

## ABSTRACT

Character design is a form of illustration which has the concept of “human” with its own attributes (traits, physique, profession, origin, or even its fate) and with its various form, such as animal, plants, or inanimate objects, and its ability to represents in form of virtually digital. The step or process to design a character for a game and developing its character such as traits from each character, character appearances, and the character backgrounds according to Tritangtu Sunda as its game concept, that acts as in-game contents and can represents Tritangtu Sunda concepts into characters. In designing characters, there are important factors such as concept, color, shape, harmony, personality, and its uniqueness. Characters should have its own shape and uniqueness, keep preserve the meaning of Tritangtu Sunda even just slightly different in terms of visuals, easy to remember characters, and looks alive. The step when designing characters is to create sketches first using paper as its media, redraw them and put suitable colors into it using Adobe Illustrator and Adobe Photoshop. The result is a content in form of character designs for game called “Path of Identity” which will be representing the concept of Tritangtu Sunda. Aside from character design, promotional media such as art book contains of visual concepts which intends to promote product to be more known to wider audience.

Keyword: Character design, Concept design, Tritangtu.