

# Kawaii

## Character design

### What is Kawaii?

Kawaii is a Japanese word that translates to 'cute', 'tiny' or 'loveable'.

The Kawaii aesthetic is also known as the culture of cuteness in Japan. It is a phenomenon that can now be recognised worldwide.

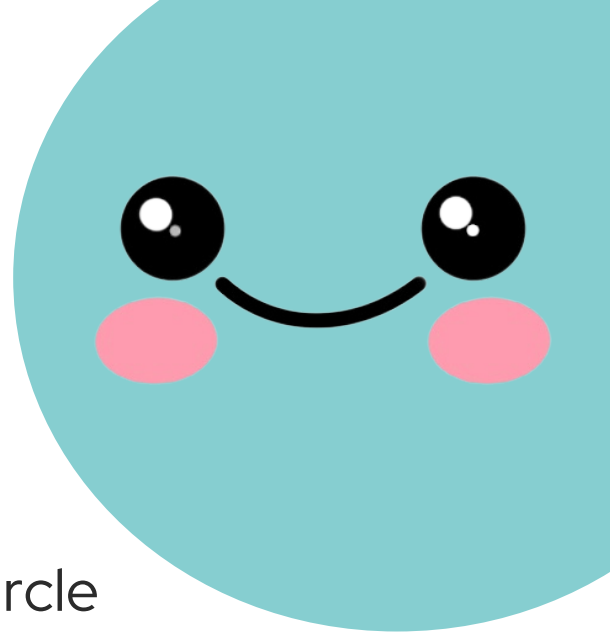
You can use Kawaii to turn almost anything into a character.

**Kawaii is pronounced Ka-wa-ee**



# How?

In this guide we use a simple Kawaii design that you can use to create characters.

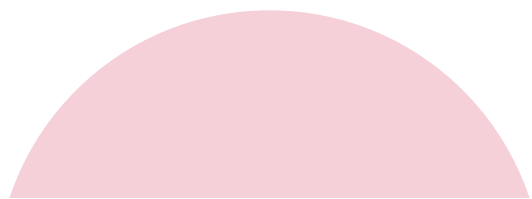
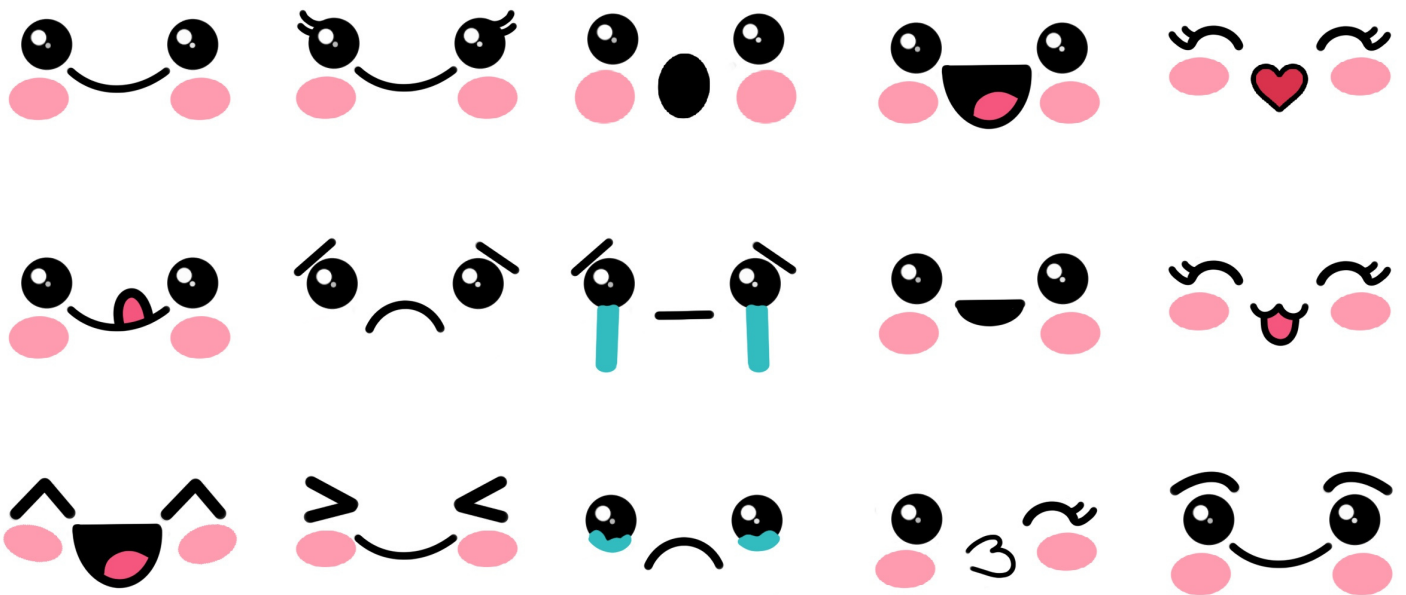


We use three key elements; black circle eyes (with a white dot), pink cheeks, smile.

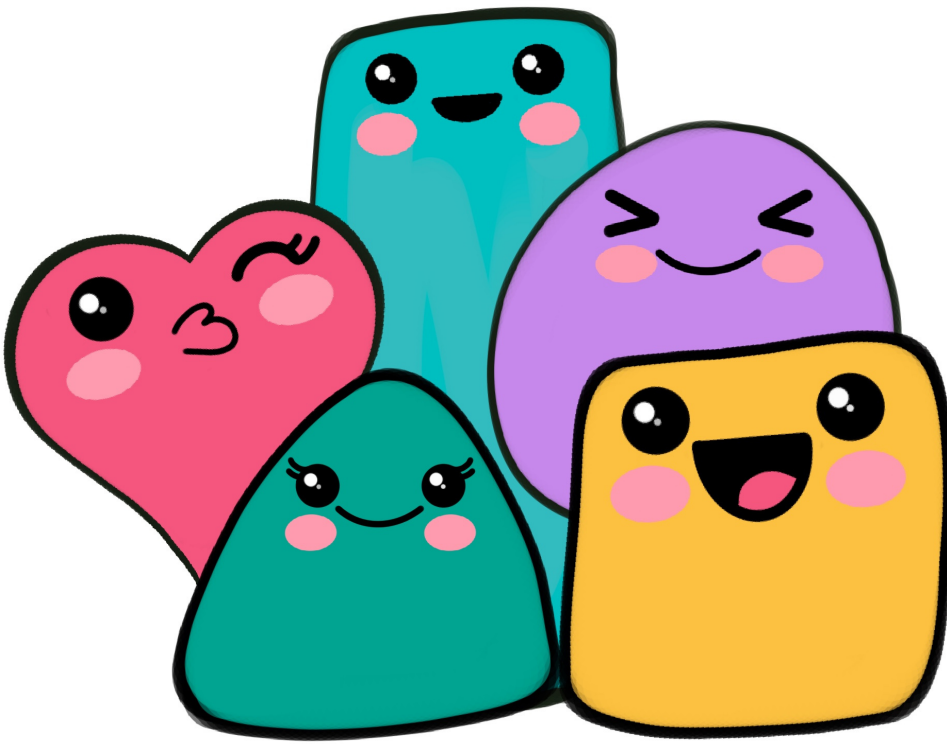
# Faces

You can use a selection of base faces which you can then add onto any item/shape/sketch to turn it into a Kawaii character

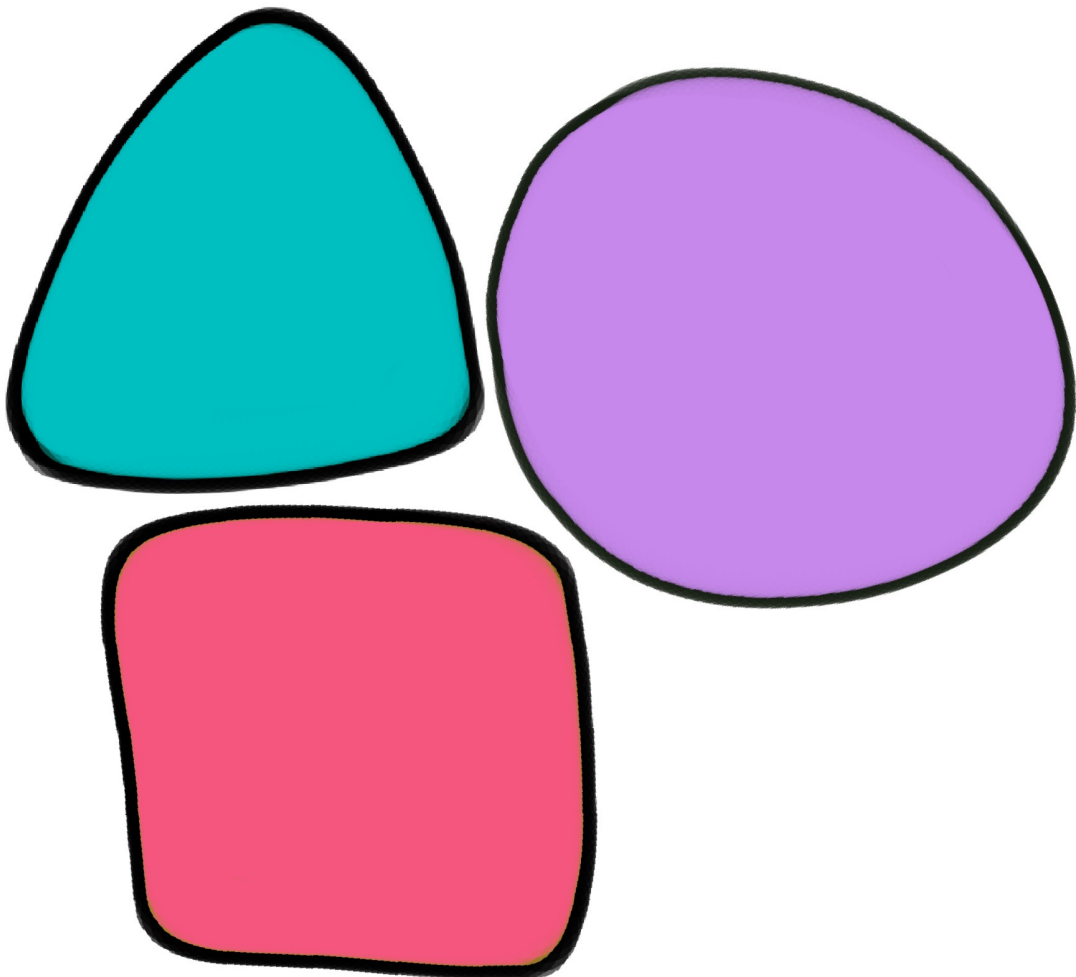
by changing the faces slightly you can portray different emotions



# Shapes



Now you try...



# Weather

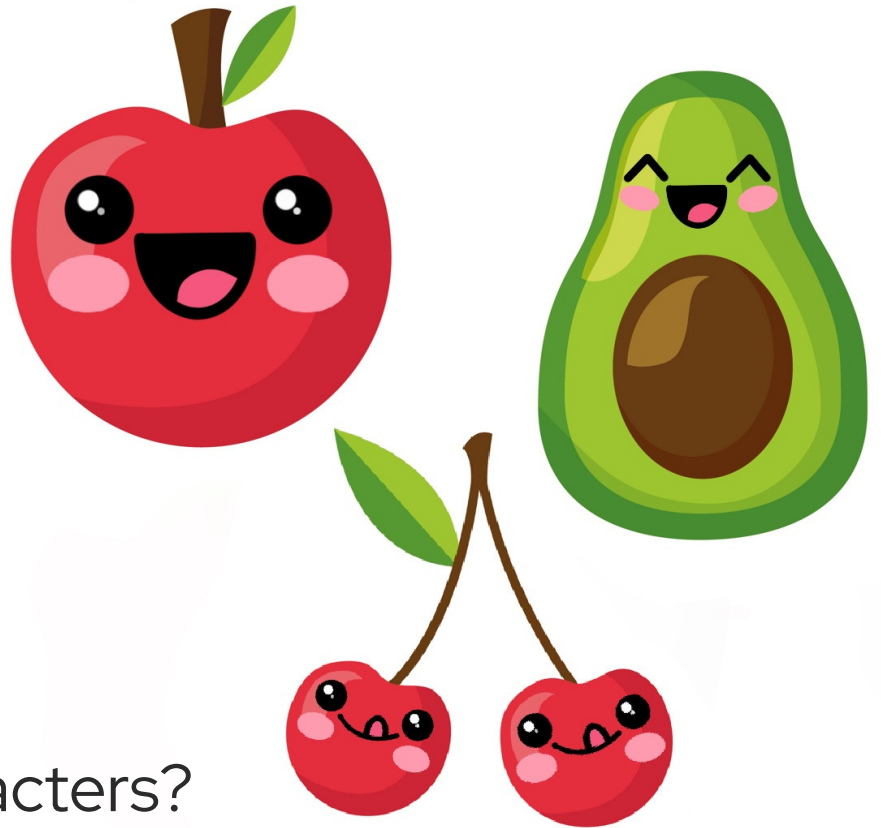


Your turn...

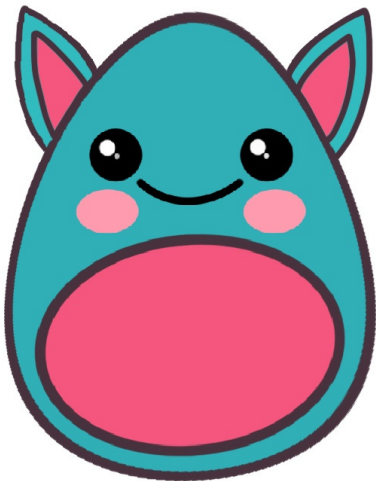


You can use this style of character design in many ways

Why not try fruit?

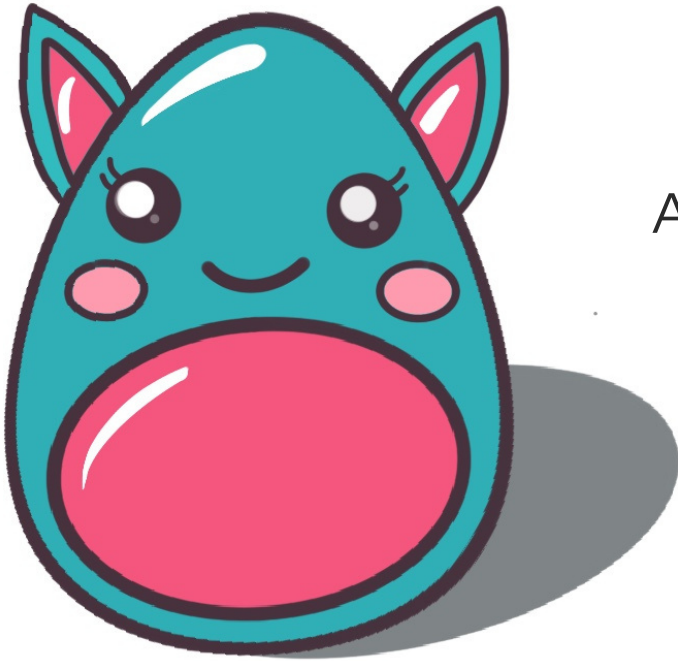


or imaginary characters?





There are other ways to enhance your creations...



Add lighting and shadows

or texture and patterns



We hope you've enjoyed learning about Kawaii we'd love you to share your creations with us:

**Instagram:** @creat\_ful

**Facebook:** Creatful

**Email:** Creatful.info@gmail.com

**#getcreatful**