

ILLUSTRATION COURSE

CHARACTER CREATION

FROM IDEA
TO ILLUSTRATION

Bring your characters
to life with personality,
expressions and stories.

IYA VOINICH

ART & ILLUSTRATION

Small
Characters
Big Stories



01

GET TO KNOW YOUR CHARACTER

Before we draw, let's get to know who they are. Fill in a character map to explore their personality, likes, fears and dreams.



The more you know about them, the easier it will be to bring them to life.

CHARACTER MAP

NAME: _____
AGE: _____

WHO ARE THEY?

WHAT DO THEY LOVE?

WHAT ARE THEY AFRAID OF?

WHAT IS THEIR DREAM?

THEIR LITTLE SECRET:

02

FINDING REFERENCES

We're not looking for images to copy.
We're collecting inspiration — details,
atmosphere, textures and ideas.

Look at shapes,
clothing, hair, brooms,
expressions, movement
and mood.

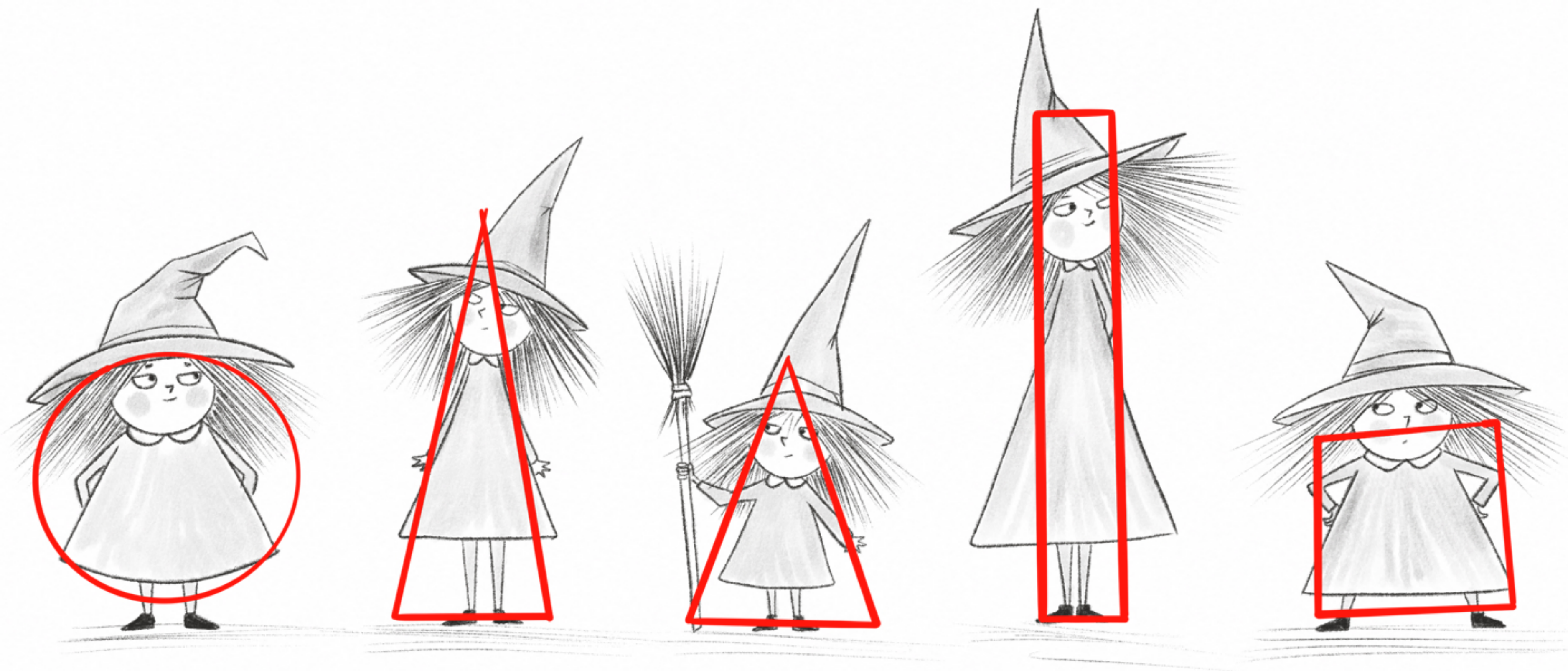


03

SHAPE & SILHOUETTE

Simple shapes can already tell us a lot about the personality. Let's explore different silhouettes.

Round? Triangular?
Tall? Small?
Each shape gives a different feeling.



04

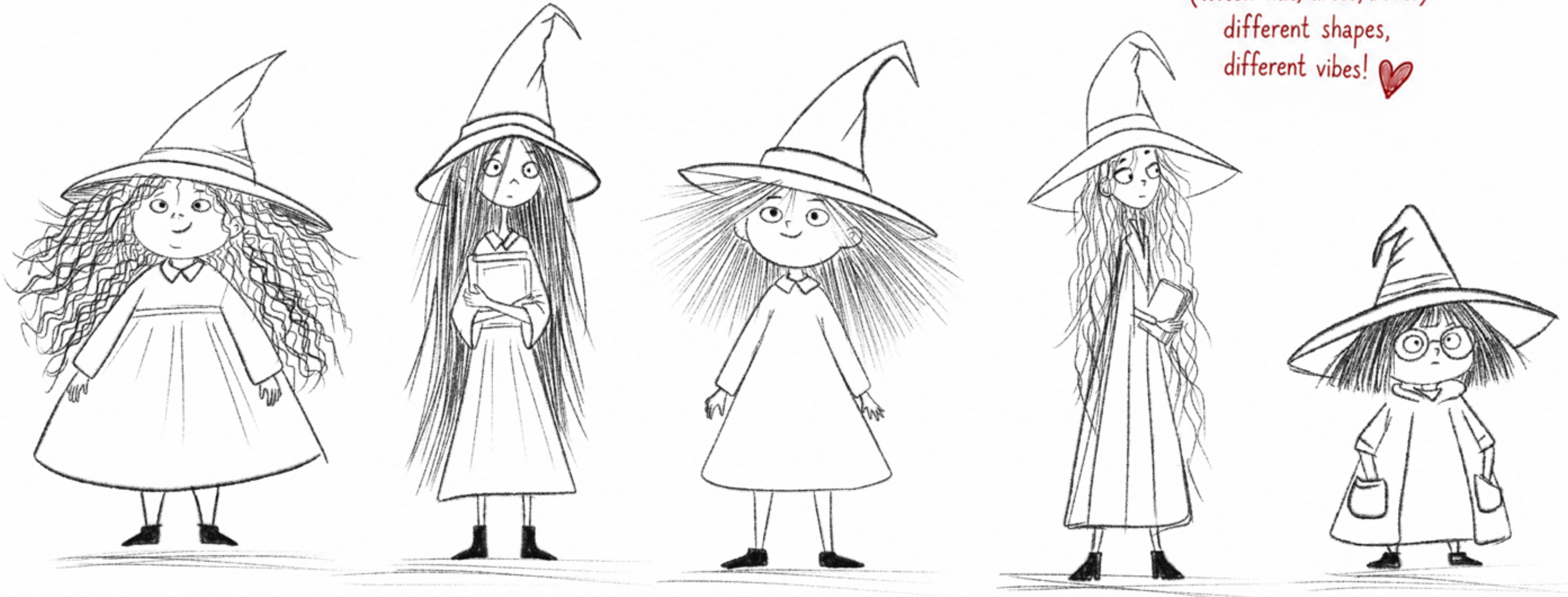
CHOOSE YOUR CHARACTER

We'll take the shapes we sketched and turn them into characters!
Each shape can become a completely different personality.
Same ideas, totally different witches.

Same shapes.
Different characters.
There are no rules —
just your imagination! ♥



Same elements
(witch hat, dress, boots) —
different shapes,
different vibes! ♥



05

DEVELOP YOUR CHARACTER

Before moving on to expressions, let's take a moment to shape your character a little more.

What do they wear? What do they have with them?

What details tell us their story?

Little details
make a big
difference! ♥

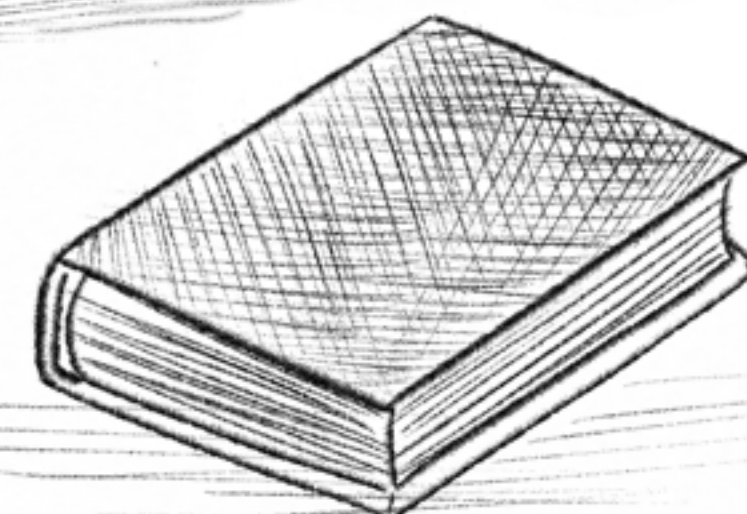
A broom
for adventures.

A little friend
always nearby.

Her essentials

A cauldron
for magic.

A book
for ideas.



06

EXPRESSIONS

Same character. Different feelings.
A small change can tell a completely different story!

EYES
open, closed,
big, squinty...

EYEBROWS
up, down,
together...

MOUTH
smile, frown,
open, tight...

CHEEKS
blush, puffed,
tense...

Play with
the face!
Big emotions
make your character
feel alive! ❤️



HAPPY



LAUGHING



SURPRISED



ANGRY



SAD



SCARED



CONFUSED



OFFENDED



PROUD



TIRED

07

POSES & BODY LANGUAGE

The way your character moves and stands helps to show their emotions and personality. Try these poses and use them as a starting point.

Play with the body!
A small change in posture can tell a big story. ♥



08

COLOR & PALETTE

Color brings your character to life!
Choose a main palette and a few accent colors.
Think about the mood, the personality and the world they live in.

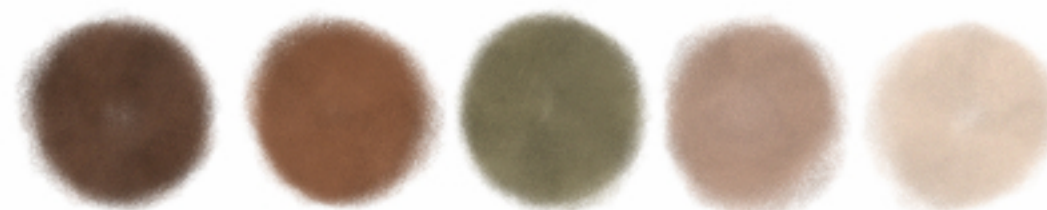
Color tells a story too! 



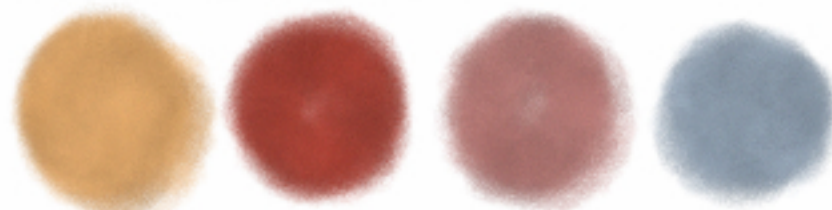
1. MAIN COLORS



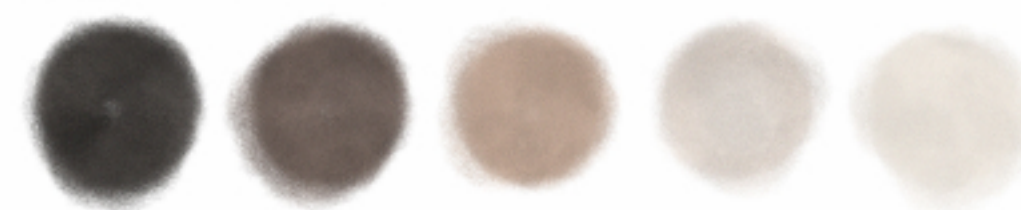
2. SECONDARY COLORS



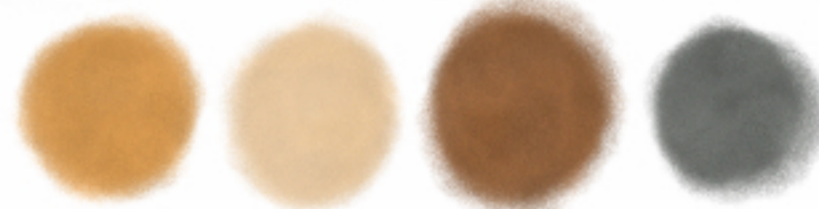
3. ACCENT COLORS



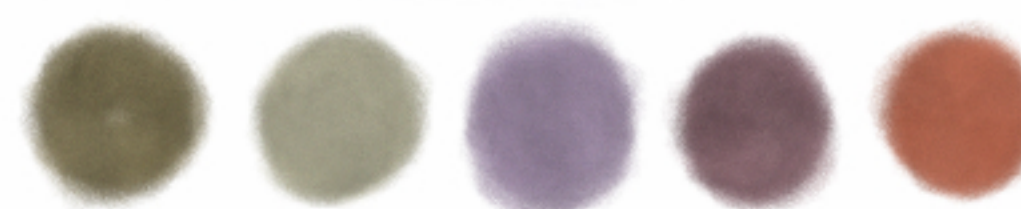
4. NEUTRALS



5. METALS / MAGIC TOUCH



6. NATURE INSPIRATION



7. EXAMPLE COMBINATIONS



9

FINAL CHARACTER SHEET

Your character is ready
for their story!

1. FULL BODY POSES / TURNAROUND



2. FACIAL EXPRESSIONS



3. COLOR PALETTE

