

Course guide

804392 - CA - Concept Art

Last modified: 18/03/2025

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: 2025 **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

Topic 1. The design of environments

Description:

Introduction to the subject
Environment design methodology

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

Theory classes: 15h
Self study : 22h 30m

Topic 2. Light and color in the design of environments

Description:

Thumbnailing
Color in the environment
Light in the environment: The source of light
Light in the environment: The nocturnal environment

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

Theory classes: 15h
Self study : 22h 30m

Topic 3. Composition in the design of environments

Description:

Introduction to composition
Perceptual forces in the landscape
Perceptual forces in the landscape II
Landscape composition techniques I
Landscape composition techniques II

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

Theory classes: 15h
Self study : 22h 30m

Topic 4. Perspective applied to the design of environments

Description:

Introduction to perspective
2-point perspective
Prop design
Working on the third project

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

Theory classes: 15h
Self study : 22h 30m

GRADING SYSTEM

- Practical tasks consisting of 3 projects in the continuous evaluation with a weighting of 30% each.
- Participation and learning attitude with a weighting of 10% of the subject.



EXAMINATION RULES.

Irregular actions that can lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action entails the descriptive qualification of suspension and a numerical grade of 0 in the overall ordinary assessment of the subject, without the right to re-evaluation.

If the teachers have indications of the use of AI tools not allowed in the assessment tests, they can call the students involved to an oral test or a meeting to verify their authorship.

BIBLIOGRAPHY

Basic:

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