



## Information about the course

**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:** EXPRESIÓN GRÁFICA Y DIBUJO.

**Subject Matter:** EXPRESIÓN ARTÍSTICA. **Type:** Formación Básica

**Branch of knowledge:**

**Department:** Multimedia and Digital Arts

**Type of learning:** Classroom-based learning

**Language/-s in which it is given:** Spanish

**Teachers:**

2052A José Ruiz De La Torre (**Profesor responsable**)

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## Module organization

### EXPRESIÓN GRÁFICA Y DIBUJO.

Subject Matter	ECTS	Subject	ECTS	Year/semester
EXPRESIÓN ARTÍSTICA.	18	Anatomical Drawing	6	1/2
		Concept Artist	6	2/1
		Fundamentals of Drawing and Graphic Expression	6	1/1
IMAGEN DIGITAL.	18	Digital image processing	6	1/1
		Digital Painting. Matte Painting	6	2/1
		Graphic user interface design GFX	6	1/2

## Recommended knowledge

Drawing and graphic expression fundamentals  
Anatomical drawing  
Digital image processing

## Other types of requirements

Es recomendable 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 demonstrate having acquired the following learning outcomes:

R10 - Produce work that demonstrates creative development in the context of conceptual art. 9.3

Learning outcomes of the specified title

**Type of AR:** Competencias

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.

R11 - Work cooperatively in small groups to develop the conceptual art for an animation or video game project, based on the aesthetics and requirements outlined in the project briefing. 10.1

Learning outcomes of the specified title

**Type of AR:** Competencias

- Collaborate in teams that adopt interdisciplinary roles in the development of animation and video game projects.

R12 - Identify new trends in the field of animation and video games and incorporate them into their work through conceptual art. RA9.4 / RA3.12

Learning outcomes of the specified title

**Type of AR:** Competencias

- Be able to collect and interpret relevant data (usually within their area of study) to make judgments that include reflection on important social, scientific, or ethical issues.

- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.



R13 - Sketching stories through drawing, taking into account the sincere search for the whole truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the sustainable development goals. RA9.5 / RA3.13 / RA6.7 / RA7.7/ RA8.9

Learning outcomes of the specified title

**Type of AR:** Competencias

- Apply the principles derived from the concept of integral ecology to their proposals or actions, regardless of their scope, area of knowledge, and the contexts in which they are presented.
- Be able to collect and interpret relevant data (usually within their area of study) to make judgments that include reflection on important social, scientific, or ethical issues.
- Develop original and innovative ideas and proposals in the area of animation and video game design and storytelling, in the work required for a project, combining conceptual and technical aspects.
- Develop theoretical and practical responses based on the sincere search for the full truth and the integration of all dimensions of the human being in response to life's major questions.
- Respect and implement the ethical principles and action proposals derived from the Sustainable Development Goals, applying them to all academic and professional activities.

R14 - Using conceptual art for the creation and development of existing or imaginary realities. 1.1

Learning outcomes of the specified title

**Type of AR:** Conocimientos o contenidos

- Have acquired advanced knowledge and demonstrated an understanding of the theoretical and practical aspects and working methodology in their field of study with a depth that reaches the cutting edge of knowledge.



## R15 - Graphically illustrate the human figure and its expression through conceptual art. 12.13

Learning outcomes of the specified title

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**Type of AR:** Habilidades o Destrezas

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

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R16 - Design characters through anatomical drawing, taking into account the sincere search for complete truth and the integration of all dimensions of the human being in the face of life's big questions, applying the principles derived from the concept of integral ecology and respecting and putting into practice the ethical principles and proposals for action derived from the sustainable development goals. RA12.12 / RA2.2 / RA6.6 / RA7.6 / RA8.8

Learning outcomes of the specified title

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**Type of AR:** Habilidades o Destrezas

- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

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**Type of AR:** Competencias

- Correctly apply their knowledge to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their area of study.

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## R17 - Designing digital images for the creation of conceptual art. 12.15

Learning outcomes of the specified title

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**Type of AR:** Habilidades o Destrezas



- Illustrate and generate specific animation and video game projects using traditional procedures and digital techniques

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## Assessment system

### In-person modality

Assessed learning outcomes	Granted percentage	Assessment tool
	55,00%	SE6 – Practical exams.
	45,00%	SE8 – Project development.

### Observations

The practical exam percentage (55%) includes both the weekly exercises (40%) and the final exam (15%). The final project will account for the remaining 45% of the grade.

A grade of at least 50% must be obtained on the final project to compute and average the grades for the weekly exercises.

A minimum pass mark (50% of the grade on that exam) must also be obtained on the final exam of the first or second sitting (in order to compute and average the grades for the weekly practicals and the final project).

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

**EXAMS, EXERCISES AND 2nd EXAMINATION PROCESS.** A student's presence in the classroom at the start of the exam will result in the student being evaluated. The student cannot claim to have failed the exam, even if the student is absent immediately after the exam begins. Once the first session has been approved, no work may be submitted to improve the grade obtained in that session, nor may the student fail the session in order to be able to take the second session if the student so requests.

The submission of assignments outside the date and time established on the platform for each session will not be permitted. Submission of assignments may only be done through the platform.

The format of the submitted assignments will be determined in each session. Submission in a format different from the one specified will result in the student failing the assignment with no possible grade.

In any case in which the student fails the first examination process, they must submit the second



examination under the following criteria, depending on the grades obtained, the tests passed or not passed, and the discretion of the professor:

If the student fails the final project, the student must make up for it by submitting a project with similar or different characteristics to the one originally submitted, at the professor's discretion (even with this, the student may still take the final exam in the first session).

Additionally, if the student has also failed a practical exercise, one or more assignments must be submitted for the second sitting, at the discretion of the professor. The assignment will be replaced by an assignment not submitted or with a low grade from the first sitting. The grade for the first assignment will be cancelled and replaced by the grade obtained in this new assignment.

Finally, if the exam is failed, the student may attend the exam on the dates stipulated by the professor for the second examination process.

**ATTENDANCE.** In accordance with the guidelines for the General Regulations for the Evaluation and Grading of Official Studies and UCV-Specific Degrees, for face-to-face degrees, attendance of at least 80% of the sessions for each subject is required to be assessed. This means that if a student does not attend this number of sessions, they will not be assessed, either in the first or second sitting, unless the subject leader, with the approval of the degree leader, in view of duly justified exceptional circumstances, waives the minimum attendance percentage. The same criterion will apply to hybrid or virtual degrees, in which faculty must maintain the same percentage of "attendance" requirements for the various training activities, if any, even if these are conducted in virtual environments.

The professor reserves the right to recognize repeated lateness, disproportionate lack of student engagement in sessions, etc., as criteria for non-attendance. These may be added to the overall non-attendance count and, consequently, contribute to exceeding the threshold that prevents students from taking the exam. Attendance will be assessed at the beginning of class when attendance is called. If a student is not present at that time, it will be considered an unexcused absence, unless they have previously informed the professor that they will be late for tutorials, work, or another justified reason. It is the student's responsibility to indicate that they are in class at the time designated so that their attendance can be marked.

## **PLAGIARISM AND USE OF AI**

Copying or forging designs or works taken from the internet, another medium, or a classmate will be considered a serious offense and will result in the cancellation of all marks obtained in the practicals during the course and the final project, both for the first and second sittings. The student will not be able to submit an extra assignment. In other words, plagiarism will result in a failure with no possibility of recovery. If a student has any doubts about the possibility of plagiarism, copying, or



forgery, they are obligated to consult the professor about the creativity or references in order to develop their work, without consulting the student.

The use of image generation tools using artificial intelligence for practical assignments is strictly prohibited, and their use will result in the failure of all practical assignments, under the same conditions as for plagiarism. The objective is for students to develop their own skills in drawing, design, and visual conceptualization. Therefore, all graphic material submitted must be the student's original work.

**SPECIAL EVALUATION** In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and UCV-Owned Degrees, the single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justification and accreditation, are unable to submit to the continuous assessment system and who so request the professor responsible for the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform the student of the acceptance/denial. For the Concept Artist course, the minimum attendance requirement is 80%. This is the threshold to be taken into consideration for any potential special evaluation request. If granted, the request will be based on an adaptation and expansion of both the weekly practicals and the final project, as well as the student's requirement for regular and meaningful communication with the instructor regarding the progress of their exercises and assignments (otherwise, the grades for the assignments may be annulled). This adaptation would apply to both the first and second examinations

### **MENTION OF DISTINCTION:**

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

## Training activities

The methodologies to be used so that the students reach the expected learning outcomes will be the following:

M2	MD2: Interactive lecture
M3	MD3: Cooperative learning
M4	MD4: Problem-solving exercises
M6	MD6: Project-based learning



## IN-CLASS TRAINING ACTIVITIES

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
AF2 – Active listening, elaboration and formulation of questions, summaries, concept maps and/or notes that organize the information received, and related work.	R11, R12, R13, R14, R15, R16, R17	MD2: Interactive lecture	18,00	0,72
AF3 – Completion of tasks — in small groups — with a common goal, involving both individual and collective responsibility, learning with and from others.	R11, R12, R13, R14, R15, R16	MD3: Cooperative learning	2,00	0,08
AF4 – Application of the theory learned in real or simulated situations.	R10	MD4: Problem-solving exercises	40,00	1,60
<b>TOTAL</b>			<b>60,00</b>	<b>2,40</b>



## TRAINING ACTIVITIES OF AUTONOMOUS WORK

ACTIVITY	RELATIONSHIP WITH THE COURSE LEARNING OUTCOMES	METHODOLOGY	HOURS	ECTS
AF8 – Independent work. Study, memorization, exam preparation, practice of practical skills, preparation of assignments, essays, reflections, metacognitive activities, portfolio development, etc.	R10	MD4: Problem-solving exercises MD6: Project-based learning	10,00	0,40
AF3 – Completion of tasks — in small groups — with a common goal, involving both individual and collective responsibility, learning with and from others.	R11, R12, R13, R14, R15, R16, R17	MD3: Cooperative learning	20,00	0,80
AF4 – Application of the theory learned in real or simulated situations.	R11, R12, R13, R14, R15, R16, R17	MD6: Project-based learning	60,00	2,40
<b>TOTAL</b>			<b>90,00</b>	<b>3,60</b>



## Description of contents

Description of content necessary for the acquisition of learning outcomes.

### Theoretical content:

Block of content	Contents
MODULE 1: Introduction to Conceptual Art	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 conceptual 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 explore their appearance, personality, and unique details.
MODULE 4: Scenarios	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 will be developed over several sessions.



## Temporary organization of learning:

Block of content	Sessions	Hours
MODULE 1: Introduction to Conceptual Art	3	6,00
MODULE 2: Fundamentals of design and conceptual art	4	8,00
MODULE 3: Character creation	4	8,00
MODULE 4: Scenarios	4	8,00
MODULE 5: Creatures	4	8,00
MODULE 6: Props and vehicles	4	8,00
FINAL PROJECT	7	14,00

## References