

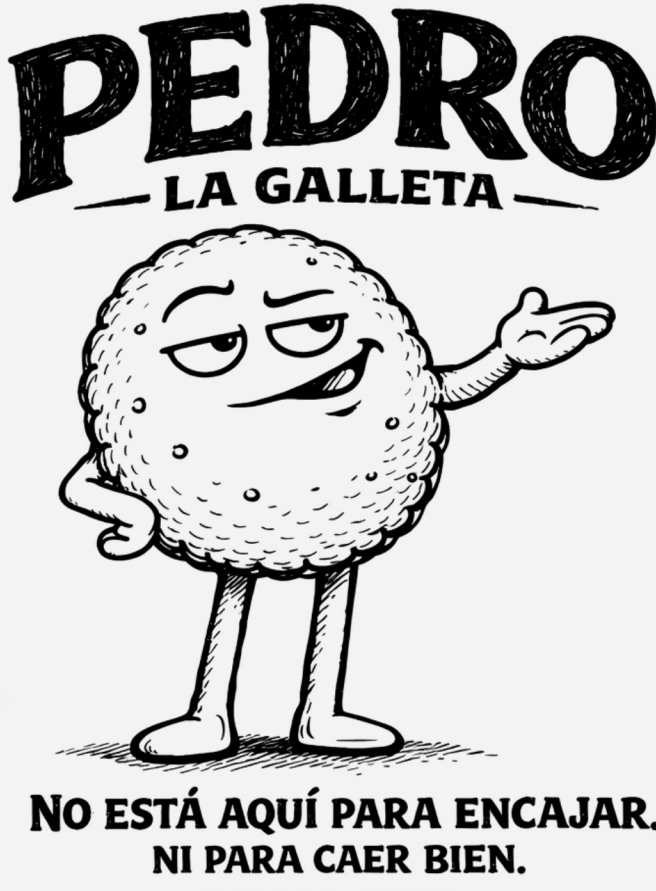
A character designed to think out loud.

Pedro turns everyday observations into a recognizable voice: dry, uncomfortable, and precise. The project connects character design, an expressive system, short-form writing, and content adaptation.

DISCIPLINE
Creative direction

PERIOD
2025 – Present

STATUS
Active development



01 • CHARACTER THESIS

Satire works when the voice has judgment.

Pedro does not exist to deliver just any punchline. His value lies in observing contradictions, forming a concise idea, and sustaining a consistent attitude even when the topic or format changes.

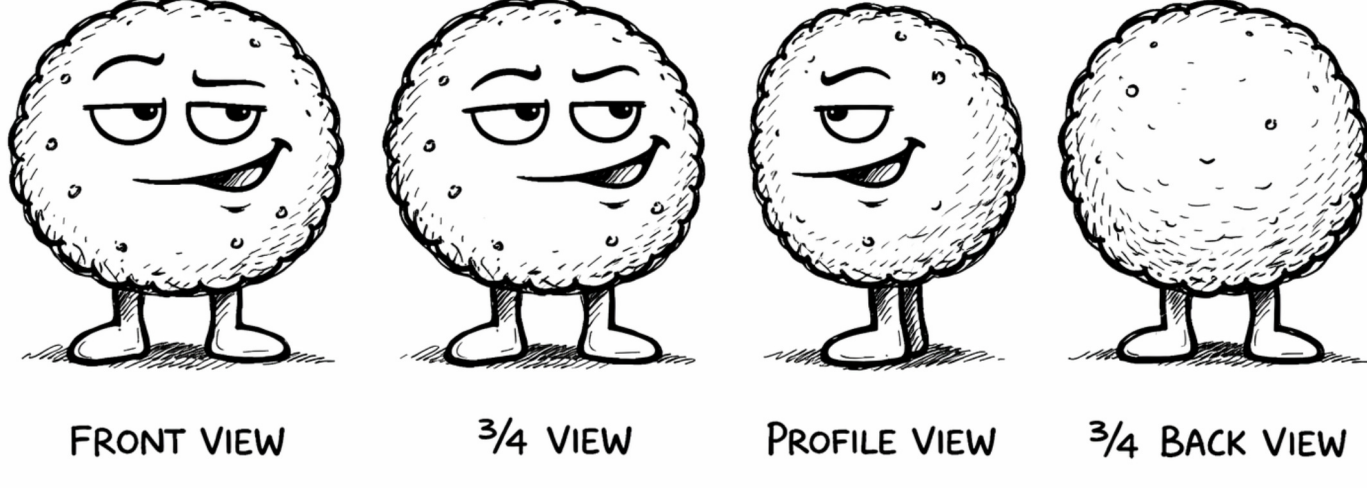
- 01 **Observe**
Start from recognizable behaviors.
- 02 **Condense**
Reduce the idea until a clear tension appears.
- 03 **Respond**
Deliver the turn from a stable personality.

02

CHARACTER MODEL

A simple silhouette with enough rules to be repeated.

The guide resolves proportion, orientation, and essential traits. The circular form supports recognition; eyes, eyebrows, and mouth carry most of the acting.



CONSISTENCY

Four views, one attitude.

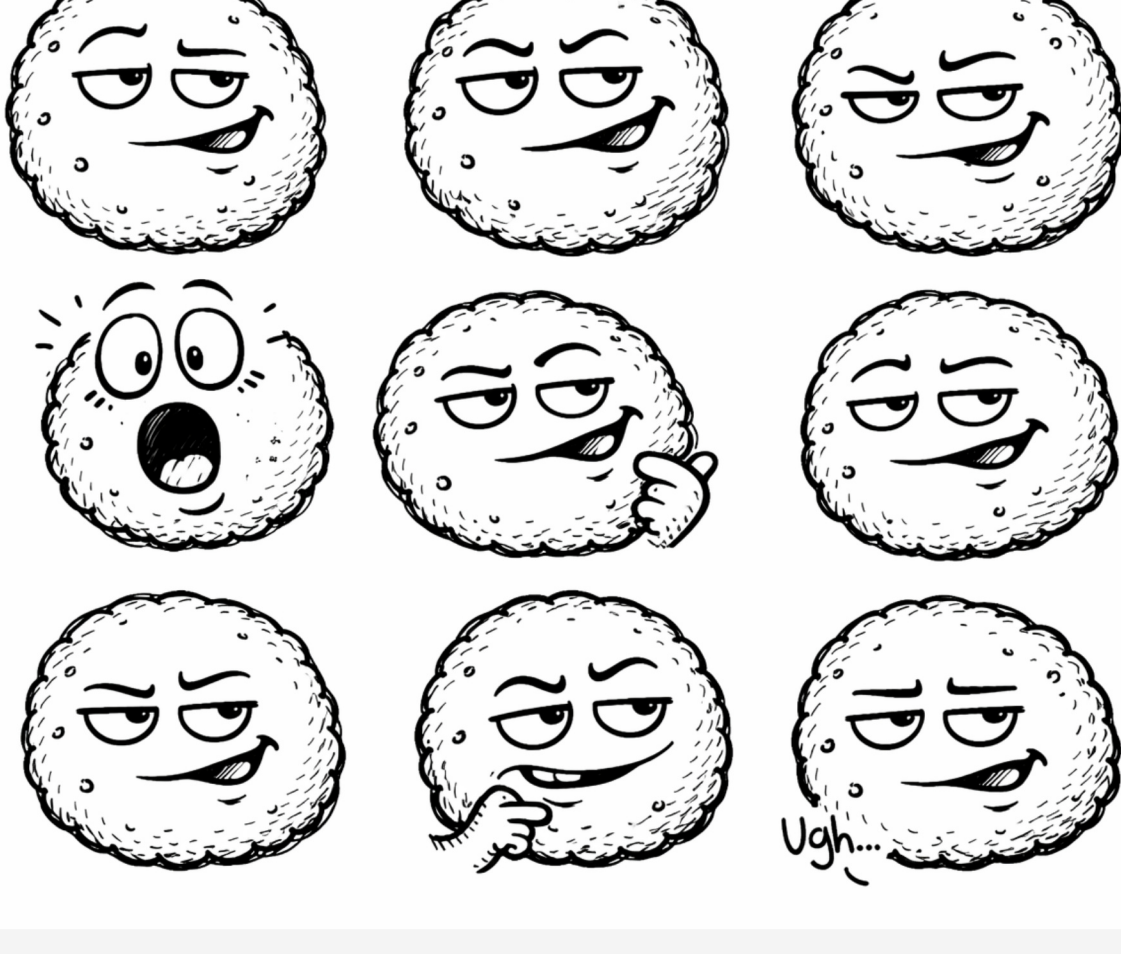
The model sheet keeps the identity from depending on a single front-facing pose.

03

EXPRESSIVE SYSTEM

The character changes emotion without ceasing to be Pedro.

Variations in eyebrows, eyelids, mouth, and hands expand the acting range. The repertoire builds rhythm and reaction without redesigning the character for every post.



04

FROM PREMISE TO PUNCHLINE

A short story needs an idea, not just a pose.

"Flat Ideas" establishes a statement, lets Pedro process it, and answers with a turn that reframes the subject. The complete sequence fits into four panels.



STRUCTURE

Context → pause → contrast → punchline.

The editorial voice appears in the relationship between panels, not only in the final line.

05

PRODUCT EXTENSION

The narrative can become a standalone graphic piece.

The central character, panels, and punchline are reorganized for a product application. The adaptation preserves readability and meaning outside the social format.



06 • CREATIVE PROCESS

A system for moving from intent to publication.

Consistency is decided before producing volume: voice, rules, format, and review criteria.

01	02	03	04	05
Observer Find an everyday contradiction with editorial potential.	Write Find a premise and response that belong to Pedro.	Act Choose pose and expression according to each panel's intent.	Sequence Build rhythm between context, pause, and punchline.	Adapt Recompose the story for social media or product.

CURRENT EVIDENCE

A usable character.

- Model and expressions
Documented views, poses, and facial repertoire.
- Editorial voice
Short stories with structure and punchline.

ACTIVE DEVELOPMENT

A system that can grow.

- Narrative library
More situations without diluting the character's judgment.
- Original formats
Responsible adaptation to content and objects.



PEDRO LA GALLETA - VOICE, CHARACTER, AND CONTENT

Consistency does not come from repeating the drawing. It comes from knowing what Pedro would say.

The project demonstrates character building as an editorial system: visual identity, acting, writing, and adaptation connected by one voice.