

## ***ABSTRACT***

*Character design is a crucial aspect in creating educational games. It is through these characters that the story and gameplay come to life, increasing the appeal to players. This research aims to design characters for an educational game focused on selecting the correct foods for cats and identifying those to avoid. The character design process will use design elements tailored to the target audience, including appealing colors and visual elements. Data collection methods for this character design include interviews, surveys, and literature reviews. These data are then analyzed and transformed into design concepts to determine the characteristics of each character in the story and the visual style that can support the game. The benefit of this design will have a positive impact on players who will enjoy learning through an educational game about harmful foods for cats. Through engaging character designs and clear visualization, the game can provide education that raises awareness about cat health among owners.*

*Keywords: Character Design, Educational Game, Cats, Food*