

DIGI 148		Concept Art and Design I		
Spring Term 2015	3D ANIMATION FOR FILM AND GAMES COURSE OUTLINE			
Credits 2.25	Course Format: 3 lecture hours per week for 15 weeks			
Prerequisites	DIGI 136 - Life Drawing for Animators I			
Instructor	TBA	TBA@capilano.ca	Office: BC2xx	Local: xxxx

SCHOOL OF MOTION PICTURE ARTS VISION STATEMENT

The School of Motion Picture Arts is dedicated to inspiring a new generation of independent Canadian filmmakers through the fostering and mentoring of emerging talent utilizing progressive learning environments and authentic production experiences, such that graduates make valued contributions to the global media culture.

MISSION STATEMENT

The program strives to provide a comprehensive artistic and technical education, preparing students in the art of animation and encouraging critical reflection, collaboration and professionalism. Through innovative teaching, local and international partnerships and the highest standards of artistic and academic excellence, the program seeks to ensure student success in creative careers within the animation industry.

COURSE OBJECTIVES

In this course students will learn how to create appealing characters, props and environment designs for video game, television and film productions. Traditional and digital media techniques will be introduced in the creation of original concepts and artwork. Students will explore and utilize the visual language of design and story development to visually communicate ideas and themes effectively. A crucial element of the course is the ability to communicate and receive appropriate, respectful and constructive critique with regards to students' assignments.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- use appropriate research techniques to create appealing designs of props, environments and characters;
- explore the use of traditional and digital media in the creation of unique, original designs that adhere to a given theme or story;
- design assets appropriately for the game, television and film industries;
- identify and communicate design challenges in the creation of 3D assets;
- develop a critical awareness of the quality artwork through analysis, critique and discussion of students projects.

REQUIRED TEXTS

Beloil, Gilles, Andrei Riabovitchev, Roberto F Castro et al. *Art Fundamentals: Color, Light, Composition, Anatomy, Perspective, and Depth*. 3D Total Publishing, 2013. Print.
 Gurney, James. *Color and Light: A Guide for the Realist Painter*. Andrews McMeel Publishing, 2010. Print.

RECOMMENDED TEXTS AND MATERIALS

Le, Khang, Mike Yamada and Felix Yoon. *The Skillful Huntsman: Visual Development of a Grimm Tale at Art Center College of Design*. Design Studio Press, 2005. Print.
 Sekeris, Constantine *Costume Design & Illustration: for Film, Video Games and Animation 2014*

COURSE CONTENT

Week 1

Introduction to design for the entertainment Industry

- Elements of successful designs
- The importance of gathering and organizing good reference
- The creative process – thumbnail designs and speed paintings
- *Assignment 1 – Create a series of weekly speed paintings, 1 per week for 15 weeks.*
- *Assignment 2 – Research and critique a successful design from an entertainment production, due week 2.*

Weeks 2 – 3

Presentation and critique of completed assignments from week 1

Introduction to the visual language of design

- Design techniques used by industry professionals
- The designer's toolset
- Visual interest, value and composition
- Drawing techniques for concept artists
- Context and story in design
- *Assignment 3 – Value composition studies, due week 4.*

Weeks 4 – 5

Presentation and critique of completed assignments from week 3

Introduction to prop design

- Researching and gathering appropriate reference
- Designing props suitable for use in game and feature film productions
- Colour theory and application
- *Assignment 4 – Prop design, due week 5.*

Weeks 6 – 8

Presentation and critique of completed assignments from week 5

Introduction to environment design

- Researching and gathering appropriate reference
- Environment staging, composition and lighting
- Designing environments for games and feature film productions
- Surfaces, colour, materials and lighting
- *Assignment 5 – Environment design, due week 9.*

Weeks 9 – 11

Presentation and critique of completed assignments from week 8

Introduction to character design and ideation

- Researching and gathering appropriate reference
- Designing characters for animated productions
- Character styles, genres and archetypes
- *Assignment 6 – Character design package, due week 12.*

Weeks 12 – 15

Group animated project from idea to final production

- Review and critique of completed students' projects at the end of week 15
- *Term project – Group animated production, due week 15.*

EVALUATION PROFILE

Participation	15%
Assignment 1 – Speed paintings	15%
Assignment 2 – Successful design critique	5%
Assignment 3 – Value composition studies	5%
Assignment 4 – Prop design	10%
Assignment 5 – Environment design	10%
Assignment 6 – Character design package	10%
Term project	30%
Total	100%

GRADING PROFILE

A+ 90-100	A 85-89	A- 80-84
B+ 77-79	B 73-76	B- 70-72
C+ 67-69	C 63-66	C- 60-62
D 50-59		
F 0-49		

OPERATIONAL DETAILS

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Professional Behaviour

Students must demonstrate a professional attitude and behaviour toward work, other students, guests and instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first class work while meeting deadlines is necessary in this course. Students must have respect for equipment and systems and constructive response to criticism.

Attendance

Regular attendance is essential. Students who miss more than 20% of the course will not receive credit for the course. Attendance will be taken daily and will form part of the participation grade (see Evaluation Profile). Each student is responsible for the material covered and any work assigned in class. The instructor has no obligation to repeat material for students who missed class.

Punctuality

Punctuality is essential. Students more than 15 minutes late for class will be marked absent.

Participation

Students will be evaluated on the following aspects:

- Attendance of classes and labs
- Active engagement in class discussions and projects
- Knowledge of reading / assignments
- Frequency and quality of comments, questions and observations

Late Assignments

All assignments must be delivered at the place and time specified by the instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

Submission of Late Assignments

Although late assignments will not be graded, all assignments must be submitted in order to receive a passing grade in the course.

Incomplete Grades

Grades of incomplete (I) will may be assigned in exceptional circumstances. If the date for the submission of incomplete assignments is not met, the grade will automatically revert to the grade based on the student's present achievements. In addition, the student concerned must submit a written request for approval by the instructor prior to the last regular class in the course.

Continuation Requirement

Students must successfully complete all 3D Animation courses in one term before continuing to the next term.

Emergency Procedures

Students should familiarize themselves with emergency procedures posted in the classroom.