



AI PRODUCTION DEMO · CHARACTER DEVELOPMENT

ELI

CHARACTER BIBLE

The single source of truth for one original character: design intent, geometry, expressions, wardrobe, palette and the continuity rules that keep him the same Eli in every generated shot.

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ROLE & DESIGN GOAL



Eli presenting his own bible. In the film he plays a character director — the design had to survive being examined next to its own reference sheet, live on screen.

Eli is the guide of the Alcreativelead demo: a young adult character director who explains the craft, then lives it.

He is an original character — expressive, intelligent, warm and confident — not a portrait of his creator. His job in the story is double: presenter of the method in Sequence One, and proof of it in Sequence Two, where he must stay recognizably himself while sprinting through ten different worlds.

Design objective. An adult, contemporary, instantly readable figure: friendly enough to address the camera, neutral enough to fit any world, and distinctive enough that one silhouette or one color cue identifies him at any distance.

NAME	ELI
READS AS	Young adult male, stylized adult proportions
PERSONALITY	Expressive · intelligent · kind · self-assured
FUNCTION	Presenter, protagonist, continuity proof
STYLE UNIVERSE	Feature-film 3D animation, Pixar-inspired, original cast



EXPLORATION & SELECTION



The exploration screen from the film. Silhouette studies, face drawings and wardrobe alternatives in greyscale — beside the one design promoted to color.

The design was chosen, not generated by accident — and the film shows the shortlist.

Silhouette first. Three body silhouettes tested posture and mass before any face existed. The selected build: upright, capable, lightly athletic — a doer, not a mascot.

Face second. Front and three-quarter studies fixed the brow weight, jaw and hairline that give Eli his read of confident warmth.

Wardrobe last. Jacket alternatives lost to the open overshirt: it layers three brand colors on one body and keeps the neck open for expression.

Selection criteria. Readable at thumbnail size; friendly without being childish; contemporary without dating; and one signature accent — the orange pocket tab — that survives every framing.

VIEWS & PROPORTIONS



Master turnaround — front, three-quarter, profile, back. Reference 001 governs all views; where any written description disagrees with these images, the images win.

Proportions. Stylized adult: roughly six heads tall, broad shoulders softened by the overshirt, large expressive hands — credible as presenter and as action lead.

Silhouette value. The open overshirt breaks the torso into a dark frame over a light core; the swept hair adds one asymmetric peak. Even as a flat shape, Eli reads as Eli.

Consistency anchors. Hairline and part; brow thickness; collar geometry; sleeve roll; cuffed hem over sneakers — the five landmarks checked first on every take.

FACIAL GEOMETRY & HAIR



Hero face, from reference 002. Warm olive skin, hazel eyes, clean-shaven.

SKIN	Warm olive, soft subsurface glow; matte, not waxy
EYES	Hazel, large and catch-lit — the primary acting instrument
BROWS	Thick, dark, strongly shaped; do most of the expressive lifting
HAIR	Dark espresso, sculpted volume swept up and back; crisp edge, soft interior
JAW / BEARD	Clean-shaven, defined but rounded jaw — approachable, adult
MOUTH	Wide smile range; default expression is an easy confidence

Why this face. The heavy brows and hazel eyes give strong, readable acting at a distance; the sculpted hair creates a silhouette landmark from any angle; the clean-shaven jaw keeps him ageless within "young adult" and avoids styling noise across generations.



EXPRESSIONS & EMOTIONAL RANGE



Expression studies from reference 001. Neutral, attentive, determined, doubtful, delighted, content.

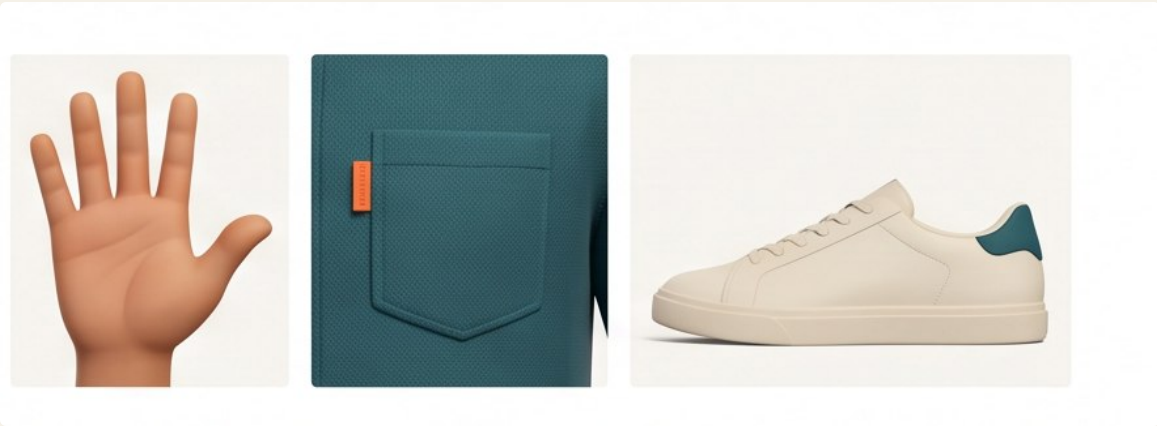
Eli narrates with his face so the voice-over doesn't have to explain feelings.

The registry spans the demo's needs: **focus** (concept and board work), **conviction** (presenting), **determination** (the leap to the dragon), **wonder** (whale, butterfly), and **satisfaction** (the landing, the final address).

Direction rule. Big emotion lives in brows and eyes first, mouth second, body third. In silent beats — the launch, the flight, the landing — expression carries the entire narrative load, which is why the range was designed before the story was shot.

Continuity rule. Expressions may stretch, but never off-model: brow mass, eye shape and tooth line stay inside the sheet's extremes.

COSTUME, MATERIALS & SIGNATURE DETAIL



Material studies from reference 001 — hand, overshirt pocket with the orange tab, sneaker.

OVERSHIRT	Petrol teal, soft brushed weave, worn open, sleeves rolled to the elbow
TEE	Ivory crew neck — the light core of the silhouette
TROUSERS	Dark charcoal, slim, cuffed at the ankle
SNEAKERS	Off-white leather, petrol heel detail
SIGNATURE	Small orange tab on the chest pocket — Eli's wearer-left side

The costume is a working uniform: one outfit, every world, zero renegotiation.

Contemporary, not branded. An overshirt and tee read "creative professional" anywhere from a studio to a dragon's back, and won't date the film.

The orange tab. One deliberate spark of the plane's orange stitched onto the character. It ties Eli to the object he chases: when the plane flies, the character on screen already carries its color. It is also the fastest continuity check in review — no tab, or wrong side, means a rejected take.

Materials. Matte fabrics with visible weave; no gloss, no logos. Cloth must hold up in close-up (the launch shot) and stay quiet in wides.



CHARACTER PALETTE

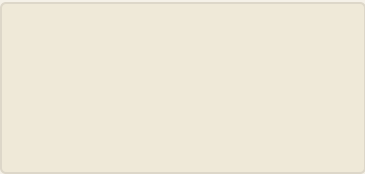


Palette row as printed on reference 001. Values below are sampled directly from that sheet.



PETROL TEAL
#2D636B

Overshirt; sneaker heel; studio steelwork echoes it.



IVORY
#EFE9D8

Tee; notebook pages; light core of the silhouette.



CHARCOAL
#36373D

Trousers; screen bezels; grounding dark.



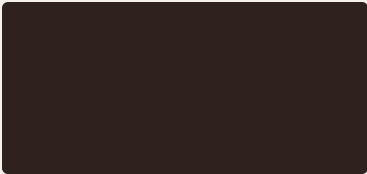
SIGNAL ORANGE
#F27F44

The paper plane and the pocket tab — reserved for the story object.



WARM KHAKE
#B08C53

Skin-adjacent warmth; wood tones of the studio.



ESPRESSO
#2F211E

Hair; deepest accents and linework.

The rule that makes it work. Orange belongs to the plane. The only orange Eli wears is the pocket tab, so wherever the palette travels — clouds, ocean, paper city — a single warm accent still means "the thing we're chasing."



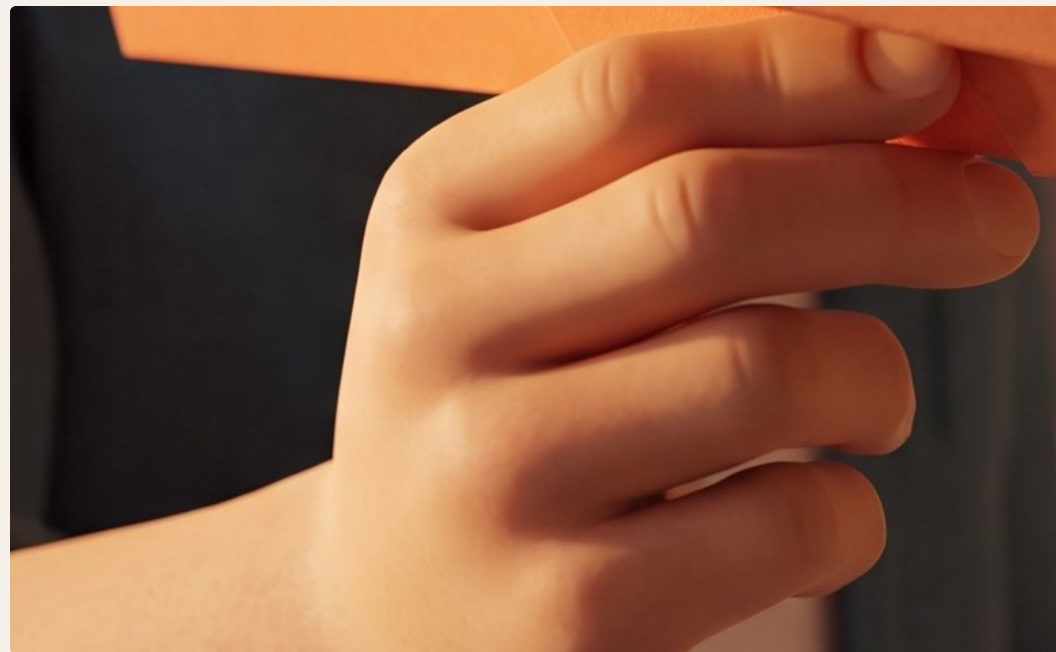
HANDS, POSES & BODY LANGUAGE



Pose studies from reference 001 — reaching into the work, open-palm presenting, watching the throw.

Default stance. Weight settled, chest open, hands active. Eli explains with his palms — open-handed gestures, never pointing at the audience.

Hands as narrators. The film trusts hands with its most important beats: folding, holding, releasing, greeting a seahorse. Large, clean hand geometry was a design requirement, not a bonus.

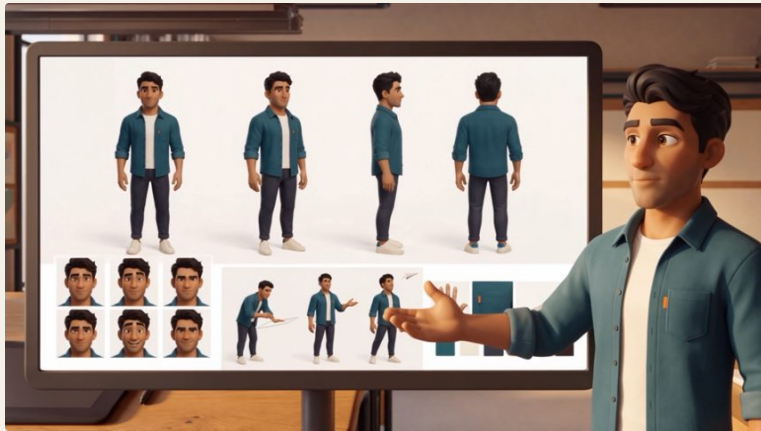


The launch grip, from the film. Four-finger cradle, thumb on the spine — the hands are hero assets and are framed as such.

Motion character. Purposeful and light — he runs, leaps and dances with the same easy confidence he presents with. No slapstick, no superhero weightlessness.

CONTINUITY — WHAT NEVER CHANGES

- 01 THE IMAGES RULE.** References 001 and 002 override any written description, prompt or memory of the character.
- 02 FACE IS LOCKED.** Geometry, age, brow mass, hazel eyes, clean-shaven jaw — identical in every shot, every world.
- 03 HAIR IS LOCKED.** Espresso, sculpted, swept up and back; the part and peak never migrate.
- 04 ONE COSTUME.** Petrol overshirt, ivory tee, charcoal trousers, off-white sneakers with petrol heel — no variants, no weather changes.
- 05 THE TAB STAYS PUT.** Orange tab on the chest pocket, Eli's left side. Missing or mirrored tab = rejected take.
- 06 ORANGE IS RESERVED.** Beyond the tab, orange belongs to the paper plane — no other prop or costume piece may claim it.
- 07 STYLE BOUNDARY.** Storyboards are grey-and-orange drawings; Eli and his worlds are feature-quality 3D. The two languages never bleed into each other.
- 08 EXPRESSIONS STRETCH, NEVER BREAK.** Acting stays inside the extremes of the expression sheet.
- 09 WORLDS ADAPT TO ELI.** Lighting and grade may shift per world; his materials, saturation logic and proportions do not.
- 10 BIBLE OVER MEMORY.** Every generated take is reviewed against this document — identity, style, movement, physics — before it can enter the edit.



00:10 · Studio — presenting the bible



00:33 · Sky world — same face, same overshirt



00:55 · Finale — the tab still on the pocket

ONE ELI, EVERY FRAMING



Wide. Silhouette and tab keep him identified at room scale.



Medium. The working range — gesture, wardrobe and face share the frame.



Close-up. Materials and hands hold up under scrutiny.



New worlds. Underwater grade shifts the light; the character does not shift.

Why a bible, and not just good prompts. A generative pipeline forgets. The bible is the external memory that survives between shots, sessions and tools: it defines what to generate, and — just as important — what to reject. Every retake decision in this film traces back to a rule on these pages.

Scope note. This document records observable design and direction decisions. It does not claim rigging, model training or simulation work that was never part of this production.



CHARACTER DEVELOPMENT · AI STORYBOARDING · CREATIVE DIRECTION

A CHARACTER IS A SET OF DECISIONS THAT HOLD.

Eli exists so that every generated frame has something non-negotiable at its center. That is what turns a tool's output into a story's cast.

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