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Abstract
Face is the most effective visual media for supporting human interface and communication in video games. According to Nass et al.(2000), that “appearance of face is a critical component of how people access agents and for their preferences in terms of looking at and even interacting with”, and that appearance influences peoples’ cognitive assessments. A possible explanation for the role of face is that it is significant for the representation of personality. Nevertheless, little has been known exactly what the KANSEI information is and how it can be modeled also in facial design. The KANSEI facial design system aims at creating personality characteristic faces as KANSEI feels. Therefore, the visual aspects of the face such as shape of face, eye, eyebrow, nose, lips, ear must be sufficiently recognized first. Then, the pattern features of the face are composed and formed virtual faces to verify the perceived personality of the faces. The outcomes were analyzed by using conjoint analysis. The rules and connections between pattern features of the face and perceived personality were then investigated. Consequently, the KANSEI facial design system can aid designers in creating virtual character’ face by simply input the desired personality. This system can promote the people who want to do character design in the future to grasp facial design of different personality quickly. Moreover, it can promote communicate the communication between game designer and artist.
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