

Appeal

All elements must demonstrate;

- * Likeability
- * Charm
- * Good design
- * Simplicity
- * Communicates and embodies the essence of the character.
- * Comfortable to the eye.
- * The visual form needs to hold and maintain the attention of the audience.

Visual content must not be;

- * Ugly
- * Unattractive
- * Uncomfortable to look at - unless intended! (In all three cases.)

Shock

- * If required is part of the story-line, not the rendering technique.

Nasty characters;

- * Unattractive character - not necessarily physically unattractive.
- * Do rotten things - evil, devious and manipulative by action.
- * Rendered as equally attractively as the heroes and heroines - adds to the deception!