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CONCEPT ART AND CHARACTER DESIGNER: DIFFERENCE AND MEANING

In modern industry of visual culture, which includes animation, video-games and digital media, the stage of preliminary artistic design plays one of the most important roles. Concept creating stage exists for shaping overall visual aspect, as well as its mood, style choice and the way it must influence on audience emotionally. That is the reason, why understanding of basics of concept art and character design is highly required. These two meanings are used to be taken similarly, but they are quite different by their purposes in process of creating visual product.

Concept art is a form of visual art where the main purpose is to produce and convey ideas through illustrations and designs that are meant to be used in films, games, animations, comic books, or other media. This type of art is only a preliminary representation of an idea before it's made into a final product so that the artists on the visual development team can use it as a guide to define the look, feel, and style of the character, prop, environment, element, or whole project. In process of visualizing whole concept art artists must work with shape language, light, color and composition, which is used to convey the atmosphere of environment or story.

The singularity of concept art is precisely its variability and how experimental it can be. Unlike final product, it can be undetailed and sketchy, because its main goal is to give visual presentation of idea, as well as researching of the best decision for further project development. That is why concept-artists create a great number of options of one object, scene or environment, step by step developing the message behind it and its appearance. By meaning of this, concept-artists also do much of analyzing work, trying

to evaluate how project supposedly will look in different different stylistic or technical decisions.

Also, while “concept art” and “conceptual art” may sound similar, they refer to distinctly different practices within the artistic world. “Conceptual art” is an art movement that focuses on the idea or concept behind the work rather than the finished product itself. It emphasizes the artist’s intellectual engagement with the ideas and concepts rather than traditional aesthetic or material concerns. Conceptual art pieces can include installations, performances, written instructions, and more, and are often used to provoke thought or dialogue about social, political, and cultural issues.

Concept art isn’t one-size-fits-all. It branches out into various specialties, depending on the needs of the project:

- a) Environment Concept Art: defines landscapes, interiors, and entire worlds.
- b) Character Concept Art: shapes the personality and appearance of characters.
- c) Prop Concept Art: designs tools, weapons, objects, and accessories.
- d) Vehicle Concept Art: develops designs for cars, ships, and machinery.
- e) Style Exploration: establishes the visual language and mood of the project.

So, let’s focus of character concept art. Character design is a more specialized field that focuses solely on the creation of characters. While concept art encompasses the entire visual world, character designers are artists in charge of developing detailed designs for characters, including their appearance, clothing, accessories, and expressions. They ensure that characters fit the overall style and narrative of the project. Yet, since this field of concept is one of the most popular, they are easily confused with general definition of concept art.

Process of designing the characters starts from whole brainstorming and finding a silhouette, which must be distinctive as a clear stain, without details, colors and outfit development. Of course, very often silhouette shapes while working on overall proportions, outfits and shape language, but it is also a good method to check if the character turns out expressive enough. Professional character designers also pay much

attention to psychological aspect: the way certain shapes and colors perceived by the human mind. Possessing such knowledge, artists can say very much about the character just through their design: their age, social status, profession even emotional state. Sometimes animation studios use this to show that character is antagonistic even before the plot twist, so audience could cross the line between opposites. Character designing is not just artistic activity, it is combination of visual art and storytelling.

The difference between concept art and character design is primarily in its function. Concept art creates the overall visual language of a project, while character design details one of its key elements. Concept art can remain at the level of an idea or sketch, while character design can often be brought to a state suitable for further production, depending on task, such as animation or 3D modeling.

The importance of concept art in today's industry is underrated quite much. Yet it ensures the integrity of the visual style, helps to avoid mistakes during the production. Directors, producers, and technicians get a clear visualization of how final product supposed to look like. In addition, concept art is often used as a presentation tool, concept arts are often shown to investors or commissioners as an exclusive product to convince in potential of idea.

The importance of character design is not overrated as well, that's why it is one of the most popular branches of concept art. Characters are the central element of most stories. They form an emotional connection with the viewer or player, become symbols of brands and remain in the cultural memory. Successful character design can make a project recognizable and successful even without a complex plot. Big studios pay the most attention to this stage, so character's design often needs to pass multi-stage approval, no wonder why very often it takes up to hundreds of concept until coming to satisfying result. Concept art creates the medium in which the character resides, and the character design fits harmoniously into this environment. For example, in a retro-futuristic world, characters are often depicted with non-existing technologies for our

age, yet carrying steampunk atmosphere all around. In the historical context their appearance will be based on real prototypes. So logic and sticking to certain examples is incredibly important.

In summary, concept art and character design are interconnected components of modern visual art, performing different functions with similar goal. Concept art forms the foundation, defining the style and direction of a project. Character design creates unique and recognizable characters. Their interaction is the key to the successful implementation of any idea.

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THE ROLE OF MULTIMEDIA DESIGN IN MODERN CREATIVE INDUSTRIES

Multimedia design has had a significant impact on the creative industries of today, changing how information is created, shared and viewed. Multimedia design integrates text, graphics, animation, audio and video along with interactivity to create complex, engaging digital experiences as technology and globalisation speed up. Multimedia design is an artistic and technical expression of the creative process; consequently, it is