

## Course guide

### 804324 - IAC-A - Illustration and Conceptual 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 2017). (Compulsory subject).  
**Academic year:** 2025    **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 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 teoretical knowldgements with class exercises and video demos in shared screens by teacher followed by practical exercises in order to get software knowldgements.

#### 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 knowldeges 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

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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.

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

## BIBLIOGRAPHY

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### 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.