

Module Title:	Concept Art and Animation
Language of Instruction:	English
Credits:	10
NFQ Level:	6
Module Delivered In	No Programmes
Teaching & Learning Strategies:	Lectures / Tutorials / Practical's. The strategy will primarily be based on learning by doing strategy, focusing on detailed instruction and tutorials and engaging practical projects. Students will be led through each stage of the design cycle, from concept to completion, enhancing their skills base. Students will engage in creative project that will allow them to enhance their skills as a concept artist
Module Aim:	Provide student with a well-rounded knowledge of the design process, concept art, digital illustration and an introduction to animation. Gain a knowledge of development tools and software needed to create digital content and assets. Using creative projects the students will create engaging and creative answers to industry relevant projects. Understand the process and skills involved need to become a concept artist. Develop a skill set that allows the student to be a creative concept artist.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Understand the basic principles of Design, the design process & concept creation. Understand how to develop a concept from initial idea through the design cycle into a well rounded and effective concept. Understand and develop the core skills need to operate in the area of concept art creation. Understand and develop creative and engaging concept art elements and assets.
LO2	Understand and implement the production of 2d animated sequences. Understand the process involved in creating 2d Sequences.
LO3	Create all digital assets needed for content development. Gain the necessary skills to create all digital assets need to create animated sequences. Understand the process and gain expertise in the creation of assets using relevant production methods and software. Gain the necessary skills needed to operate as a concept artist, through drawing and sketching, life drawing, object drawing and concept art creation.
LO4	Understand and engage with necessary technologies for content development and creation
LO5	Develop a portfolio of creative animated sequences to demonstrate the student understanding and skill-set in the area of animation. Develop a portfolio of concept art elements to demonstrate skills and creativity used in the art of concept art.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content
Design Principles Point, line and area, visual emphasis, balance, scale/proportion, symmetry/asymmetry
Design Process Design cycle, research, concept, analysis
Digital Drawing Using digital drawing tools and industry standard software to illustrate and create 2d drawing sketching.
Colour Theory Understanding of colour theory, psychology and applications
Graphics Integration into design, choice of graphic, file formats, image and word
Graphic Formats Vector, pixel, Bitmap, SVG, sprites, PNG. Understand the various graphic formats, their function, purpose, and how to create them.
Animation Animation principles. Concept story development, graphics for animation, types of animation Creation of sprites, and sequences. Creation of pixel characters for animation or game design
Concept art Understand the principles of drawing and gain skills in the area of sketching and drawing and concept art.

Assessment Breakdown	%
Project	100.00%

No Continuous Assessment

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5	20.00	Week 9
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5	20.00	Week 13
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5	20.00	Week 19
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5	20.00	Week 22
Project	The subject will be assessed through the completion of project briefs and the submission of a final solution and research journal/ notebook / Sketchbook. The assessment and feedback will be an opportunity for the student to focus on their work and evaluate their own progress and development.	1,2,3,4,5	20.00	Week 25

No Practical

No End of Module Formal Examination

No Continuous Assessment

Project				
Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Project	n/a	1,2,3	100.00	n/a

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Laboratory	Every Week	3.00
Independent Learning Time	Every Week	2.00
Lecture	Every Week	1.00
Total Hours		6.00

Discussion Note:	TEST
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