ACADEMIC PROGRAM

ART DIRECTION

B.F.A. IN **INTERACTIVE PRODUCT DESIGN**

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Art Direction
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Ideation and Concept Design
Area:	Audiovisual Production and Development
Year:	2º
Teaching period:	2º
Type:	B
ECTS credits:	6
Teaching modality:	On campus
Language:	English
Lecturer / Email	Bruno Branca Roncati/bruno.branca@u-tad.com
Web page:	http://www.u-tad.com/

SUBJECT DESCRIPTION

Area description

This subject belongs to the module of Conceptual Design and Ideation and, within this, to the area of Audiovisual Production and Development.

This area refers to the study and practice of the set of fundamental artistic techniques of creation and their application to the digital environment, such as video games. In it, the student obtains diverse skills related to art, and acquires the necessary knowledge of digital tools that will allow them to use them.

Subject description

In the subject Art Direction you will acquire the necessary knowledge of the fundamentals of art and composition for its application in the subjects of Animation and 3D Content Creation.

In addition, knowledge of the principles of art will complement the creative skills necessary for Game Design, from game concept to level design, puzzles and camera definition.

In the subject of Art Direction you will acquire the necessary knowledge to interact with the art department of a video game, understanding their needs, knowing their language and learning to collaborate directly with the Art Director.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

GC12 - Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

GC1 - Lifelong learning through self-study and continuous training.

GC2 - Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

SPECIFIC

SC5 - Understand the influence of sociology, philosophy and psychology in their correlation with the history of art, literature and games as a reference in the creative process.

SC8 - Evaluate the ethical, technical and creative implications of technology in the design of interactive products.

SC9 - Understand the principles of audiovisual narrative to develop discourses and stories applicable to interactive products.

SC10 - Knowing the techniques of artistic representation and design of 2D and 3D content.

SC11 - Apply creativity in the digital content environment.

SC14 - Apply the fundamentals of narrative to the development of interactive products.

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC17 - Apply the fundamentals of animation on computer-generated models.

SC18 - Apply theoretical and practical knowledge of product design for content development.

Learning outcomes

Transforming a concept or message into a graphic representation

Experiment with different drawing techniques

Use visual language knowledge to build basic designs

Transferring knowledge of the psychological and perceptual effects of light, colour, music and sound to game design

Use symbolism and iconography to convey information

Create coherent visual worlds

Identify the most appropriate geometry representation method for each type of shape or space

Differentiate and categorize the different processes that take place in the generation of graphs within the graphical pipeline model.

Develop insight into bi-dimensional and three-dimensional geometry.

CONTENTS

- Definition of the role of art director in video games
- Principles of Art and Theory of Artistic Composition
- Artistic movements and their influence on video game art
- Application of the principles of art and composition in the design of games and applications.
- Technical analysis of graphics through the history of video games.
- Pixel Art
- Process and development of animations in videogames
- Environment development
- Character development

SUBJECT SYLLABUS

Theme 1. The Art Director in a studio.

1.1. History of art in videogames.

- 1.1.1. Reality, abstraction and meaning
- 1.1.2. The evolution of art in video games.

1.2. The role of the Art Director

- 1.2.1. The art team: specialisation vs. generalists
- 1.2.2. The style: coherence, personality and communication
- 1.2.3. Relationship with the rest of the departments
  - 1.2.3.1. Interaction between art and game design

1.3. Inspiration: research and references

- 1.3.1. Photography and film
- 1.3.2. Illustration and comics
- 1.3.3. Animated film
- 1.3.4. Video games
- 1.3.5. Tools

1.4. The visual guide

- 1.4.1. Style guide
- 1.4.2. Methodology of graphic creation
  - 1.4.2.1. Graphic creation pipeline
  - 1.4.2.2. Technology and tools

2. Theme 2. Principles of art and theory of artistic composition

- 2.1. Unity, variety and balance
- 2.2. Contrast, proportion and rhythm
- 2.3. Colour and light
- 2.4. Composition
- 2.5. Perspective
- 2.6. The principles of art in video games

3. Theme 3. The digital image

- 3.1. The props in the video game.
- 3.2. The use of silhouettes.
- 3.3. Painting techniques
- 3.4. Legibility, importance and symbolism of the props..

3.5. Character creation

3.6. Character definition. Concept art

4. Theme 4. Applying the principles of art and composition in the design of games and applications.

4.1. Immersion, atmosphere and emotions

4.1.1. Using colour and light

4.1.2. Shapes and silhouettes

4.1.3. Space

4.2. Guiding the player

4.3. Level creation

4.4. Puzzle design

4.5. Cameras and visualisation

4.6. Mock-ups

4.7 Environment creation

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical classes	30,00	30,00
Seminars and workshops	3,33	3,33
Practical classes	20,67	20,67
Tutorials	4,00	4,00
Evaluation Activities	6,00	6,00
Group work and study	17,67	0,88
Autonomous and individual study and work	68,33	0,00
TOTAL	150	65

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Problem-based learning

Cooperative learning

TEMPORAL DEVELOPMENT

Theme 1 The Art Director in a studio: 4 weeks

Theme 2 Principles of art and theory of artistic composition: 4 weeks

Theme 3 The digital image: 4 weeks

Theme 4 Applying the principles of art and composition in the design of games and applications: 3 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
Assessment of participation in class, exercises or projects of the course	10	30
Assessment of assignments, projects, reports, memos	35	70
Objective test	30	60

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
Assessment of participation in class, exercises or projects of the course	10	10
Assessment of assignments, projects, reports, memos	60	60
Objective test	30	30

General comments on the evaluations/assessments

- It will be necessary to pass each of the parts (activities and final project) in order to pass the course.
- The evaluation of participation will be based on class activity, analytical skills and the correct application of theoretical concepts.
- Presentations will be assessed on the basis of the correct application of theoretical concepts and oral correction.
- The completion of assignments will be assessed according to analytical ability, the application of theoretical concepts and grammatical correctness.
- The submission of the final exam will be assessed according to the application of theoretical concepts in a specific piece of work. Presentation and grammatical correctness will be taken into account.
- The final numerical grade will be from 0 to 10, with a 5 being the minimum grade to pass.
- It is essential to follow the requirements indicated for each activity (order, nomenclatures) as well as the deadlines.
- If the student fails the course, he/she must go to the Extraordinary call. In order to pass the Extraordinary call, it will be necessary to present all the activities and assignments that have been failed. The grade of those parts that have been passed in Ordinary will be kept.
- "Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student."
- The use of smartwatches or mobile phones is not permitted during the exams. These devices must be put away and out of sight during the exam.
- The use of mobile phones is not permitted during lessons.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

Art Fundamentals: Color, Light, Composition, Anatomy, Perspective and Depth – 3DTotal Publishing. ISBN: 978-1909414006

SOLARSKI, Chris Drawing Basics and Video Game Art –. ISBN: 978-0823098477

Recommended references

The Art of Darksiders – Joe Madureira. ISBN: 978-1926778105

The Art of Alice: Madness Returns – R. J. Berg. ISBN: 978-1595826978

BELLANTONI, Patti; "If it's purple, someone's gonna die: The power of color in Visual Storytelling", Elsevier, 2005.

The Art of The Last of Us – Rachel Edidin. ISBN: 978-1616551643.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom
Projection equipment and whiteboard

Materials:
Laptop computer

Mouse (other than the one built into the laptop)

Software:
Photoshop