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Abstract
The academic research of character design is still in its early stage in video games. From designer's point of view, what makes the character design important is that the viewer can immediately identify the personality of the character through identification of pictorial presentation and choose it to play within the game world. Therefore, from a research perspective, the style creation of the characters is also regarded as the first impression in terms of design.

In the field of interpersonal relationship in social psychology, people tend to judge one's personality traits and behavior in their brain based on the messages received from the visual senses when making first face-to-face contact with a stranger. This is known as the First Impression.

The elemental composition of first impression usually covers physical presentation and social behavior of the target person's. The physical traits include facial features, height, and weight …etc. In addition hairstyle is believed to be one of the important elements of facial features in term of composition and recognition. However, except for the vital academic research records, most of the literature in market about teaching and learning character creation in animation, comics, and video games are mainly focusing on providing detailed classification and explanation for character's facial expressions. But the research and analysis on hairstyle is scarce. This study takes the female characters in Japanese romance game as study samples and performs character hairstyle analysis by using image scale system through a social psychological point of view. It attempts to find and analyze the commonality in characters' hairstyle design presentation via a systematic approach of visualizing image distribution, where those characters have the same personality and motion characteristics. As to conclude the research analysis, the length design of the hairstyle has a decisive influence on the representation of character's personality.

The purpose of this study includes the following topics: (1) Analysis and application of the characteristic of the effect that the hair length adds to the personality of the character. (2) Analysis and application of the characteristic of hair color (3) Analysis of the integration of the hair length and color.

This study is expected to providing insightful perspectives for character design and character design-related research application.
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