



PREPARED FOR INTERSTOCK | OCTOBER 14, 2026

A character system built for every student.

3D character production proposal

An original, customizable full-body cartoon avatar system for InterStock profiles, designed for browser delivery on mobile devices and school Chromebooks.

Project investment	Production timeline
\$15,000 USD	5 weeks

What we will create

One shared base character, 33 swappable pieces plus a no-hair selection, a common humanoid rig, seven animations, optimized GLB exports and source Blender files. Two initial visual-direction boards are included in this proposal for discussion.

Milestones and payment

Milestone	Schedule	Payment
1. Style test: hoodie and jeans, front/side/back renders and GLB	Week 1	15% \$2,250
2. Base: body builds, faces, expressions, skin materials and hair	Week 2	35% \$5,250
3. Wardrobe: clothing, accessories and partner logo areas	Weeks 3-4	30% \$4,500
4. Animations, optimization and final handoff	Week 5	20% \$3,000

Schedule basis

The five-week schedule begins at kickoff after receipt of the mockup, reference imagery and agreed technical requirements. Each milestone includes a review checkpoint. Prompt, consolidated feedback is required to maintain the schedule.

Scope & technical delivery

THE SYSTEM / MATCHING THE ARTIST BRIEF

Component	Included scope
Base and face	Slim, regular and broad builds; three face shapes; eight skin-tone options; recolorable eyes; smile, grin, wow, smirk and blink blend shapes.
Hair / covering	Short, curly, coily afro, long, ponytail, bun, braids, locs, hijab and no-hair selection. Hair colors adjustable in code.
Wardrobe	8 tops: hoodie, T-shirt, varsity jacket, blazer, Bull Run hoodie, Wall Street suit, Halloween cape, partner jacket. 5 bottoms: jeans, joggers, shorts, skirt, cargo pants.
Accessories	3 glasses: round, square, sunglasses. 4 shoes: sneakers, high-tops, boots, gold sneakers. 4 hats: cap, beanie, crown, partner cap.
Partner branding	Placeholder, replaceable logo areas on jacket chest and back, and partner cap front. Actual partner logos supplied by InterStock.
Animations	Idle 4s loop; hero pose 3s loop; wave 2.5s; dance 3s; cheer 2.5s; celebrate 3s; think 3s loop. All use one shared skeleton.

Browser-ready asset targets

glTF 2.0 binary (.glb), one file per piece, plus Blender sources. Fewer than 30,000 triangles for a fully dressed character; under 500 KB per piece and under 3 MB for the base body with animations. Textures at 1024 px maximum per piece. Standard metal/roughness PBR with separate flat materials for recoloring.

Validation and compatibility

Check each export in glTF Viewer and a three.js preview. Review rig deformation, seams, outfit intersections, hat/hair fit, animation playback, file budgets and three-quarter face readability. Representative device checks will be agreed with InterStock.

Application integration

The fee covers 3D asset production and handoff. Customization controls, unlock logic, logo-switching code and integration into the production app remain with InterStock's development team. Asset naming and rig requirements will be agreed at kickoff.

Character visual direction

01 / FORM, EXPRESSION & PROPORTIONS



A friendly, approachable starting point

Rounded cartoon proportions, a large expressive head, oversized shoes and a soft matte finish. The board explores a front/side/back turnaround, three-quarter profile icon, slim/regular/broad builds and four expressions.

Design refinement

The visible hand design and hero stance are developed further on the next board. Final proportions, surface treatment, facial shapes and wardrobe details will be refined in the Week 1 style test using InterStock's mockup and approved references.

Concept status

These are AI-generated visual concepts for review, not finished models, rigged assets or proof of browser performance. This proposal discloses their AI origin. Any AI use in final production assets requires InterStock's prior approval and appropriate commercial licensing.

Customization & hero pose

02 / PERSONALITY, WARDROBE & INCLUSION



A consistent character, many choices

The hero pose shows one hand on the hip with the other raised. Varsity, everyday, hijab and partner styling illustrate the customization direction. These examples explore inclusive skin and hair options and placeholder partner-logo areas.

Ownership and originality

Final work will follow the brief's work-for-hire requirement: InterStock receives all final files, source files and rights for commercial use in the app, ads and partner promotions. Production designs must remain original and avoid resemblance to existing game or cartoon characters.

Next steps

Confirm the scope and kickoff date, share the clickable mockup and style references, and nominate a technical contact and creative reviewer. We will begin with the style test before committing to the full asset build.

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