OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: MEDA 210	**Number of Credits:** 3 Course credit policy (105)
Course Full Title: Digital Concept Art **Course Short Title:**	
Faculty: Faculty of Humanities	**Department (or program if no department):** Media Arts

Calendar Description:

Introduces digital painting practices as they relate to practical, conceptual, and aesthetic issues in creative digital media industries. Using digital painting techniques, students create conceptual and functional designs, such as environments, creatures, characters, props, and vehicles.

Prerequisites (or NONE):	MEDA 110.
Corequisites (if applicable, or NONE):	none
Pre/corequisites (if applicable, or NONE):	none

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)

Course Details

Special Topics course: **No**

 (If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**

Grading System: **Letter Grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Annually**

Maximum enrolment (for information only)**: 36**

Typical Structure of Instructional Hours

Lecture/seminar	15
Tutorials/workshops	15
Supervised laboratory hours (computer lab)	15
Total hours	**45**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **No**

Submit outline for (re)articulation: **Yes**

 (If yes, fill in transfer credit form.)

Department approval		**Date of meeting:**	November 26, 2021
Faculty Council approval		**Date of meeting:**	December 17. 2021
Undergraduate Education Committee (UEC) approval		**Date of meeting:**	February 25, 2022

Learning Outcomes

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

1. Communicate narratives, dramatic information, ideas, moods, and feelings through computer-generated imagery.
2. Apply principles of visual organization, visual language, and theory to visual communication problems.
3. Create artwork that effectively communicates specific objectives.
4. Use digital raster-based software as an illustrative tool.
5. Demonstrate line, form, shading, and perspective to create realistic drawn representations.
6. Apply ethical principles in information sharing, intellectual property, and media law.
7. Situate the role of digital concept art in media arts practice.

Recommended Evaluation Methods and Weighting *(Evaluation should align to learning outcomes.)*

Assignments:	50%	Project:	50%	Quizzes/tests:	%
	%		%		%

Details: Assignment 1 (25%): Digital Painting Exercises. Assignment 2 (25%): Environmental Design Exercises. Project 1 (25%): Character Design Project. Project 2 (25%): Group World Building Design Challenge.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Texts and Resource Materials *(Include online resources and Indigenous knowledge sources. Open Educational Resources (OER) should be included whenever possible. If more space is required, use the Supplemental Texts and Resource Materials form.)*

	Type	Author or description	Title and publication/access details	Year
1.	Textbook	DaNae-Dayley L, Dayley B	Photoshop CC Bible	2013
2.				

Required Additional Supplies and Materials *(Software, hardware, tools, specialized clothing, etc.)*

Adobe Photoshop CC,

Course Content and Topics

Digital brush-based painting techniques.
- Brush-based techniques, painting, blurring, sharpening, smudging, brush settings, and digital stylus configuration.
- Thumbnailing and silhouettes.
- Compositional rules, and the principles of design.
- Shading and colouring technique exploration (e.g. Grayscale, colour, additive opacity)

Environmental design and matte painting.
- Visual storytelling (e.g., worldbuilding, land-based learning, backstories, and characters)
- 1-,2-,3-point perspective.
- Environmental techniques. (e.g., atmosphere, landmass, clouds, organics, hard surfaces, weathering)
- Digital matte painting, and 3d projection.
- The interconnectedness of land and spirit, respect for the environment.

Character design.
- Backstories, and worldbuilding.
- Gesture and movement.
- Form and shape
- Style.
- Developing a character from a brief.
- Classical stereotypes.
- Character reference art, and turnarounds.

Team-based storytelling challenges.
- Storyboarding.
- Animatics/boardomatics.
- Prop design.
- Vehicle design.