

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

MSP 9 - Concept Art and Design for Entertainment Media

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: NONE

Transfer Status: CSU

34 hours Lecture

51 hours Lab

This course introduces students to visualization techniques, ideation processes, and the tools and materials used in professional concept studios in the video game and entertainment industries. Students will be introduced to the history of concept art and its evolution from industrial design and architecture to modern day use in video games, entertainment, and toy design. Students will learn how to develop concepts from the sketch phase through final presentation drawings, brainstorming and teamwork, reading and adapting project briefs, and creating professional presentation boards. This is an essential foundation course for programs and careers in concept art, video games, animation, digital design, graphic design, and industrial design.

II. OBJECTIVES

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

- A. Define the key developments, people, and milestones in the history of industrial design.
- B. Discuss current trends, techniques, and careers for concept designers in video games, entertainment, and toy design.
- C. Analyze and write concept briefs and project proposals.
- D. Evaluate and develop sketches and designs in a variety of media.
- E. Develop orthographic production drawings and turnarounds.
- F. Develop finished presentation drawings of the main subjects found in video games and entertainment properties.
- G. Develop level layouts, gameflow diagrams, and storyboards for cinematics.
- H. Assemble a professional presentation portfolio.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. History of industrial design and concept art	2.00
2. Careers in video games and entertainment and industrial design	1.00
3. Concept art studio practices, communication, teamwork, and production processes	1.00
4. Overview of entertainment media and concept requirements	2.00
5. Introduction to traditional and digital tools, materials, and processes	3.00
6. Basic sketching, design, and perspective	3.00
7. Orthographic views and production drawings	2.00
8. Character design	3.00
9. Creature design	3.00
10. Environment design	3.00
11. Level design	3.00

12. Vehicle, hardware, and weapons design	3.00
13. Storyboarding	3.00
14. Presentation skills and techniques	2.00
Total Hours	34.00

Lab

<u>Topics</u>	<u>Hours</u>
1. History of concept art, industrial design, and milestones in video games, film, and television	1.00
2. Ideation processes, brainstorming, teamwork, and communication	1.00
3. Introduction to traditional tools, materials, and techniques	5.00
4. Introduction to digital tools, techniques, and workflow	5.00
5. Fundamentals of design, sketching, and visual thinking	2.00
6. Research and investigation	3.00
7. Basic drawing, sketching, composition, and perspective	5.00
8. Production and presentation drawings	5.00
9. Character and creature design	5.00
10. Vehicle, weapon, and hardware design	4.00
11. Environment design and architecture	4.00
12. Level layout	4.00
13. Storyboarding and gameflow	4.00
14. Presentation boards	3.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Class Activities
- C. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- D. Discussion
- E. Demonstrations
- F. Reading Assignments
- G. Multimedia Presentations

V. METHODS OF EVALUATION

- A. Portfolios
- B. Class participation
- C. Lab Projects
- D. Written Assignments
- E. Written or Oral Examinations
- F. Critique

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read handouts 1-3 on the history and evolution of concept art, industrial design, and current trends. Be prepared to discuss similarities and differences across the various

disciplines

2. Read Chapter 2 of Steur and Eissen's "Sketching: The Basics" on Drawing Approach. Be prepared to discuss perspective, viewpoint, and case examples and to draw basic forms in perspective.

B. Writing Assignments

1. Select an artist, designer, or intellectual property from the Resources handout and write a 2-3 page report on your chosen subject. Your report should include examples of major works or milestones, impacts, influences, and your impressions. Cite all sources used.
2. Using one of the case briefs, analyze, brainstorm, and design an alternate property. Write a one page proposal defining high concept, risks, assets, competition, and strategic advantages.

C. Out-of-Class Assignments

1. Based on your "Genesis Mashup" rolls, brainstorm and develop a set of production drawings for your character, environment, vehicle, or weapon. Make sure you utilize the full ideation process and follow through to a presentation board of your project.
2. Watch the "Metropolis" DVD (individually or in groups) and brainstorm and develop a set of production drawings for a re-imagined "False Maria" robot. Make sure you utilize the full ideation process and follow through to a presentation board of your project. Also include a style research and inspiration board.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. A.Steur, R. & Eissen, K. Sketching: The Basics. 1st Edition. BIS Publishers, 2011.
- B. B.Tsai, Francis. 100 Ways to Create Fantasy Figures. 1st Edition. Impact, 2008.
- C. C.Alexander, Rob. Drawing and Painting Fantasy Landscapes and Cityscapes. 1st Edition. Barron's Educational Series, 2006.

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