DRAWING YOUR INNER ANIMAL

In the last tutorial we got started on your badge designs with your Retro Lettering Word badge.

Using your worksheet responses, we will now tackle the task of drawing your inner animal!

Look back at your worksheet- using the animal you chose as inspiration, we are going to follow some key tips to master Kawaii style of illustration.

Kawaii- meaning 'cute' in Japanese is a style known for its adorable and lovable characters. This style is oh so cute and with it's simplistic style is just perfect for our badge designs.

Let's get started
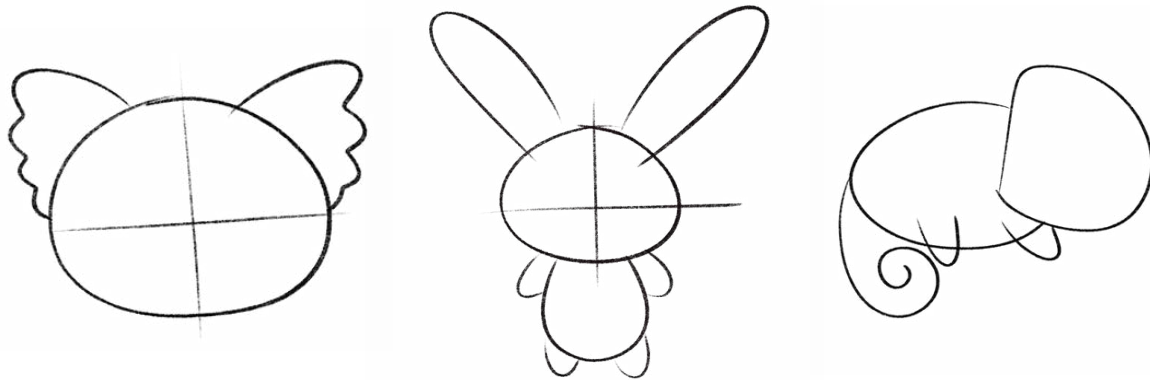
1. Gather inspiration

Before you start sketching gather some inspiration by looking at various kawaii animal images. A quick Google search will bring up plenty of ideas for you, but here are some little characters I've drawn for you to check out too.

2. Sketch Basic Shapes

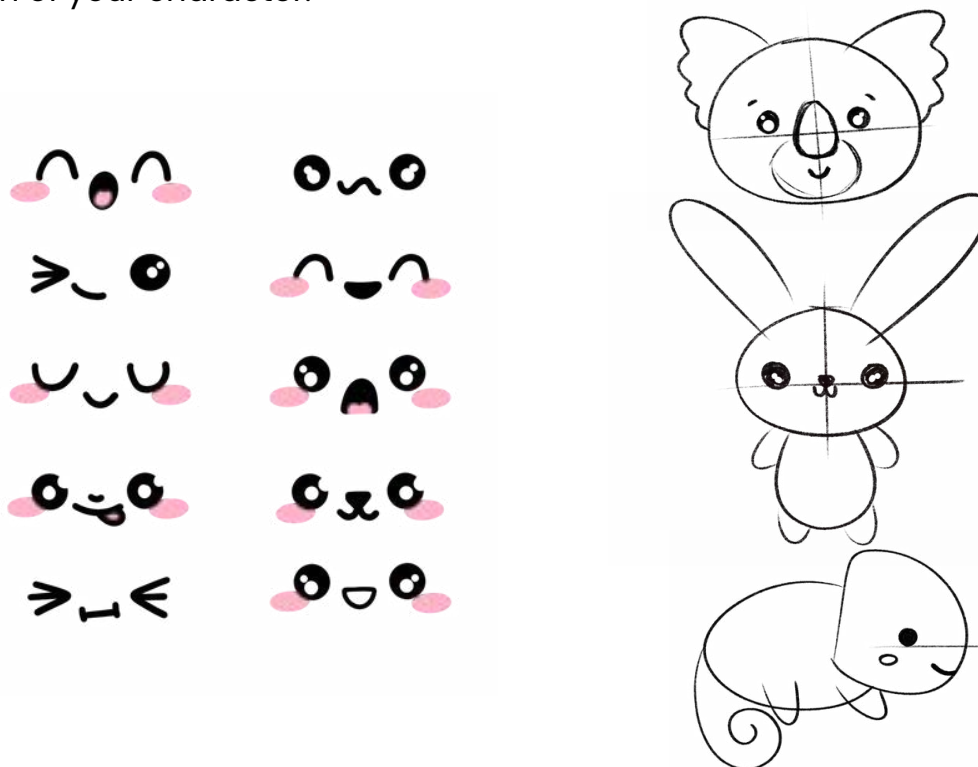Sketch the basic shapes using a pencil brush in Procreate or on paper.

Start by drawing the basic shapes of your animal. Begin with a large circle for the head. If you are doing the body too, add a smaller circle for the body and simple shapes for the limbs and ears.

3. Face and Expression

Draw the face your kawaii animal. Using a cross to guide you, draw two large, expressive eyes in the centre of the head. Add a small, rounded nose and a small line for the mouth to create a cute smile.
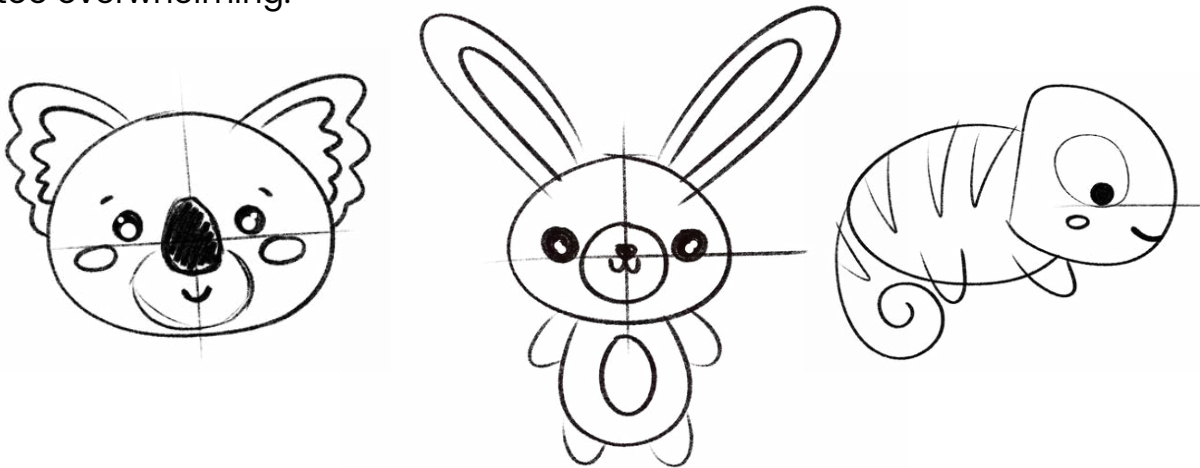
As you can see below, changing these elements slightly can easily change the expression of your character.

4. Details and Accessories

Add small details to give your kawaii animal some personality. For example, draw simple paws, stripes, whiskers, rosy cheeks or even add extra elements like a cute bow on the head.
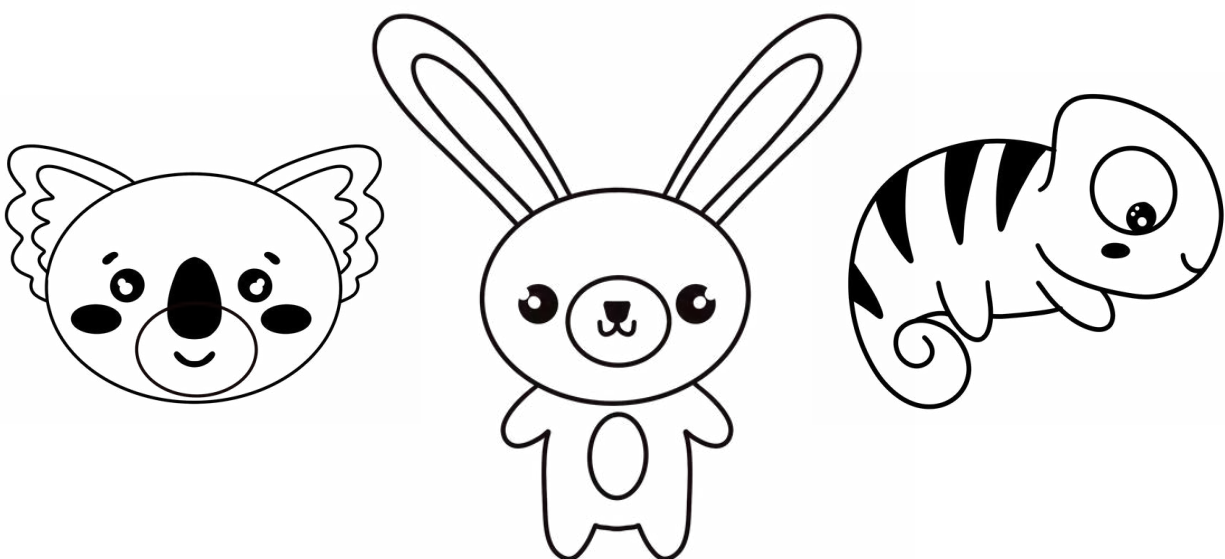
Be creative with the accessories but remember to keep them simple and not too overwhelming.

5. Redraw and Polish

Once you're satisfied with your sketch, create a new layer and start the line art and inking process. Use a brush with smooth and clean lines to outline your drawing (e.g. Monoline). Make sure the lines are consistent to achieve a professional look.

#MADTIP Put elements that you will want to recolour later on different layers

6. Colour Palette

Choose a bright and cheerful colour palette for your kawaii animal. have fun experimenting with your colour combinations!

7. Review and prepare for your badge

Finally, add any finishing touches and adjustments to your illustration.
Place it on your badge template circle and explore different background colour options.