

TERM: Spring 2016	COURSE NO: ANIM 207
INSTRUCTOR:	COURSE NAME: Visual Development and Concept Design
OFFICE: LOCAL: x	SECTION NO(S):
EMAIL:	COURSE CREDITS: 3

COURSE FORMAT: 4 lecture hours per week for 15 weeks

PREREQUISITE: ANIM 204

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 of the roles and skill requirements of the concept artist and the visual development artist in commercial animation production. Utilizing digital drawing and compositing tools, students will create finished artwork that will become a major part of their portfolios. Students will develop both a personal style of their own and the ability to produce work in established styles. Colour theory and the use of colour as a story device will be explored.

COURSE STUDENT LEARNING OUTCOMES: Upon successful completion of this course, students will be able to:

- identify the key roles and responsibilities of a concept artist in visual development and animation;
- design appropriate artwork utilizing research, reference and observational skills;
- create quick concept sketches that communicate ideas effectively;
- produce complete digital paintings from concept sketches and ideas;
- utilize digital media tools to develop concepts effectively and efficiently;
- produce a professional portfolio that showcases the student's brand.

REQUIRED TEXTS: Course materials will be supplied by the instructor.

COURSE CONTENT:

Week	Topic	Assg
1	The role of a concept artist in visual development.	1
2	Core skills of the concept artist: reference, research and results.	
3	Digital painting techniques: speed painting, value, form, structure.	2
4	Digital painting techniques: speed painting, the silhouette, quick concept sketches.	3
5	Digital painting techniques: colour balance, harmony and composition.	4
6	Digital painting techniques: colour keys and environments.	5
7	Digital painting techniques: environment painting.	
8	Digital painting techniques: character development and ideation.	6
9	Digital painting techniques: character painting.	
10	The concept artist's portfolio.	7
11	Brand identity for artists.	
12	Visual development and planning a portfolio for a career.	
13 & 14	Portfolio critique and revision.	
15	Graduation Portfolio Presentation.	8

ASSIGNMENTS:

Seven assignments and a final portfolio project will make up the final grade.

EVALUATION PROFILE:

1	Reference Research and Results	10%
2	Value, Form and Structure	10%
3	Quick Sketches	10%
4	Colour, Harmony and Composition	10%
5	Environments	15%
6	Character	15%
7	Portfolio Planning	5%
8	Portfolio Presentation	25%
TOTAL:		100%

GRADING PROFILE:

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

OPERATIONAL DETAILS:

University Policies:

Capilano University has policies on Academic Appeals (including appeal of final grade), 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 missing more than 20% of classes will not receive credit for the course. 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.

Late Assignments:

Late assignments will only be accepted if a doctor's certificate is provided and the instructor has given prior approval for a late submission date.

"I" Grades:

An "I" grade or Incomplete 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.

Emergency Procedures:

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