FACESHOT: BRING ANY CHARACTER INTO LIFE

Anonymous authors
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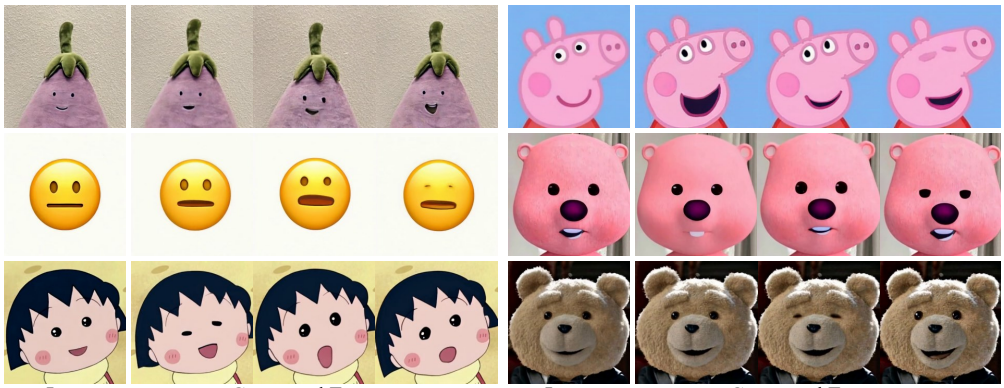

Figure 1: Visualization results of our **FaceShot**. Given any character and any driven video, FaceShot effectively captures subtle facial expressions and generates stable animations for each character. Especially for non-human characters, such as emojis and toys, FaceShot demonstrates remarkable animation capabilities.

ABSTRACT

Portrait animation generates dynamic, realistic videos by mimicking facial expressions from a driven video. However, existing landmark-based methods are constrained by facial landmark detection and motion transfer limitations, resulting in suboptimal performance. In this paper, we present *FaceShot*, a novel training-free framework designed to animate any character from any driven video, human or non-human, with unprecedented robustness and stability. We achieve this by offering precise and robust landmark results from an appearance guided landmark matching module and a relative motion transfer module. Together, these components harness the robust semantic correspondences of latent diffusion models to deliver landmarks across a wide range of character types, all without requiring fine-tuning or retraining. With this powerful generalization capability, FaceShot can significantly extend the application of portrait animation by breaking the limitation of landmark detection for any character and driven video. Furthermore, FaceShot is compatible with any landmark-driven animation model, enhancing the realism and consistency of animations while significantly improving overall performance. Extensive experiments on our newly constructed character benchmark CABench confirm that FaceShot consistently surpasses state-of-the-art approaches across any character domain, setting a new standard for open-domain portrait animation. Our code will be publicly available. More results are available at our anonymous project website `https://faceshot2024.github.io/faceshot/`.

1 INTRODUCTION

Facial motion capture technology is widely used to animate 2D and 3D characters in film production, game development, and VTubing. However, it often requires specialized equipment and significant manual effort for character modeling and rigging. Recent advancements in generative models, such as Generative Adversarial Networks (GANs) (Goodfellow et al., 2020) and diffusion models (Rombach et al., 2022), have demonstrated impressive results in portrait animation (Guo et al., 2024; Xie et al., 2024; Ma et al., 2024). These methods depend on facial landmark recognition and can generalize to certain portraits whose facial landmarks can be well detected. However, many non-human characters

created by designers, such as emojis, animals and toys, often exhibit significantly different facial features compared to human portraits, resulting in landmark recognition failures and negatively impacting the animation process.

Naturally, the performance of landmark-driven methods is constrained by the generalization capability of facial landmark detection (Zhou et al., 2023; Yang et al., 2023) and landmark motion transfer models (Booth et al., 2016). Due to the supervised training paradigm and limited datasets, these landmark-driven models struggle to adapt to non-human characters, leading to suboptimal animation performance. As shown in Figure 2 (line 1), due to inaccurate landmark results, the model even generates human mouth and facial features on a dog.

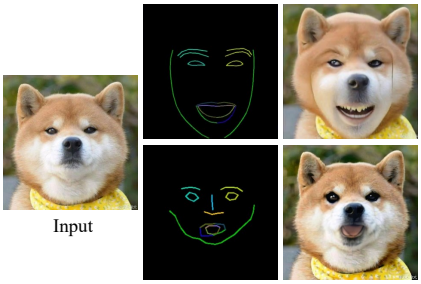

Figure 2: Animation results of inaccurate (line 1) and accurate (line 2) landmarks.

In this paper, we propose **FaceShot**, a novel portrait animation framework capable of animating any character from any driven video without the need for training. Our visualizations (Figure 1) demonstrate that FaceShot produces vivid and stable animations for various characters, particularly for non-human characters. This is achieved through three key components: (1) the appearance guided landmark matching module, (2) the relative landmark motion transfer module, and (3) the character animation model. For the first component, we inject appearance priors into diffusion features and leverage their strong semantic correspondences to match the landmarks. For the second component, we introduce a theoretical algorithm to capture subtle expressions between frames and generate the landmark sequence from the driven video. Finally, for the third component, we input the landmark sequence of the target character into a pre-trained model to generate the animation. As shown in Figure 2 (line 2), FaceShot provides the reasonable animation result by offering the precise landmarks of non-human character. Furthermore, FaceShot is compatible with any landmark-driven model as a plugin, improving their performance on non-human characters.

Moreover, to address the absence of a benchmark for character animation, we establish a new benchmark that contains 46 characters and 24 human head videos. Qualitative and quantitative evaluations on CABench demonstrate that FaceShot excels in animating characters, especially in non-human characters, outperforming existing portrait animation methods. Additionally, ablation studies validate the effectiveness and superiority of our framework, providing valuable insights for the community. Furthermore, we provide the animation results of FaceShot from non-human driven videos, bringing a potential solution to the community for open-domain portrait animation.

The main contributions of this paper are as follows:

- We propose FaceShot, a novel portrait animation framework capable of animating any character from any driven video.
- FaceShot generates precise landmark results for any character without the need for training and can be seamlessly integrated as a plugin with any landmark-driven animation model.
- FaceShot breaks the limitations of landmark detection and motion transfer, bringing a potential solution to the community for open-domain portrait animation.
- We establish CABench, a benchmark with diverse characters for comprehensive evaluation. Experiments show that FaceShot outperforms state-of-the-art (SOTA) approaches.

2 Related Work

2.1 Portrait Animation

Portrait animation has been extensively explored, with early methods primarily relying on GANs (Goodfellow et al., 2020) for motion generation through warping and rendering (Drobyshev et al., 2022; Siarohin et al., 2019). These approaches used pose predictors to guide facial warping, but struggled with stability and generating detailed facial features across diverse domains (Hong et al., 2022; Wang et al., 2021; Zhao & Zhang, 2022). Recently, latent diffusion models (LDMs) (Rombach

et al., 2022; Ramesh et al., 2022; Shen et al., 2023) have improved images quality and efficiency by operating in latent space. They (Niu et al., 2024; Wei et al., 2024) have been successfully applied to portrait animation tasks, producing photorealistic and temporally consistent results. Approaches like AniPortrait (Wei et al., 2024) and MegActor (Yang et al., 2024) leverage diffusion models to animate facial landmarks, while other methods, such as MOFA-Video (Niu et al., 2024), V-Express (Wang et al., 2024a), and Follow-Your-Emoji (Ma et al., 2024), enhance motion control with expression-aware landmarks. However, most of these methods still rely on landmark recognition, limiting their generalization to non-human characters. In our paper, we focus on animating any character from any driven video using precise landmark results.

2.2 Facial Landmark Detection

Facial Landmark detection aims to detect key points in given face. Traditional methods (Cootes et al., 2000; 2001; Dollár et al., 2010; Kowalski et al., 2017) often construct a shape model for each key point and perform iterative searches to match the landmarks. With the development of deep networks, some methods (Sun et al., 2013; Zhou et al., 2013; Wu et al., 2018; 2017) select a series of coarse to fine cascaded networks to perform direct regression on the landmarks. Another trend, Huang et al. (2020); Zhou et al. (2023); Merget et al. (2018); Kumar et al. (2020) predict the heatmap of each point for indirect regression, improving the accuracy of landmark detection. Recently, Yang et al. (2023); Xu et al. (2022); Li et al. (2024) collect larger datasets and train bigger models for open-domain landmark detection. However, due to the supervised training paradigm and limited dataset, these methods are difficult to perfectly detect the landmark of non-human characters. In our paper, we turn to a training-free landmark detection pipeline through the strong semantic correspondence in diffusion features (Tang et al., 2023; Hedlin et al., 2024; Luo et al., 2024), aiming to provide robust and precise landmark results for non-human characters.

2.3 Image to Video Generation

Image to video generation has gained significant attention in recent years due to its potential in various applications, such as image animation (Dai et al., 2023; Gong et al., 2024; Ni et al., 2023; Guo et al., 2023) and video synthesis (Blattmann et al., 2023b; Wang et al., 2024b; Ruan et al., 2023). Since diffusion models demonstrate the powerful image generation capabilities, Zhang et al. (2024); Shi et al. (2024); Xing et al. (2023); Ma et al. (2024) achieve image animation by inserting temporal layers into a pre-trained 2D UNet and fine-tuning it with video data. Furthermore, some methods (Zhang et al., 2023a; Blattmann et al., 2023a) have constructed their own I2V models and performed full training with large amounts of high-quality data, demonstrating strong competitiveness. In our work, we utilize stable video diffusion (Blattmann et al., 2023a) as our base animation model.

3 Method

The framework of FaceShot is depicted in Figure 3. We first introduce the foundational concepts of diffusion models in Section 3.1. The framework comprises three key components: appearance guided landmark matching, relative landmark motion transfer, and character animation generation, which are explained in detail in Section 3.2.

3.1 preliminary

In FaceShot, we utilize Latent Diffusion Models (LDMs) (Rombach et al., 2022) for landmark matching, which consist of a Variational Auto-Encoder (VAE) (Kingma, 2013), a CLIP text encoder (Radford et al., 2021), and a denoising U-Net (Ronneberger et al., 2015). Compared to pixel-based diffusion models, LDMs use the VAE encoder $\mathcal{E}$ to encode the input image $\mathbf{x}$ into a latent representation $\mathbf{z} = \mathcal{E}(\mathbf{x})$. The VAE decoder $\mathcal{D}$ then reconstructs the image by decoding the latent representation, $\mathbf{x} = \mathcal{D}(\mathbf{z})$.

To train the denoising U-Net ϵ_θ, the objective typically minimizes the Mean Square Error (MSE) loss $\mathcal{L}$ at each time step t, as follows:

$$\mathcal{L} = \mathbb{E}_{\mathbf{z}_t, \epsilon \sim \mathcal{N}(\mathbf{0}, \mathbf{I}), \mathbf{c}, t} \|\epsilon_\theta(\mathbf{z}_t, \mathbf{c}, t) - \epsilon_t\|^2, \tag{1}$$

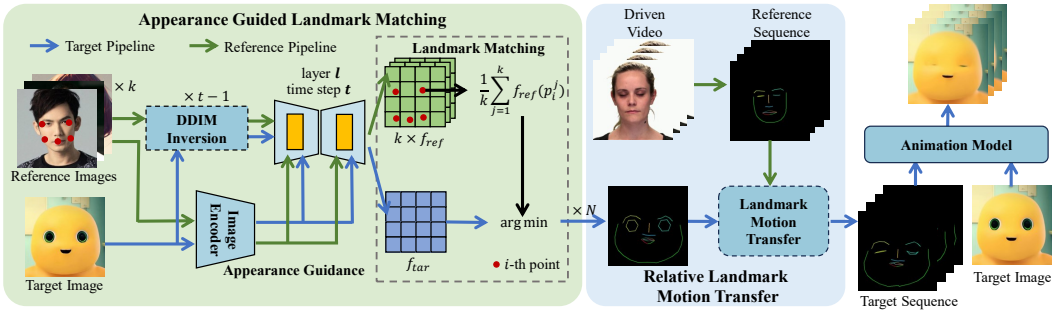

Figure 3: The framework of FaceShot first generates precise facial landmarks of the target character with appearance guidance. Next, a relative landmark motion transfer module is applied to generate the landmark sequence. Finally, this landmark sequence is input into an animation model to animate any character from any driving video.

where $\mathbf{z}_t = \sqrt{\bar{\alpha}_t}\mathbf{z}_0 + \sqrt{1-\bar{\alpha}_t}\epsilon_t$ is the noisy latent at time step t. Here, ϵ_t represents the added Gaussian noise, and $\mathbf{c}$ is the text condition, typically processed by the U-Net's cross-attention module.

The Denoising Diffusion Implicit Model (DDIM) enables the inversion of the latent variable z_0 to z_t in a deterministic manner. The formula is as follows:

$$z_t = \sqrt{\frac{\alpha_t}{\alpha_{t-1}}} z_{t-1} + \left(\sqrt{\frac{1}{\alpha_t} - 1} - \sqrt{\frac{1}{\alpha_{t-1}} - 1} \right) \cdot \epsilon_\theta \left(z_{t-1}, t-1, c, c_i \right), \tag{2}$$

where c_i represents the image prompt. In our approach, we utilize the latent space features at t-th time step and l-th layer of U-Net from DDIM inversion for landmark matching.

3.2 FaceShot: Bring any Character into Life

Facial landmarks play a critical role in determining the performance of portrait animation. Prior methods (Yang et al., 2023; Xu et al., 2022; Zhou et al., 2023) have either curated more diverse public datasets or introduced new loss functions during training to improve the generalization of landmark detection. However, within a supervised training paradigm, these detectors struggle to generalize to non-human characters outside the distribution of the training dataset. To address this, we first propose an appearance guided landmark matching module to generate the precise landmarks. Second, we provide the relative landmark motion transfer module to obtain the target landmark sequence from a driven video. Finally, a character animation model is employed as our base model to animate target characters.

Appearance Guided Landmark Matching. Tang et al. (2023); Hedlin et al. (2024); Luo et al. (2024) demonstrate the strong semantic correspondence between diffusion features, where simple feature matching can map the target point p' on the target image I_{tar} to a similar point p on the reference image I_{ref}. However, appearance discrepancies across different domains often result in mismatches, as shown in Figure 4 (a), where the points on the left eye and right ear are incorrectly matched. A natural solution is to inject prior appearance knowledge through inference using a domain-specific diffusion model. As shown in Figure 4 (b), the points are correctly matched.

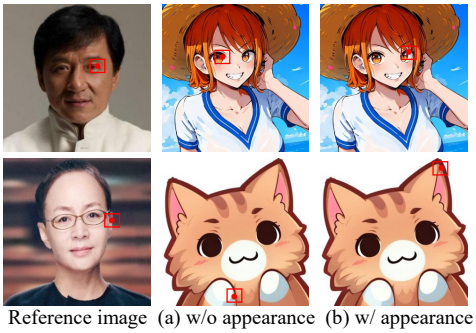

Figure 4: Visualizations of point matching with (w/) or without (w/o) appearance guidance by a domain-specific diffusion model. We highlight it with a red box for better visibility.

Since tuning a diffusion model for each target image is costly, inspired by IP-Adapter (Ye et al., 2023), we utilize image prompts to provide appearance guidance. Specifically, we treat the reference image I_{ref} and the target image I_{tar} as image prompts, denoted as c_{ref} and c_{tar}, respectively. We apply the DDIM inversion process to obtain deterministic diffusion features f_{ref} and f_{tar} from I_{ref} and

I_{tar} at time step t and the l-th layer of the U-Net:

$$f_{tar} = F_l(\epsilon_\theta(z_{tar}^{t-1}, t-1, c, c_{ref})),$$
$$f_{ref} = F_l(\epsilon_\theta(z_{ref}^{t-1}, t-1, c, c_{tar})), \tag{3}$$

where z_{tar}^{t-1} and z_{ref}^{t-1} are iteratively sampled by Eq. 2 from $z_{tar}^0 = \mathcal{E}(I_{tar})$ and $z_{ref}^0 = \mathcal{E}(I_{ref})$ using the text prompt c and the image prompts c_{ref} and c_{tar}, respectively. F_l denotes the function that extracts the output feature at the l-th layer of the U-Net.

After obtaining the diffusion features $f_{ref} \in \mathbb{R}^{1\times C_l \times h_l \times w_l}$ and $f_{tar} \in \mathbb{R}^{1\times C_l \times h_l \times w_l}$, we upsample them to $f'_{ref} \in \mathbb{R}^{1\times C_l \times H \times W}$ and $f'_{tar} \in \mathbb{R}^{1\times C_l \times H \times W}$ to match the resolution of I_{ref} and I_{tar}. To improve performance and stability, we construct the invariant feature of the i-th landmark point p_i from k reference images to match the corresponding point p'_i in the target image, as follows:

$$p'_i = \arg\min_{p_{tar}} d_{cos}\left(\frac{1}{k}\sum_{j=1}^{k} f_{ref}^j(p_i^j), f_{tar}(p_{tar})\right), \tag{4}$$

where $f(p) \in \mathbb{R}^{1\times C_l}$ represents the diffusion feature vector at point p, and d_{cos} denotes the cosine distance. Here, p_{tar} refers to points in the target feature map. Finally, we denote the matched landmark points of the target image as $L_{tar}^0 = \{p'_i \mid i = 1, \ldots, N\}$, where N represents the number of facial landmarks.

Appearance Gallery. Moreover, we introduce an appearance gallery $G = [G_e, G_m, G_n, G_{eb}, G_{fb}]$, which is a collection of five prior components—*eyes, mouth, nose, eyebrows*, and *face boundary*—across various domains, with each domain containing k images. For a target image I_{tar}, we reconstruct the reference image as $I_{ref} = [G_e^*, G_m^*, G_n^*, G_{eb}^*, G_{fb}^*]$ by matching I_{tar} with the closest domain in the appearance gallery G, thereby explicitly reducing the appearance discrepancy between the reference and target images, as shown in Figure 5.

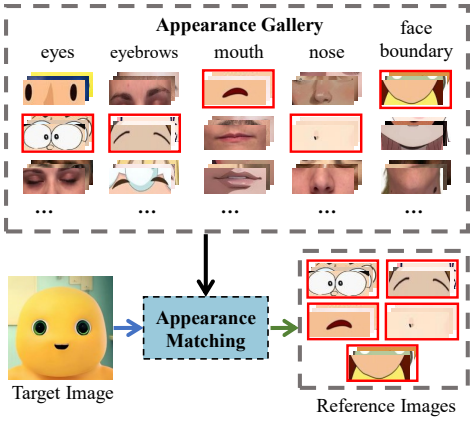

Figure 5: Illustration of our appearance gallery. We output the closest domains for each target image to reduce the appearance discrepancy.

Relative Landmark Motion Transfer. Currently, Niu et al. (2024); Wei et al. (2024); Ma et al. (2024) utilize 3D Morphable Models (3DMM) (Booth et al., 2016) to generate the landmark sequence of the target image by applying 3D face parameters. However, 3DMM-based methods often struggle to generalize to non-human character faces due to the limited number of high-quality 3D data and their inability to capture subtle expression movements (Retsinas et al., 2024). As shown in Figure 6, the head shapes of the 3D face are not well aligned with the input images, and subtle movements, such as eye closures, are absent in the i-th frame. To address these limitations, we propose a relative landmark motion transfer method, designed to generate a landmark sequence L_{tar} from L_{tar}^0 and the reference sequence L_{ref}.

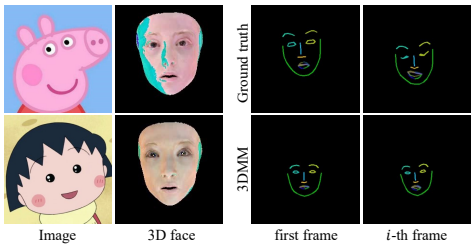

Figure 6: Visualizations of 3D face and motion transfer results using 3DMM.

Our theoretical method consists of two stages, which transfer the global and local motion of facial landmarks, respectively. In the first stage, global motion is defined as the translation and rotation of the global rectangular coordinate systems for L_{ref}^m and L_{ref}^0 in the m-th and 0-th frames. The global rectangular coordinate system is constructed by the origin O and angle θ, which are calculated from the endpoints of the face boundary. The global parameters of L_{tar}^m can be obtained from L_{tar}^0 as follows:

$$O_{tar}^m = O_{tar}^0 + (O_{ref}^m - O_{ref}^0),$$
$$\theta_{tar}^m = \theta_{tar}^0 + (\theta_{ref}^m - \theta_{ref}^0). \tag{5}$$

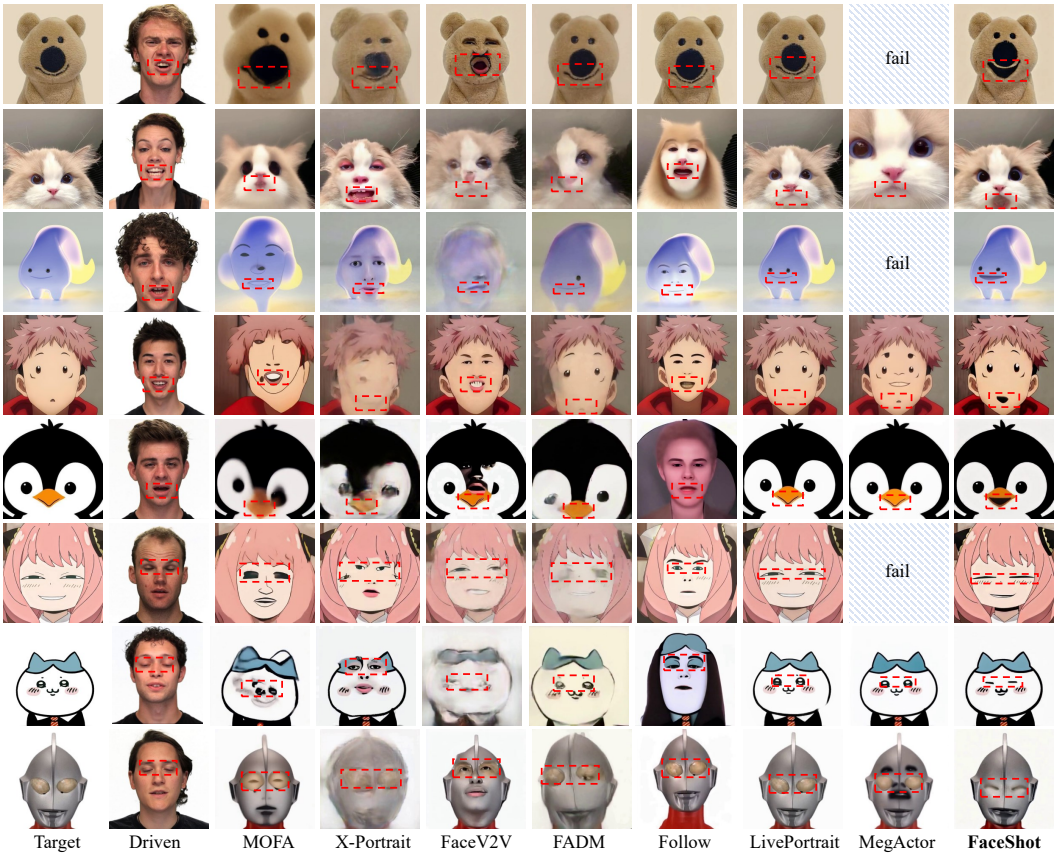

Figure 7: Qualitative comparison with SOTA portrait animation methods. Slash boxes represent that the method has fail to generate animation for this character.

In stage two, we first apply the algorithm from stage one to five local facial parts, including the eyes, mouth, nose, eyebrows, and face boundary, to transfer relative motion across the entire face, such as raising eyebrows. Additionally, we constrain the relative motion within a reasonable range using the scale factor b_{tar}/b_{ref}, where b represents the distance from the origin to the boundary of each part. Next, we model the movement of each point as follows:

$$p'_{m,i} = \left(\frac{p_{m,i}[0]}{p_{0,i}[0]} \cdot p'_{0,i}[0], \frac{p_{m,i}[1]}{p_{0,i}[1]} \cdot p'_{0,i}[1] \right), \tag{6}$$

where $p'_{m,i}$ and $p_{m,i}$ represent the coordinates of the m-th frame and i-th point of the target and reference landmarks within each local part in the corresponding local rectangular coordinate system. This simple yet effective theoretical design enables us to obtain the landmark sequence $L_{tar} = \{L^j_{tar} \mid j = 1, \ldots, M\}$ for any characters from a reference sequence, where M represents the number of video frames. Additionally, since extracting landmark sequences from non-human driven videos is difficult and unstable for landmark detection methods, we can use the proposed appearance guided landmark matching module to obtain precise and stable landmark sequences, enabling the animation of any character from any driven video.

Character Animation Model. After obtaining the target landmark sequence L_{tar}, it can be applied to any image-to-video model to animate the character portrait. Specifically, L_{tar} is treated as an additional condition for the U-Net, either injected via a ControlNet-like structure (Niu et al., 2024) or incorporated directly into the latent space (Hu, 2024; Wei et al., 2024). This enables the model to precisely track the motion encoded in the landmark sequence while preserving the character's visual identity. Integrating L_{tar} at different stages of the generation process improves temporal consistency and ensures accurate expression transfer. Moreover, this flexible approach can be seamlessly extended to various architectures, enhancing scalability across diverse animation tasks.

4 EXPERIMENTS

4.1 IMPLEMENT DETAIL

As described in Section 3.2, FaceShot can be adapted to any landmark-driven animation model. In this work, we employ MOFA-Video (Niu et al., 2024), a Stable Video Diffusion (SVD)-based image animation model (Blattmann et al., 2023a), as our base model. For appearance guided landmark matching, we utilize Stable Diffusion v1.5 along with the pre-trained weights of IP-Adapter (Ye et al., 2023) to extract diffusion features from the images. Specifically, we set the time step $t = 301$, the U-Net layer $l = 6$, and the number of reference images $k = 10$.

Evaluation Metrics. Following Xie et al. (2024); Ma et al. (2024), we employ four metrics to evaluate identity similarity, high- and low-level image quality and expression accuracy. Specifically, we utilize ArcFace score (Deng et al., 2019) that calculates average cosine similarity between source and generated videos as identity similarity. We also employ HyperIQA (Zhang et al., 2023b) and Laion Aesthetic (Schuhmann et al., 2022) for evaluating image quality from low- and high-level, respectively. Moreover, we conduct the expression evaluation following the steps of Sun (2024): 1) Generate a local patch in the eyes & mouth areas from landmarks and create a dense grid for initial tracking points; 2) Employ CoTracker (Dinh et al., 2011) to track the generated and driving points. 3) Apply a transformation matrix from generated to driving points and normalize the trajectories based on the driving patch dimensions. 4) Compute the MSE distance for each trajectory, where lower values indicate closer alignment. We utilize the landmarks matched from our appearance guided landmark matching module in point tracking evaluation for all methods.

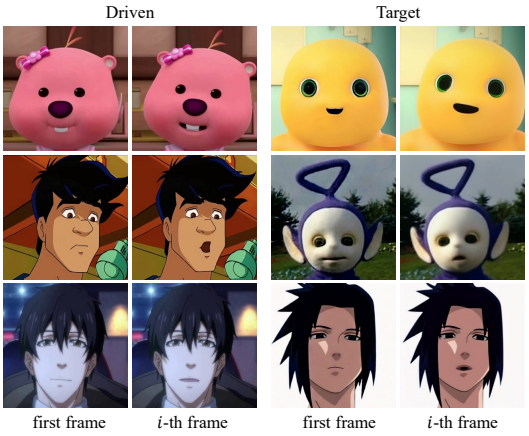

Figure 8: Visualizations of character animation from non-human driven videos.

Character Benchmark. Previous works (Ma et al., 2024; Xie et al., 2024; Yang et al., 2024) often evaluate their models on limited real-world dataset like VFHQ (Xie et al., 2022), HDTF (Zhang et al., 2021) or other personalized human portraits (Ma et al., 2024; Xie et al., 2024). To comprehensively evaluate the effectiveness and generalization ability of portrait animation methods towards characters, we build CABench that comprises 46 characters from various domains, such as animals, emojis, toys and anime characters. Characters in CABench are collected from Internet by following the guideline of ensuring that the characters do not resemble human facial features as much as possible. Moreover, CABench contains 24 driven videos of human head from RAVDESS (Livingstone & Russo, 2018), which includes 24 actors, eight emotions and two levels of emotional intensity (normal and strong). We carefully select three videos across 17 actors for each emotion. Half of the videos have normal emotional intensity, while the other half have strong emotional intensity. We conduct qualitative and quantitative comparisons on this benchmark.

4.2 COMPARISON WITH SOTA METHODS

Qualitative Results. We compare proposed FaceShot with state-of-the-art (SOTA) portrait animation methods, including MOFA-Video (Niu et al., 2024), X-Portrait (Xie et al., 2024), Face Vid2Vid (Wang et al., 2021), FADM (Zeng et al., 2023), Follow Your Emoji (Ma et al., 2024), LivePortrait (Guo et al., 2024), and MegActor (Yang et al., 2024). As AniPortrait (Wei et al., 2024) struggles with most non-human characters, we provide its quantitative results for reference only. Visual comparisons are presented in Figure 7. We observe that most methods are influenced by the prior in the driven video, resulting in human facial features appearing on character faces. In contrast, FaceShot generates vivid and stable animations for non-human characters, demonstrating the effectiveness of its robust and precise landmark generation. Furthermore, FaceShot successfully captures subtle expression movements, such as eye closure and mouth opening.

Table 1: Quantitative comparison between FaceShot and other SOTA methods on CABench. The best result is marked in **bold**, and the second-best performance is highlighted in underline. * indicates that there are some failure cases in these methods, for fair comparison, we report the values of these methods *only for reference*.

Methods	Metrics				User Preference		
	ArcFace ↑	HyperIQA ↑	Aesthetic ↑	Point-Tracking ↓	Motion ↑	Identity ↑	Overall ↑
FaceVid2Vid	0.525	33.721	4.267	**6.944**	3.58	3.83	4.52
FADM	0.633	39.402	4.522	6.993	1.93	2.04	1.96
X-Portrait	0.490	52.357	4.754	7.301	1.47	1.63	1.57
Follow Your Emoji	0.612	52.056	4.906	6.960	6.91	6.67	6.74
AniPortrait*	0.634	55.951	4.928	6.367	5.84	5.64	5.39
MegActor*	0.613	40.191	4.855	7.183	6.53	6.75	6.26
LivePortrait*	0.893	53.587	5.092	7.474	7.33	7.08	7.11
MOFA-Video	0.609	46.986	4.778	15.142	3.27	3.04	3.18
FaceShot	**0.841**	**52.979**	**5.006**	6.973	**8.14**	**8.32**	**8.27**

Also, thanks to the generalization capabilities of our appearance guided landmark matching and relative motion transfer modules, FaceShot can be employed to provide the reference landmark sequence for non-human driven videos, extending the application of portrait animation beyond human-related videos to any video. As shown in Figure 8, FaceShot can animate any character from any driven video, demonstrating its potential for open-domain portrait animations.

Quantitative Results. We conduct a quantitative comparison on the metrics mentioned in Section 4.1. Please note that some methods, such as LivePortrait, MegActor, and AniPortrait, fail to generate animations for certain characters when they are unable to detect the face. Therefore, for a fair comparison, we report the **failure rate** for these methods as follows: AniPortrait (39.13%), MegActor (36.50%), and LivePortrait (16.67%), and we calculate their metric values on successful characters only for reference purposes. Based on Table 1, FaceShot demonstrates significantly superior performance across various metrics compared to other methods on CABench. Specifically, FaceShot achieves the highest score in terms of ArcFace (0.841), demonstrating the effectiveness of the precise landmarks generated by the appearance guided landmark matching module in preserving facial identity. Additionally, FaceShot achieves superior HyperIQA (52.979) and Aesthetic (5.006) scores, indicating better image quality. Additionally, the relative landmark motion transfer module contributes to the competitive point tracking score (6.973), highlighting its ability to handle motion effectively. It is important to note that our method has achieved significant improvements across all metrics compared to the base method, MOFA-Video, further demonstrating the effectiveness of our proposed FaceShot.

User Preference. Additionally, we randomly selected 15 case examples and enlisted 20 volunteers to evaluate each method across three key dimensions: Motion, Identity, and Overall User Satisfaction. Volunteers ranked the animations based on these criteria, ensuring a fair and comprehensive comparison between the methods. As shown in Table 1, FaceShot achieves the highest scores in Motion, Identity, and Overall categories, demonstrating its robust animation capabilities across diverse characters and driven videos.

Table 2: Experiments on the number k of reference images. Best result is marked in **bold**. $\tau = 1.637$(s) represents the basic time for inference on a single image.

k	NME ↓	Time
1	12.801	τ
5	7.009	5τ
10	6.343	10τ
15	6.267	15τ
50	6.252	50τ
1000	**6.104**	1000τ

4.3 Ablation Studies

Choices of Time Step t and Layer l. To extract the diffusion feature that best fits facial instances, we conduct detailed experiments on the selection of time steps t and layer l of U-Net. Specifically, we test different combinations of t and l on 300W (Sagonas et al., 2016), a widely used facial dataset, and report Norm Mean Error (NME) as the quantitative result. As shown in Figure 9, we achieve the best NME value when $t = 301$ and $l = 6$, which are used as the basic settings of our paper.

Choice of Reference Number k. As mentioned in Section 3.2, we use the averaged diffusion feature at the i-th point of k reference images to improve matching performance. We evaluate different values of $k = 1, 5, 10, 15, 50, 1000$ on the 300W dataset and report the NME and time cost in Table 2.

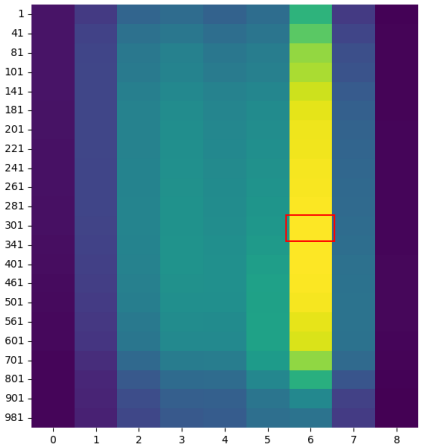

Figure 9: Heatmap of NME values for time step t and layer l of the U-Net.

Figure 10: Visual results of landmark motion transfer between 3DMM and our method.

Figure 11: Visual results of landmarks on 300W.

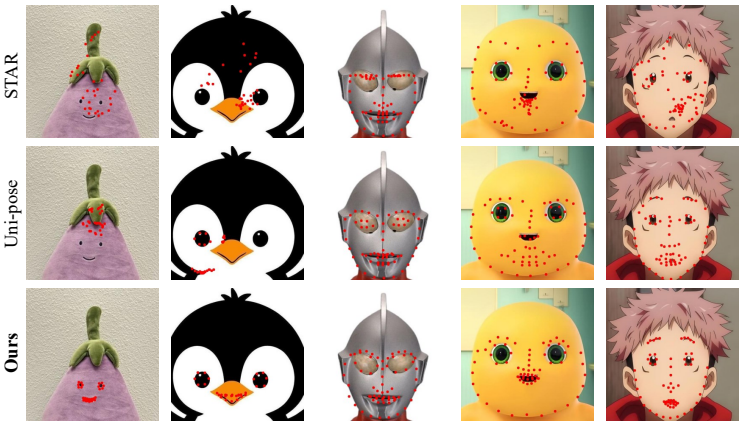

Figure 12: The visualizations of landmarks on different characters in CABench dataset using STAR, Uni-pose and our method.

Results indicate that increasing k significantly improves performance when $k \leq 10$. However, for $k > 10$, the time cost increases exponentially with diminishing performance gains. Based on this observation, we set $k = 10$ for our experiments.

Landmark Motion Transfer. To evaluate our landmark motion transfer algorithm, we provide a comparison visualization between it and 3DMM. As shown in Figure 10, our method can precisely capture the subtle motion such as mouth closure, eye closure, and even global face movement.

Appearance Guided Landmark Matching. To evaluate the effectiveness of our appearance guided landmark matching module, we first compare it with SOTA unsupervised landmark matching algorithm DIFT (Tang et al., 2023) on 300W. For a fair comparison, we also employ average feature $k = 10$ on DIFT implementation. As illustrated in Table 3, our method achieves significantly superior performance compared to DIFT. The visual landmark results on 300W are shown in Figure 11. Additionally, we provide the cosine similarity distribution during inference. As depicted in Figure 13, with prior appearance knowledge, the similarity between reference points and unrelated target points becomes smaller, reducing the probability of mismatching.

Table 3: NME values between DIFT ($k = 1, 10$) and FaceShot ($k = 10$) on 300W. Best result is marked in **bold**.

Methods	NME ↓
DIFT ($k = 1$)	18.562
DIFT ($k = 10$)	8.289
FaceShot	**6.343**

Furthermore, to verify the robust performance of our method on characters, we test it against SOTA supervised methods Uni-pose (Yang et al., 2023) and STAR (Zhou et al., 2023) on CABench. As shown in Figure 12, for human-related characters, our landmarks perfectly match the discriminative shapes of the eyes and mouth for each portrait, while other methods tend to follow human priors

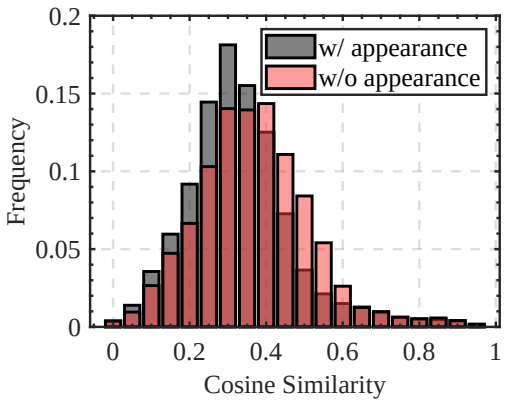

Figure 13: Cosine similarity distribution with or without appearance guidance.

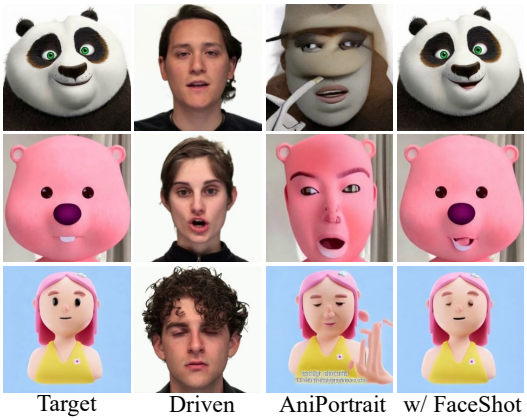

Figure 14: Visual results of AniPortrait with or without FaceShot as a plugin to generate animation results.

more closely. Moreover, our method performs well on the non-human character portraits, whereas others fail to accurately match the positions of the eyes and mouth.

As a Plugin. Experiments in Section 4.2 have demonstrated that FaceShot can improve the performance of the landmark-driven method MOFA-Video (Niu et al., 2024). To further verify the effectiveness of FaceShot as a plugin for landmark-driven animation models, we apply FaceShot to generate the target landmark results and input them into the AniPortrait (Wei et al., 2024) pipeline. As shown in Figure 14, inaccurate landmarks often result in distortions, producing generation results that resemble real humans. This occurs because landmark detection algorithms fail to generalize to non-human characters. However, FaceShot can provide precise and robust landmarks for any character, leading to harmonious and stable animation results.

5 Conclusion

In this paper, we introduced FaceShot, a training-free portrait animation framework that animates any character from any driven video. By leveraging semantic correspondence in latent diffusion model features, FaceShot addresses the limitations of existing landmark-driven methods, enabling precise landmark matching and motion transfer. This powerful capability not only extends the application of portrait animation beyond traditional boundaries but also enhances the realism and consistency of animations in landmark-driven models. FaceShot is also compatible with any landmark-driven animation model as a plugin. Additionally, we presented CABench, a standardized benchmark dataset for evaluating distribution-agnostic portrait animation methods. Experimental results demonstrate that FaceShot consistently outperforms state-of-the-art methods on CABench.

Future Work. Although FaceShot shows strong performance, future work could focus on enhancing appearance guided landmark matching by refining semantic feature extraction from latent diffusion models, particularly for complex facial geometries. Furthermore, parameterizing motion transfer could offer more precise control over facial expressions, improving the adaptability of FaceShot across diverse character types and styles.

6 Ethics Statement

In developing FaceShot, a training-free portrait animation framework that animates any characters from any driven video, we are dedicated to upholding ethical standards and promoting responsible AI use. We acknowledge potential risks, such as deepfake misuse or unauthorized media manipulation, and stress the importance of applying this technology in ways that respect privacy, consent, and individual rights. Our code will be publicly released to encourage responsible use in areas like entertainment and education, while discouraging unethical practices, including misinformation and harassment. We also advocate for continued research on safeguards and detection mechanisms to prevent misuse and ensure adherence to ethical guidelines and legal frameworks.

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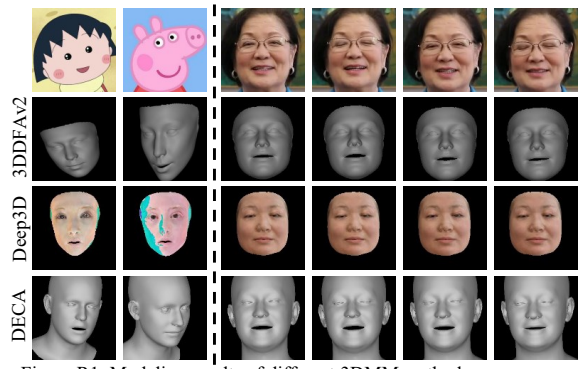

Figure R1: Modeling results of different 3DMM methods.

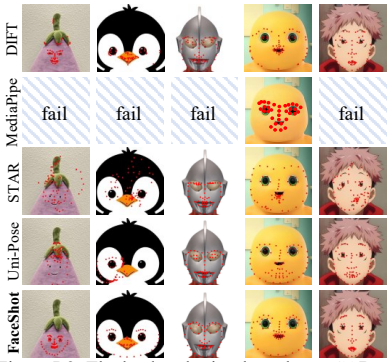

Figure R2: The landmark visual results on CABench.

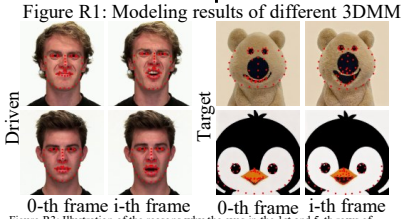

Figure R3: Illustration of the reasons why the eyes in the 1st and 5-th rows of Figure 7 do not change. The reason is that the driving eyes do not change instead of poor driving quality.

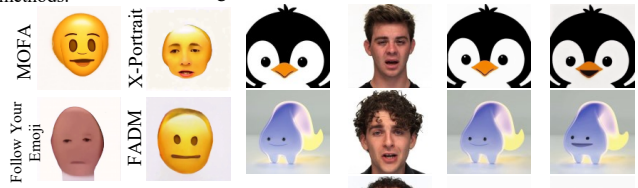

Figure R7: Texture artifacts in other diffusion-based methods.

Figure R4: Eye driving case, closed eyes, for the 1st and 5-th characters in Figure 7.

Figure R8: Illustration of why texture artifacts occur.

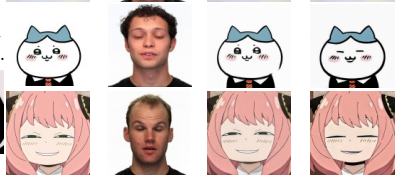

Figure R6: Comparisons with LivePortrait.

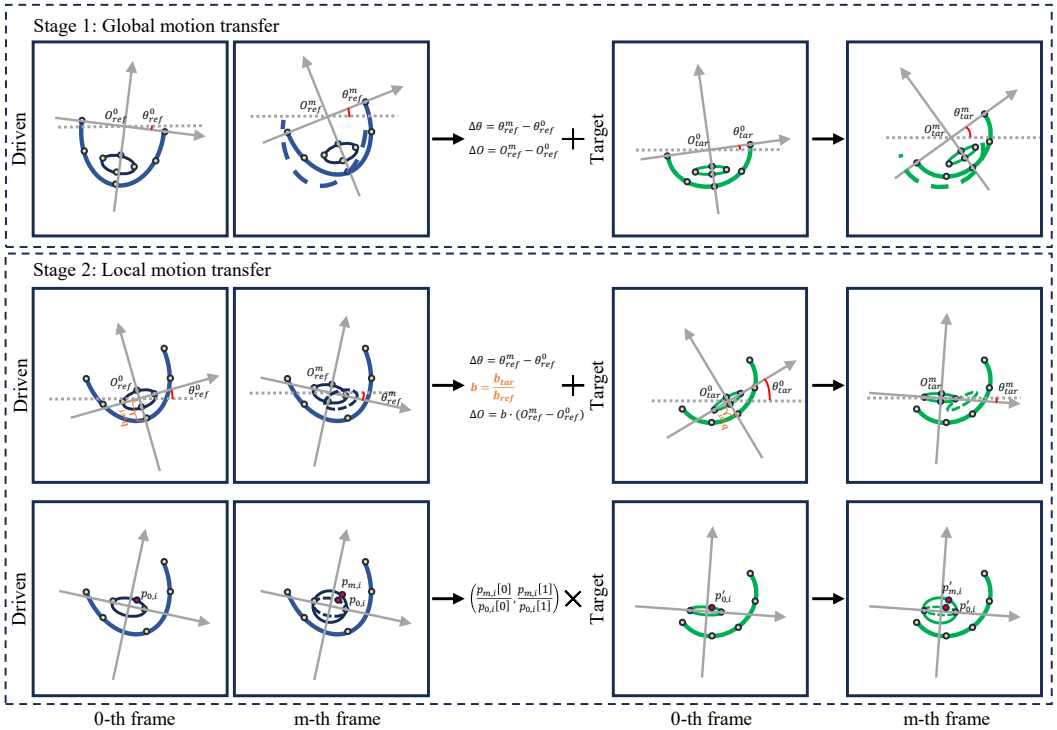

Figure R5: Illustration of our relative landmark motion transfer module.