



Information about the subject

Degree: Degree in Design and Narration in Animation and Video games

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 2051211 **Name:** Concept Artist

Credits: 6,00 **ECTS Year:** 2 **Semester:** 1

Module: GRAPHIC EXPRESSION AND DRAWING

Subject Matter: ARTISTIC EXPRESSION **Type:** Basic Formation

Field of knowledge: Artes y Humanidades

Department: -

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:



Module organization

GRAPHIC EXPRESSION AND DRAWING

Subject Matter	ECTS	Subject	ECTS	Year/semester
ARTISTIC EXPRESSION	18,00	Anatomical Drawing	6,00	1/2
		Concept Artist	6,00	2/1
		Fundamentals of Drawing and Graphic Expression	6,00	1/1
DIGITAL IMAGE	18,00	Digital image processing	6,00	1/1
		Digital Painting. Matte Painting	6,00	2/1
		Graphic user interface design GFX	6,00	1/2

Recommended knowledge

Drawing and graphic expression fundamentals

Anatomical drawing

Digital image processing

Prerequisites

Es necesario haber superado las asignaturas de Fundamentos del dibujo y la expresión gráfica, así como Dibujo anatómico para cursar la asignatura de Concept Artist.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 To elaborate works in which it is shown a creative development in the scope of conceptual art.
- R2 To develop cooperatively the conceptual art of an animation project or videogames, from the aesthetic and requirements stated in the project's briefing.
- R3 To identify new trends in the field of animation and videogames and to incorporate them in their works by conceptual art.
- R4 To gather information from cultural sources that allow the student to use them as inspiration for the creation of animations and videogames.
- R5 To use conceptual art for the creation and development of imaginary or existing realities.
- R6 To illustrate graphically by means of conceptual art the human figure and its expression.
- R7 To design characters by means of anatomic drawing.
- R8 To design characters in the stories in which they are involved by means of conceptual art.
- R9 To design digital images for the creation of conceptual art.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
B2	Students to apply their knowledge to their job or vocation in a professional manner and to possess competences that are usually shown through the elaboration and defence of arguments and problem-solving within their area of study.				X

GENERAL		Weighting			
		1	2	3	4
G1	To develop original and innovative ideas and proposals in the area of design and narrative of animation and videogames in the required work in a project, combining conceptual and technical aspects.				X
G2	To collaborate in teams that adopt interdisciplinary roles in the elaboration of animation and videogames projects.	X			
G3	To identify new trends in the field of animation and videogames and to incorporate them in their work.				X

SPECIFIC		Weighting			
		1	2	3	4
E1	To gather information from cultural sources (art, history, cinema, literature, ...) that can be used as inspiration and contextualization in animation and videogames.				X
E5	To use specific concepts of conceptual art in the projects of animation and videogames.				X
E9	To use drawing as a basic tool for the representation of actual or imaginary realities.				X



E10 To graphically represent human figure and its expression in a way that can serve as reference material for the design of characters os animation and videogames.

x

E11 To sketch characters and the stories they are involved in.

x

E18 To create or retouch digital images.

x



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R6, R7, R8, R9	45,00%	Practical tests
R1, R2, R4, R5, R6, R7, R8, R9	55,00%	Elaboration of projects

Observations

The percentage of practical tests (45%) includes both the practical tests (35%) and the student's attendance grade (10%).

The percentage of project development (55%) includes both the final project (40%) and the final exam (15%).

A grade of at least 50% must be obtained in the final project in order to compute and average the grades of the weekly practicals.

A minimum passing grade (50% of the grade in the final exam) must also be obtained in the final exam of the 1st or 2nd call in order to compute and average the grades of the practices (weekly practices + final project) and attendance obtained during the course.

In any case, if the first examination has not been passed, the student must take and pass the second examination in order to pass the course.

The presence of the student in the classroom at the beginning of the exam will entail the evaluation of the same, without the possibility of being able to claim as not presented, even if the student is absent at the beginning of the exam. Once the first exam has been passed, it will not be possible to present work to raise the grade obtained in this one, nor to leave this exam as failed in order to be able to take the second exam in case of request by the student.

In case of failing the final project, the student will have to make it up by submitting it on the dates of the 2nd call, although he/she will still be able to take the final exam in the 1st call. It will not be allowed the submission of practical exercises outside the date and time established in the platform for each one. The delivery of the practical exercises can only be done through the platform. The format of the practices delivered will be determined in each statement of the same. The delivery in



a different format than the one specified will mean the failure of the practice without possible qualification.

In case of failing the first call, one or more assignments may be submitted for the second call at the professor's discretion, which will replace one not delivered or with a low grade in the first call; the grade of the first assignment will be annulled and will be replaced by the grade obtained in this new assignment.

ATTENDANCE.

Attendance will have a percentage of 10% of the final grade. Each absence will subtract 1% of the final grade, up to a maximum of 10% in the course. Grades for attendance and practices can only be obtained in the first call and will be kept for the second call exam to be averaged with it in case of not passing the first call. By virtue of the regulations governing the evaluation and grading of the subjects of the UCV in its article 8.1 states that the student who has not attended at least 50% of the classes of this subject may not take the exam on the first call. Both excused and unexcused absences will be considered as non-attendance.

Excluded from this regulation will be those students who previously and after communicating their personal situation to the professor, receive permission from the professor to take the exam in the first call if the teacher considers the absence justified, either for work reasons, coincidence of subjects, second enrollments, serious illness, etc. In order to make use of this exemption it is absolutely essential to have discussed it with the professor at the beginning of the course and to have accepted the evaluation procedure that the professor considers most appropriate. In no case may these situations be invoked by default or at the end of the course to breach the rule.

The teacher can establish as criteria for non-attendance the repeated delay, lack of attention in the classroom (use of cell phones without authorization, lack of participation, etc.) which can be added to the general calculation of non-attendance and consequently contributing to exceed the limit that prevents exams and affect the percentage established in the teaching guide for attendance and participation. The attendance grade will be evaluated at the beginning of the class at the time of the roll call, if a student is not present at that time it will be considered unexcused absence, unless the student has previously warned the teacher that he/she is going to be late for tutoring, work or other justified reason. It is the student's responsibility to indicate that he/she is in class at the time he/she is named in order to mark his/her attendance.

PLAGIARISM AND USE OF IAS.

The copy or falsification of designs or works extracted from the internet, other media or partner will



be a serious offense and the cancellation of the total of the marks obtained in the practices during the course and the final project, both for first and second call without the possibility of presenting an extra work, that is, the plagiarism will mean the failure without the possibility of recovery. If the student doubts about the possibility of plagiarism, copying or falsification, it is the student's obligation to consult the teacher about the creativity or references to develop a work, without the consultation the student is responsible for the possibility of incurring in this serious fault.

The use of image generation tools by means of artificial intelligence for the realization of the practices is totally forbidden and its use will mean the failure of all practices, **under the same conditions as with plagiarism.**

MENTION OF DISTINCTION:

According to Article 22 of the Regulations governing the Evaluation and Qualification of UCV Courses, the mention of "Distinction of Honor" may be awarded by the professor responsible for the course to students who have obtained, at least, the qualification of 9 over 10 ("Sobresaliente"). The number of "Distinction of Honor" mentions that may be awarded may not exceed five percent of the number of students included in the same official record, unless this number is lower than 20, in which case only one "Distinction of Honor" may be awarded.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M2 Participatory master class
- M3 Cooperative learning
- M4 Problem solving activities
- M6 Project-based learning



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Active listening, summaries, concept maps and/or notes organizing the information and work in small groups (Kagan structures) to process the received information. M2	R3	30,00	1,20
Use of the learnt theory in simulated or real circumstances. M6	R1, R2, R4, R5, R6, R7, R8, R9	36,00	1,44
TOTAL		66,00	2,64

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Autonomous work. Study, memorization, test preparation, practical abilities drilling, elaboration of works, essays, reflections, metacognitions, portfolios elaboration, ... M6	R1, R2, R5, R8, R9	84,00	3,36
TOTAL		84,00	3,36



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
MODULE 1: Concept Art Introduction	Introduction in which Concept Art is defined, the roles and responsibilities of the conceptual artist in production are explored, the importance of conceptual art in the creative process is highlighted, and practical examples are presented.
MODULE 2: Fundamentals of design and concept art	Exploration of the tools used in the development of concept art, the basic principles of design applied to conceptual art, ideation and conceptualization, etc.
MODULE 3: Character creation	Learn how to design memorable characters and you will explore their appearance, personality and details that make them unique.
MODULE 4: Environments	Learn to create visual landscapes that tell stories and set the tone of an imaginary world. Through the use of concepts and techniques, we teach how to conceptualize environments according to genres and narrative needs.
MODULE 5: Creatures	Module focused on the design of creatures for animation and video game productions, contents such as variety and originality in design, anatomy and structure, details, etc. are explored.
MODULE 6: Props and vehicles	Explore the design of weapons, armor, items and vehicles. Aesthetic and practical considerations are made in the design, highlighting the verisimilitude of the design or its integration in a specific context.



FINAL PROJECT

Final subject project in which they must apply together everything they have learned, focusing on a single project that we will develop during several sessions

Temporary organization of learning:

Block of content	Number of sessions	Hours
MODULE 1: Concept Art Introduction	4,00	8,00
MODULE 2: Fundamentals of design and concept art	4,00	8,00
MODULE 3: Character creation	4,00	8,00
MODULE 4: Environments	4,00	8,00
MODULE 5: Creatures	4,00	8,00
MODULE 6: Props and vehicles	4,00	8,00
FINAL PROJECT	9,00	18,00

References