Case study 12 · Virtual model

Meet Asmaa



AI model
Type

3 + sheet
Angles

2
Backdrops

2K
Resolution

The goal

Create a brand-ready model who looks like a real person, so a brand can use one consistent face in all of its campaigns without a photo shoot.

The idea

Design one character, Asmaa, and prove she is consistent: the same face, the same curls, the same outfit from the front, the side and the back, first as a clean model sheet and then in a studio setting.

Tools

Nano Banana · Photoshop

The build

Angle by angle



Sheet
Front

Front view on white, natural smile.

Why: A white model sheet is how agencies present real models, so the brand can judge her like a casting photo.



Sheet
Side

Profile view, same outfit and necklace.

Why: The profile is the hardest angle for AI. Matching the nose, jaw and necklace proves the character holds together.



Sheet
Back

Back view showing the full length of the curls.

Why: For a hair brand the hair is the product. A back view shows texture and length that a front shot hides.



Studio
Front

The same look on a grey studio backdrop.

Why: Moving her to a new backdrop shows she can be placed into any campaign scene.



Studio
Side

Studio profile with soft light.

Why: Lighting is kept soft and even, like a real beauty shoot, so skin and hair look natural.

The build

Angle by angle (continued)



Studio
Back

Studio back view of the curls.

Why: Repeating every angle in the studio proves the result is repeatable, not a lucky single image.

Behind the scenes

How it was made

1

Character design in Nano Banana

Defined her face, curl pattern, sweater and necklace, then generated each angle from the same reference.

2

Consistency checks

Compared face shape, hairline, necklace and sweater details between every angle and regenerated anything that drifted.

3

Retouch in Photoshop

Cleaned edges and stray hairs and balanced the colour across all shots.

Takeaways

Why it worked

- A model sheet speaks the language of real casting.
- Three angles prove the character is consistent.
- The back view highlights the hair, which is what hair brands sell.
- A second backdrop shows she is ready for any campaign.

1 face

One consistent virtual model a brand can reuse in every campaign, with no model fees or shoot days.