

Concept and Idea Development

Module Code:	GAV5006-B
Academic Year:	2018-19
Credit Rating:	20
School:	Department of Media Design and Technology
Subject Area:	Games, Animation and Visual Effects
FHEQ Level:	FHEQ Level 5
Module Leader:	Mr Kevin Fenemore

Additional Tutors:

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Tutorials	20
Laboratory	20
Directed Study	160

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims

To give students the opportunity to explore Conceptual Art in detail, using traditional and digital 2D techniques, with a focus on creativity and developing ideas within common industry constraints.

Outline Syllabus

Concept art creation for different demographics; Developing strong characters for and from narrative; Licensed and original IP pre-visualisation; Environmental and prop design; Idea

development and lateral thinking both in groups and individually; Digital Painting Techniques in Photoshop; Layout and presentation.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Deconstruct the ideas and creative thinking behind conceptual art and production design. Analyse your own work within the wider context of production design and pre-visualisation.
- 2 Exercise significant judgement in the theory and practice of digital concept art production. This is to practically convey complex design ideas clearly and effectively in a polished visual medium.
- 3 Brainstorm creative ideas within a group environment. Create professionally styled layouts. Demonstrate the ability to react practically to industry standard feedback.

Learning, Teaching and Assessment Strategy

The module will be delivered as a series of seminars and practical workshops deconstructing concept art and production design for existing games and CG animation, and analysing the digital graphical techniques and creative ideas behind them. Practical workshops and studio time will be focused on applying these ideas within the creation of a portfolio of conceptual/pre-visualisation graphics.

Students who have an acceptable body of knowledge equivalent to the pre-requisite shown, EM-0143M Observational Drawing 2, will be permitted to study this module.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	The creation of a portfolio of personal conceptual artwork	0 hours	50%	No
Summative	Coursework	The amendment and improvement of the personal portfolio to an agreed set of changes	0 hours	50%	Yes
Referral	Coursework	Supplementary Assessment: The creation of a portfolio of personal	0 hours	100%	No

conceptual
artwork.

Legacy Code (if applicable)

EM-0261D

Reading List

To view Reading List, please go to [rebus:list](#).