Course guides
804324 - IAC-A - Illustration and Conceptual Art

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 2017). (Compulsory subject).
Academic year: 2021 ECTS Credits: 6.0 Languages: Catalan, Spanish

LECTURER

Coordinating lecturer: Borras Borrell, Elias

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEAAD 2. Schematically and visually represent complex concepts, ideas and/or data based on personal skills and external references, in order to convey attractiveness, originality and creativity.
CEAAD 3. Master the wide range of professional tools in the sector for developing all kinds of digital content.

Transversal:
05 TEQ N1. TEAMWORK - Level 1. Working in a team and making positive contributions once the aims and group and individual responsibilities have been defined. Reaching joint decisions on the strategy to be followed.
06 URI N1. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.
07 AAT N1. SELF-DIRECTED LEARNING - Level 1. Completing set tasks within established deadlines. Working with recommended information sources according to the guidelines set by lecturers.

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 skecthes and drafts creation.
Prove hability to analise and understand shots in open spaces, installations and objetcs.
Being able to use the technologies and apply the right techniques using computer assisted design software.
Prove all necessary knowldges and being able to apply concepts related to flat and three dimensional representation of objects and scenes.

STUDY LOAD

<table>
<thead>
<tr>
<th>Type</th>
<th>Hours</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group</td>
<td>22,0</td>
<td>14.67</td>
</tr>
<tr>
<td>Self study</td>
<td>90,0</td>
<td>60.00</td>
</tr>
<tr>
<td>Hours large group</td>
<td>24,0</td>
<td>16.00</td>
</tr>
<tr>
<td>Guided activities</td>
<td>14,0</td>
<td>9.33</td>
</tr>
</tbody>
</table>
**Total learning time:** 150 h

### CONTENTS

#### Digital illustration essentials

**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

**Full-or-part-time:** 45h
Theory classes: 9h
Guided activities: 9h
Self study: 27h

#### Digital painting

**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

**Full-or-part-time:** 60h
Theory classes: 12h
Guided activities: 12h
Self study: 36h

#### Author's master classes

**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.

**Full-or-part-time:** 40h
Theory classes: 10h
Guided activities: 6h
Self study: 24h
Oline book set up

**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

**Full-or-part-time:** 5h
 Theory classes: 1h
 Guided activities: 1h
 Self study : 3h

**ACTIVITIES**

**Photoshop and basic knowdleges**

**Description:**
Underpainting technique knowdlege

**Specific objectives:**
Brush customization and use and working on the basic contents of digital illustration through Photoshop tool.

**Material:**
Graphic material, web adresses and class paperwork.

**Delivery:**
Digital delivery through subject’s online campus.

**Full-or-part-time:** 3h
 Self study: 3h

**Volume rendering**

**Description:**
Volume analyse to learn differences through different materials rendering.

**Specific objectives:**
Getting skills on realystic illustration and solid objects rendering.

**Material:**
Graphic material, web adresses and class paperwork.

**Delivery:**
Digital delivery through subject’s online campus.

**Full-or-part-time:** 6h
 Self study: 6h
### Movie key frames

**Description:**
Digital illustration of movie keyframes.

**Specific objectives:**
Understanding visual communication rules, color storytelling and volumes through the visual field. Getting skills on Photoshop in digital illustration field.

**Material:**
Graphic material, web addresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 18h
Self study: 18h

### Speed painting

**Description:**
Create conceptual illustrations using all digital painting skills.

**Specific objectives:**
Being fluent in photoshop digital painting and getting criteria in order to compose volumes and color in visual communication through concept art.

**Material:**
Graphic material, web addresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 5h
Self study: 5h

### Eyes painting

**Description:**
Realistic eye painting is key in digital art, for both classical paintings such as portraits as in personality expressions of characters designed for cinema, videogames and animation fields.

**Specific objectives:**
Getting skills on realistic eyes painting techniques and theory.

**Material:**
Graphic material, web addresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 2h
Self study: 2h
# Speed painting II

**Description:**
Concept environment with creatures art creation through digital illustration techniques.

**Specific objectives:**
Getting skills on character digital painting, anatomy volumes and body expression storytelling in concept art.

**Material:**
Graphic material, web adresses and class paperwork.

**Delivery:**
Digital delivery through subject’s online campus.

**Full-or-part-time:** 5h
Self study: 5h

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# Portrait

**Description:**
Portrait is one of the most important fields in digital art, for both character creation as for real personalities or historical characters painting.

**Specific objectives:**
Getting skills on portrait Photoshop painting. Facial anatomy understanding.

**Material:**
Graphic material, web adresses and class paperwork.

**Delivery:**
Digital delivery through subject’s online campus.

**Full-or-part-time:** 5h
Theory classes: 5h

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# Cartoon painting

**Description:**
Defined line illustration techniques. Flat volumes and contemporary european and japanese comic, comic-book and cartoon styles.

**Specific objectives:**
Getting skills on digital painting techniques for line based illustration, simple volume rendering and understanding the right line and color balance.

**Material:**
Graphic material, web adresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 4h
Theory classes: 4h
## Urban environments

**Description:**
Urban environment illustration.

**Specific objectives:**
Getting skills on urban environments illustration, lines drawing, man-made lighting, rigid volumes and atmosphere storytelling.

**Material:**
Graphic material, web addresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 7h
Self study: 7h

## Armor illustration

**Description:**
Armors are often in concept character creation for videogames, animation, comic and cinema. Understanding illustration techniques of hard edged volumes is key to complete a concept art piece or a classical or historical one.

**Specific objectives:**
Getting skills on hard edged digital painting techniques.

**Material:**
Graphic material, web addresses and class paperwork.

**Delivery:**
Digital delivery through subject's online campus.

**Full-or-part-time:** 6h
Self study: 6h

## Knowledge use and analyse

**Description:**
Theoretical analyse of any current or classic artist. Techniques study, target, application fields and storytelling abilities through light, color and illustration techniques.

**Specific objectives:**
Digital delivery through subject's online campus.

**Delivery:**
Graphic material, web addresses and class paperwork.

**Full-or-part-time:** 2h
Self study: 2h
GRADING SYSTEM

Practices.
- Attitude, 10% final grade worthing.
- 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, 10% final grade worthing.

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.

EXAMINATION RULES.

Exams are on-site and students will get all necessary tools in order to complete the required exercises.

BIBLIOGRAPHY

Basic: