

Demonic Express

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Following my Design Brief I have focused on designing concepts for a 2D animated series called Demonic Express. Researching my past and present inspirations for the art style, theme and storyline that have a similar audience target. With a young adult audience range it gives the show freedom of gore and mature language but with a cartoony/cutesy art style.

After originally coming up with ideas back in 2014 and 2019 I have put together new pages of plans, sketches, and concepts as if producing an idea to a studio. Listing ideas and references while still being open minded for change. My artists who've inspired me over the years,

Vivziepop, Monster High, Angielsca and Tim Burton, share a trait of abnormal human characters and storylines involving a haven for those. The paranormal and satanic aesthetic has popularity within the audience age range and even builds a personification technique of racism and how humans overthink things and people different to them.

I researched what makes an interesting and investing story and creating characters that'll grow and be loved. Using main events leading to a big plot twist and having foreshadowing hints to encourage audiences to get involved with every detail. I've used the story I've had in mind for years and improved along the way, heavily influenced by Vivziepop's Zoophobia world and Tim Burton's House for Peculiar people. Using my own interest of vintage steam trains to create a chaotic but thrilling environment for the story and audience. With the scene a train and the characters satanic, the name Demonic Express came to be.

Preparation for character design involved inspiration from researched designers and experimentation along with personal growth from previous ideas. I developed and improved skills to identify what makes a character unique and to express their purpose, personality and aesthetic. Every character has a significant name, a purpose/job, matching area/room and accessories, symbols, clothing, and colours to fit their aesthetic. E.g. the Greek name Basil, was chosen for a big scary chef who's actually super friendly, and basil relates to herbs which the chef can grow from his beard used while cooking. Certain inspiration has come from historic tropes such as mythical Greek creatures and zodiac signs/animals. My show will involve background characters with their own stories that'll help the plot and planed for the environment to be as detailed and purposeful as the characters within. Showcasing ideas of how some areas are themed. As I'm more of a character designer, I have developed a finished contemporary design of the three main characters, Stella, Leo and Demona with new learnt techniques. The final designs are completed and used for the poster and logo that follow common concepts learnt but within the Demonic Express universe.

I performed an accurate set of concepts and final designs that represented my aesthetic and audience objective. Achieving my design brief and learning new skills relevant to this and my future. I can see professional logo design and in-depth storyboarding changing but keeping the original ideas and concepts to build a show that could be produce one day. I truly believe Demonic Express has potential and can be loved by its aimed audience since the ideas were formed when I was in that age range and inspired by loved contemporary designers.