

**AN ANALYTICAL STUDY OF SOCIETAL PREJUDICE
AND CHARACTER ASSASSINATION THROUGH
VECTOR-BASED CHARACTER DESIGN**



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**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWAR
Session 2022-2026**

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*A thesis submitted to the Department of Art & Design in partial fulfillments
for the requirements for the award of degree of BS Art & Design in
Communication Design.*

By:

MUHAMMAD ESSA KHAN

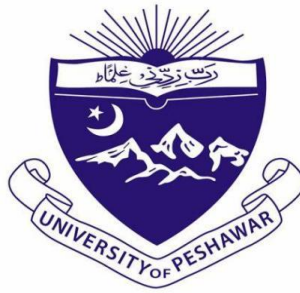


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Bachelor in Art & Design in Communication Design



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Session: 2022-2026

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**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWA
Session 2022-2026**

DECLARATION

I hereby declare that this thesis, titled “**AN ANALYTICAL STUDY OF SOCIETAL PREJUDICE AND CHARACTER ASSASSINATION THROUGH VECTOR-BASED CHARACTER DEIGN**”, is my original work and has not been submitted for any degree, diploma, or other academic qualifications in any other institution or university. The research and findings presented in this report are based on my personal work, and all references, ideas, and contributions from other sources have been duly acknowledged.

I also declare that the materials included in this thesis are either my own work or properly attributed to other authors. The thesis was carried out under the supervision of Ms. Farah Javid.

Muhammad Essa Khan

Date: _/ _/ 2026

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ABSTRACT

This thesis, called "An Analytical Study of Societal Prejudice and Character Assassination Through Vector-Based Character Design", is about how pictures and character design can show and study problems like prejudice and discrimination. It is about how vector-based character design can share social messages in simple but strong ways.

The research looks at how a character looks, like their expressions, body language, colors, and symbols affect how people see them and show social biases. The study of vector-based character design shows how design can express the experiences of people who face judgment of false accusations and social exclusion. Vector-based character design is used to study these things.

The research used an approach. This included reading studies, visual analysis, and making character designs based on real social situations. The findings of the research show that vector-based character design is a way to raise awareness about social prejudice. Vector-based character design can make viewers think critically about these issues. The research also emphasizes the need for responsible visual representation when dealing with sensitive social issues, like prejudice and discrimination. The thesis "An Analytical Study of Societal Prejudice and Character Assassination Through Vector-Based Character Design" shows this.

The research says that vector-based character design is not something artists use, but it is also a way to talk about what is going on in society. Vector-based character design can show people how bad prejudice can hurt someone's reputation. By doing this designer can help people feel for each other understand things better and have conversations in their communities, about vector-based character design. Vector-based character design is a tool that can really make a difference.

Chapter-1

INTRODUCTION

Today, people are often judged not by what they do and achieve but also by what others think of them by stereotypes and by public opinion. These judgments can lead to prejudice and character assassination which're big social problems that affect people in different cultures, communities and workplaces. Prejudice is when someone has an opinion or attitude towards a person or group without a reason or actual experience. This often happens because of things like how they look in their gender class, where they come from their religion, job or personal beliefs. Character assassination is when someone tries to hurt another person's reputation on purpose by spreading rumors, making accusations, sharing misinformation, criticizing them negatively, or defaming them publicly. Both of these can have effects on a person's mental health, social life and career. Prejudice and character assassination can cause a lot of harm.

Prejudice and character assassination affect people. They can also affect communities and society. With the internet and social media bad things about people can spread fast. This means that a lot of people can see this information in just a few seconds. So it is easy for people to believe stereotypes and false information. This can change what people think. As a result people can be left out treated unfairly feel very upset and have their reputation hurt. Prejudice and character assassination are problems now so we need to understand more, about why they happen and how they affect people.

Visual communication is important in how people see things and understand messages. Character design is a part of this. It helps show what people go through how they feel and whats happening in society. Characters are used in lots of things like:

- Illustrations
- Animations
- Comics
- Ads
- Educational stuff

- Digital media

They help get ideas across in a fun and easy-to-understand way. A character's face, body, clothes, colors and symbols can all show social issues. This helps people feel connected, to what's being shown. Character designers use these things to make people think and feel something. They make social issues more relatable. The goal is to make people care about the subject.

Vector-based character design is really important in design today. It's because vector graphics are made using paths and shapes. This makes it easy for designers to create professional illustrations. These designs can be made bigger or smaller without getting blurry. That's why they are used a lot in print media. Vector-based characters are great at getting messages across to people. They can make complicated issues look simple. They can still have an emotional impact. Vector characters help convey ideas in a way. They are good, for telling people about issues. Vector designs are easy to edit. They keep looking good on any device. Vector graphics are very useful.

This research is about understanding how character design can show treatment of people and damage to their reputation. It looks at how design can affect what people think and feel.

- Facial expressions
- Posture
- Symbols
- Colors
- How characters interact

All play a role, in showing judgment being treated unfairly being left out and harm to someone's reputation. The study also wants to know how designers can tell stories through pictures to make people think differently about stereotypes feel for others and think critically about how people behave. It examines how character design can be used to challenge ideas and promote understanding. The goal is to see how design elements can be used to make people think and feel in a way. This research focuses on character design and societal prejudice and character assassination.

Furthermore this study knows that graphic designers are becoming more responsible for telling people what to see and understand. Designers do more than just make pictures; they also help shape what people think and talk about social issues. Through responsible character design graphic artists can talk about tough topics and inspire people to make a difference. By showing how prejudice and hurtful words can affect people and communities visual stories can help people understand the impact of these behaviors.

The purpose of this study is to see how well vector-based character design works to comment on issues and raise awareness. Through research and character development the study tries to show how graphic design can be used to share messages. Ultimately this research helps both design and social studies by showing how visual stories can address social problems and encourage people to understand and talk to each other.

By combining creativity with social analysis this study aims to show that vector-based character design is not just a form of art but also a strong way to explore and share human experiences. The study stresses the role of design in reflecting whats happening in society. Encourages designers to use their skills to engage with issues that affect people and society as a whole. Graphic designers have a role to play in shaping public awareness and contributing to discussions, about social issues. They can use their skills to make a difference.

1.1 Significance of the study

This study matters because it looks at how graphic design relates to issues like prejudice and character assassination. In todays world people are often judged based on what others think or assume, which can hurt their reputation. By using vector-based character design the research shows how visual communication can help raise awareness and encourage understanding. The study helps design by showing that vector-based character design can tell stories and make social comments effectively. It shows how design elements like expressions, body language, colors and symbols can share complex messages in a clear way.

For designers and art students this research gives insight into how their work can solve real-world problems. It encourages them to use their skills to share messages

that promote empathy and positive change. The study is also good for educators and researchers because it helps them understand how visual media affects perception. It provides a foundation for research on character design and social issues. This research also helps people and society see the harm caused by prejudice and character assassination. By showing these issues the study encourages audiences to think about their attitudes and challenge stereotypes. Overall, this study shows that vector-based character design is a tool, for social awareness and education. It adds knowledge to graphic design and visual culture.

1.2 Problem Statement

People can be really hurt by what others think of them. This is because of things like prejudice and when people say things about them that are not true. We often judge people based on what we think they are, like or what we have heard. This can lead to people being treated unfairly and others thinking badly of them. Societal prejudice and character assassination are problems. These issues are getting worse. Not many people use pictures to show what is happening. So, this study is going to look at how we can use pictures to show what societal prejudice and character assassination are and to help people understand these problems better. We want to use a kind of picture called vector-based character design to do this. We hope that by using vector-based character design to show prejudice and character assassination we can get people to understand these issues and think about them more.

1.3 Research Objectives

1. To analyze the concepts of societal prejudice and character assassination in contemporary society.
2. To examine how vector-based character design can visually represent these social issues.
3. To identify the design elements, such as facial expressions, body language, colors, and symbols, used to communicate prejudice and character assassination.
4. To create and evaluate vector-based character designs that raise awareness about the effects of societal prejudice and character assassination.
5. To explore the role of graphic design as a tool for social awareness and visual communication.

Chapter-2

RESEARCH METHODOLOGY

2.1 Research Approach

This study uses two kinds of research methods. It combines the method and the quantitative method. The qualitative method is good for understanding things like prejudice and character assassination. We use things like looking at pictures talking to people and studying cases to understand these things. The quantitative method is good, for getting numbers and data. We use surveys to get this data and see what people think about character designs that use vectors. Using both methods together helps us understand the problem we are studying. It also helps make sure our findings are correct and mean something.

2.2 Research Design

This study is about understanding how people think about prejudice and character assassination. It looks at how these ideas shown through pictures and videos. The study wants to know how the way characters look like their faces and body language can send messages about what society thinks. It also wants to know how the colors and symbols used in these pictures can influence what people think.

The study also. Examines pictures of characters that deal with prejudice and character assassination. It wants to see how these pictures can be used to communicate ideas about these topics. The pictures are made using vector-based designs, which means they are made up of lines and shapes. The study looks at how the designs of these characters, including their expressions and color schemes can be used to send messages, about societal prejudice and character assassination.

2.3 Data Collection Methods

2.3.1 Survey Method

A survey was done to see what people think about how society treats others and what happens when someone's character is attacked. The survey has questions that people have to answer. These questions are choice and people have to say how much they agree or disagree with something. People are asked to look at pictures of characters

and say if they think these pictures do a job of showing feelings, stereotypes, what people think of others and how someone's reputation can be hurt. They have to look at character designs and say if they think these designs are effective, in communicating emotions, stereotypes, social judgment and reputation damage and how character designs can be used to show prejudice.

Purpose of Survey

- To collect audience opinions and perceptions.
- To measure the effectiveness of visual communication.
- To obtain quantitative data for analysis.

2.3.2 Interview Method

Semi-structured interviews are done with designers, art students and some participants who know about visual communication and character design.

The interviews are about:

- Understanding how character design helps raise awareness about issues.
- Getting views, on telling stories through visuals.
- Finding out design methods used to talk about problems.

Purpose of Interviews

- To gather detailed insights and expert opinions.
- To understand the emotional and social impact of visual representations.
- To support findings obtained through surveys.

2.3.3 Case Study Method

The study looks at some examples, like illustrations and animations. It also checks out comics and graphic design projects. These projects deal with prejudice, discrimination and how people judge others. They also look at how these things can hurt someone's reputation.

Each project is looked at closely. This is based on things:

- How the characters look
- What their faces are saying
- How their bodies are positioned
- What symbols are used
- What colors are used
- The story, behind the visuals

The study includes prejudice, discrimination and social judgment. It also looks at reputation damage. Each case study is examined based on:

- Character appearance
- Facial expressions
- Body language
- Symbolism
- Usage
- Narrative context

Purpose of Case Studies

- To figure out what makes visual communication work well.
- To see how social issues are shown through the way characters are designed.
- To give some examples that we can compare to help with our analysis.
- To understand how character design represents issues, like the ones we care about.
- To compare so we can analyze them and learn more about visual communication strategies and character design.

2.4. Sampling Method

For this research we use a method where we pick people on purpose. We choose people who're good, for the study like students who are learning graphic design, artists, designers and people who like looking at pictures and videos.

Sample Characteristics

- Art and design students

- Professional graphic designers
- General audience members interested in visual communication

The sample size is determined according to the availability and relevance of participants.

2.5. Tools and Materials

The following tools and materials are used in the research:

Software

- Adobe Illustrator
- CorelDRAW
- Adobe Photoshop

Research Tools

- Questionnaires
- Interview guides
- Observation sheets
- Digital documentation

Materials

- Academic journals
- Books
- Online articles
- Existing visual case studies
- Vector-based character design samples

These tools support both data collection and character development processes.

2.6 Data Analysis Method

2.6.1. Quantitative Data Analysis

Quantitative data, from surveys is analyzed using statistical methods.

The analysis includes:

- Frequency distribution
- Percentages
- Charts
- Comparative response analysis

These statistical techniques help identify what people think and evaluate how character designs that use vectors work in sharing social issues.

2.6.2. Qualitative Data Analysis

Qualitative data from interviews and case studies is analyzed using analysis.

The process includes:

- Organizing responses into themes
- Finding recurring patterns
- Understanding meanings and perspectives
- Comparing representations, with theoretical concepts

This method helps explain how design elements communicate societal prejudice and character assassination through themes. Thematic analysis helps in understanding these design elements. It explains how they show prejudice. These design elements also result in character assassination.

2.7 Ethical Considerations

Ethical principles are important in research.

We follow these steps:

- We tell participants what the study is about before they join.

- People can choose if they want to participate or not.
- We keep info and answers private.
- Participants can stop being part of the research at any time.
- We make sure to give credit to all pictures and sources we use to avoid cheating.
- We talk about topics, in a careful and respectful way.

These practices help make sure our research is honest and reliable.

2.8 Limitations and Bias

- Every research study has some things that're not perfect, and these can change what the study is about and what it finds.
- Limited sample size is a problem because it means we cannot say for sure that the findings are true for everyone.
- People look at designs and they think different things because of what they have seen before and where they come from.
- We did not have a lot of time so we could not look at many case studies as we wanted to.
- This study is mostly about vector-based character design. It does not look at all the ways that people communicate visually.
- What people say in response to questions may be affected by what they believe and what they have been through.
- When the researcher looks at elements they have to make some judgments that are based on their own opinions.
- Where people come from. What they believe can change how they think about things, like prejudice and when someone is trying to hurt someone's reputation by saying bad things about them.

People are trying to make sure everything is fair by choosing a range of people to take part and using methods that do not favor one side. They want to look at the results, in an objective way to minimize bias through diverse participant selection and objective analysis procedures. This way they can make sure the results are fair and the analysis is objective.

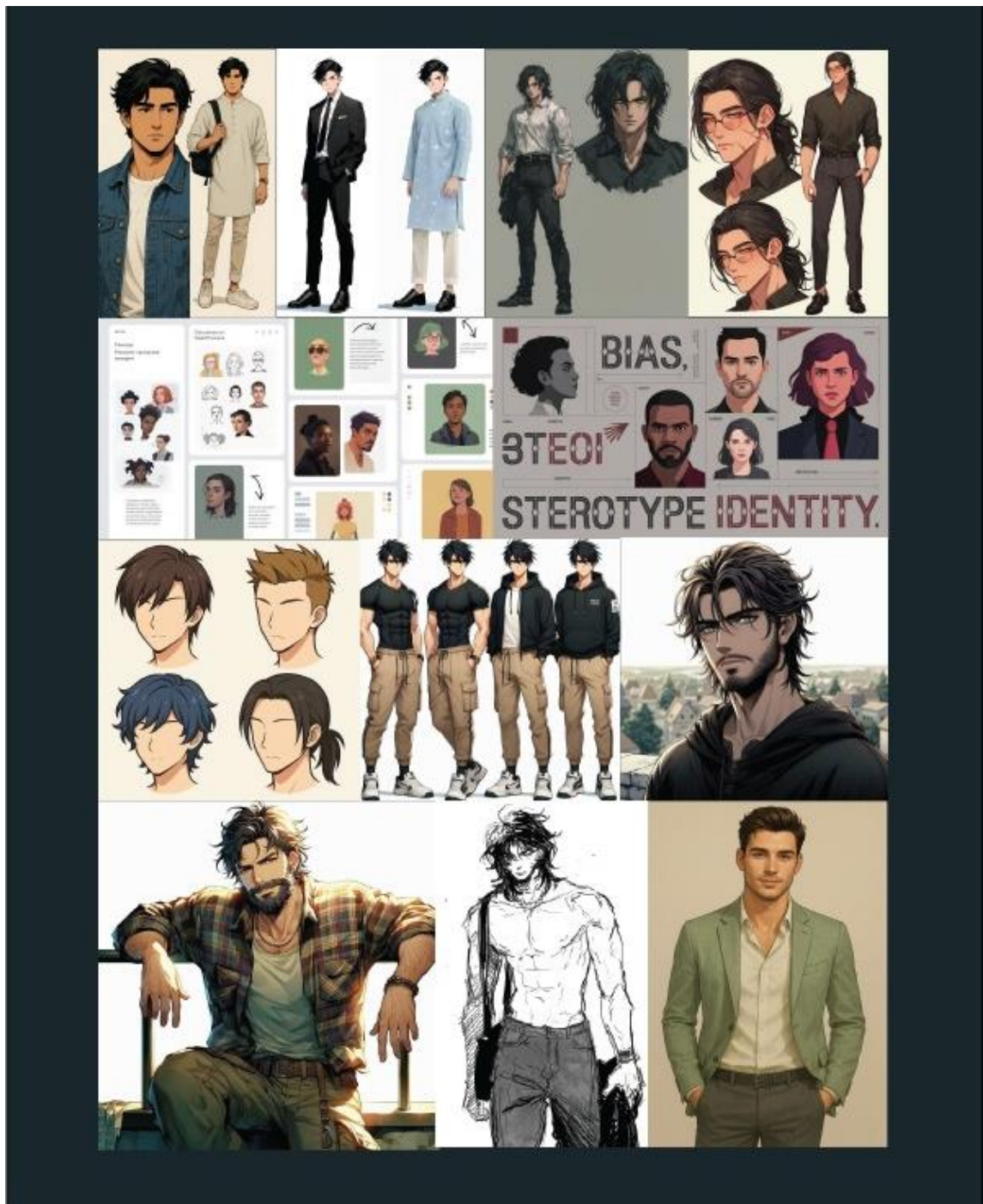
2.9 Justification of Methodology

The chosen method is good because it uses both numbers and words to analyze the topic. Surveys give us facts, about what people think while interviews and case studies help us understand what those thoughts really mean and how well pictures work. This approach lets us look at treatment and hurt someone's image from two sides: how society sees it and how design plays a role. Also, using vector design as a part helps the study's goal of showing how graphic design can raise awareness and communicate about social issues. So this method gives us balanced and useful information that helps us reach our research goals and understand how visual communication can tackle big social problems.

Chapter-3

THE DESIGN PROCESS

3.1 Research Board



3.1.1 Research Board Explanation

The research board looks at how people see themselves and others. They want to know how we think about each other and what we feel when people are mean to us because of who we're. The research board is really interested in the representation of human identity. They also care about perception and stereotypes. The research board wants to understand experiences that are connected to societal prejudice. The research board thinks that societal prejudice is a deal and they want to learn more, about it.

The board includes:

Character Reference Studies

Several male character designs are shown in styles, clothes and looks. These examples help us see how visual elements affect what people think and assume about a character.

By looking at these examples we can study:

- Physical. How attractive someone appears.
- Facial expressions.
- How someone carries themselves.
- What someone wears.
- How someone represents themselves in society

These things often play a role, in how people judge others in everyday social situations.

Expression and Personality Development

The research board has head sketches and facial expression studies. These references help us understand how to show emotions

Some important expressions to consider are:

- Confidence
- Anger

- Sadness
- Isolation
- Determination
- Anxiety

These expressions help us show people who face treatment or are hurt by rumors.

Social Themes and Keywords

The board has pictures and words like

- Bias
- Stereotype
- Identity

These things are the basics of the research. They show how people judge others unfairly or get them wrong. The board has these words on it so it can connect the way it looks to the psychological ideas that the study is about. The research is really, about Bias and Stereotype and Identity.

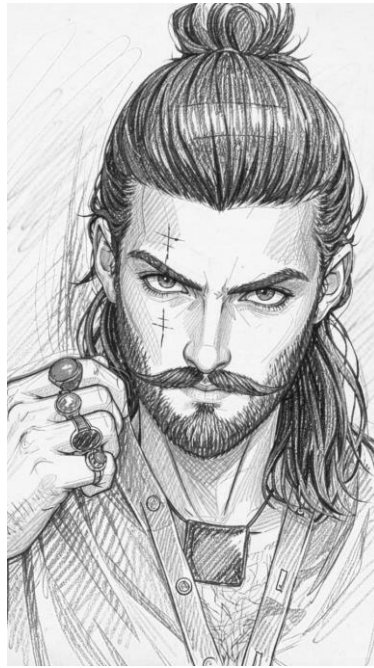
Contemporary Character Design References

The research board looks at digital illustration and character design styles. These references give us ideas about:

- Character proportions
- Stylization techniques
- Costume design
- Storytelling methods

These studies help the research board create vector-based characters that are fun to look at and also tell us something important about society. The research board uses these studies to make illustration and character design styles that people like and that also say something about social issues. The digital illustration and character design styles are important, to the research board because they want to make sure people understand the messages they are trying to communicate.

3.1.2. Concept Board





The concept board for this thesis "**An Analytical Study of Societal Prejudice and Character Assassination through Vector-Based Character Design** " was made to show the ideas of the research in a visual way. It uses pictures that mean something, colors, letters and references to people that show what prejudice and stereotypes are. The concept board for this thesis also looks at how people're often judged by how they look what they wear and who they really are, instead of what is really important about them.

The concept board for this thesis uses symbols from playing cards vector characters that show feelings and visual elements that're different from each other. This helps to create a direction for the project. Is the starting point for making posters that encourage people to be kind understand things better and not judge people based on how they look. The concept board, for this thesis is important because it helps to design posters that reject judging people and killing their character.



3.1.3. Mood Board

Board A



Board B



Mood Board Explanation

BOARD A

(Rugged and Intense)

Overall Theme

This palette is dominated by:

- Dark browns

- Charcoal blacks
- Warm beige
- Aged paper textures
- Turquoise accents
- Red accents

The color scheme is significantly more dramatic and emotionally heavy.

Psychological Impression

This palette communicates:

- Strength
- Survival
- Toughness
- Intimidation
- Resilience
- Experience

It reflects the reality that people may judge someone negatively based on scars, facial features, or a harsh appearance.

Skin Tone Palette

- Tan
- Warm Brown
- Dark Brown

Meaning

These tones suggest:

- Outdoor exposure
- Hardship
- Real-world experience

The darker skin values create stronger visual contrast and emotional weight.

Hair Beard Palette

Colors

- Black
- Dark Gray
- Charcoal

Meaning

Represents:

- Power
- Determination
- Mystery
- Authority

The dense black beard significantly strengthens the character's intimidating presence.

Eye Palette

Colors

- Dark Brown
- Hazel
- Amber

Meaning

Brown eyes communicate:

- Experience
- Wisdom
- Groundedness

Unlike the green eyes in the design, these eyes feel more serious and battle-tested.

Clothing Palette

Colors

- Dark Gray
- Charcoal
- Black

Purpose

The dark clothing enhances:

- Mystery
- Toughness
- Masculinity

It also pushes the focus toward the facial scars and expression.

Background Textured Palette

Colors

- Beige
- Stone Gray
- Aged Paper Brown

Meaning

The distressed textures symbolize:

- Social judgment
- Emotional scars
- History
- Psychological burden

The rough texture reinforces the theme of character assassination and prejudice.

BOARD B

Overall Theme

This color palette is about cool blues, soft greens, skin tones, black neutrals, cool maroon and gold accents. The colors work well together to create a visual identity.

Psychological Impression

The palette shows:

- **Confidence**
- **Sophistication**
- **Calmness**
- **Trustworthiness**
- **Intelligence**
- **Emotional depth**

Skin Tone Palette

Color Range Meaning

- Light Peach Warmth and friendliness
- Beige Naturalism and humanity
- Warm Brown Authenticity and maturity

The skin tones help create:

- Realism
- Human connection
- Relatability

These warm colors balance out the blue and green elements.

Beard Palette

Dominant colors

- Deep Black
- Charcoal Gray
- Dark Navy Black

Symbolism

Black represents:

- Authority
- Elegance
- Mystery
- Strength

The dark hair stands out against the background and shirt.

Eye Palette (Green)

Color Range

- Light Green
- Forest Green
- Deep Emerald

Psychological Meaning

Green eyes mean:

- Growth
- Balance
- Compassion
- Hidden emotions

The characters green eyes are a part of this theme.

Background Palette

Colors

- Soft Green
- Mint
- Pale Sage

Psychological Effect

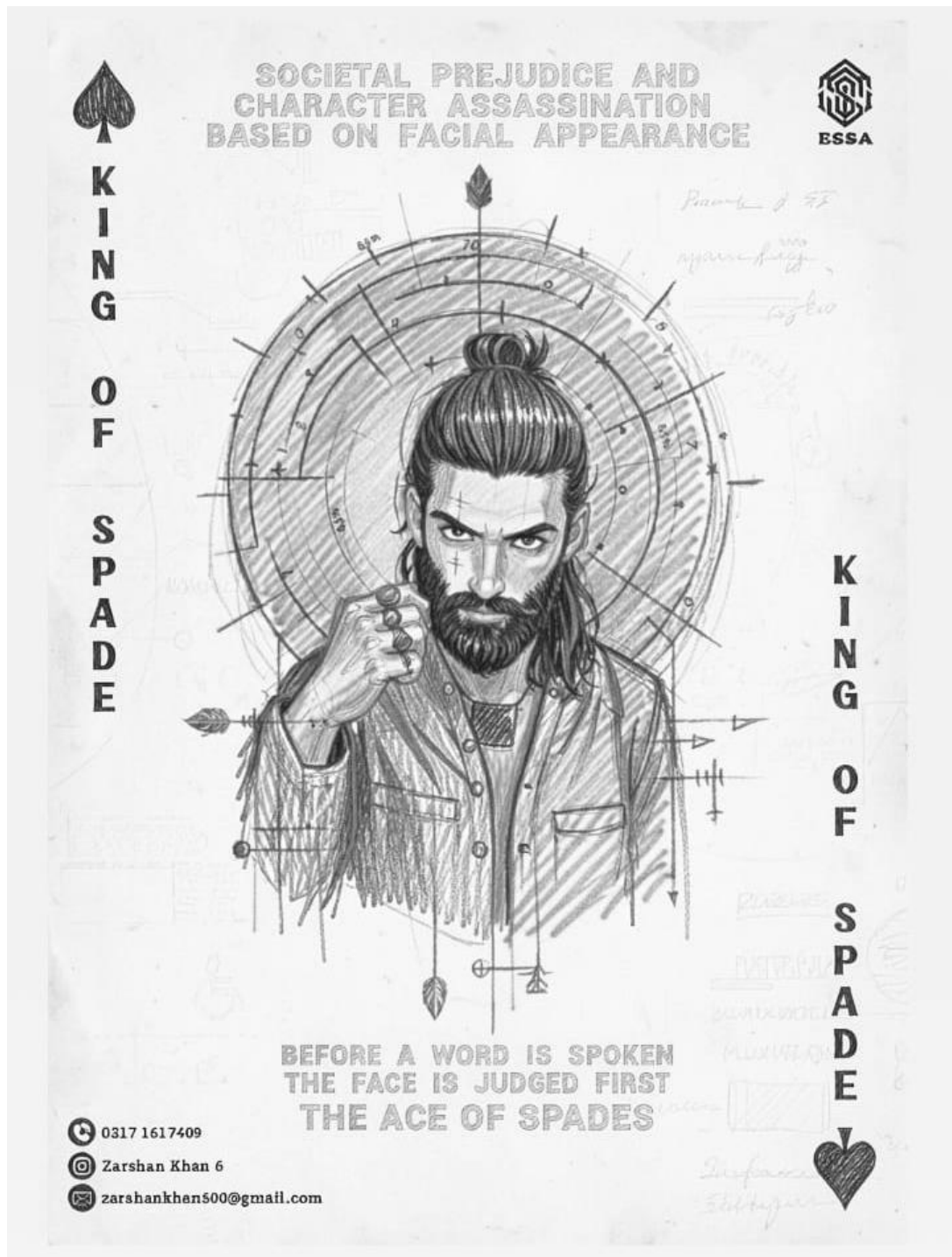
- Calm atmosphere
- Openness
- Freshness
- Visual breathing space

The soft background helps keep the viewer focused on the character.

Chapter-4

CATALOGUE

4.1 Sketch of Figure 4.1(a)



This poster is about a character design project. It looks at how people judge others based on how they look. It represents how people often form opinions about others by

their face. They do not take the time to know the persons personality, values or actions.. It is a vector-based artwork. The theme is, about prejudice. It also looks at character assassination based on appearance. The character becomes a case study that encourages viewers to question their judgments and recognize the difference between appearance and reality.

1. Concept and Theme

The poster is about how people judge others based on how they look. The main point is:

"Before a word is spoken the face is judged first."

This shows how people often think someone is bad not trustworthy, mean or wrong because of their face, scars, hair, clothes or how they look. The poster wants us to think about why we do this and not judge people quickly.

1. Facial Experience

Eyes

- The eyes of the character are the focal point of the composition.
- The eyes of the character are sharp and narrowed, creating a serious and determined expression.
- Dark shading around the eyes of the character enhances intensity and depth.
- The direct gaze of the character establishes a strong connection with the viewer.

Eyebrows

- The eyebrows of the character are thick and angled emphasizing aggression, confidence and authority.
- The eyebrows of the character contribute significantly to the male characters intimidating appearance.

Nose

- The nose of the character is proportionally structured and carefully shaded.
- Highlights and shadows create a three- effect on the nose of the male character.

Lips

- The lips of the character are drawn with minimal detail but remain realistic.
- The neutral positioning of the lips of the character supports the male characters calm yet dominant personality.

2. Hair Design

The hairstyle of the character is one of the most distinctive features of the male character. The hair of the character is tied into a high bun at the top of the head. This hairstyle is often associated with warriors, samurai, adventurers and fantasy heroes like the character. Long strands of hair of the character flow down both sides of the face of the male character. Individual hair strands of the character are carefully rendered through repeated pencil strokes. The artist effectively creates texture, movement and volume for the hair of the character. Strong contrast between light areas gives the hair of the male character a glossy appearance. Layered strokes create depth and dimensionality for the hair of the male character.

3. Facial Hair

Mustache

The curled mustache of the character adds a unique stylistic element. The mustache of the character contributes to the male characters mature and commanding look.

Beard

The beard of the character is detailed with numerous short pencil strokes. Variations in tone create texture and density for the beard of the male character.

4. Scars and Character Storytelling

Two visible scars appear on the face of the character. Scars often represent battles, personal struggles, survival and resilience experience and wisdom for the male character.

These scars instantly make the male character appear complex and interesting suggesting a narrative beyond the image itself about the male character.

5. Clothing Design

The clothing of the character combines modern and fantasy-inspired elements.

Shirt

The male character wears a typical peshawari kameez with visible seams and buttons. The folds and creases are carefully shaded to suggest fabric texture for the shirt of the character.

Chest Detail

Subtle chest hair is visible at the neckline of the character. This small detail enhances realism and maturity for the character.

6. Accessories

Rings

Multiple rings adorn the fingers of the character. The rings suggest wealth, status, individuality and personal style for the character.

Symbolism

Accessories help communicate identity, confidence, authority, fashion consciousness for the male character.

7. Symbolism

In the symbolism of cards the spade ♠ usually means the King of Spade has power. The King of Spade also means wisdom, conflict, challenges, and authority. He is a leader. The King of Spade has leadership qualities. They think he looks scary. They do not see what the King of Spade is really like. So the King of Spade is like a story about people who are judged unfairly because they look different. The King of Spade shows that people should not judge others just because they look different.

8. Artistic Style

The drawing blends multiple influences for the character.

Realism

- Anatomy of the male character

Anime Influence

- Large expressive eyes of the character
- Stylized hair of the character
- Dramatic facial expression of the character

Character Design

- Memorable features of the character
- Strong personality representation of the character

9. Visual Hierarchy

The poster is made in a way that it grabs your attention and takes you on a journey. It uses a visual hierarchy to guide your eyes. When you look at the poster your eyes go to the characters' face and intense eyes. Then your eyes move to things, like the circular geometric elements and the facial scars and the rings and accessories that the character is wearing. After that you start to notice the title and the tagline and the other graphics that support the message. The way the poster is arranged makes sure that you get the message loud and clear. The visual hierarchy of the poster is really

important because it helps you understand what the poster is trying to say. The posters visual hierarchy is what makes it effective.

10. Design Principles

Contrast

Strong contrast between the dark character and light background increases visibility.

Balance

The composition is symmetrical around the central figure.

Emphasis

The face acts as the primary focal point.

Unity

Typography, symbols, and illustrations support a single concept.

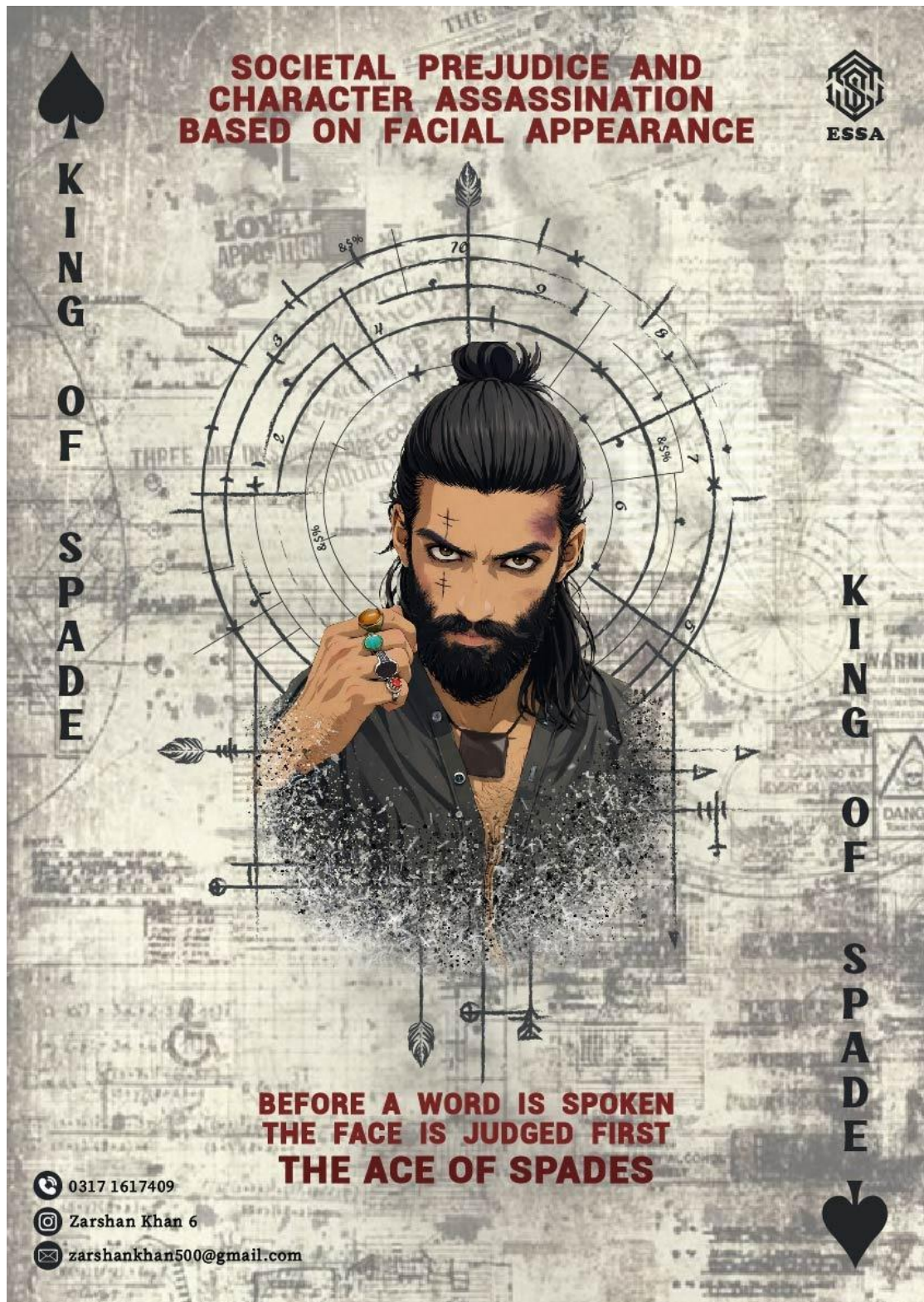
Hierarchy

Information is organized from the most important to the least important.

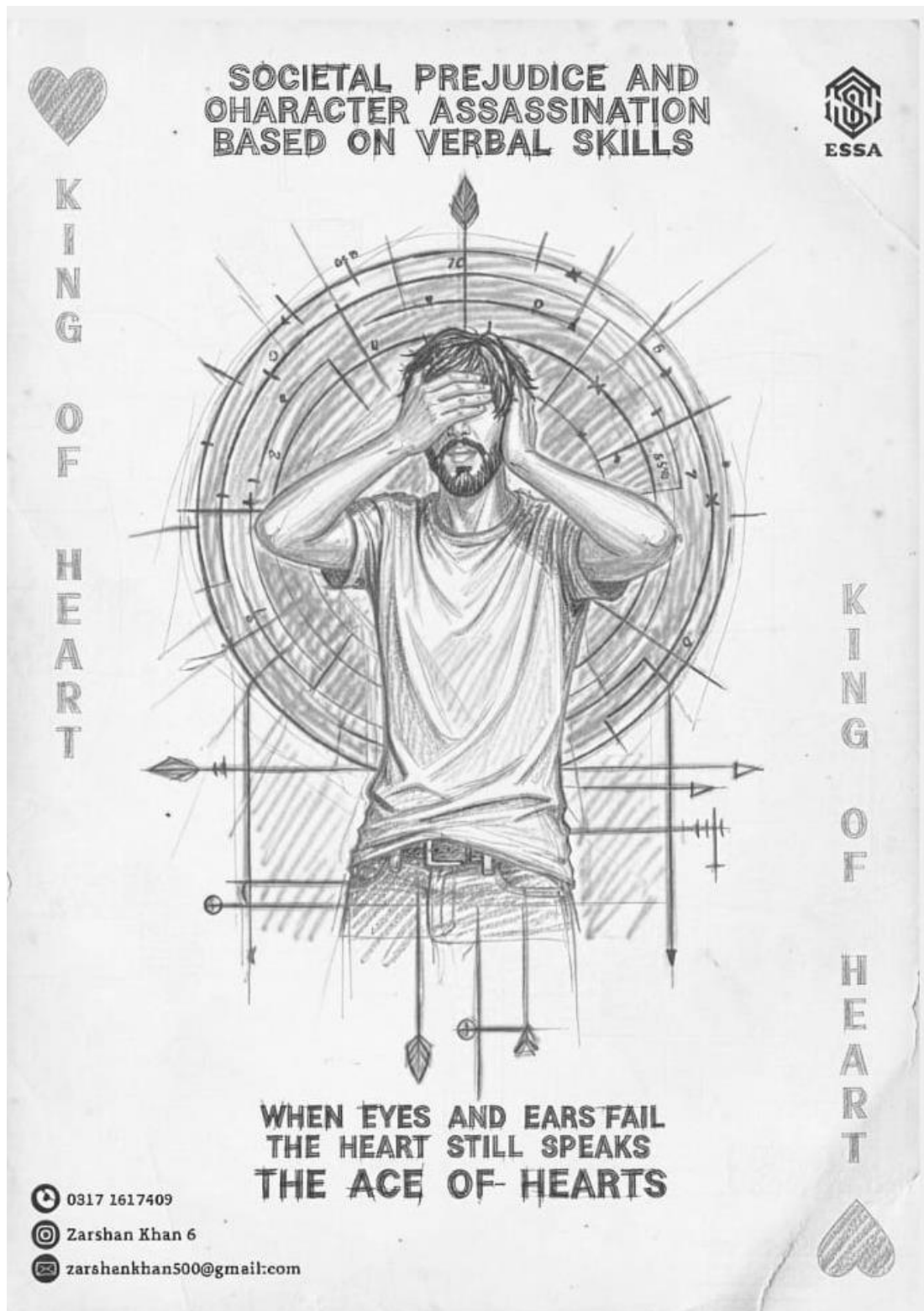
Rhythm

Repeated circles, arrows, and textures create movement throughout the design.

4.2 Digital Poster of Figure 4.2(a)



4.3 Sketch of a Poster 4.3 (a)



This picture is about how people judge others because of the way they talk. It looks at what happens when people mean to others just because they are not good at speaking

or expressing themselves. The artist is trying to show us that this is a problem in our society.

1. Concept and Theme

The artwork looks at how people often judged by the way they talk. We judge people on how smart they're how good they are at things how well educated they are and how much they are worth in society. We do this by listening to the way they speak the words they use the accent they have how confident they sound how easily they can. How well they can communicate with others. Many people are treated unfairly because of the way they talk.

For example they:

- Speak quietly.
- Have trouble speaking clearly.
- Use a language or have an accent that is not like the one most people have.
- Get nervous when they have to talk in front of a lot of people.
- Talk in a way that's not what people expect.

The poster says that it is not right to think that a person's worth is based on how well they can talk. The artwork says that people are more than the way they talk. People are worth more than that. The artwork wants us to think about this and to think about the people who are judged unfairly because of the way they talk. The artwork wants to challenge our ideas about what makes a person valuable. A person's value is not, about what they say or how they say it.

2. Character Design Analysis

The main person in this picture is someone whose voice is not heard or is misunderstood by others. This person does not look like a hero. The person looks like they are very sad and hurt inside.

Body Language

The person is covering his eyes part of his ears.

3. Symbolism

Eyes:

Visual Meaning

- The covered eyes symbolize refusal to judge others by how they look.
- It also symbolize exhaustion, blindness and misinterpretation.
- It suggest that people often fail to see the person behind the words.

Psychological Interpretation

The covered eyes represent being misunderstood, feeling like nobody can see you, isolation from society, representation of individuals whose true identities remain unseen, a reminder that we do not really see people, for who they're.

Ears:

The ears that are not fully open to hear things have a lot of meaning, behind them.

What they mean is:

- People are not listening to us
- It is hard for people to talk to each other
- People do not want to hear what we have to say
- People are left out of things

A lot of people have times when nobody listens to what they think just because they have a time saying what they mean. The picture shows what it feels like when this happens to us. The covered ears really show this feeling. The ears that are not fully open to hear things are a part of this picture.

Heart(♥):

In paying-cards symbolism, heart represents

- Emotion

- Compassion
- Empathy
- Humanity
- Love

While the conceptual meaning show

- Intentions
- Humanity
- Feeling
- Character

4. Facial Expression

The face is not completely visible. You can still see some things that tell you how the person is feeling. The person looks like they are feeling

- Frustration
- Anxiety
- Emotional pressure
- Helplessness

The mouth is a bit open which makes it seem like the person wants to say something but they just cannot get the words out. This shows that the character is having a time talking about what is on his mind. The character and communication challenges are closely related to the character having trouble, with communication challenges and communication challenges are a part of the characters' story about the character, and communication challenges go hand in hand.

5. Tag Line Analysis

"When Eyes and Ears Fail, The Heart Still Speaks"

This statement serves as the emotional centerpiece of the poster.

The quote is saying that human connection is really important and it goes beyond what we say. We can communicate with each other in ways. Human connection and

empathy can show us things that words just cannot. The message is telling us to care about understanding how people feel than just looking at how things seem on the surface. The message wants us to value understanding over making quick judgments, about people.

6. Design Principles

Emphasis

The central figure immediately captures attention.

Contrast

Dark clothing contrasts strongly against the light background.

Balance

The composition is vertically symmetrical.

Hierarchy

The viewer moves from:

1. Character
2. Title
3. Heart symbols
4. Tagline

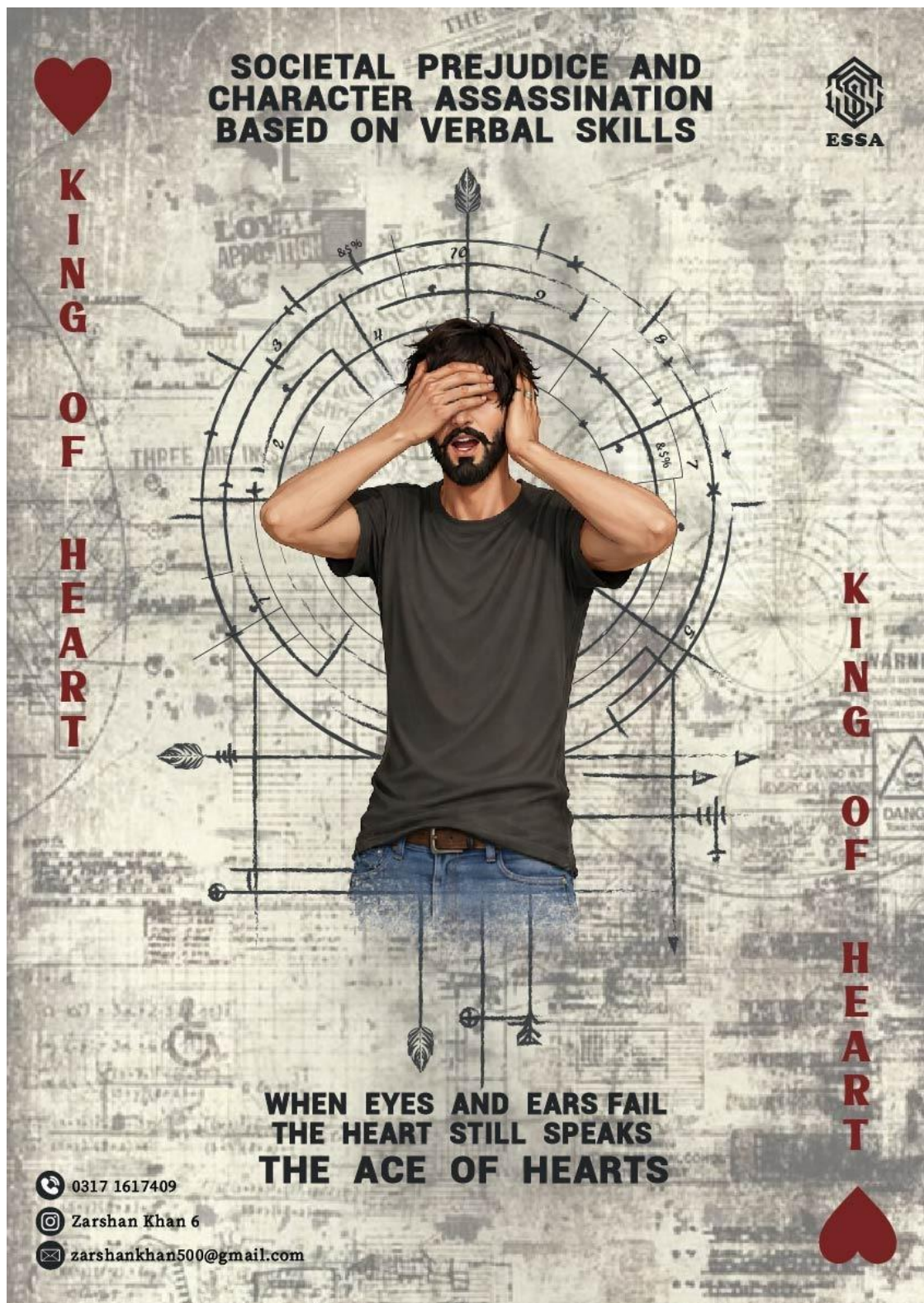
Unity

All visual elements support a single conceptual narrative.

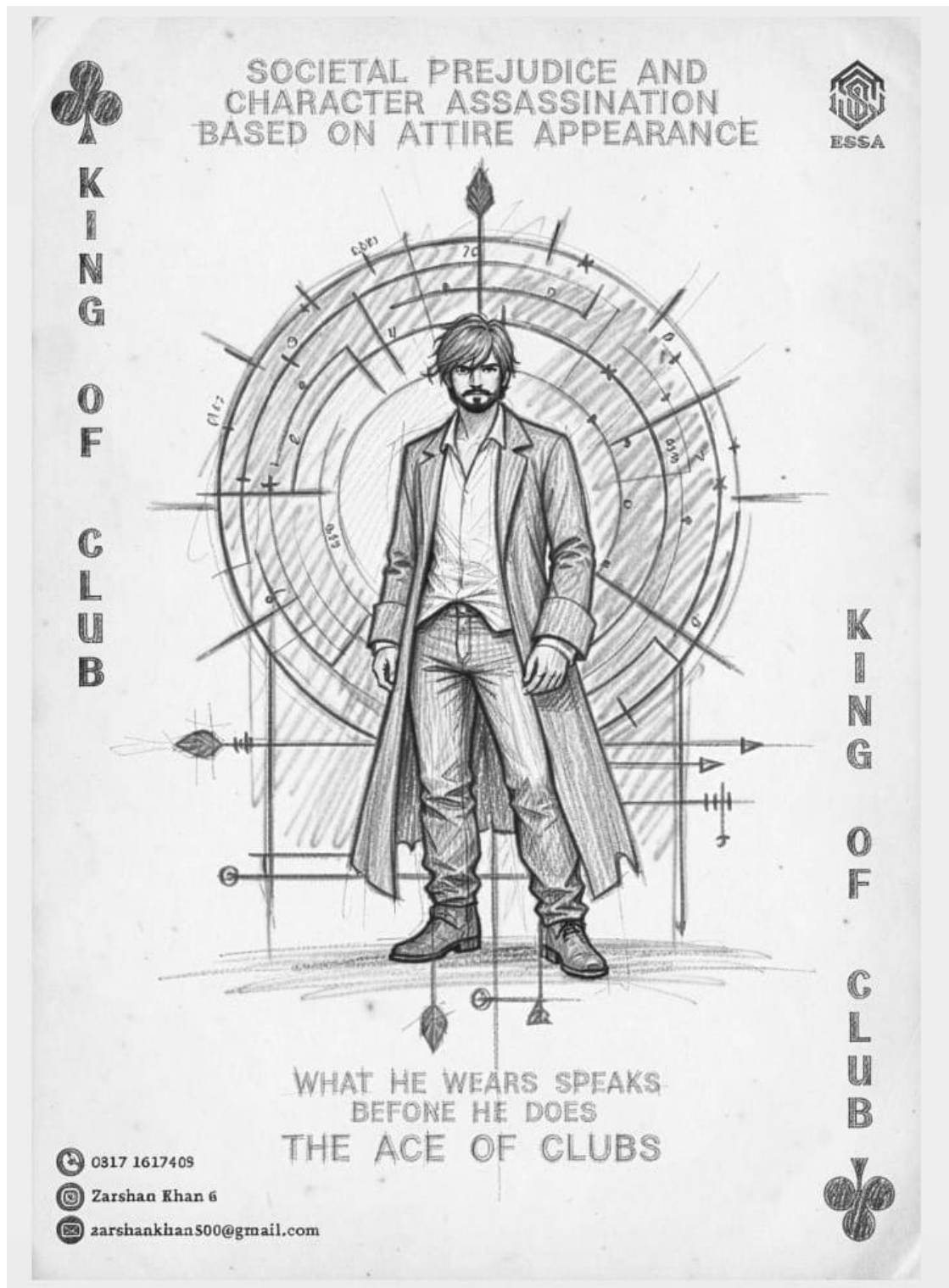
Rhythm

Repeated circles, arrows, and textures create movement and consistency.

4.4 Digital Poster of Figure 4.4(a)



4.5 Sketch of a Poster 4.5(a)



The King of Club looks into how people judge others and the way they think about them because of what they wear. The poster shows that people often make decisions about someone's personality, where they come from what they do and even if they are a person or not just by looking at their clothes and how they dress.

1. Concept and Theme

The poster talks about how people judge others based on what they wear. It shows how clothes can be a way to judge someone before really knowing to them. Some common examples are:

- Judging how rich someone is, thinking someone is professional and smart, Believing someone is not responsible, by the clothes they wear.
- Assuming someone is a way based on their fashion style.
- Thinking someone's personality is a way just because of how they look.

The artwork wants people to think deeply about not just judge someone by how they look.

2. Character Design Analysis

The main character is always judged by how he looks and what he wears. He does not look like a fantasy character with superpowers. Like a normal person, which makes him easy to connect with in daily life. His outfit is a mix of casual clothes, on purpose to make people question what is normal and what is not.

3. Attire Analysis

Long Coat

The main thing that stands out is the dark coat. It mean:

- Authority
- Sophistication
- Mystery
- Independence
- Professionalism

The way people see it can also make them think about the persons status or personality.

White Shirt

The white shirt helps balance out the look.

White usually means:

- Honesty
- Simplicity
- Purity
- Authenticity

The shirt makes the character look less serious and more friendly.

Blue Jeans

The jeans add a touch. It represent:

- Practicality
- Everyday life
- Accessibility
- Individual freedom

The mix of casual clothes makes it hard to figure out the character, which supports the idea that you can't judge someone by how they look.

Boots

The boots make the character stand out. They show:

- Stability
- Confidence
- Resilience
- Self-reliance

People may also make assumptions based on these clothes.

4. Facial Expressions and Body Language

The character's face looks calm and peaceful. This is very different from the other poster's character. This character seems to have

- Confidence
- Self-control
- Independence
- Quiet determination

The way the character is standing says a lot about them. It shows

- Stability
- Confidence
- Self-assurance

5. Symbolism

Club (♣):

When we think about the symbols on playing cards Clubs usually mean things like:

- Action
- Growth
- Achievement
- Working hard
- Being smart in a way

The Club is, like a reminder, what really matters what is inside not how things look on the outside.

6. The Character as A King of Club

The title **King of Club** symbolizes a person who is judged by external appearance but whose true value lies in actions and character.

The character represents individuals who:

- They use fashion to show who they are.
- Refuse to fit in with what society says they should be.
- People often get them wrong because of how they look.

7. Tagline Analysis

"What He Wears Speaks Before He Does"

The statement shows how clothes can say a lot, about someone before they even talk.

People often make guesses about:

- Education
- Job
- How money they have
- Their personality
- Where they come from by looking at what they wear.

The poster asks if these guesses are really true or if they are fair.

8. Design Principles

Emphasis

The character is the dominant focal point.

Balance

The composition is vertically balanced around the central figure.

Contrast

The dark character contrasts strongly with the light background.

Hierarchy

Information flows from:

1. Title
2. Character
3. Symbolic elements
4. Tagline

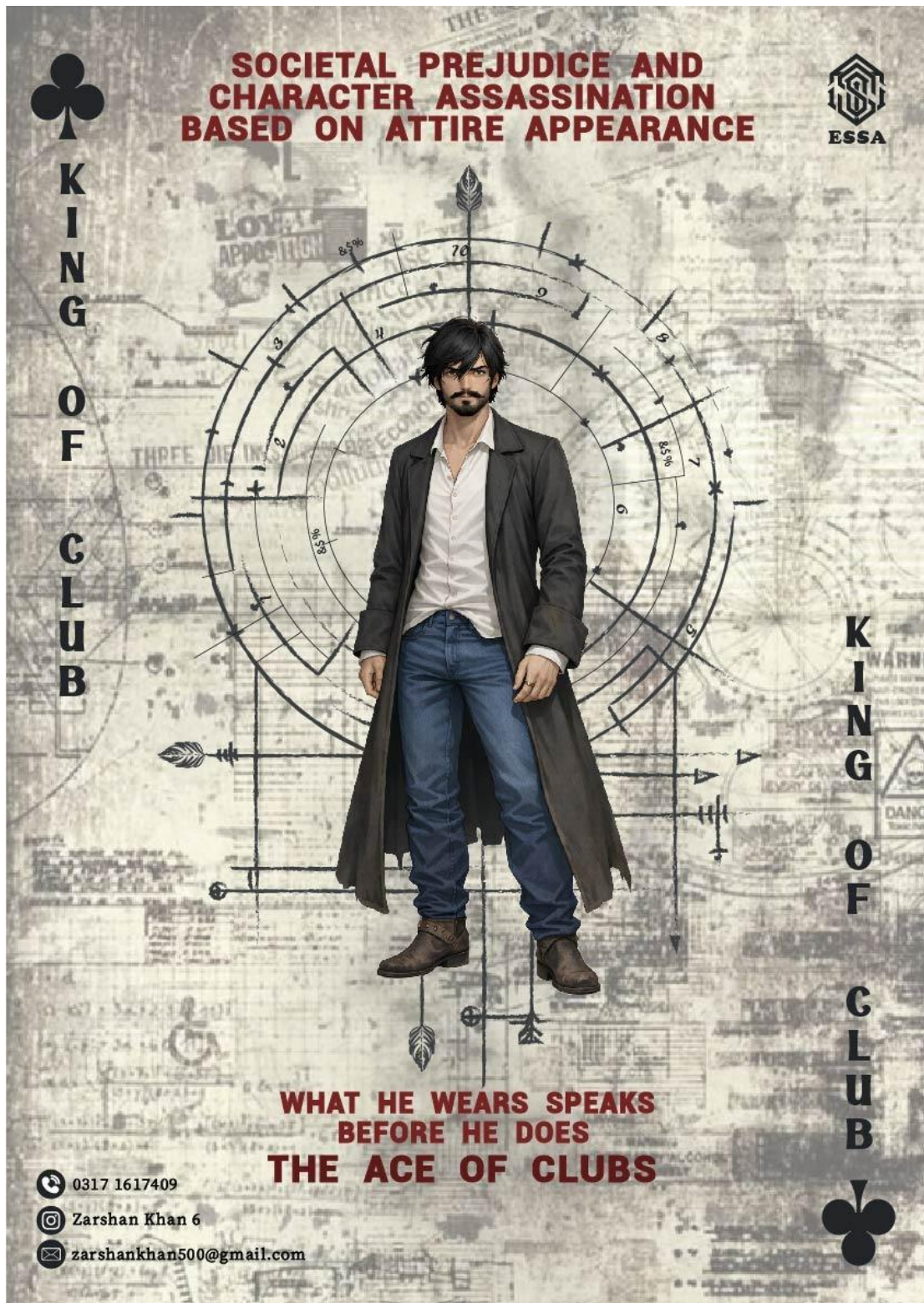
Unity

All visual elements support the theme of appearance-based judgment.

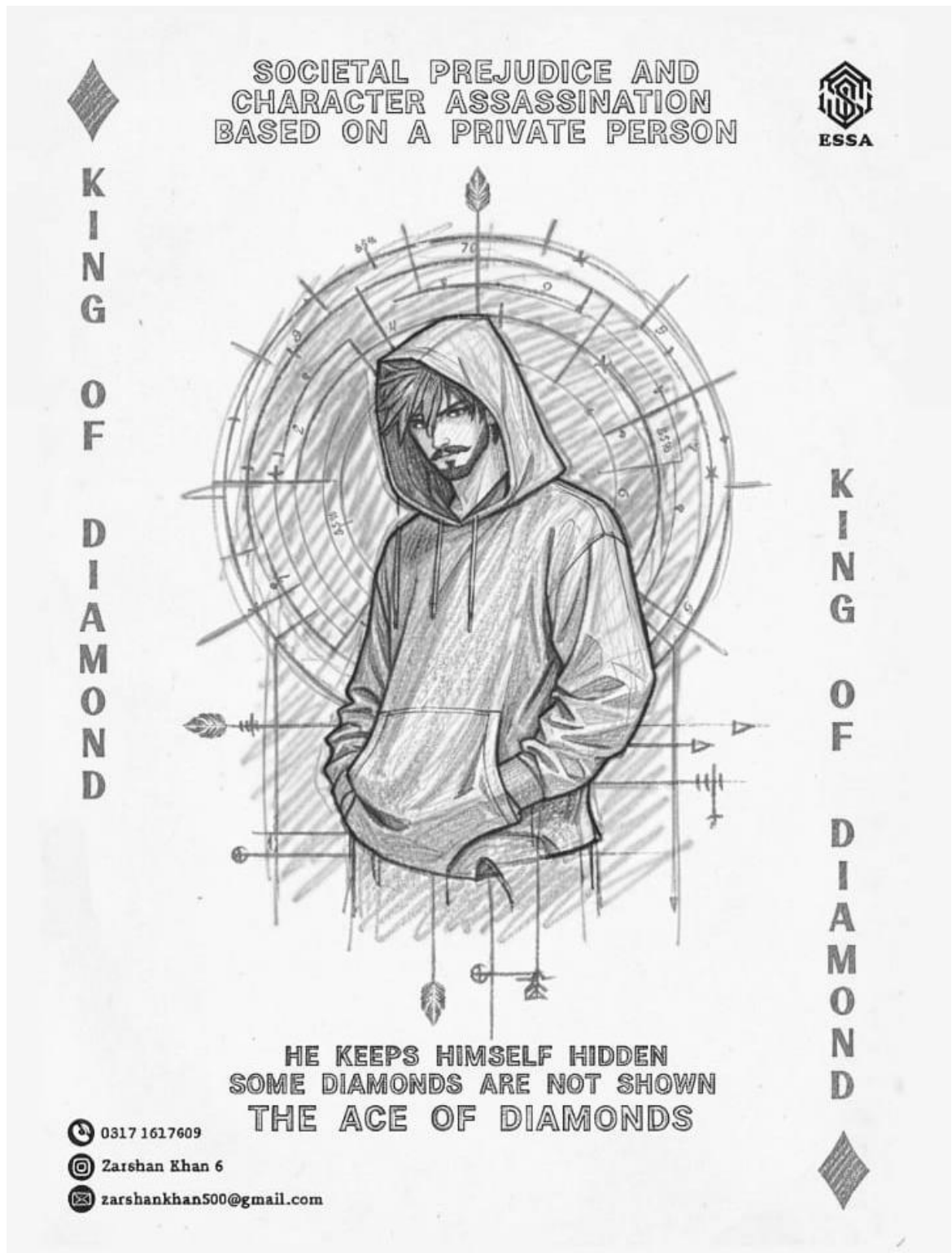
Rhythm

Repeated circles, arrows, and textures create visual movement and consistency.

4.6 Digital Poster of Figure 4.6(a)



4.7 Sketch of a Figure 4.7(a)



This poster is about the person in a series that looks at how people judge others unfairly. The other people in the series were judged on how they look how they talk and what they wear. The King of Diamond is different because he is looking at how people treat others who're quiet and like to keep to themselves.

The poster shows how people often get the idea about others who like to keep their personal lives private. They think that just because someone is quiet and does not share a lot about themselves they must be stuck up secretive, unfriendly or even doing something. The King of Diamond is really, about people who're just naturally quiet and like to keep their private life to themselves like the King of Diamond.

1. Concept and Theme

People like to keep things to themselves and only share a bit about their lives.. When they do that other people often think it is bad and they make guesses about what the person is really like. People do not understand that the person is just trying to keep their life private. Many individuals prefer to maintain boundaries and they only reveal limited information about themselves because that is what makes them feel safe. Society frequently views boundaries negatively and forms assumptions about the individual, without understanding the individuals true personality.

Common misunderstanding include:

- "He must be hiding something."
- "She is unfriendly."
- "They think they are better than everyone else."
- "He is suspicious."
- "She does not trust people."

2. Character Design Analysis

The main person in this picture is someone who wants to keep to themselves. They do not want everyone to know what they are doing. The King of Diamond looks different from the people. He is wearing a hoodie. Standing back which means he is a bit of a mystery. The design communicates that privacy should not automatically be interpreted as suspiciousness.

3. Hoodie Symbolism

The oversized dark hoodie is the most significant visual element.

Symbolic Meaning

The hoodie represents:

- Privacy
- Protection
- Personal space
- Emotional boundaries
- Self-preservation

Social Interpretation

In a lot of places people think that wearing clothing means you are a certain way.

They think it is about

- Rebellion
- Suspicion
- Isolation
- Nonconformity

4. Facial Expressions

Although the face is partly, in shadow you can still see it clearly. The characters expression is:

- Calm
- Thoughtful
- Observant
- Self-aware

The expression is not mean or aggressive. Instead, it shows that the character is thinking deeply and is quietly confident. This contrast surprises people who may think the character is bad because they do not express their private life.

5. Body Language

The hands-in-pocket pose means a lot. It shows:

- Self-containment
- Being okay, with being alone
- Protecting one's emotions
- Thinking deeply

Lots of people think this pose means someone is not interested or is hiding something. This fits with the idea that people often misunderstand.

Slightly Lowered Head

The way the head is tilted down gives a feeling of:

- Humility
- Learning
- Being thoughtful

The character seems fine with not being the center of attention. They appear comfortable just staying in the background.

6. Symbolism of Diamond(♦)

Traditional Meaning of Diamonds

In card symbolism, diamonds represent:

- Value
- Wealth
- Potential
- Strength
- Hidden worth

Conceptual Meaning

This poster is trying to tell us something about people. The diamond in it means that what is special about a person is not always easy to see. A diamond is made inside the earth and people do not know about it until it is found. It is the same, with people. Many people have qualities that you do not see at first because they are quiet and do not show them.

7. The Character as a King of Diamond

The title King of Diamond is about a person who has qualities that are inside them not something you can see from the outside. The King of Diamond is like people who have things that make them special such as:

- Wisdom
- Loyalty
- Integrity
- Emotional depth
- Intelligence

These things are what make the King of Diamond so special. The King of Diamond has Wisdom, Loyalty, Integrity, Emotional depth, and Intelligence. Sometimes you do not notice these things because people are looking at how quiet the person is. The King of Diamond is like a treasure that is hidden. The King of Diamond is a metaphor for something that's very valuable, but you cannot see it.

8. Tag line Analysis

"He Keeps Himself Hidden, Some Diamonds Are Not Shown"

The statement says a thing:

- Not all values are shown right away.
- Just because someone is private it does not mean they are not valuable.
- Some people only open up to those they really trust.

The quote wants us to see past how people seem on the outside and notice the things they have that are not obvious.

9. Design Principle

Emphasis

The hooded character serves as the primary focal point.

Balance

The composition is vertically symmetrical.

Contrast

The dark figure contrasts strongly against the lighter background.

Hierarchy

The viewer's attention moves through:

1. Title
2. Character
3. Diamond symbols
4. Tagline

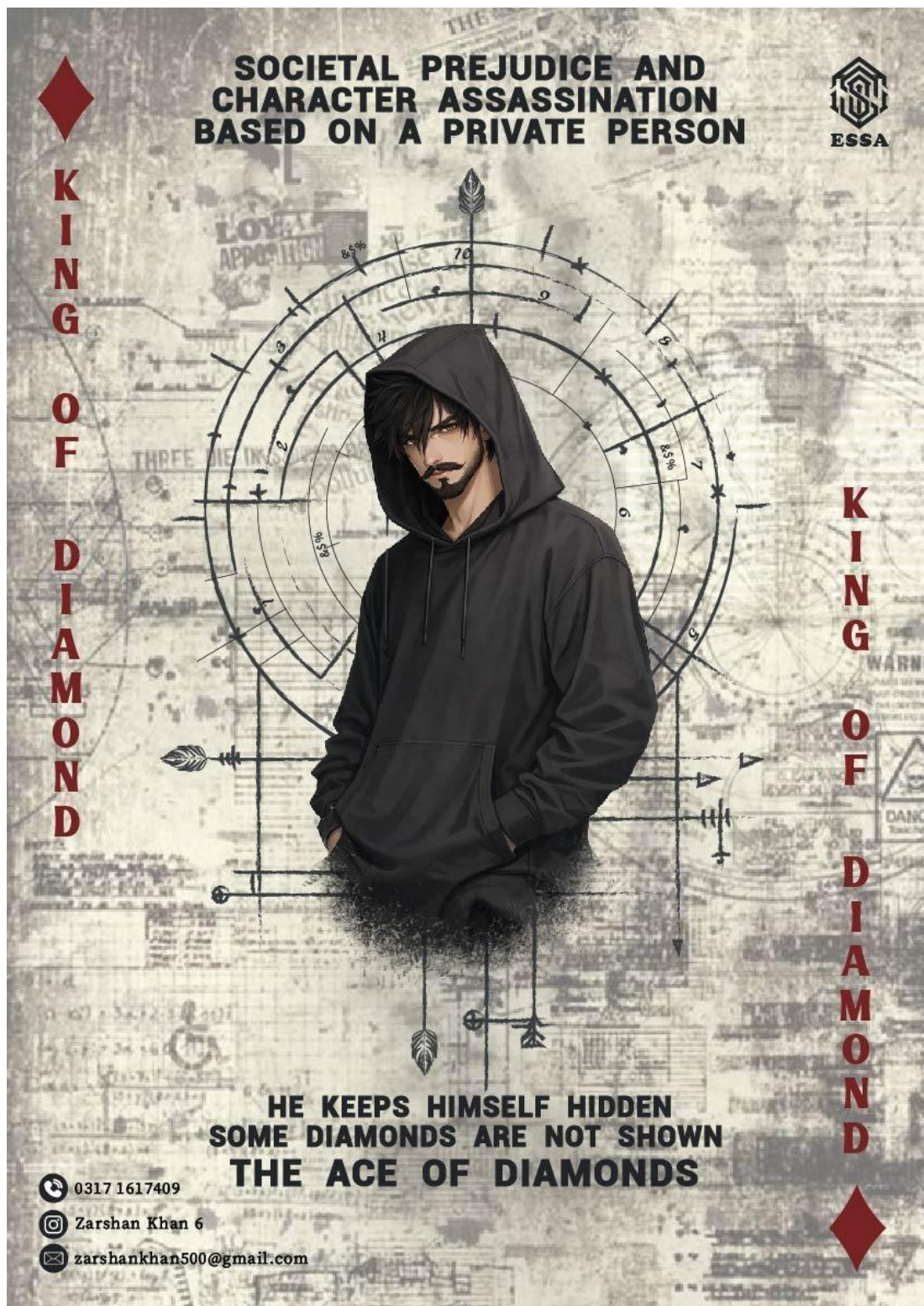
Unity

All visual elements support the theme of privacy and misunderstanding.

Rhythm

Repeated circular forms, arrows, and symbols create visual continuity across the poster series.

4.8 Digital Poster of Figure 4.8(a)



4.9 Supporting Visual Elements of the Poster

1. Background



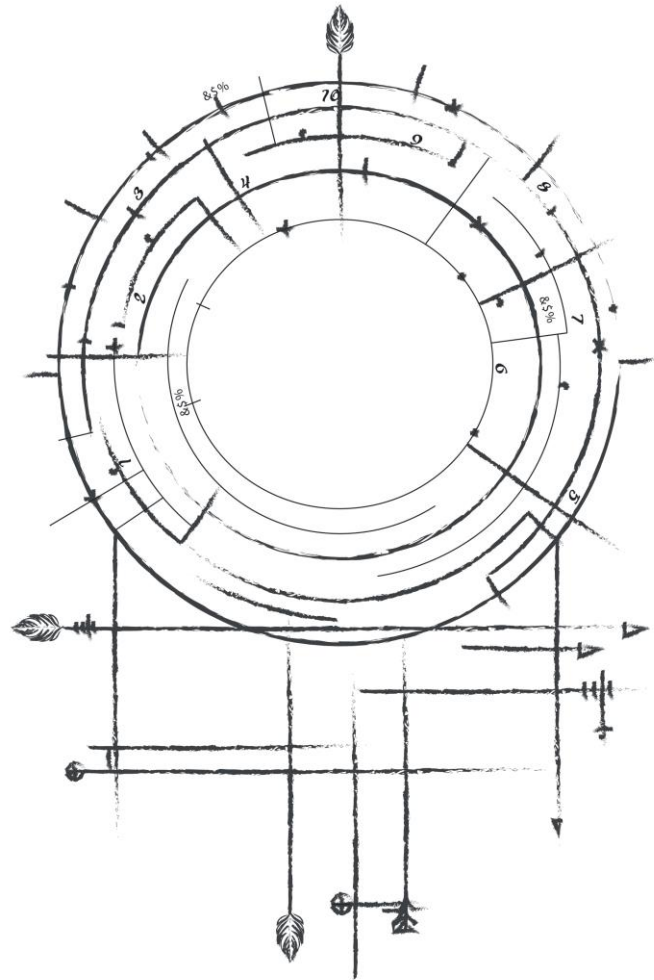
Style: Grunge / Vintage paper texture

Elements: Faded typography, stamps, abstract marks

Opacity: Low to medium

Purpose: The distressed background represents societal noise, hidden narratives, and layered judgments without overpowering the main subject.

2. Circular Geometric Structures



- Circular diagrams suggest analysis, scrutiny, and judgment
- Arrows symbolize direction, accusation, or attention
- Playing card symbols reinforce hierarchy and labeling

All graphic elements remain monochromatic to avoid distraction.

3. Playing Cards Symbols

Each poster incorporates a card suit that corresponds to its character.

King of Spade (♠)

Represents:

- Strength
- Authority
- Challenge
- Power

Supports the theme of facial appearance prejudice.

King of Heart (♥)

Represents:

- Compassion
- Emotion
- Empathy
- Humanity

Supports the theme of verbal skill prejudice and emotional understanding.

King of Club (♣)

Represents:

- Action
- Achievement
- Growth
- Capability

Supports the theme of attire-based judgment.

King of Diamond (♦)

Represents:

- Value
- Hidden worth
- Potential
- Inner strength

Supports the theme of prejudice toward private individuals.

4. Typography

Main Title

Font: Roboto

Style: Bold / Semi-Bold

Size: 31 pt

Color: Deep Maroon / Dark Red

Alignment: Centered at top

Letter Spacing: Slightly expanded

Design Rationale: Roboto provides clarity, neutrality, and academic credibility. The bold weight ensures dominance without overwhelming the composition.

Side Text(Identity Marker)

Font: Muviora Demo Regular

Size: 38 pt

Orientation: Vertical

Placement: Left and/or Right edges

Color: Black or Dark Maroon

Design Rationale: Muviora's sharp and decorative form introduces symbolic drama and authority, reinforcing the playing-card concept and the idea of judgment.

Quote/ Tagline

Font: Roboto

Size: 25 pt

Style: Medium

Color: Dark Maroon / Charcoal

Alignment: Centered (Bottom)

Design Rationale: The tagline acts as the emotional and conceptual anchor. A clean sans-serif ensures the message is direct and impactful.

Contact Details

Font: Source Serif Variable

Size: 15 pt

Color: Black / Dark Gray

Placement: Bottom-left

Content: Phone, Instagram, Email (with icons)

Design Rationale: A serif font adds formality and thesis-level professionalism while separating informational content from conceptual text.

5. Poster Layout

Orientation: Vertical (Portrait)

Grid Style: Central-axis composition

Visual Hierarchy:

1. Main Title (Top)

2. Central Character / Illustration

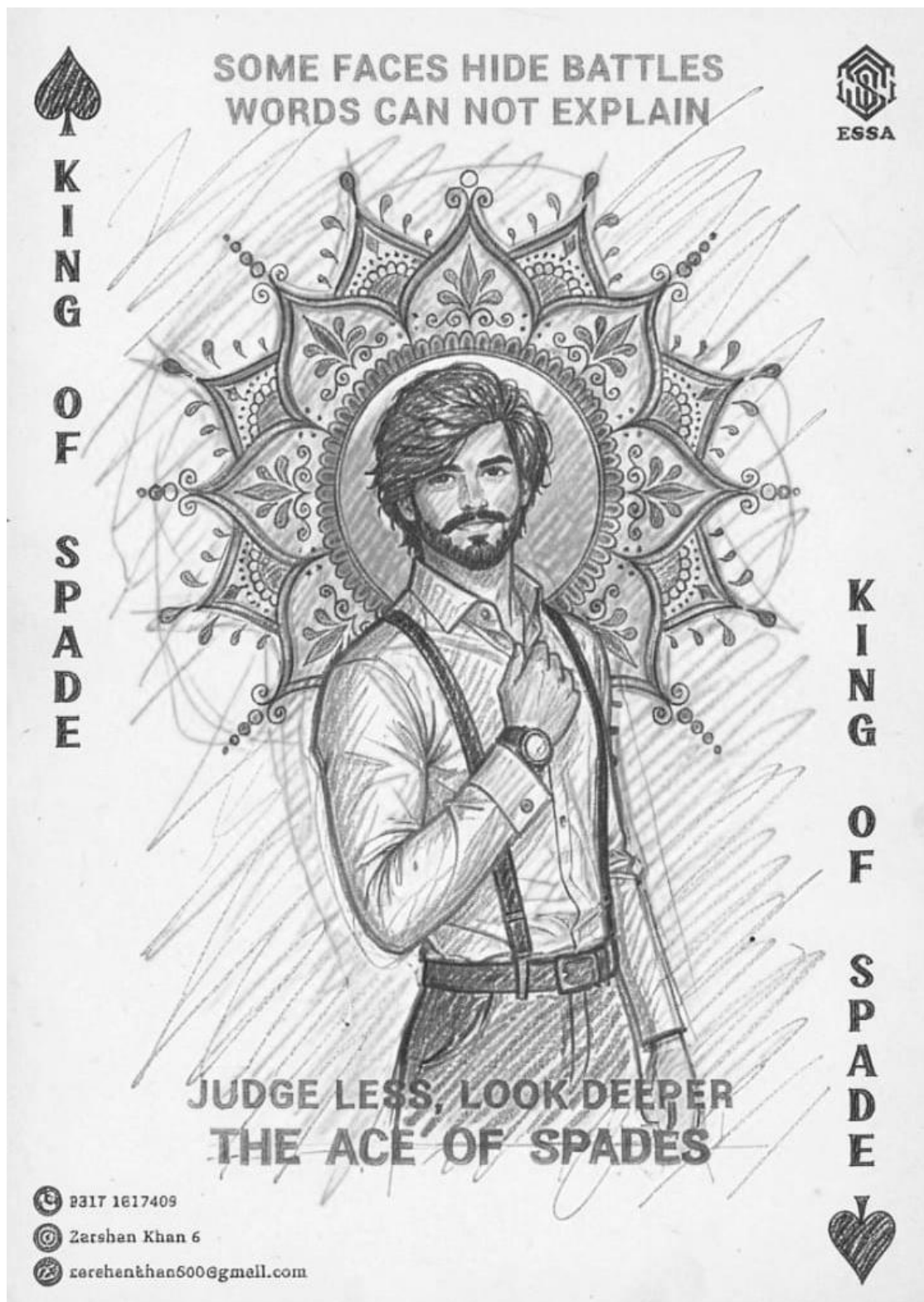
3. Symbolic Graphic Elements (circular diagrams, arrows)

4. Quote / Tagline (Bottom-center)

5. Side Text (Vertical alignment)

6. Contact Information (Bottom-left) Negative space is intentionally preserved to enhance focus and readability.

4.10 Sketch of Figure 4.1(b)



This poster, "King of Spade – The Ace of Spades" is a picture that tells us about how people judge others by how they look. The picture and the words, on the poster work together to tell us that people are not always what they seem. We should not judge

people by looking at them because everyone has problems that we cannot see and we should look beyond what people show us.

1. Concept and Theme

The central idea is reflected in the quote:

“Some faces hide battles words cannot explain.”

This shows many people have feelings, mental health or social issues that nobody can see. We often judge others by how they look their job or how they act without knowing what they are going through.

The poster says:

“Judge Less, Look Deeper”

It is telling us to look beyond how people appear and try to understand them. It wants us to be more caring and understanding, towards others.

2. Character Symbolism

The character is like a king you see on a playing card. In a modern way. When you think about what the cards mean; Kings are about being in charge being strong being a leader and having power. The suit of Spades is about being smart dealing with times using your brain facing hard things and bouncing back.

Even though the character looks:

- Confident
- Attractive
- Well-dressed
- Sure of himself

It seems like he is hiding his feelings inside. The character is like a person who seems strong and doing well. Is really fighting with his emotions on the inside. The king is still a person who has to deal with his problems just, like the king of Spades would.

3. Facial Expression Analysis

The characters face is really important because it can be hard to tell what they are thinking.

He appears:

- Calm
- Composed
- Slightly smiling
- Self- controlled

This little smile they have is interesting. It makes you think about a things.

- The character is holding back their emotions.
- They are hiding that they are vulnerable.
- The character is struggling inside.
- They look confident, on the outside.

4. Costume and Styling

Blue Shirt

The blue shirt symbolizes:

- Trust
- Stability
- Intelligence
- Calmness

Blue is often associated with emotional control and professionalism.

Suspenders

Suspenders traditionally suggest:

- Responsibility

- Discipline
- Maturity
- Structure

They reinforce the image of someone who appears organized and capable.

Wristwatch

The watch can symbolize:

- Time
- Responsibility
- Life experiences
- The burden of expectations

It subtly reminds viewers that every person carries a personal history.

5. Connection to Social Prejudice

This artwork is about the prejudice that exists in our society because people often do things like:

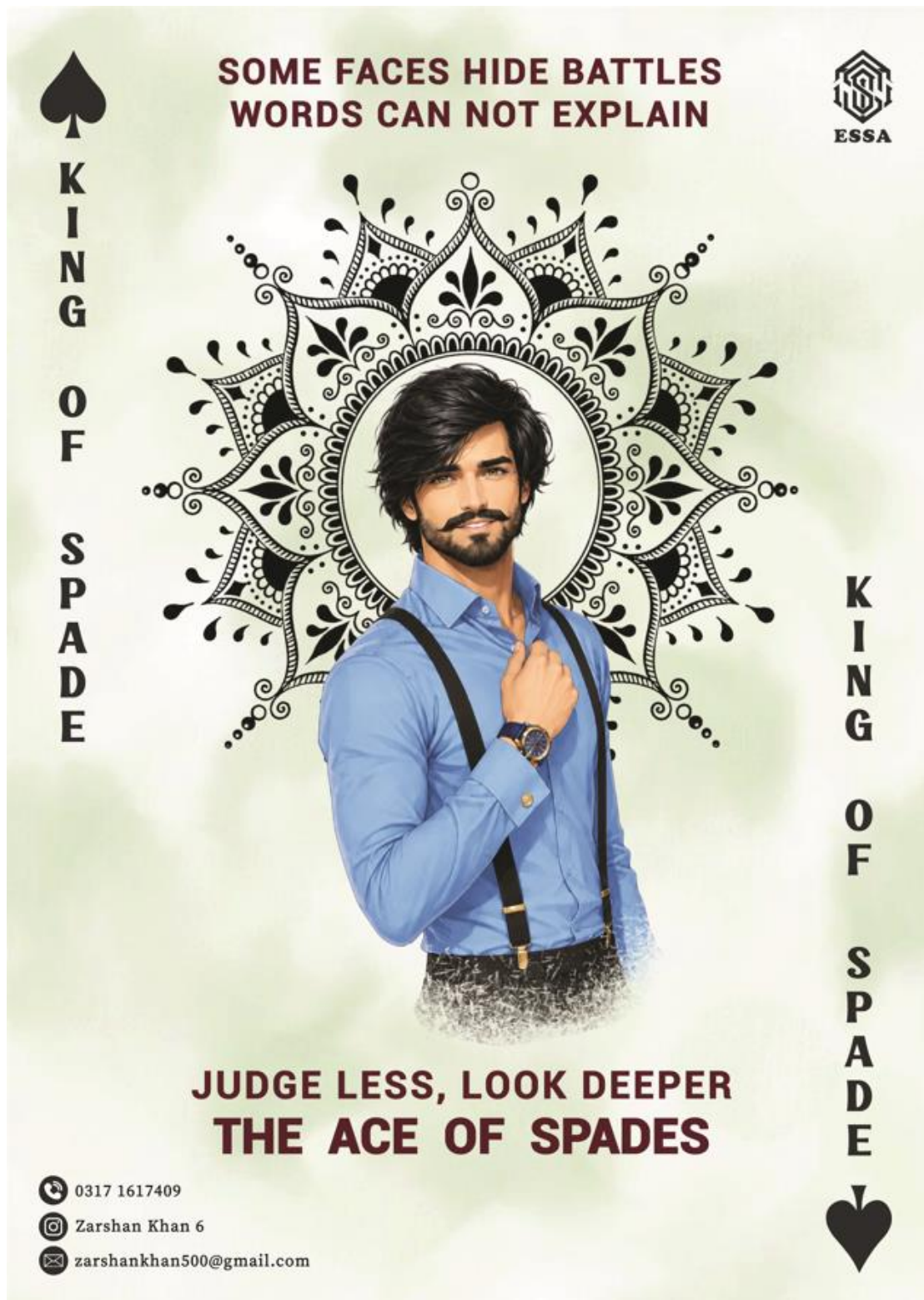
- Judge people by how they look.
- Put people into categories.
- Think that if someone seems confident they must be happy.
- Ignore the fact that people may be struggling with issues that are not visible

The poster is trying to get people to think differently about these things by saying that:

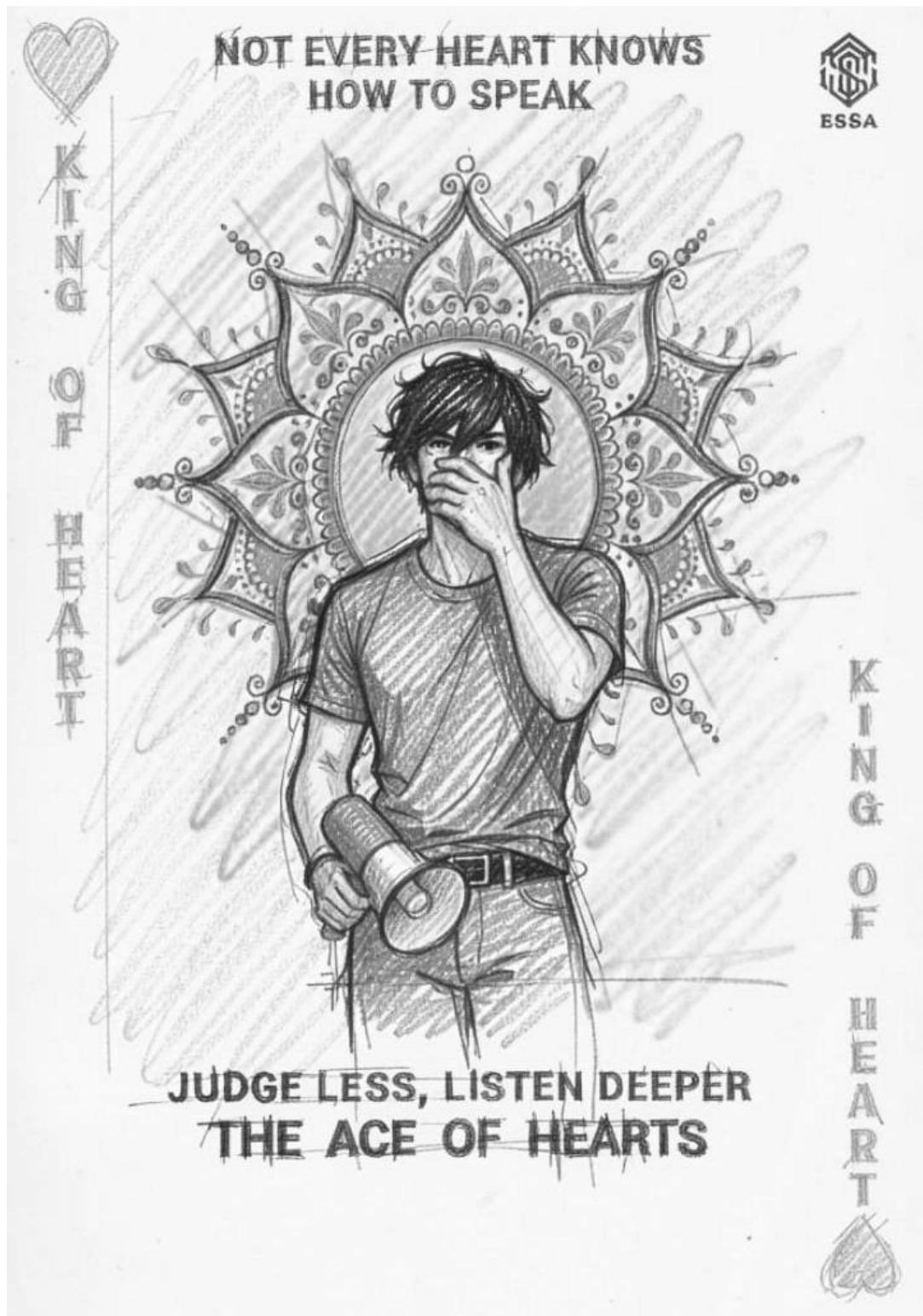
- How someone looks does not tell you the story about them.
- Every person has their unique experiences that shape who they are.
- We should try to be kind and understanding, towards others of making assumptions.

- To really understand someone you have to look beyond what you can see on the surface and that is what the artwork is trying to say about prejudice and people.

4.11 Digital Poster of Figure 4.11(b)



4.12 Sketch of a Figure 4.12(b)



The poster is about people who have trouble talking about their feelings. It is also about how people do not understand each other. The character in the poster is standing there, and is not really being heard. The poster is talking about silenced

emotions and emotional vulnerability and social misunderstanding and the difficulty of self-expression. The character in the poster is an example of this. He is there he has so much to say but he cannot express his feelings and thoughts through words. His voice and feelings remain unheard.

Many people struggle to express their emotions and society often judges them before understanding what they are trying to say.

The poster is showing us that the character is physically present. His emotions are not being understood. The poster is, about the difficulty of self-expression and silenced emotions and emotional vulnerability and social misunderstanding.

1. Concept and Theme

The main quote reads:

"NOT EVERY HEART KNOWS HOW TO SPEAK"

This sentence immediately establishes the emotional foundation of the poster. It suggests that:

- Some people struggle to communicate feelings.
- Emotional pain is not always expressed verbally.
- Silence does not mean absence of emotions.
- Individuals may feel deeply but lack the confidence or ability to express themselves.

The poster addresses emotional suppression, social anxiety, and misunderstood personalities.

2. Symbolism

In a deck of cards, the **Heart suit** traditionally represents:

- Emotions
- Love
- Compassion

- Relationships
- Human connection

The repeated heart symbols indicate that this character's identity is strongly connected to emotions.

Unlike the Spade, which symbolizes intellect and resilience, the Heart symbolizes emotional depth.

Therefore, the poster portrays someone who feels deeply but struggles to communicate those feelings.

3. Character Analysis

The characters eyes look like:

- Tired
- Reflective
- Vulnerable
- Slightly melancholic

The characters eyes seem to be carrying a lot of weight. Since you cannot see the characters mouth the eyes are the way the character communicates with you. The characters eyes are what tell you how the character is feeling. The characters eyes are the key, to understanding the character.

Covering the Mouth

The gesture may represent a things.

- It could be Self-Silencing.
- The character is doing this on purpose. He is hiding his voice.
- It might also be Fear of Judgment.
- He is probably afraid of people not liking him or saying things, about him.
- Then there is Emotional Suppression.
- His feelings are stuck inside. Cannot come out.

- It could be Social Isolation.
- The character has thoughts. Nobody is listening to him.
- The entire meaning of the artwork is different because of this one gesture, Covering the Mouth.

4. The Megaphone Symbol

The megaphone, in the characters hand is really important. Usually a megaphone stands for public speaking, making your voice louder Getting your message across, being listened to.

But theres something that doesn't add up:

He has a megaphone. He covers his mouth. This makes for an ironic picture.

The message here is:

"Just because people can talk it doesn't mean they can really make themselves heard."

The megaphone represents all the things people want to say but don't. The character can talk,. He can't express how hes really feeling.

5. Social Message

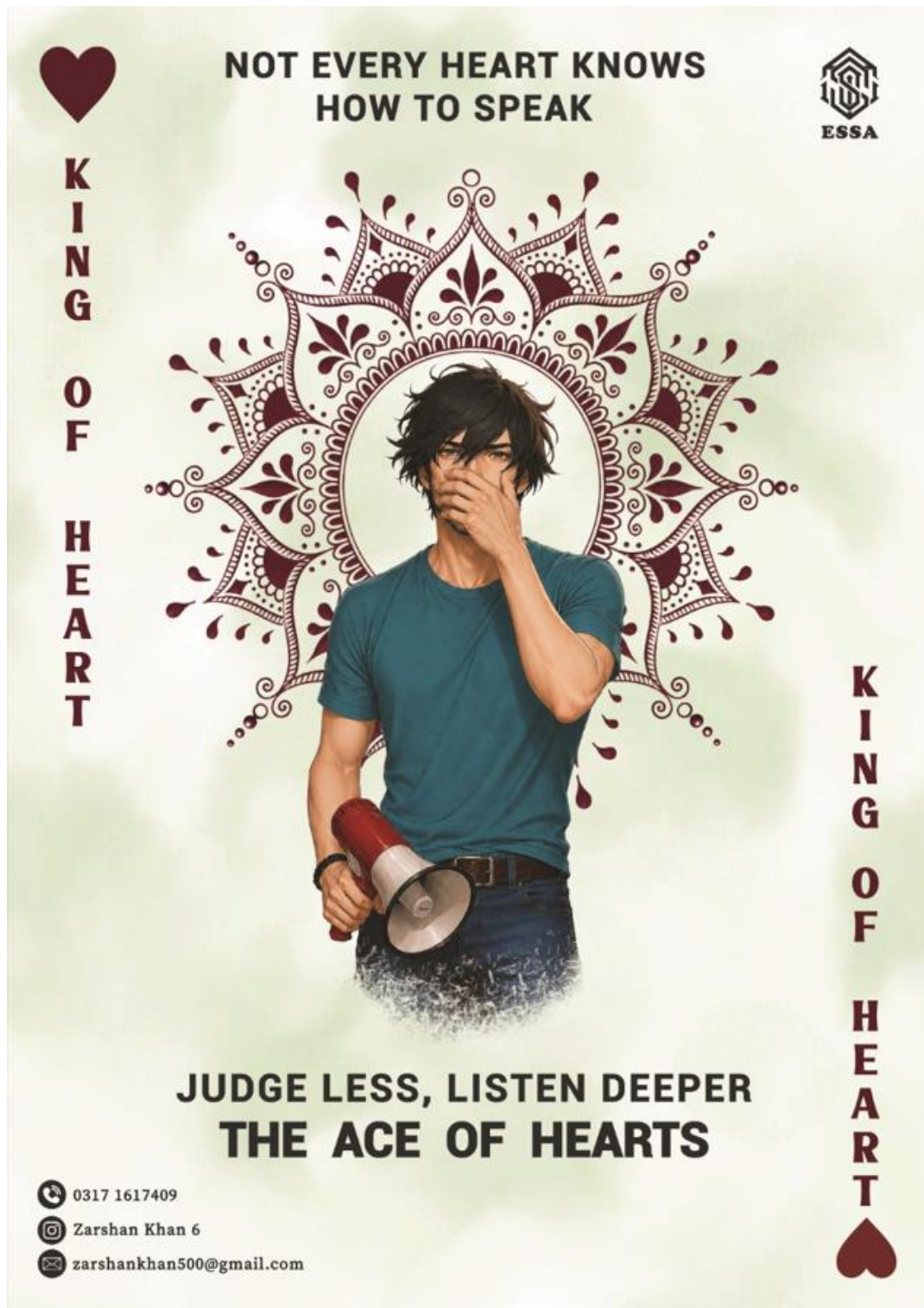
The poster talks about problems like

- Repression
- Social anxiety
- Mental health stigma
- Communication barriers
- Fear of vulnerability

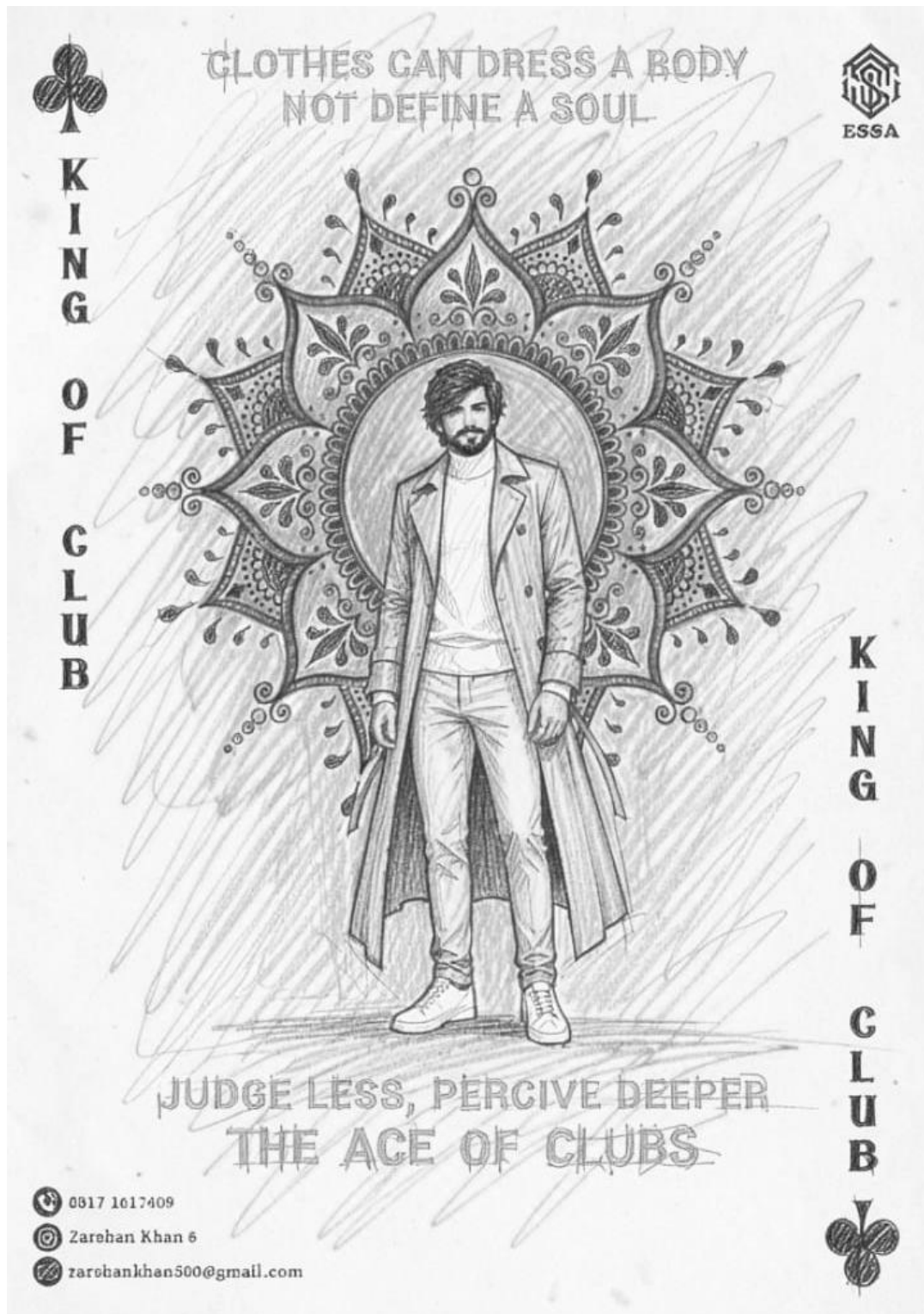
It says that a lot of people are judged for being quiet or distant. They are also judged for not showing their emotions. This happens because other people do not understand why they are being quiet. The poster is about health stigma and emotional repression. It is also, about anxiety and communication barriers. The fear of vulnerability is an issue. People fear being judged for being vulnerable. The poster argues that people

should try to understand why someone is quiet or distant. They should not judge someone for being quiet.

4.13 Digital Poster of a Figure 4.13(b)



4.14 Sketch of a Figure 4.14(b)



It uses the pictures you see on playing cards to say something about people judging others. The poster is trying to tell us that we should not judge people based on what they look like or where they come from. It is like a message that says we are all worth something no matter what. The person who made the poster used clothes and symbols and words to make this message clear. They also used things that remind us of card games to make the poster more interesting. The poster is trying to say something, about who we are and how we should treat others. This poster is a kind of artwork that is trying to make us think about prejudice and judgment and how we see ourselves.

1. Concept and theme

The main idea of the poster is that clothes do not define a person. The poster says that we should not judge people by how they look or what they wear. Here are some things the poster wants us to think about:

- Look beyond how someone looks.
- Don't judge someone by what they wear.
- A person's character and values are more important than how they look.
- Just because someone looks a way it doesn't mean that's who they are.

The poster also says:

Judge Less, Perceive Deeper.

This means we should try to understand people before making assumptions, about them.

2. Main Character Analysis

The Ace of Clubs

The man in the middle of the picture is the person we notice on the poster. What He Looks Like, he is wearing a beige trench coat, A colored sweater, Trousers that match, and Sneakers. When we look at him we think he is a sophisticated person, someone who is confident, he knows about modern fashion, He lives in the city, at first people may think he is rich or important because of his nice clothes.

What The Picture Really Means. The man in the picture represents the Ace of Clubs people who get judged by how they look, who have personalities that nobody knows about because of what others think. The problem of how we look on the outside and who we really're on the inside. The poster is saying that even though what we wear can give people an idea of what we are, like it does not really tell us if someone is a good person or how they feel or how smart they are or what kind of person they are.

3. Social Message

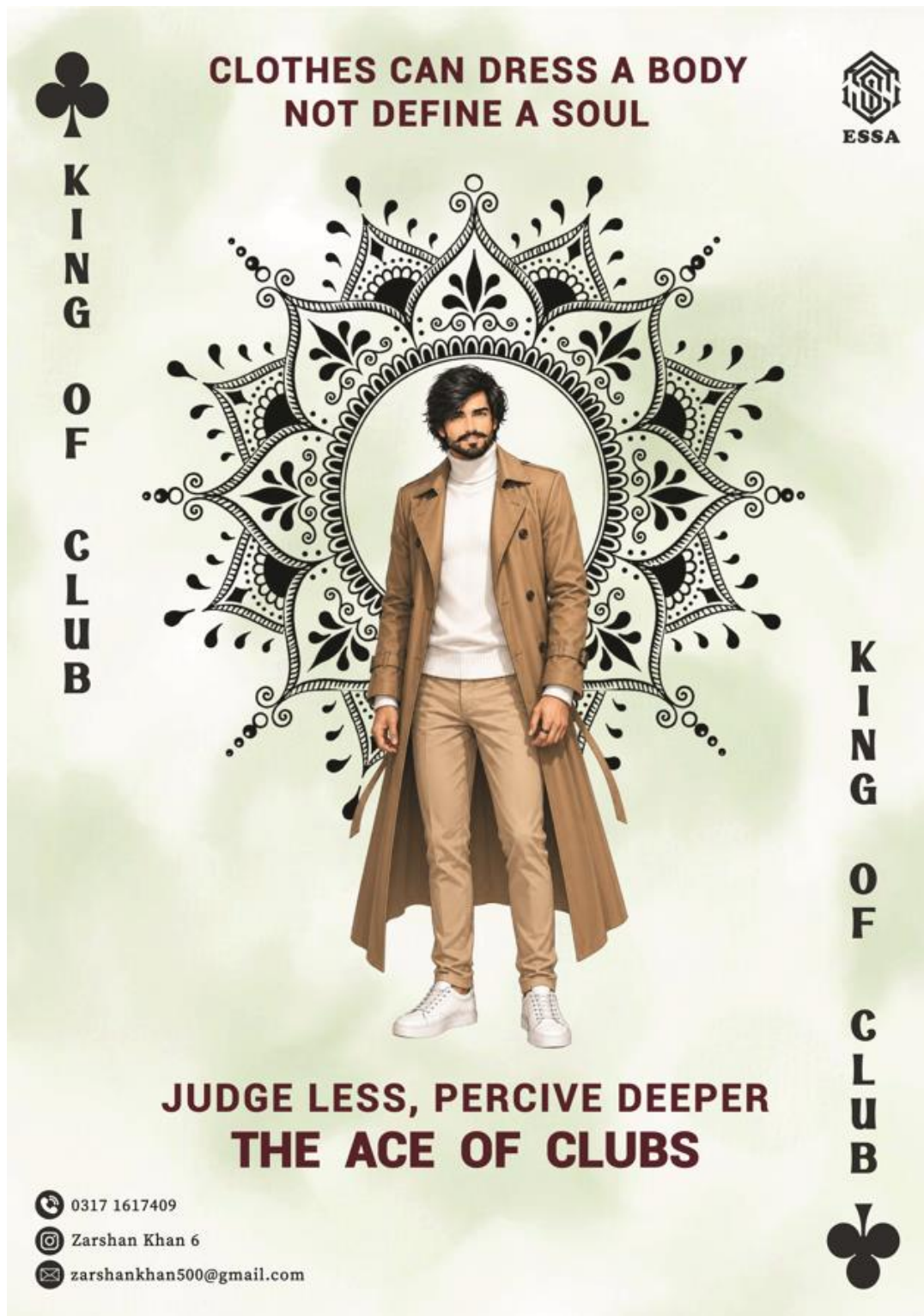
People often do not know the personality of someone when they say bad things about them. This is called character assassination.

Examples of this are:

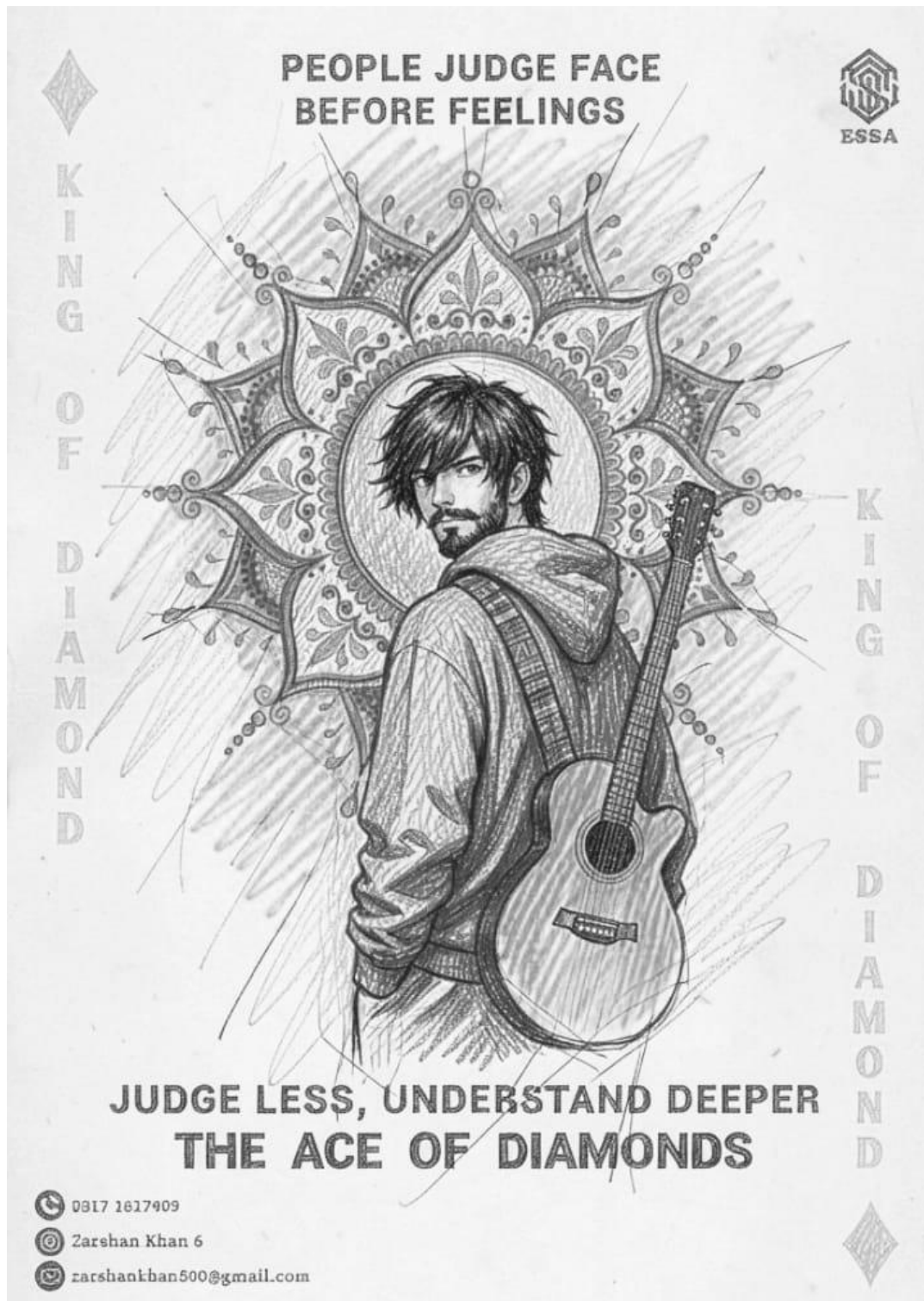
- Thinking someone is arrogant just because they like to wear clothes.
- Thinking someone is not responsible because of the way they look.
- Thinking someone is not smart because of how they appear.
- Thinking that what someone wears says something about whether they're a good person or not.

The poster is trying to tell people that they should not make these guesses. How it affects people when they do not know their true personality.

4.15 Digital Poster of Figure 4.15(b)



4.15 Sketch of a Poster 4.15(b)



1. Concept and Theme

This poster is about a character called The Ace of Diamonds. This character is, like people who are judged by how they look. People do not understand their feelings,

skills or problems. The poster uses images, design, fonts and colors to make a point. It is trying to say that people are often judged unfairly. The main idea is shown in this sentence:

“People judge a persons face before their feelings”

This sentence shows a problem. People often think they know someone by looking at them. They do not try to understand how the person feels or who they really are.

2. Visual Analysis

Central Character

The character occupies the center of the composition and serves as the primary focal point.

Appearance

- Dark, slightly messy hair.
- Beard and mature facial features.
- Deep maroon hoodie.
- Acoustic guitar hanging over his shoulder.
- Looking back toward the viewer.

Symbolic Meaning

The character looks like a person, someone who likes to be independent and is a little mysterious. When people see him they might think they know what he is like how he lives or what he thinks. The picture is saying that there is more to this person than what we can see.

The way he looks back is very important because it makes us think about:

- Reflection
- How he feels inside
- That he can be hurt
- Mysterious

3. Symbolism (Guitar)

One of the most important supporting visual elements is the acoustic guitar.

Symbolic Interpretations

The guitar represents:

Creativity

The character is likely an artist, musician, or creative individual.

Emotional Expression

Music is often used as a medium for expressing emotions that words cannot communicate.

Hidden Feelings

Many creative individuals appear confident externally while carrying emotional struggles internally.

Individuality

The guitar symbolizes personal identity and self-expression.

4. Social Message

The poster talks about an issue we have in our society. It is about judging people based on how they look before we really know how they feel. In our lives we often do this:

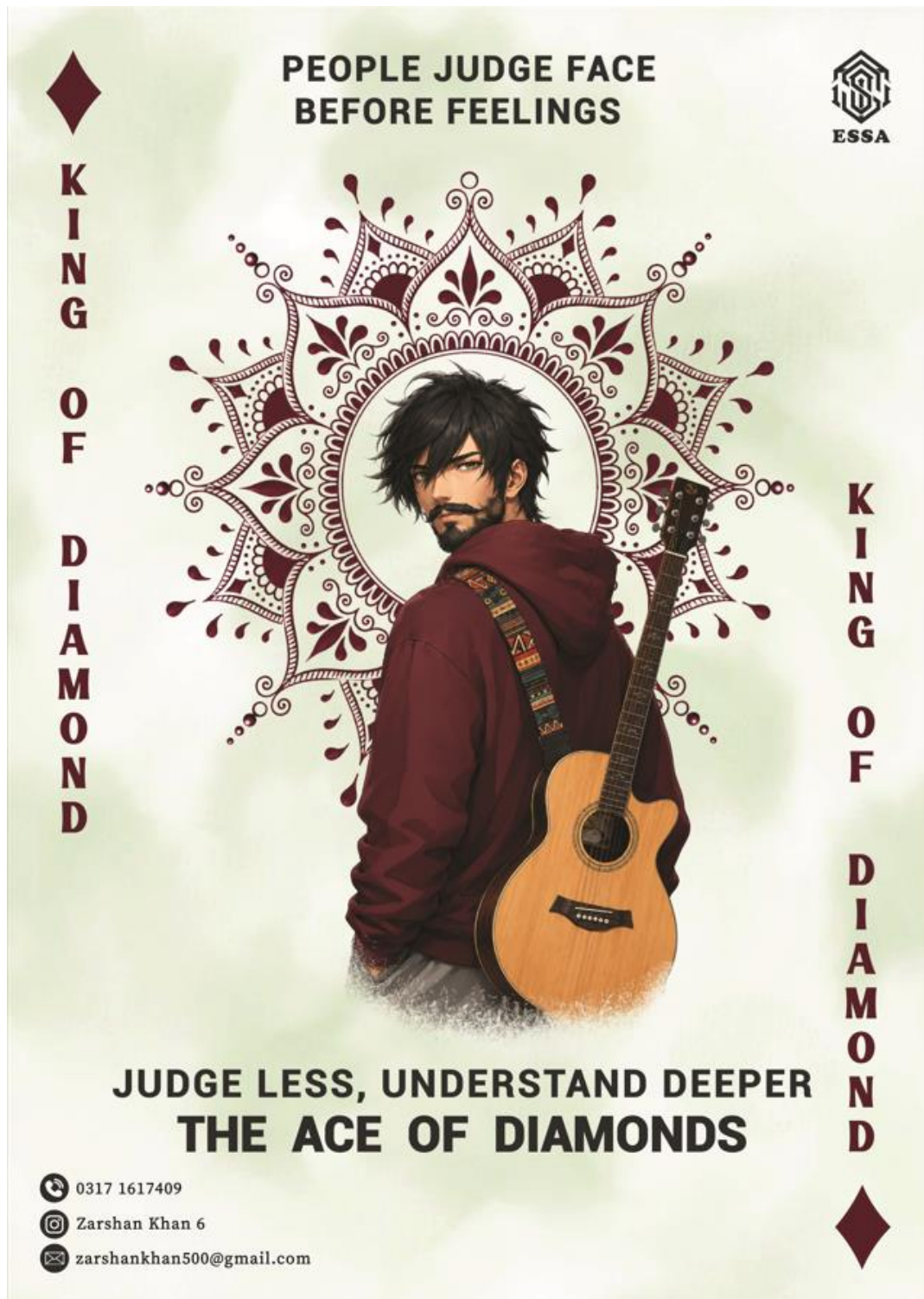
- We judge someone because of the clothes they wear.
- We judge someone because of their hair.
- We judge someone because of the way they look.
- We judge someone because of what other people think of them.

We do not take the time to understand:

- What is going on inside their heart.
- What they are going through.
- What they want to achieve in life.
- What they have been through.

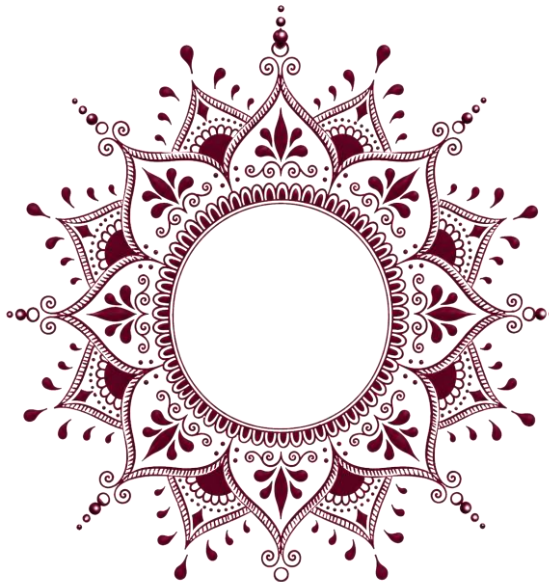
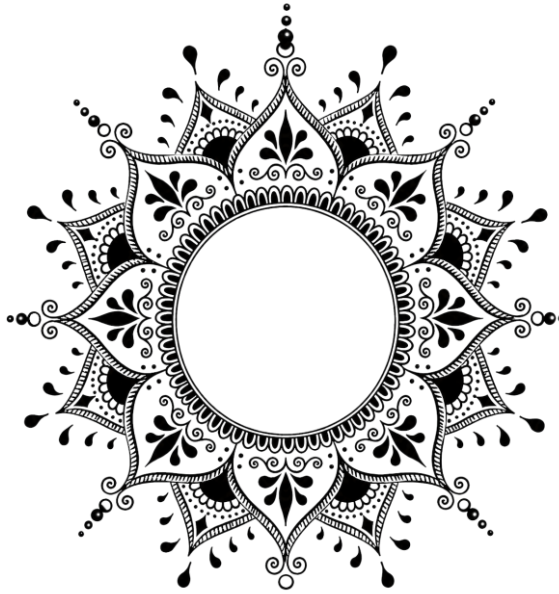
The poster is talking about Judging Appearance Before Understanding Feelings. We should not judge someone without knowing about their feelings and experiences this is a social problem, like Judging Appearance Before Understanding Feelings.

4.16 Digital Poster of Figure 4.16(b)



4.17 Supporting Visual Elements of Posters

Background



Description

The main thing that stands out in all the posters is the circular mandala behind each character.

- It acts like a frame around the character.
- It pulls your attention to the center.
- It helps you focus on what's important.

- It makes the posters look more appealing.

Symbolic Meaning

The mandala represents a things:

- How complex humans are
- Our inner selves
- Spiritual depth
- Emotional layers
- The parts of us that aren't always visible

The mandala and the simple human figure contrast with each other. This contrast suggests that everyone has experiences, emotions and values that you can't see away.

Connection to the Theme

The posters are about how society judges people. The mandala shows the parts of a person that society often overlooks.

It says:

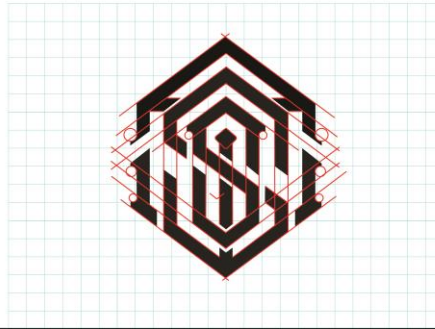
There is more to a person than what you see on the surface.

The mandala helps us see that people are more, than what they appear to be.

It makes us think about what lies beneath the surface.

4.18 Logo

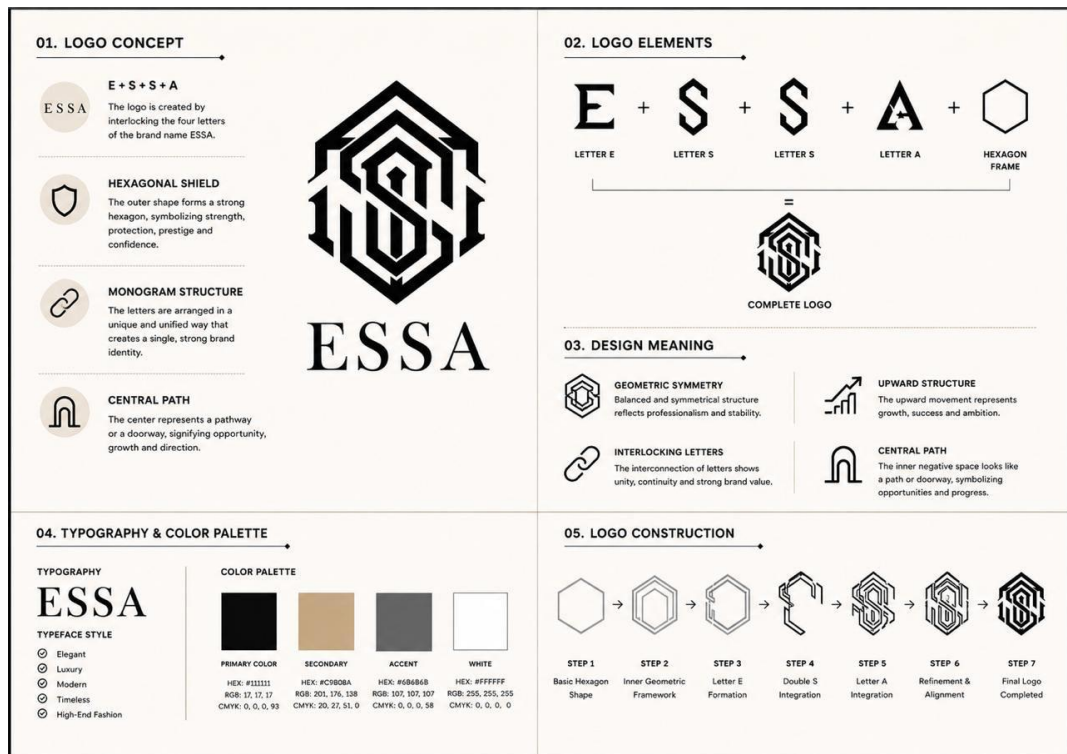
GRIDING



MONOGRAM GUIDELINE



ESSA



Logo Concept

The Core Idea: This symbol was supposed to be an interlocking monogram that used all the letters of ESSA.

Hexagonal Sheild: The hexagon is a shape that works well on the outside to keep things safe. It makes people think of strength and confidence when they see it.

Monogram Structure: The letters are put together in a way to make the brand stand out. This special way of arranging the letters helps to create a brand identity, makes the brand different from others and to make it easily recognizable, as the brand.

Central Path: The logo has this space right in the center, which is pretty important. The path or doorway, in the logo represents these things. Direction, opportunity and growth.

Logo Elements

ESSA

Typography and Color Palette

Font: Serif

Traits: Modern, Elegant, Luxury, Timeless, and High-End Fashion.

Color: Black (#111111), Golden/ Champagne (C9B08A), Slate Grey (#686B6B), White (FFFFFF).

4.19 Standee



The standee describes four faces of character assassination of societal prejudice and a bit intro of my thesis topic.

Size: 2x5 foot

4.20 Digital Print on Shirts

Front [figure 4.1(a)]

How societal prejudice assassinate



KING OF SPADES

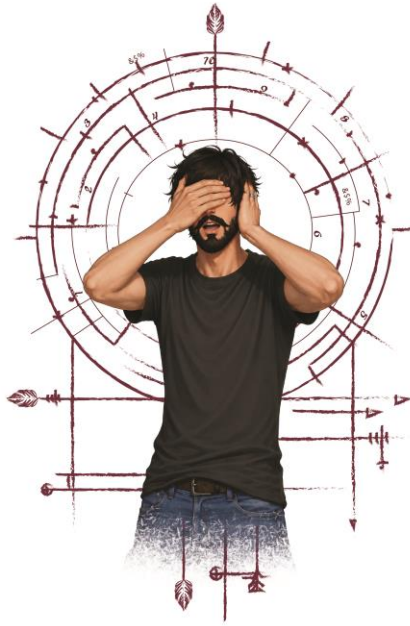
Back [figure 4.1(b)]

How the person is in reality



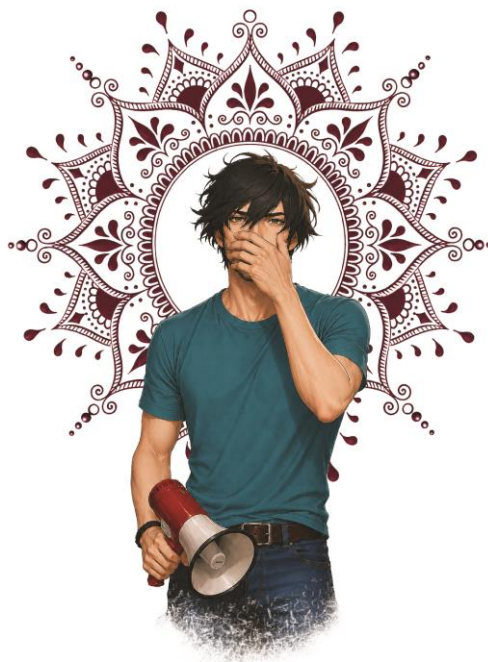
KING OF SPADES

Front [Figure 4.1(a)]



KING OF HEARTS

Back [Figure(b)]



KING OF HEARTS

Front [Figure 4.3(a)]



KING OF CLUBS

Back [Figure 4.3(b)]



KING OF CLUBS

Front [Figure 4.4(a)]



KING OF DIAMONDS

Back [Figure 4.4(b)]



KING OF DIAMONDS

4.21 Kinetic Sculpture

Size: 5.7 foot (with iron stand)

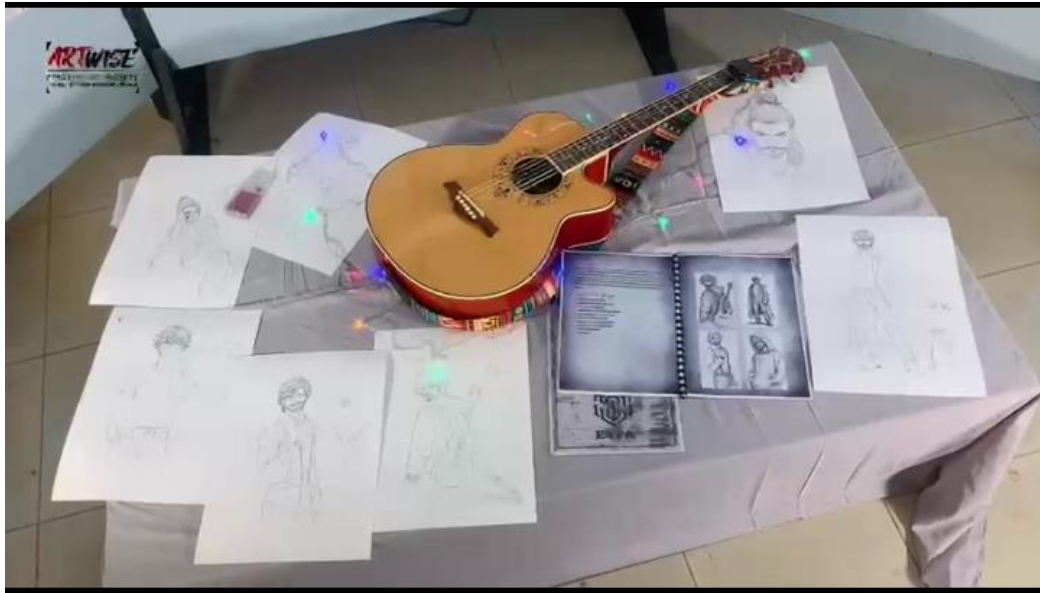
Length: 41.35 x 11.69 inch (without iron stand)

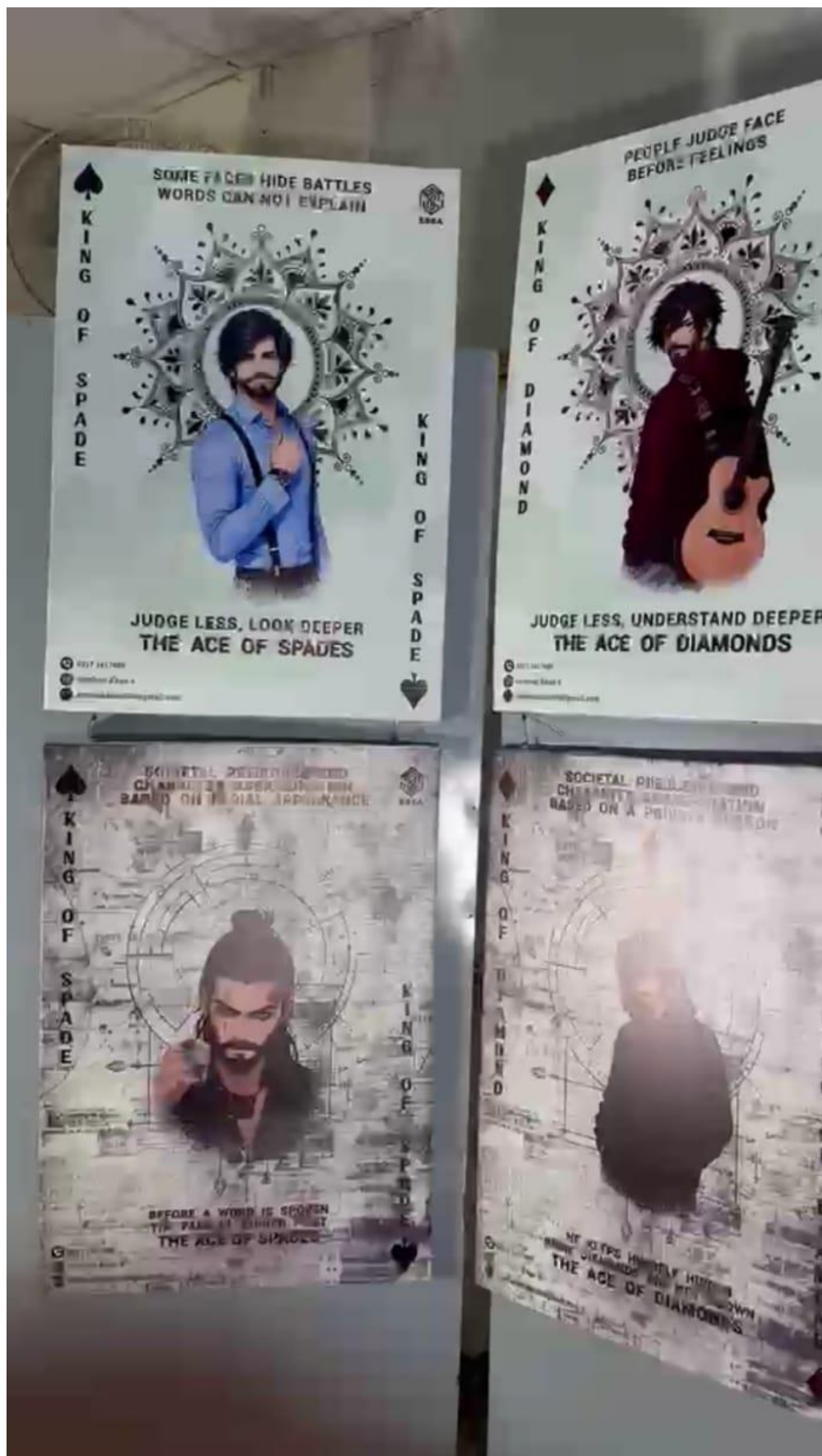
Materials: Hardboard sheet, wood, barings, iron stand, A3 size paper.



4.22 Final Display











Chapter-5

CONCLUSION

This thesis, **“An Analytical Study of Societal Prejudice and Character Assassination Through Vector-Based Character Design,”** explored how visual communication and character design can be used to represent and analyze the social issues of prejudice, stereotyping, social judgment, and reputation damage. Through research, visual analysis, mood boards, character development, and vector-based illustrations, the study demonstrated that graphic design is not only a creative practice but also a powerful medium for social awareness and communication.

The findings revealed that character design can effectively communicate complex social experiences through visual elements such as facial expressions, body language, color palettes, clothing, symbolism, and composition. The developed character designs successfully illustrated the emotional and psychological effects of societal prejudice and character assassination, encouraging viewers to reflect on the consequences of unfair judgments and misinformation. The study also highlighted the importance of empathy, understanding, and responsible communication in contemporary society.

By integrating social themes into vector-based character design, this research contributes to both graphic design and social studies. It demonstrates how designers can use visual storytelling to address real-world issues and inspire meaningful discussions about identity, reputation, and human behavior. Overall, the study confirms that vector-based character design is an effective tool for communicating social messages and promoting awareness about the harmful effects of prejudice and character assassination.

5.1 SWOT Analysis

5.1.1 Strengths

The major strengths of this study include:

- The research combines **social issues and visual communication**, creating an interdisciplinary approach.
- Vector-based character design provides a clear, scalable, and visually engaging method of presenting complex social concepts.
- The study addresses a contemporary social problem that is relevant in both real-life and digital environments.
- Character design allows audiences to emotionally connect with social narratives, making the message more impactful.
- The use of mood boards, research boards, and visual storytelling strengthens the communication of research findings.
- The project contributes original creative work while supporting it with theoretical and analytical research.

5.1.2 Weaknesses

Some limitations and weaknesses identified during the study include:

- Audience interpretations of visual designs may vary depending on personal experiences, culture, and social background.
- The study focuses primarily on vector-based character design and does not explore other forms of visual media in detail.
- The sample size used for surveys and interviews may limit the generalization of findings.
- Social issues such as prejudice and character assassination are complex and cannot be fully represented through a limited number of character designs.
- The emotional impact of visual communication can be subjective and difficult to measure accurately.

5.1.3 Opportunities

The research opens several opportunities for future development:

- The concepts can be expanded into animation, comics, motion graphics, and interactive media.
- Educational institutions can use similar character-based designs to teach social awareness and ethical behavior.
- Social campaigns and awareness programs can adopt vector-based characters to communicate messages against discrimination and misinformation.
- Future researchers can explore additional social themes such as cyberbullying, identity crises, social exclusion, and online harassment.
- The increasing popularity of digital media provides opportunities for wider audience engagement and impact.
- Designers can use visual storytelling as a tool for advocacy, community engagement, and social change.

5.1.4 Threats

Several external factors may affect the effectiveness and interpretation of the research:

- Different cultural backgrounds may influence how audiences perceive visual symbols and social messages.
- Social issues represented in the designs may be misunderstood or interpreted differently by viewers.
- The rapid spread of misinformation through digital media can reinforce the very prejudices the research seeks to challenge.
- Changes in design trends and audience preferences may affect the long-term relevance of certain visual styles.
- Sensitive social topics may generate controversy or resistance among some audiences.
- Excessive simplification of complex social issues in visual form may risk reducing the depth of the message.

5.1.5 Final Statement

This research demonstrates that **vector-based character design can serve as an effective visual medium for exploring and communicating societal prejudice and character assassination**. By combining artistic creativity with social analysis, the study emphasizes the responsibility of designers to create meaningful visual narratives that encourage awareness, empathy, and critical thinking. The project ultimately highlights the power of graphic design to influence perceptions, challenge stereotypes, and contribute positively to social understanding and dialogue.

5.2 Discussion of Major Findings

The findings of this research, "**An Analytical Study of Societal Prejudice and Character Assassination through Vector-Based Character Design**," reveal that societal judgments are often based on superficial observations rather than a person's true identity and character. The study identified four major factors that contribute significantly to prejudice and character assassination: **facial appearance, private identity, attire appearance, and verbal skills**.

1. Facial Appearance and Instant Judgements

People often judge others unfairly because of how they look. This is what the research found out. When we see someone we usually make an opinion about them in a few seconds. We look at their face their hair, the way they stand and their body. People who look serious all the time or have a hairstyle or just look different are often thought of as:

- Arrogant
- Dangerous
- Untrustworthy
- Unfriendly

The research shows that what we think of someone when we first meet them is not always right. It can lead us to think about them and make bad assumptions. The study says that how someone looks does not really tell us what they are like, on the inside

what they believe in or what kind of person they are. Facial appearance like the research said, is not a way to know someones values or personality.

2. Private Identity and Hidden Realities

People are often judged based on what others think they know about their lives. The thing is, people do not always know the story. Research shows that people often make guesses about

- Family relationships
- Personal struggles
- Emotional conditions
- Behavior

A lot of people get hurt because others talk about them without knowing the facts. The thing about people is that they all have things going on in their lives that others may not see. So it is really important to try to understand the person and feel for them before we make judgments about them. People need to think about the person and what they might be going through before they say something, about them. Understanding and empathy are really important when it comes to people and their personal lives. People should try to be kind and think about what the other person's going through before they say something that might hurt them.

3. Attire Appearance and Social Stereotypes

What I found interesting is that the clothes we wear and the way we dress can really change how people think of us. The study showed that people often think of things like

- Class
- Morality
- Education
- Personality
- Professionalism

When they see what we are wearing. For example if someone is wearing fashionable clothes people might think they are full of themselves. On the hand if someone is wearing casual or weird clothes people might think they are not responsible or a good person. This shows that people often use clothes to figure out who someone is even though clothes do not really tell us what someone is like.

The study says that when we judge people based on how they look it can lead to people being treated unfairly and it can hurt someones reputation. Clothing and fashion choices are really important because they can influence what people think of us. The study found that people make judgments about clothing and fashion choices all the time and these judgments can be really strong. Clothing and fashion choices are a part of how we present ourselves to the world and they can have a big impact, on how people see us.

4. Verbal Skills and Misunderstandings

The study showed that how well someone communicates affects how others see them. People said that those who're

- Quiet
- Introverted
- Shy
- Nervous when speaking
- Not very expressive
- Are often misjudged and treated unfairly.

Lots of people think that if someone does not talk much they must be not smart or lacking confidence.. The study found that being good at talking does not measure how emotional, intelligent or worthy someone is. Each person has feelings and experiences that might not come out in the way they communicate. Communication style does not define a persons worth. People are more, than their verbal skills.

5. Social Prejudice Leads to Character Assassination

A key thing we found out is that prejudice can often turn into hurting someones character. The study shows that things, like assumptions, rumors and stereotypes can really hurt a persons:

- Reputation
- Relationships
- Self-esteem
- Emotional well-being
- Sense of belonging

People we talked to think that society often judges individuals without knowing their situation. This kind of behavior causes pain and makes people feel left out.

6. Effectiveness of Vector-Based Character Design

The research also showed that using characters made with vectors is a way to talk about social problems and get people to care about them. The characters and posters that were made did a things really well:

- They showed what different kinds of prejudice look like.
- They made people feel something.
- They got people to think about their biases.
- They made complicated social issues easier to understand by telling a story with pictures.

People who saw the characters and posters thought they were interesting and easy to get which shows that using pictures to communicate can be an effective way to get people to understand and care about social issues and feel for others. Vector-based character design is a way to do this because it can help people understand social problems and get them to care about these issues.

7. Importance of Empathy and Understandings

The thing that really stands out is that being kind and understanding towards others is a way to stop people from judging others unfairly and saying mean things about them. People think that we should:

- Judge less
- Listen more
- Respect the fact that everyone's different
- Try to understand what makes each person unique
- Look past how someone looks on the

This study shows that to really get to know someone you need to take the time to talk to them and be kind instead of just making guesses, about them based on how they look or what you see on the surface. Empathy is really important here. It can help us understand people better. We need to use empathy to reduce prejudice and character assassination and to really understand people we need to practice empathy.

5.3 Theoretical Contributions

This thesis is about how ** design, visual communication and social psychology** can work together. It shows that **vector-based character design** can be used to talk about and show people what is wrong with society and how people judge others. The study helps us understand how pictures and stories can represent social issues like judging people by how they look or what they wear. It also helps connect what designers do with what social scientists do by showing that designing characters is not about making things look good it is about making people think. The research gives us a way to look at how things like what someones face looks like or what they wear can affect what people think of them. This helps us understand more about why people judge others and how we can design things to make people more aware of these issues. The thesis is, about ** design, visual communication and social psychology** and how **vector-based character design** can be used to make people think about these issues.

5.4 Practical Contributions

This thesis makes practical contributions. It shows that **vector-based character design works as a visual tool to raise awareness about societal prejudice and character assassination**. Designers, educators and researchers can use this approach to address issues through character-driven storytelling and poster design.

The characters and visual materials created can be used in:

- Educational campaigns
- Social awareness programs
- Exhibitions
- Digital media

Their goal is to encourage empathy reduce stereotypes and promote acceptance of differences. The study provides a framework for graphic designers. This framework helps create designs that're not only visually engaging but also inspire reflection, understanding and positive social change. **Vector-based character design** is a tool, for creating socially responsible designs.

5.5 Limitations of the Study

This study has some limitations. We need to consider these when looking at the results. The research was about **societal prejudice and character assassination through vector-based character design**. It did not look at types of media representation.

- The study was small and only looked at one group of people. This means the results might not apply to everyone.
- Peoples answers were based on their thoughts and experiences. This makes the data a bit subjective.

The research focused on four things that can show prejudice:

1. **Facial appearance**
2. **Private identity**
3. **Attire appearance**

4. Skills

Other things like where someone is from their gender, social status and ethnicity were not studied in detail. The study also only tested the designed characters and posters, in a school setting. It did not look at how they affect groups of people or change behavior over time.

5.6 Recommendations for Future Research

We think people who do research in the future should look into things that have to do with **societal prejudice and character assassination**, like what happens with men and women people from different ethnic groups people from different cultural backgrounds people from different social classes and people with different digital identities. If we study people from different backgrounds we can learn more about how different groups of people experience prejudice and get judged by others. People who do research might also want to see if **animation, comics, motion graphics and interactive media** can help people understand issues and feel more empathy for others. We also think it would be an idea to look at **how character-based visual campaigns affect people over a long time** and see if they can really change how people think and reduce stereotypes. It would be helpful to compare ways of designing things and **new digital ways of designing things** to see how we can use stories with pictures to make people more aware of social issues and make the world a better place. Future researchers can look into **prejudice and character assassination** to learn more, about it.

5.7 Conclusion

This study "**An Analytical Study of Societal Prejudice and Character Assassination through Vector-Based Character Design**" shows that people are often judged by how they look and not by what they are like inside. People look at things like appearance, private identity, attire and verbal skills to decide what someone is like. This is not a way to judge people because it can lead to unfair ideas about them and hurt them. The study also found that **vector-based character design** is a way to talk about social problems and make people aware of them. The study uses **vector-based character design** to tell stories with pictures and symbols which helps people think about what they believe and feel bad when they are wrong. This helps

people understand each other better and like people for who they are not just how they look. The study wants people to be kind and fair to each other. The study "**An Analytical Study of Societal Prejudice and Character Assassination through Vector-Based Character Design**" wants us to have a society where people're nice to each other and include everyone. The study "**An Analytical Study of Societal Prejudice and Character Assassination, through Vector-Based Character Design**" says we should use **vector-based character design** to make people think about issues.

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