804324 - IAC-A - Illustration and Conceptual Art

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Academic year: 2017
Degree: BACHELOR’S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Compulsory)
ECTS credits: 6
Teaching languages: Spanish

Teaching staff
Others: Borras Borrell, Elias

Opening hours
Timetable: Opened attention through online communication tools in subject's campus.

Teaching methodology
The subject will base on theoretical knowledgements with class exercises and video demos in shared screens by teacher followed by practical exercises in order to get software knowledgements. Many professionals will assist to make master classes for giving the student a wide view of the field followed by opened class workouts.

Learning objectives of the subject
Prove skills in sketches and drafts creation.
Prove capability to analyse and understand shots in open spaces, installations and objects.
Being able to use the technologies and apply the right techniques using computer assisted design software.
Prove all necessary knowledges and being able to apply concepts related to flat and three dimensional representation of objects and scenes.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 24h</th>
<th>16.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours medium group: 22h</td>
<td>14.67%</td>
</tr>
<tr>
<td></td>
<td>Hours small group: 0h</td>
<td>0.00%</td>
</tr>
<tr>
<td></td>
<td>Guided activities: 14h</td>
<td>9.33%</td>
</tr>
<tr>
<td></td>
<td>Self study: 90h</td>
<td>60.00%</td>
</tr>
</tbody>
</table>
# 804324 - IAC-A - Illustration and Conceptual Art

## Content

<table>
<thead>
<tr>
<th>Digital illustration essentials</th>
<th>Learning time: 45h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 9h</td>
</tr>
<tr>
<td></td>
<td>Guided activities: 9h</td>
</tr>
<tr>
<td></td>
<td>Self study: 27h</td>
</tr>
</tbody>
</table>

**Description:**
Basic knowledge about illustration theory, visual storytelling, light and volume definition techniques. Basic Photoshop use focused to digital illustration and graphic content creation.

**Related activities:**
- P1 - Underpainting.
- P2 - Real objects volume analyse.
- P3 - Movie key frames analyse

<table>
<thead>
<tr>
<th>Digital painting</th>
<th>Learning time: 60h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 12h</td>
</tr>
<tr>
<td></td>
<td>Guided activities: 12h</td>
</tr>
<tr>
<td></td>
<td>Self study: 36h</td>
</tr>
</tbody>
</table>

**Description:**
Practicar contents about all different issues a digital illustrator can face: volume definition, portrait and anatomy painting, quick sketching, speed painting, understand and make cartoon illustrations and urban environments painting.

**Related activities:**
- P4 - Speed Painting
- P5 - Eye painting
- P6 - Speed Painting II
- P7 - Portrait
- P8 - Cartoon illustration
- P9 - Urban environments
- P10 - Armors

<table>
<thead>
<tr>
<th>Author's master classes</th>
<th>Learning time: 40h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 10h</td>
</tr>
<tr>
<td></td>
<td>Guided activities: 6h</td>
</tr>
<tr>
<td></td>
<td>Self study: 24h</td>
</tr>
</tbody>
</table>

**Description:**
Authors' master classes to offer different points of view about professional life, bring new styles to students and teach about their own illustration techniques.
804324 - IAC-A - Illustration and Conceptual Art

**Oline book set up**

**Learning time:** 5h
- Theory classes: 1h
- Guided activities: 1h
- Self study: 3h

**Description:**
Online portfolio reference sites review and set up with graphic works done during the subject.

**Related activities:**
- P1 - Underpainting
- P2 - Real objects volume analyse
- P3 - Movie key frames analyse
- P4 - Speed Painting
- P5 - Eye painting
- P6 - Speed Painting II
- P7 - Portrait
- P8 - Cartoon illustration
- P9 - Urban environments
- P10 - Armors

**Qualification system**
Practices.
- Practice 1, 5% final grade worthing.
- Practice 2, 5% final grade worthing.
- Practice 3, 5% final grade worthing.
- Practice 4, 10% final grade worthing.
- Practice 5, 5% final grade worthing.
- Practice 6, 5% final grade worthing.
- Practice 7, 5% final grade worthing.
- Practice 8, 5% final grade worthing.
- Practice 9, 10% final grade worthing.
- Practice 10, 5% final grade worthing.
- Practice 11, theoretical homework to deliver before final exam.

Mid term exam.
- 1 mid term exam 15% final grade worthing.

Final exam.
- 1 final exam 25% final grade worthing.

Reevaluation exam.
- 1 reevaluation exam that will replace only the final and mid term exam grades. Attendance will be only in case of failing after the regular evaluation and will make a condition of maximum subject’s grade of 5.

**Regulations for carrying out activities**
Exams are on-site and students will get all necessary tools in order to complete the required exercises.
Bibliography

Basic:


