

Course guides

804324 - IAC-A - Illustration and Conceptual Art

Last modified: 07/04/2021

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: Borrás Borrell, Elias

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CEAAD 2. (ENG) 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. (ENG) 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 knowlegements with class exercises and video demos in shared screens by teacher followed by practical exercises in order to get software knowlegements. 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 knowleges and being able to apply concepts related to flat and three dimensional representation of objects and scenes.

STUDY LOAD

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



Total learning time: 150 h

CONTENTS

Digital illustration essentials

Description:

Basic knowledgements 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:

Practical 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



Online 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 knowlleges

Description:

Underpainting technique knowledge

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 realstic 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 addresses and class paperwork.

Delivery:

Digital delivery through subject's online campus.

Full-or-part-time: 5h

Self study: 5h

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 addresses and class paperwork.

Delivery:

Digital delivery through subject's online campus.

Full-or-part-time: 5h

Theory classes: 5h

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 ballance.

Material:

Graphic material, web addresses 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 adresses 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 adresses and class paperwork.

Delivery:

Digital delivery through subject's online campus.

Full-or-part-time: 6h

Self study: 6h

Knowlgegement use and analyse

Description:

Theoretical analyse of any current os classic artist. Techniques study, target, application fields and storytelling habilities through light, color and illustration techniques.

Specific objectives:

Digital delivery through subject's online campus.

Delivery:

Graphic material, web adresses 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:

- 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.
- Master the art of speed painting: digital painting techniques. 3DTotal, 2016. ISBN 9781909414341.
- Aleksander, N.; Tilbury, R. Beginner's guide to digital painting in Photoshop. 3DTotal, 2012. ISBN 9780955153075.
- Beyond art fundamentals. 3DTotal, 2016. ISBN 9781909414365.
- Digital painting techniques [on line]. Amsterdam: Boston: Oxford: Elsevier; Focal Press, 2009 [Consultation: 13/12/2018]. Available on: <http://www.sciencedirect.com/science/book/9780240521749>. ISBN 9780080961866.
- Beginner's guide to digital painting in Photoshop: characters. 3DTotal, 2015. ISBN 9781909414143.
- Digital art masters. Vol. 6. 3DTotal, 2011. ISBN 9780955153051.