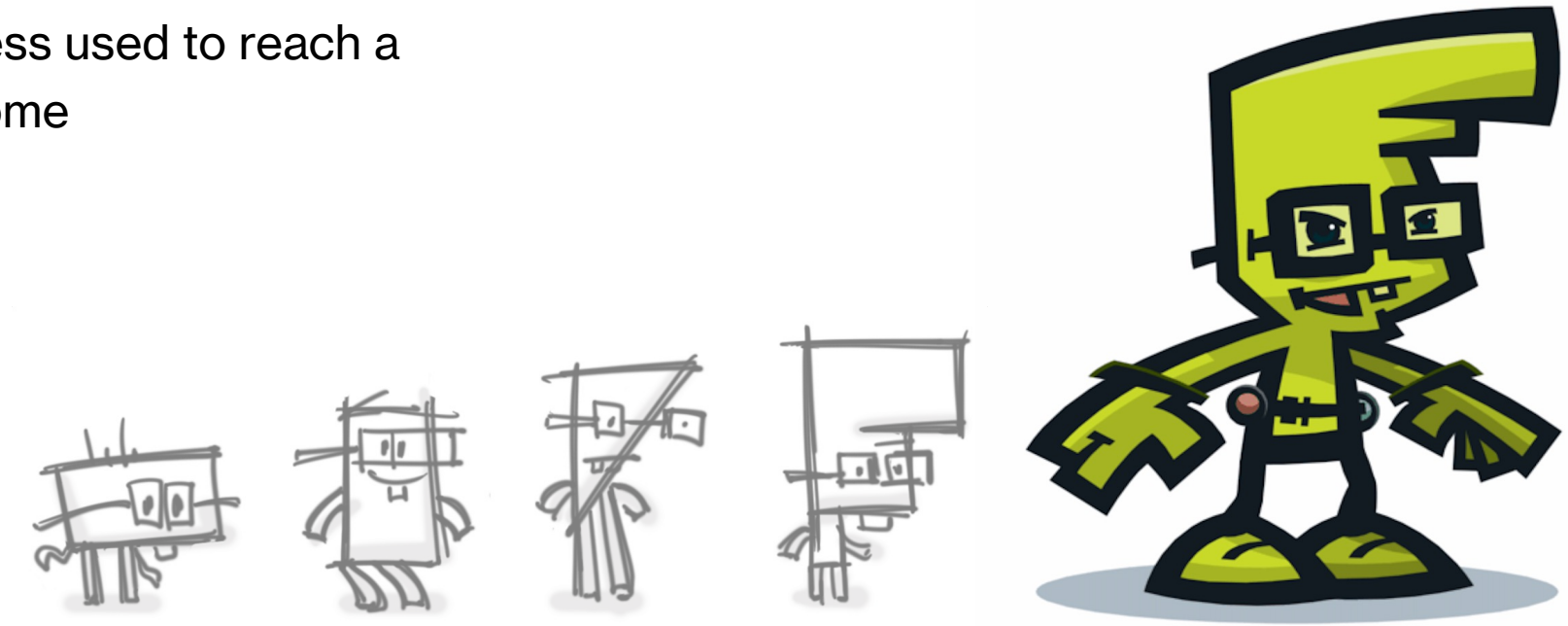


Depict Collect Select

SIGGRAPH-Mascot design workshop

Iterative design

A circular process used to reach a particular outcome

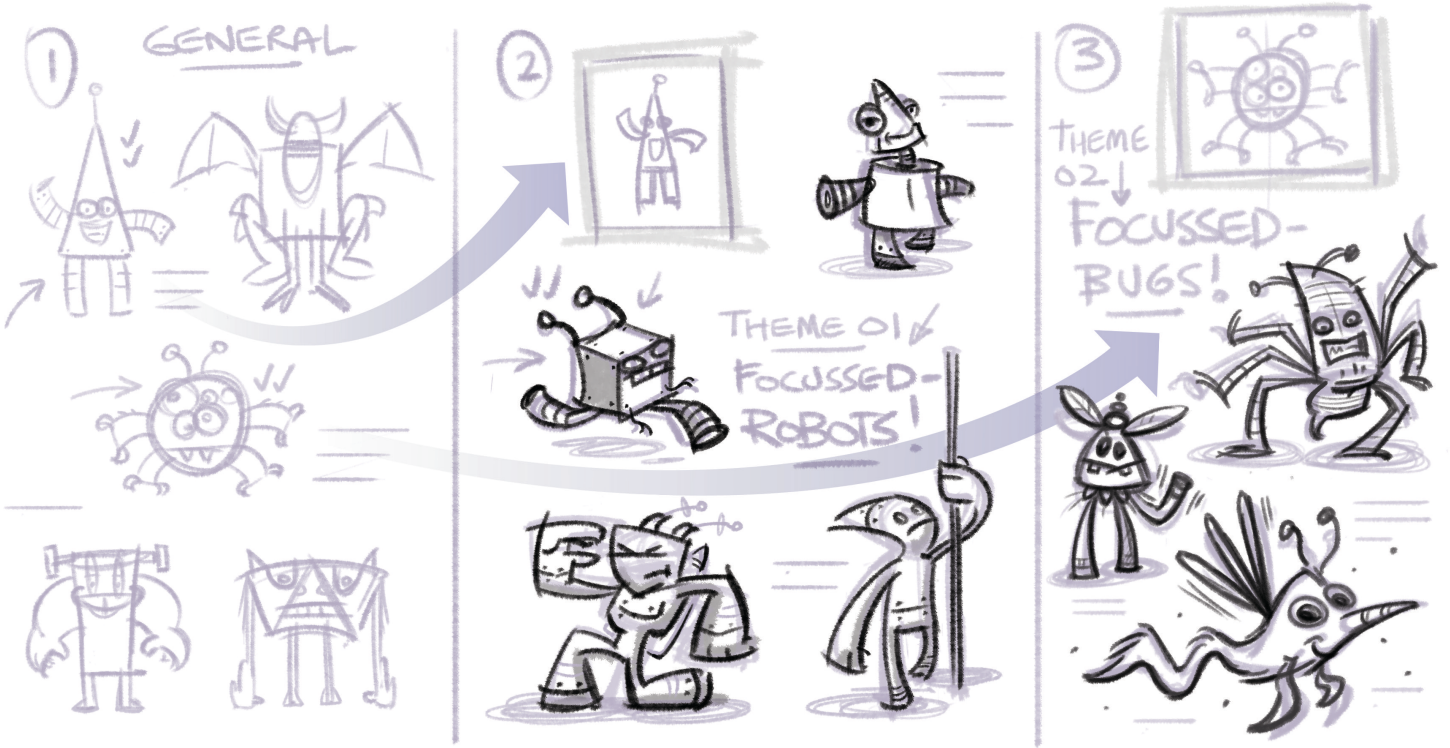


Depict Collect Select

SIGGRAPH-Mascot design workshop

Iterative design

- Here are three stages
- A *general* design stage of quick ideas
- Two *refined* stages of more detailed designs than the first



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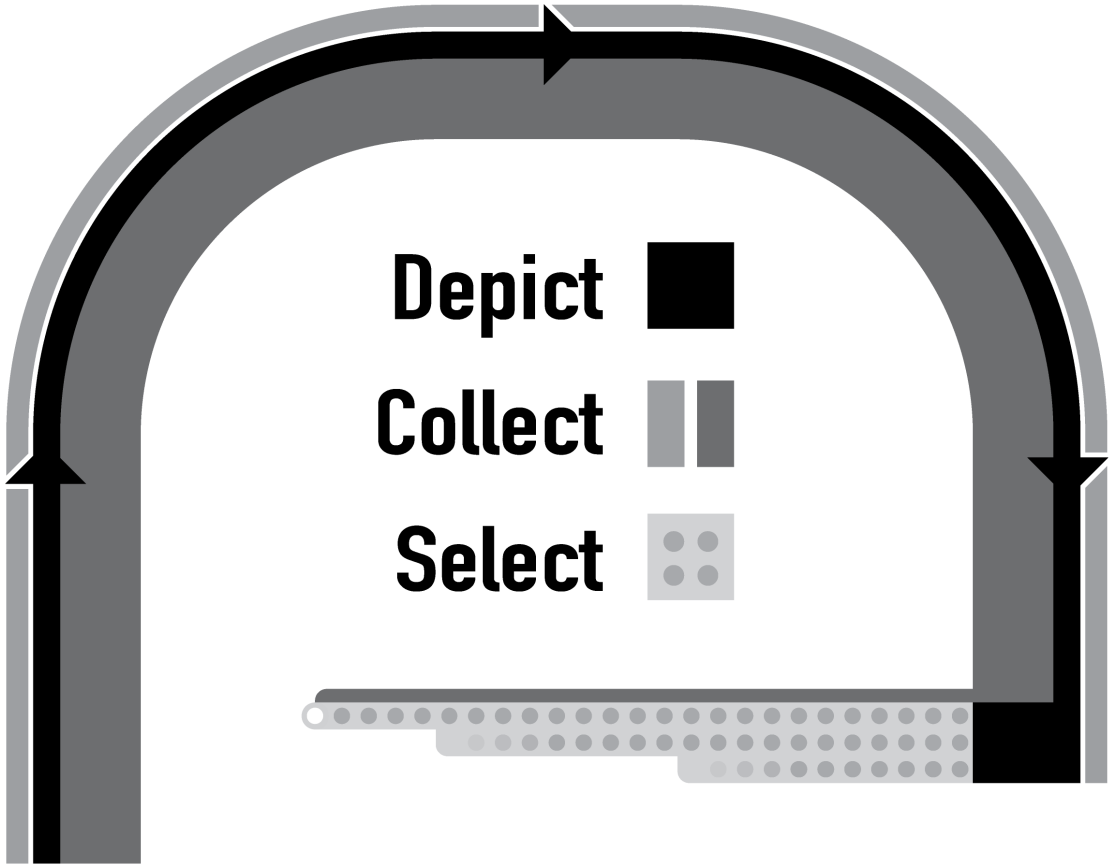
SIGGRAPH-Mascot design workshop

Depict Collect Select (DCS)

A visualisation of and support system for iterative design process & progress

Developed for industry and academia

This is one loop of the DCS



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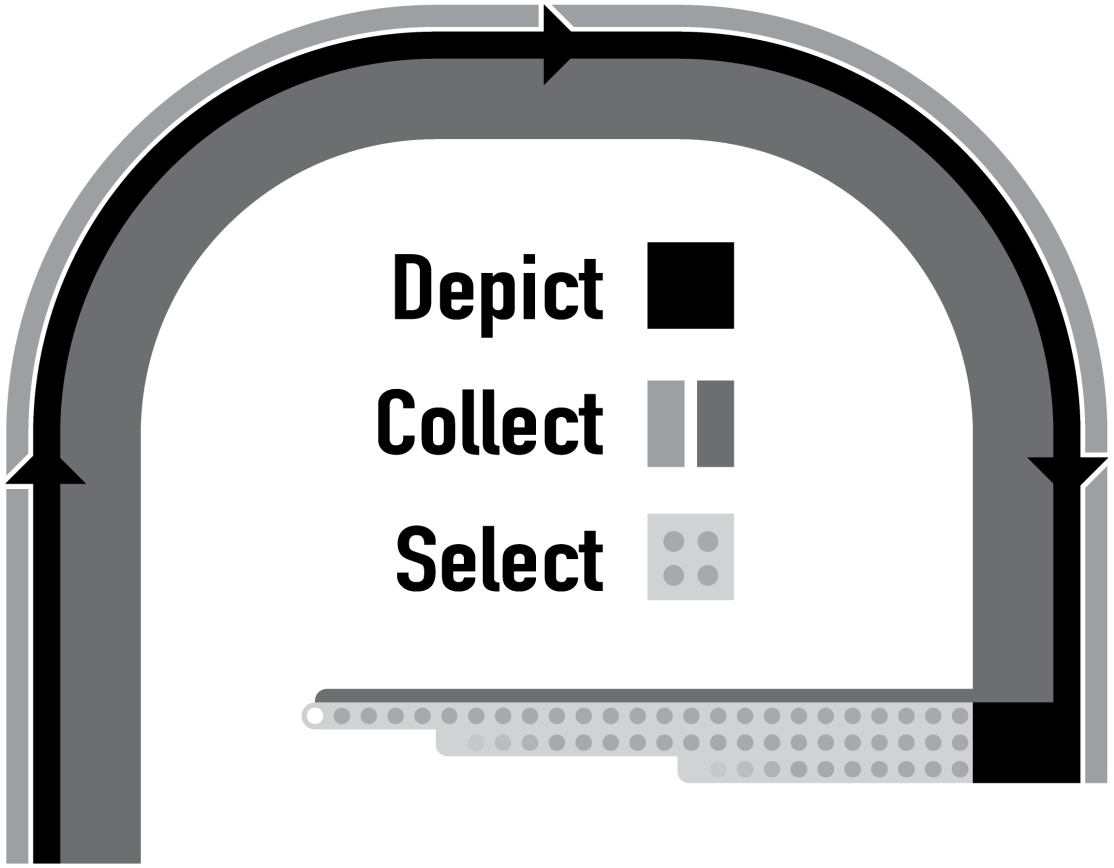
Depict Collect Select (DCS)

One loop is one collective task:

- **Depict** ideas
- **Collect** images and information for reference and inspiration
- **Select** the best depiction for a final choice or for a next stage



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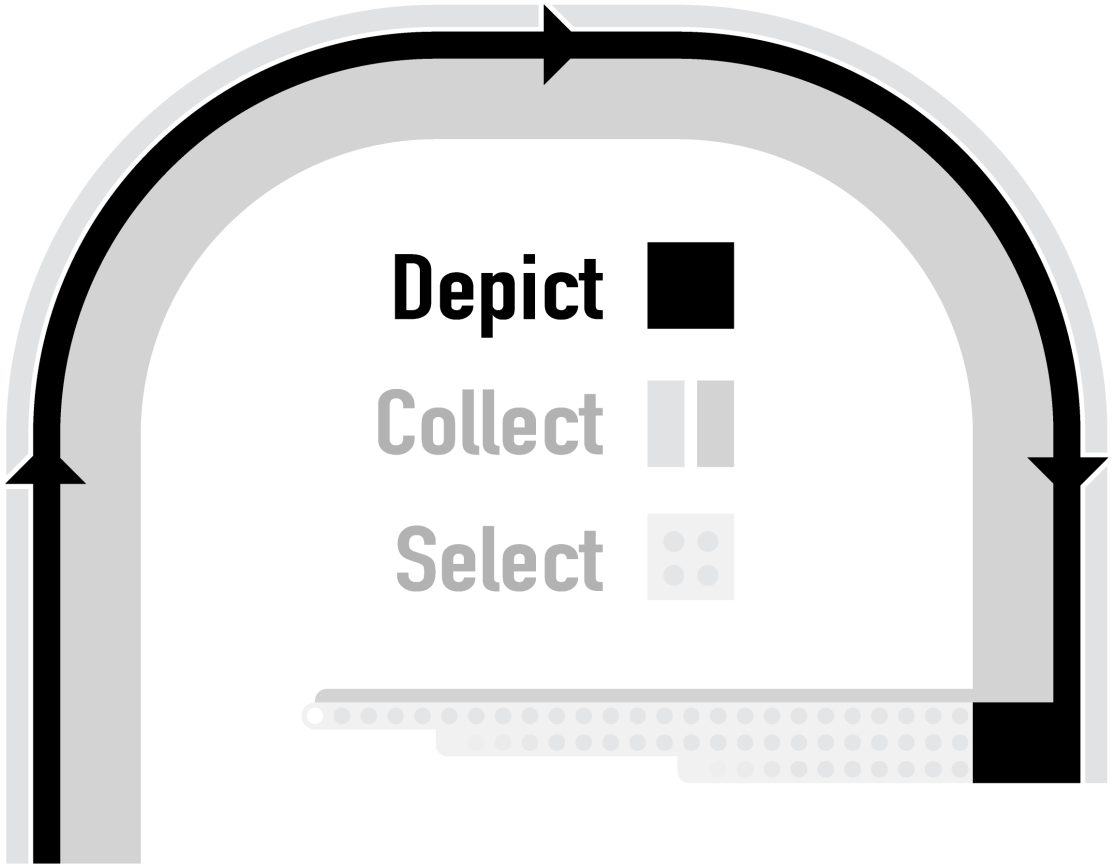
DCS: Depict

Depict is to visualise; to represent

- To draw
- To sculpt
- To design



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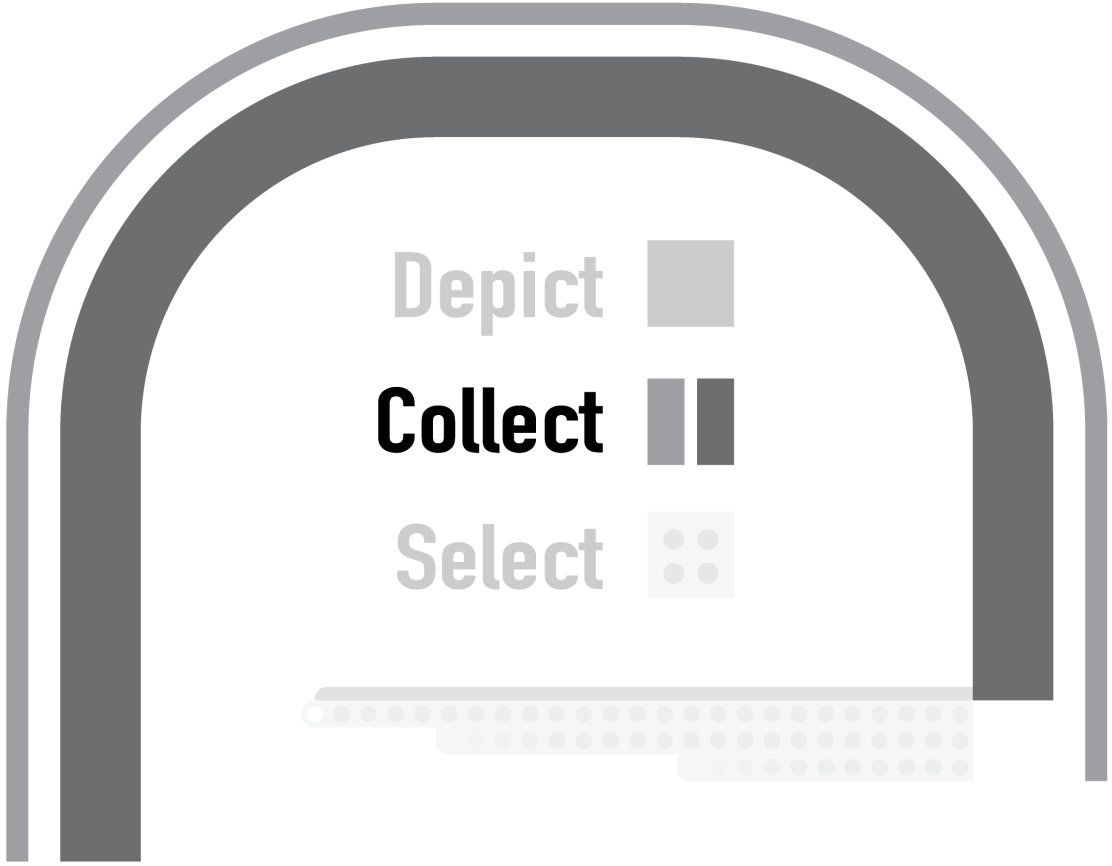
DCS: Collect

Collect is to gather

- Images and information
- For understanding
- For inspiration



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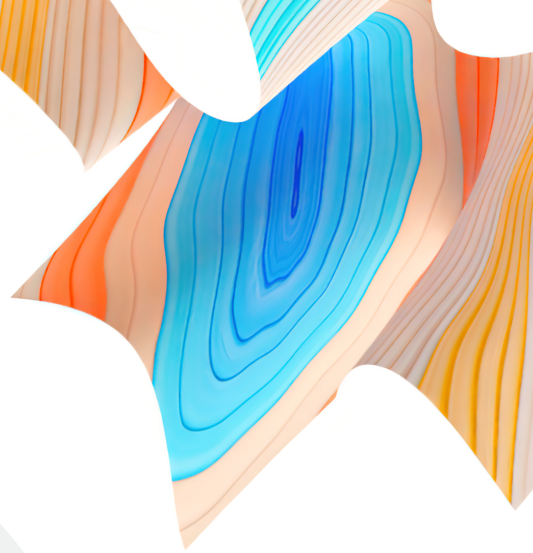
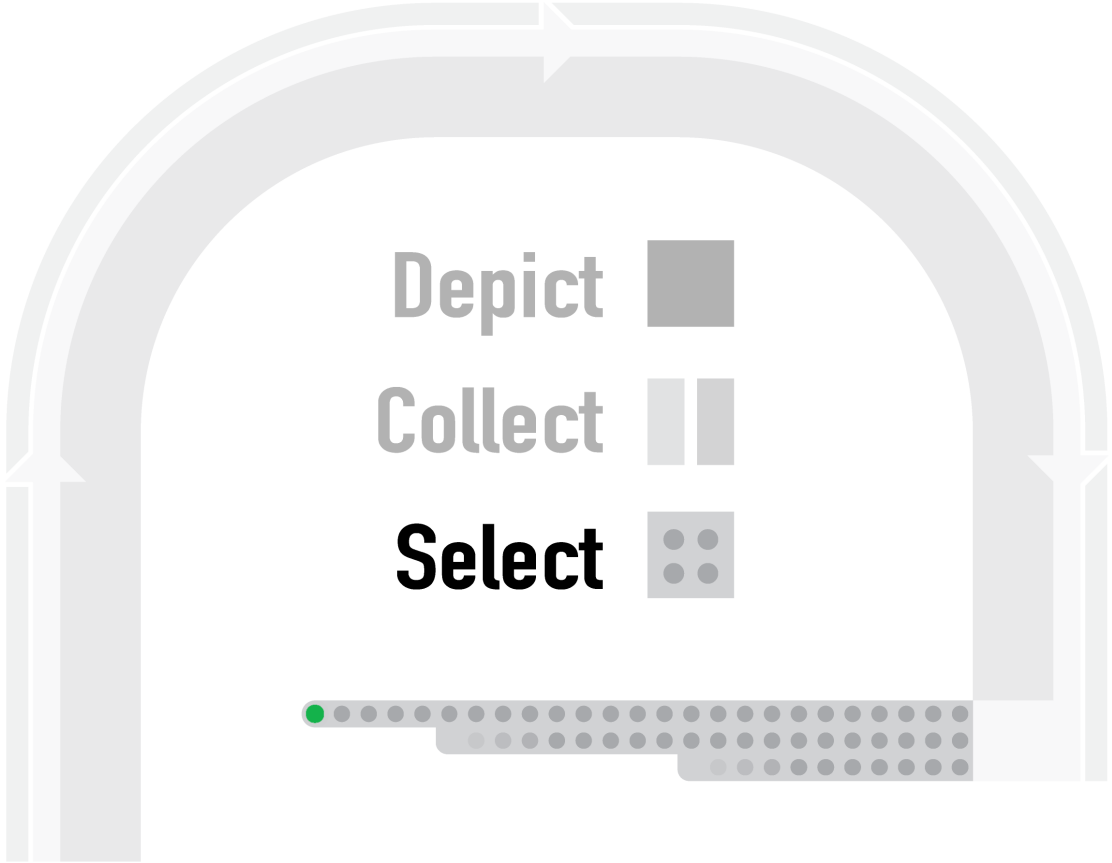


DCS: Select

Select is to decide

- To choose a best outcome for a final or next design stage
- Note the dots that represent ideas; some are discarded as they move to a final outcome



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Depict Collect Select

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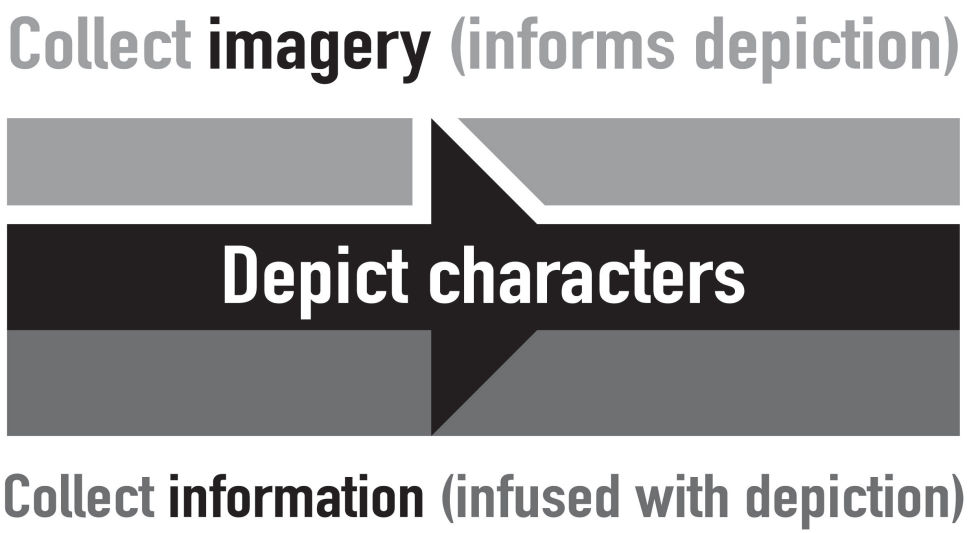
DCS: Depict + collect

- *Depict/collect* are done together then *select* thereafter
- Note the white line between imagery but not information
- This is a visual clue that images are not copied but other information, like skills & techniques could be



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Depict Collect Select

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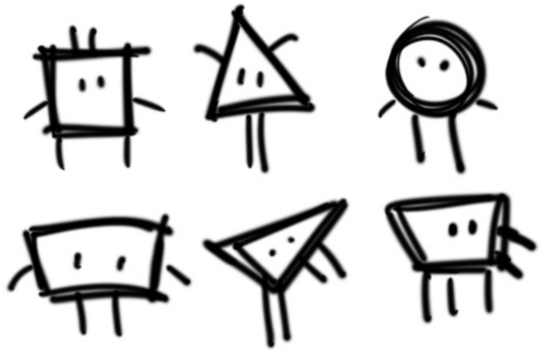
DCS: one loop



Depict designs by drawing, sculpting, developing ideas

+

Collect existing and live information from online, observation, & experts

Select best outcome for end result or a next design stage

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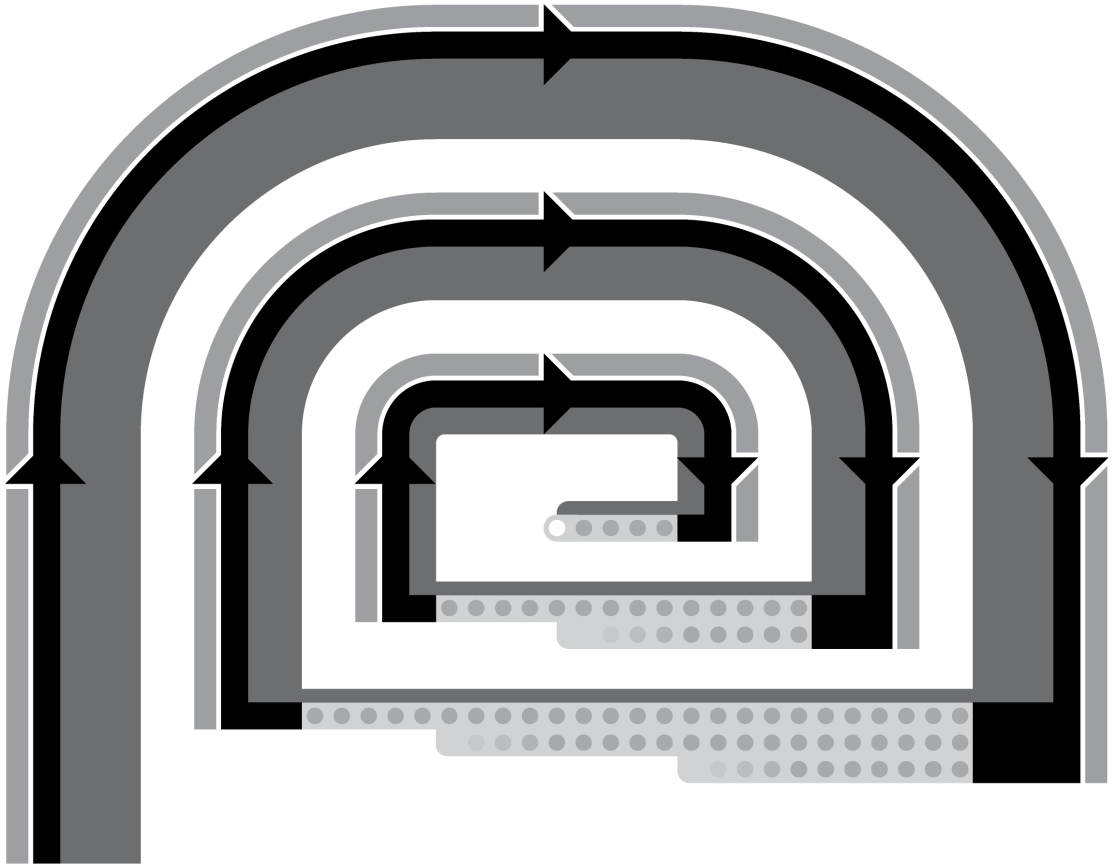
DCS: Loops can be stacked

To represent more than one collective task, like design stages



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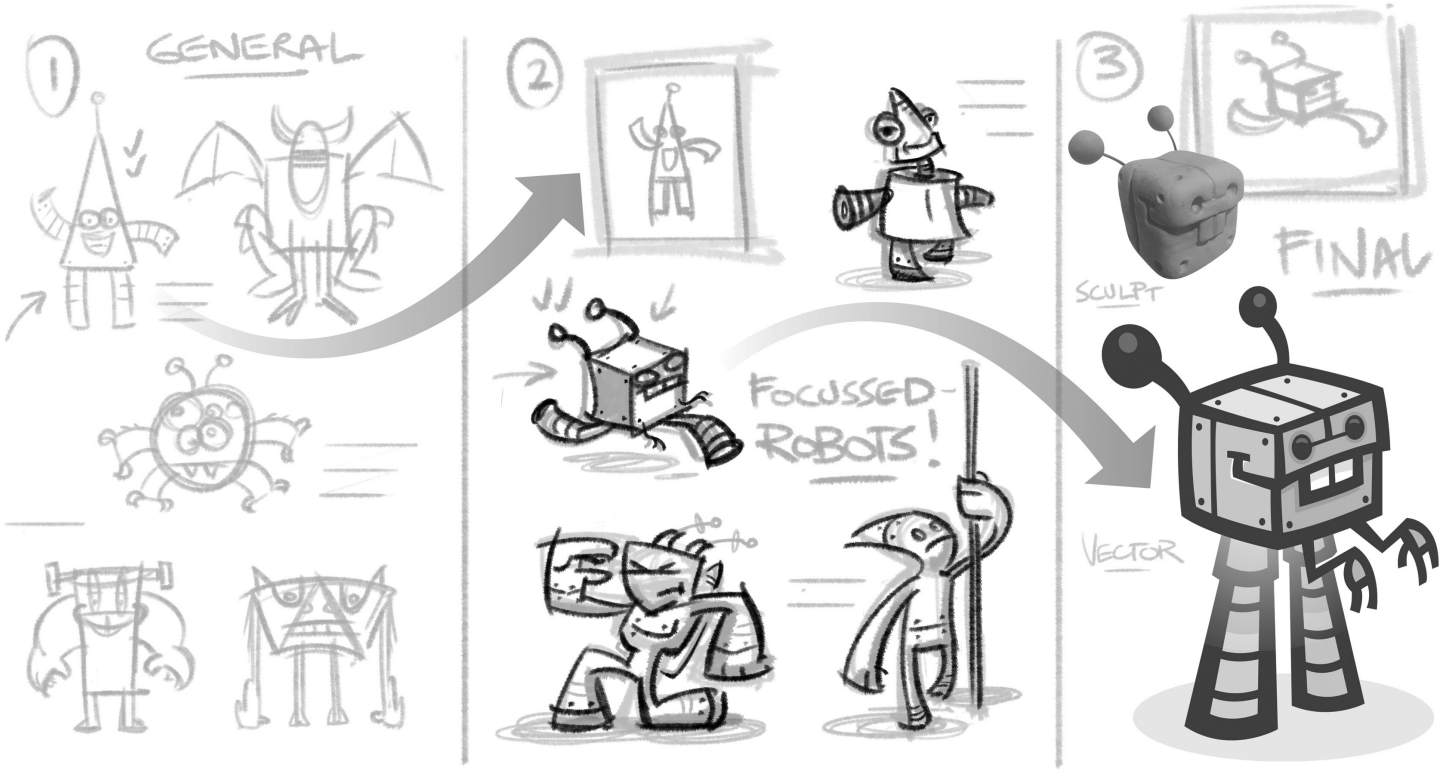
DCS: three loops

- General stage
- Refined stage
- Finishing stage



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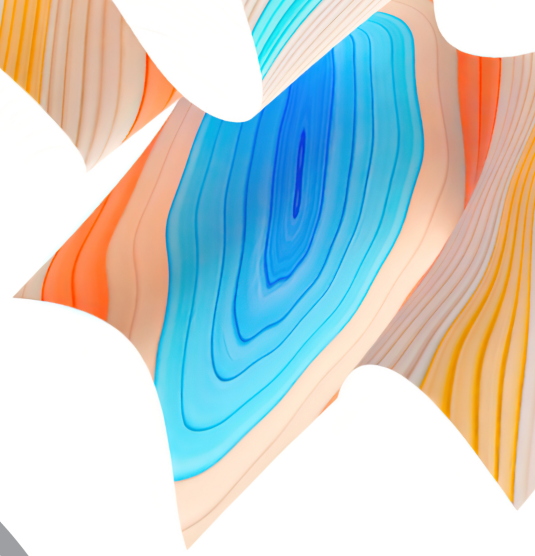
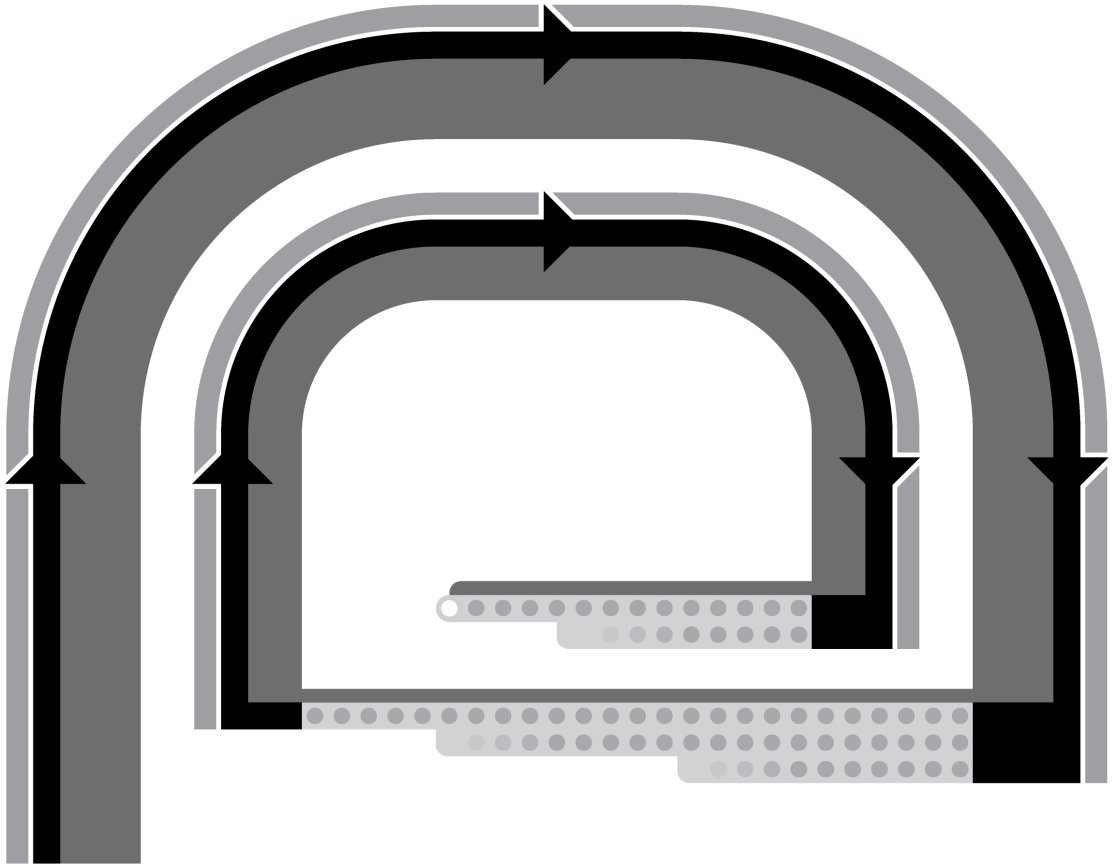


Today: two loops



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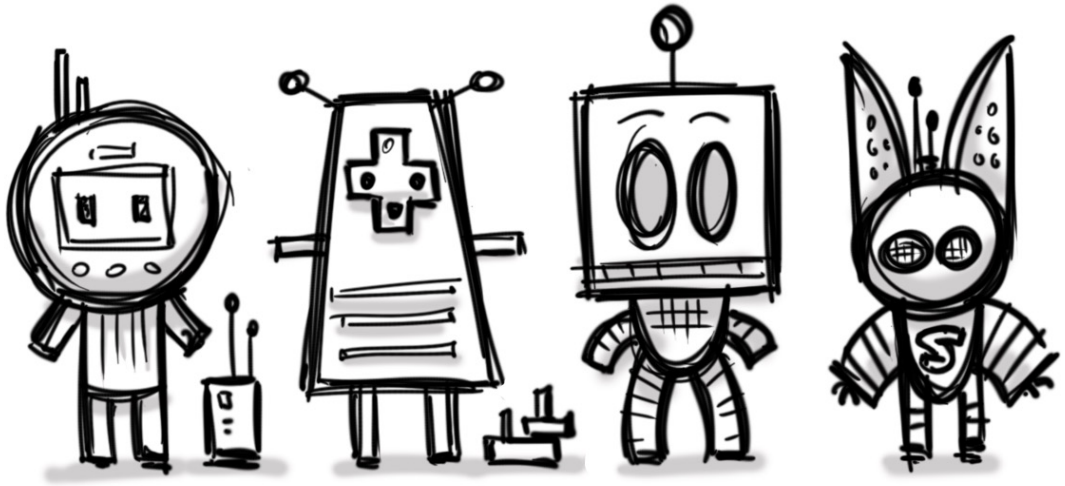

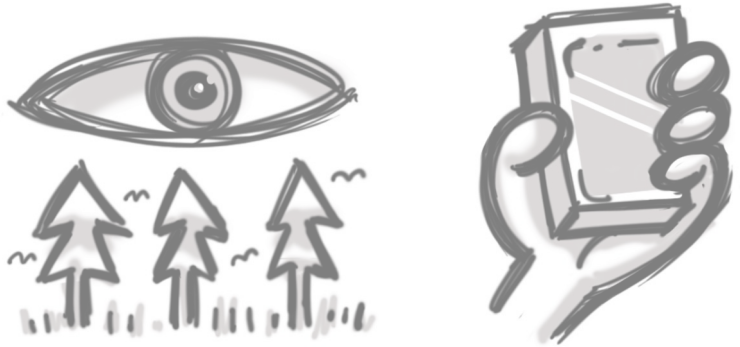

First loop: D+C

- Depict (draw) mascot ideas
- Collect reference & inspiration using your own & artificial senses
- Collect information from your presenter about drawing

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Depict Collect Select

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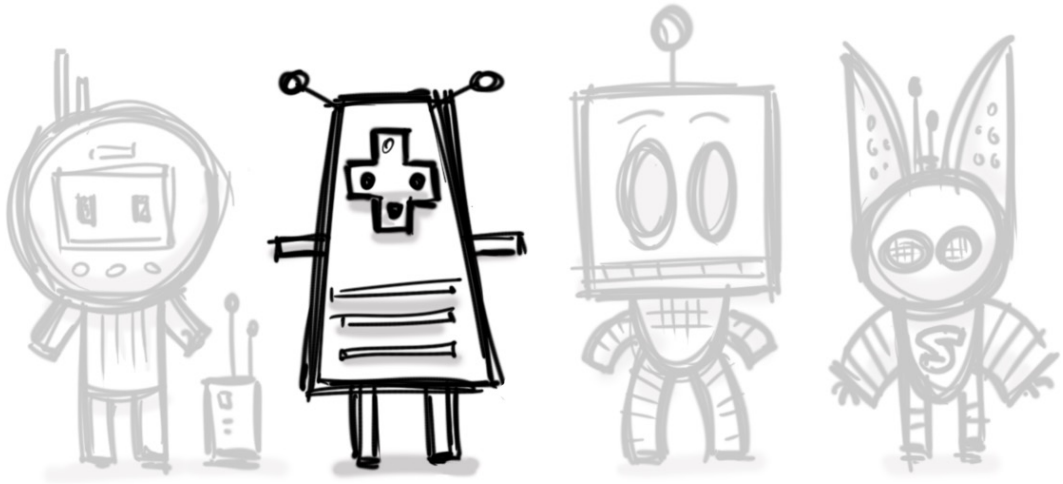

First loop: S

- Select your best character for the second DCS loop

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Depict Collect Select

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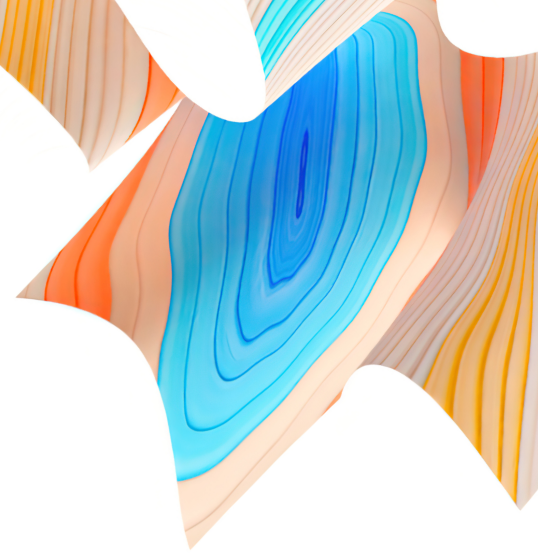

First loop: D+C

- Depict on paper or mobile device
- Collect information from your surroundings and your A.I. app
- A Chat GPT prompt (for text & images) could be ‘Japanese tech-based Mascot character design’
- Use your preferred Gen A.I. app

First loop: S

- When depict and collect are complete, select your best character design
- Do this on your own or with help
- You will sculpt this in the second loop

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Depict Collect Select

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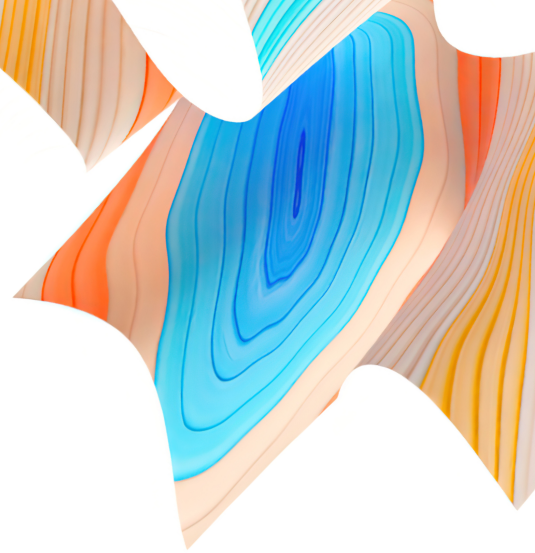

Depict: (Draw)

- Draw ideas on paper/device
- Draw small costume characters
- Five minutes per drawing
- Technology theme
- Simple complete poses

Collect: (Search)

- Collect feedback from presenter
- Collect text/image information from Gen A.I. or the internet
- Arrange images in your photo or mood board app: Canva, Adobe Express, Pinterest

Depict Collect Select

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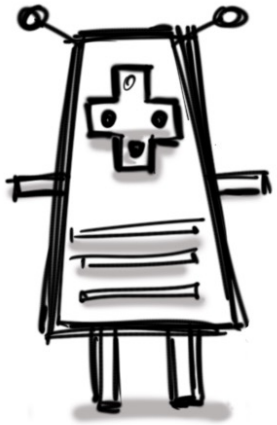

Second loop: D+C

- Depict (sculpt) the chosen first loop outcome
- Collect information from your scan or your render
- Collect information from your presenter about sculpting

Depict Collect Select

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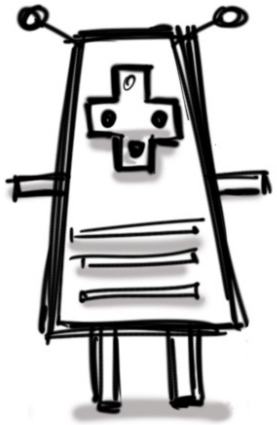
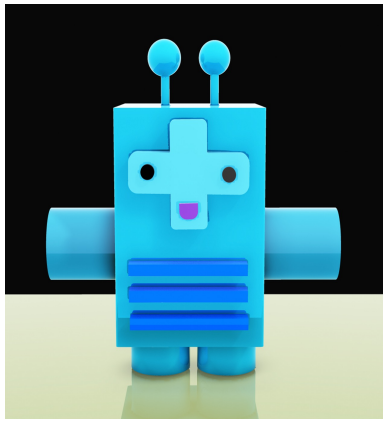
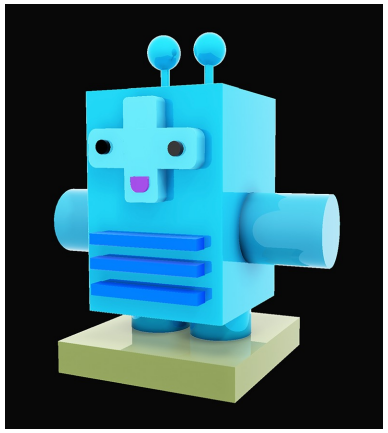
Second loop: S

- Select your best character depictions for presentation







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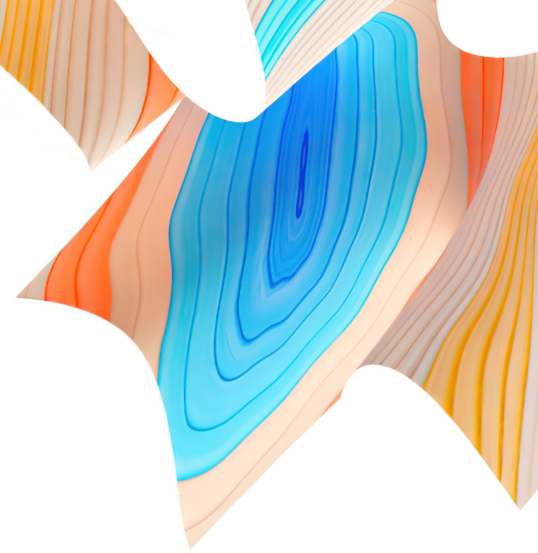

Second loop: D+C

- Depict with plasticine (or digital 3D)
- Collect information from your surroundings and your scanner app
- 3D Scanner App works well with photogrammetry (or LIDAR)
- A simple online 3D app is Adobe's Project Neo

Second loop: S

- When depict and collect are complete, select your best depictions to present
- Do this on your own or with help

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Depict Collect Select

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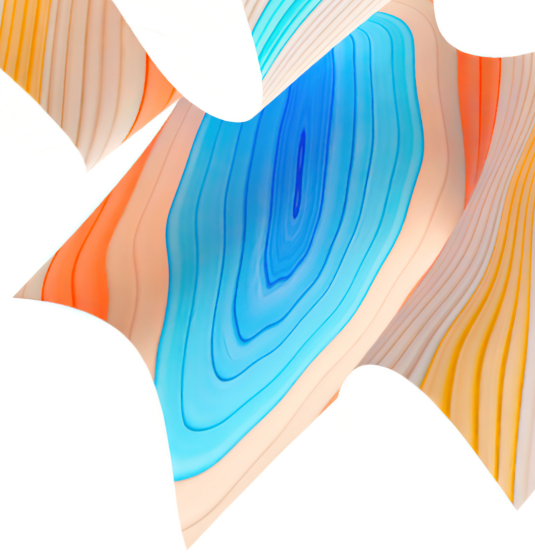


Depict: (Sculpt)

- Sculpt your character in plasticine
- Work with simple shapes
- Toothpicks can connect pieces
- If you prefer digital 3D, make a quick low-poly basic model

Collect: (Scan)

- Collect feedback from presenter
- Collect information from your scans or render your model

Select: (Your final outcome/s)

- To show the presenter/group

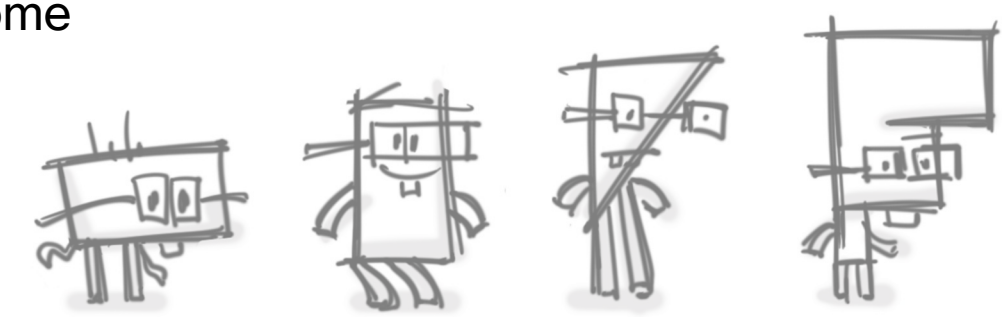
Depict Collect Select

SIGGRAPH-Mascot design workshop

Reminder: Iterative design

Divergent & convergent development

1. Many general ideas
2. Fewer refined designs
3. A final outcome



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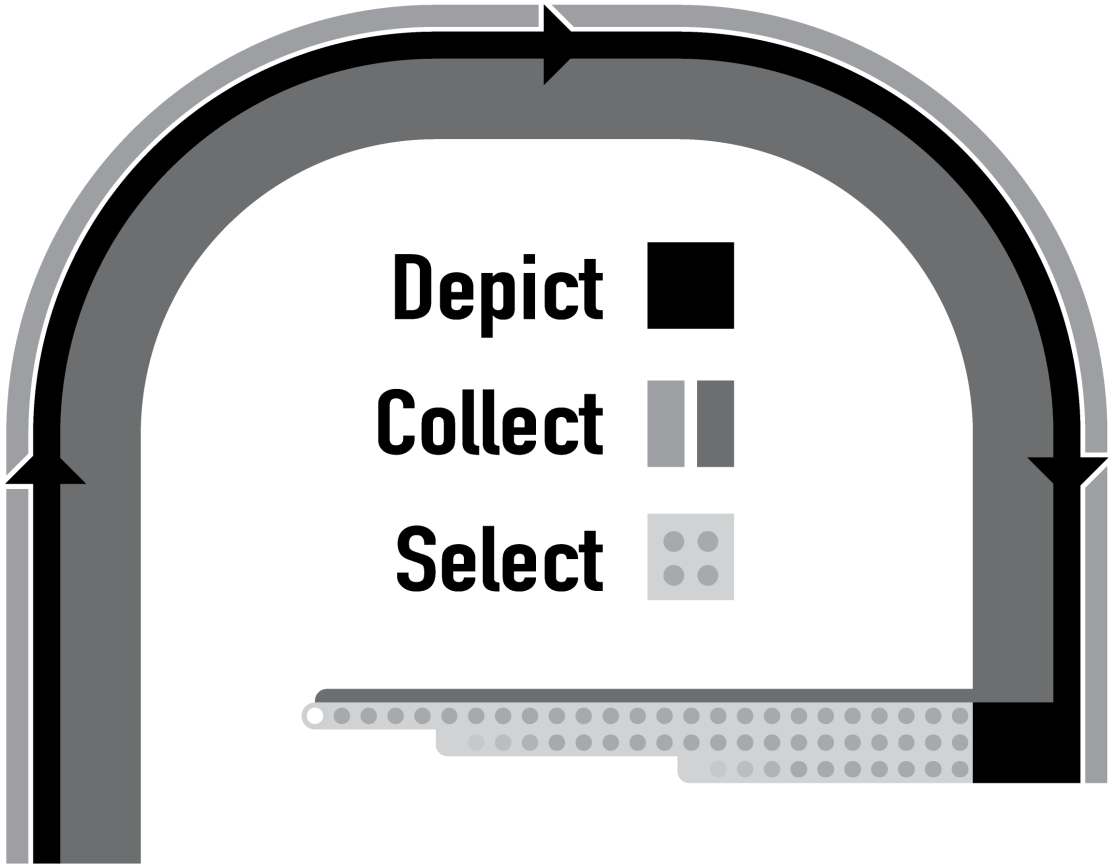
A visualisation of and support system for iterative design process & progress

Developed for industry and academia

For more information:

squidinc.com/work/dcs



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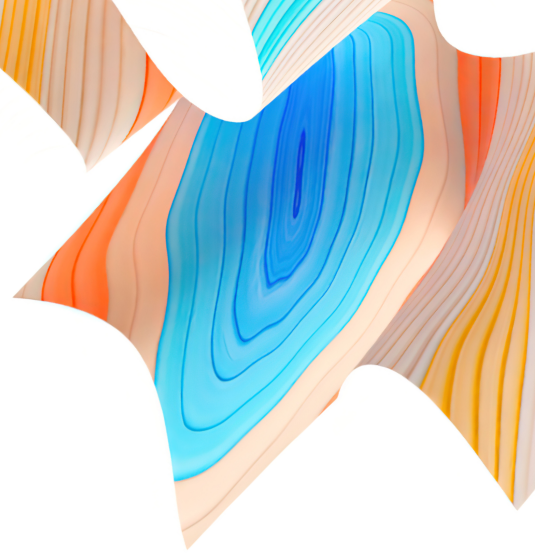

Presentation

- Prize for best class mascot design!
- Small gift for participants
- Congratulations everybody!

Depict Collect Select

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Thank you!