



Course guide

804392 - CA - Concept Art

Last modified: 14/09/2023

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 6.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: Ferrer Rosillo, Irene

Others:

TEACHING METHODOLOGY

The subject is made up of the theoretical content and the practical part. Learning is based on individual projects that will be carried out with Adobe Photoshop software, so the theory taught in class will be applied to said software, providing the student with the appropriate tools. Each week a theoretical class is presented with its corresponding practical exercise, facilitating work time in class to clarify doubts that must be complemented with independent work at home.

LEARNING OBJECTIVES OF THE SUBJECT

- Identify the theoretical concepts necessary for the design of 2D characters and the importance of pre-production and concept art.
- Learn the theory for its application to the concept art work process.
- Obtain the necessary tools to create quality concept art efficiently and quickly.
- Be able to adapt to the different artistic styles required in the professional field.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	18,0	12.00
Hours large group	30,0	20.00
Guided activities	12,0	8.00
Self study	90,0	60.00

Total learning time: 150 h



CONTENTS

Color theory applied to the design of environments

Description:

- Objectives of the subject
- Introduction to concept art
- Environment design methodology
- Types of environments and styles
- Basic notions of photoshop
- Color theory applied to concept art and photoshop
- Use of the chromatic circle
- The attributes of color
- Photoshop color tools
- How to compose with color: complementary, analogous, cold and warm, color triads
- Color palettes
- Tools for creating color palettes
- Psychology and color narrative

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

Perspective theory applied to the design of environments

Description:

- Frontal projection: 1 vanishing point perspective
- Perspective tools
- Oblique projection: 2 vanishing point perspective
- Isometric perspective
- Isometric template tool

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

Composition theory applied to the design of environments

Description:

- Composition theory for concept art
- Basic parts of a composition
- Perceptual forces
- Composition techniques: the rule of thirds
- Thumbnailing
- Grayscale and Chromatic Mood
- Lighting and contrast

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m



Prop creation process

Description:

- Types of scenic props
- Thumbnailing of silhouettes focused on props
- Final art techniques for prop design
- Creation of a model sheet
- Explanation of the final project: creation of an environment and its purposes
- Final project

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

GRADING SYSTEM

- Practice tasks that are carried out in the continuous evaluation with a weighting of 60% of the subject.
- Final project with a weighting of 30% of the subject.
- Participation and learning attitude with a weighting of 10% of the subject.

BIBLIOGRAPHY

Basic:

- Edwards, Betty. El color. Un método para dominar el arte de combinar los colores. Urano, 2006.
- Gurney, James. Luz y color. Madrid: Oberon, 2015.
- Mateu-Mestre, Marcos. Tinta: Dibujo y composición para narradores visuales. Anaya Multimedia, 2020.
- Mateu-Mestre, Marcos. Perspectiva. Vol. 1. Técnica y narración visual. 2021.
- De Grandis, Lúgina. Teoría y uso del color. Editorial Catedra, 1985.
- Heller, Eva. Psicología del color. Cómo actúan los colores sobre los sentimientos y la razón. Editorial Gustavo Gili, 2004.
- Wager, Lauren. La paleta perfecta. Editorial Hoaki, 2014.