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

Last modified: 18/05/2026

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

Degree: **Academic year:** 2026 **ECTS Credits:** 6.0
Languages: Catalan

LECTURER

Coordinating lecturer: Piqué Llorens, Joan
Dènia Valls, Xavi

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 INFORMATI0N 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 teoretical knowdlegements with class exercises and video demos in shared screens by teacher followed by practical exercises in order to get software knowdlegements.

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 knowdleges and being able to apply concepts related to flat and three dimensional representation of objects and scenes.

STUDY LOAD

Type	Hours	Percentage
Guided activities	14,0	9.33
Hours medium group	22,0	14.67
Hours large group	24,0	16.00
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

Illustration Block

Description:
1. Introduction to light and form
2. Introduction to light and form 2
3. Introduction to the human body
4. Introduction to the portrait (Simplify)
5. Introduction to the portrait (Schemes)
6. Introduction to the portrait (Values)
7. Introduction to color
8. How to explain different materials.
9. Final work (Research of the idea and sketches).
10. Final work (Final sketch and line drawing).
11. Final work (Values).
12. Final work (Color).
13. Final work (presentation of the image in an interesting way for the portfolio).

Related activities:
Practice 1 Illustration: Make a digital sphere by organizing the different parts of light, shadow and halftone.
Practice 2 Illustration: Paint a couple of simple objects in black and white.
Practice 3 Illustration: Copy of diagrams of the human body, emphasizing construction.
Practice 4 Illustration: Simplification of several portraits.
Practice 5 Illustration: Copy of diagrams (eye, mouth, nose, ear).
Practice 6 Illustration: Take a portrait and render it in black and white.
Practice 7 Illustration: Make the sphere in color. Paint the black and white portrait in color.
Practice 8 Illustration: Paint several cubes or spheres of different materials, wood, grass, metal, water...

Final work.

Full-or-part-time: 75h
Theory classes: 30h
Self study : 45h

Concept Art Block

Description:
1. Introduction to the Subject.
2. Theory of composition of silhouettes and abstract forms.
3. Basic volumetry in 2D on silhouettes.
4. Composition and framing. Introduction to Atmospheric Perspective.
5. Color theory and application of color to silhouettes.
6. Render and focal points.
7. Introduction to Concept Art. Architectural compositions and designs.
8. Theory about visual language.
9. Final project

Related activities:
Practice 1 Concept: Principles of the silhouette.
Practice 2 Concept: Fast landscapes.
Practice 3 Concept: Variants of antagonistic architectural composition.

Final work.

Full-or-part-time: 75h
Theory classes: 30h
Self study : 45h

ACTIVITIES

Practice 1 Illustration: Make a digital sphere by organizing the different parts of light, shadow and halftone.

Full-or-part-time: 4h
Self study: 4h

Practice 2 Illustration: Paint a couple of simple objects in black and white.

Full-or-part-time: 4h
Self study: 4h

Practice 3 Illustration: Copy of diagrams of the human body, emphasizing construction.

Full-or-part-time: 4h
Self study: 4h

Practice 4 Illustration: Simplification of several portraits.

Full-or-part-time: 4h
Self study: 4h

Practice 5 Illustration: Copy of diagrams (eye, mouth, nose, ear).

Full-or-part-time: 4h
Self study: 4h

Practice 6 Illustration: Take a portrait and render it in black and white.

Full-or-part-time: 4h
Self study: 4h

Practice 7 Illustration: Make the sphere in color. Paint the black and white portrait in color.

Full-or-part-time: 4h
Self study: 4h

Practice 8 Illustration: Paint several cubes or spheres of different materials, wood, grass, metal, water...

Full-or-part-time: 4h
Self study: 4h

Practice 1 Concept: Principles of the silhouette.

Full-or-part-time: 10h
Self study: 10h

Practice 2 Concept: Fast landscapes.

Full-or-part-time: 10h
Self study: 10h

Practice 3 Concept: Variants of antagonistic architectural composition.

Full-or-part-time: 10h
Self study: 10h

Final work

Full-or-part-time: 28h
Self study: 28h

GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the **Action Framework for Academic Integrity in Assessment at the UPC**.

Practices.

. Practice part of Illustration: 20% final grade worthing.
. Practice part of Concept Art: 20% final grade worthing.

Final work
. Final work of the subject: 35% final grade worthing.

Attitude: 10% final grade worthing.

Final exam.
· 1 final exam 15% 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:
- Digital painting techniques [on line]. Amsterdam: Boston: Oxford: Elsevier; Focal Press, 2009 [Consultation: 15/06/2022]. Available on: https://www-sciencedirect-com.recursos.biblioteca.upc.edu/book/9780240521749/digital-painting-techniques. ISBN 9780080961866.
- Aleksander, N.; Tilbury, R. Beginner's guide to digital painting in Photoshop. 3DTotal, 2012. ISBN 9780955153075.
- Beginner's guide to digital painting in Photoshop: sci-fi and fantasy. 3DTotal, 2016. ISBN 9781909414358.
- Beloeil, G. [et al.]. Art fundamentals: color, light, composition, anatomy, perspective and depth. 3DTotal, 2013. ISBN 9781909414006.
- Digital art masters. Vol. 6. 3DTotal, 2011. ISBN 9780955153051.
- Beyond art fundamentals. 3DTotal, 2016. ISBN 9781909414365.
- Beginner's guide to digital painting in Photoshop: characters. 3DTotal, 2015. ISBN 9781909414143.
- Master the art of speed painting: digital painting techniques. 3DTotal, 2016. ISBN 9781909414341.