DEGREE PROGRAM IN TECNOLOGIE E LINGUAGGI DELLA COMUNICAZIONE - TECHNOLOGIES AND LANGUAGES OF COMMUNICATIONS (LM-59) CURRICULUM IN GAME DEVELOPMENT, MARKETING AND COMMUNICATION

A.Y. 2023/2024

Course Art Direction
SDS SPS/07
ETCS 6
Course modules (if any) None
Year I year
Semester II semester
Professor(s) Raoul Carbone
e-mail raoulcarbone@vigamus.com
Office hour At the end of the lesson or by appointment agreed by e-mail.

LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** the student will be able to design and represent ideas and concepts as part of the artistic direction of the Works Interactive, with particular reference to Character Design, Mecha Design, Creature Design, Environment Design
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** the student will be able to to produce references and visualise their own ideas, by means of texts and images, so that it can be inserted into the production chain of one video game development studio.
3. **AUTONOMY JUDGMENT:** the student will acquire the mindset of the Art Director, will therefore be able to conceive and represent creations in full autonomy and at the same time selecting, deciding, and guiding the creations of others, so that we can coordinate the Graphics Area of a video game production.
4. **COMMUNICATION SKILLS:** the student will develop communication skills in presenting his/her ideas and proposals, as well as possible solutions to the different problems to be faced.
5. **LEARNING ABILITY:** the student will have to demonstrate that he/she has acquired the fundamental notions related to the topics listed, including the critical analytical skills typical of the Art Director, the creation of a presentation with all the criteria explained in the course, the ability to design and represent creations that follow the criteria indicated.

DETAILED PROGRAM

The figure of the Art Director is a fundamental pillar in the production structure of a work in the entertainment sector, whether it is a film or a video game, without Distinctions. After all, the visual aspects are the first element of impact in the fruition of a product and remain more impressed in the user's imagination of the work.
The Art Director is made up of three essential and complementary components: talent, i.e. the innate and instinctive ability to create and visualize innovative ideas. The technique, i.e. experience and dexterity in representation, through all the material and digital tools. The culture, general and specific in the field of production, which constitutes the library of images and concepts from which to draw in the development of the own work.
These three elements determine the value of the Artistic Director at all times of the

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creation and realization of a work, from brainstorming and concept design, through pre-production and production, up to post-production and publication of a product.
In particular, the Art Director oversees the following aspects that make up the setting of a work: Character design, i.e. the conception and creation of characters. Mecha design, hence the creation of mechanisms and vehicles. Creature design, i.e. the realization of all the non-humanoid creatures envisaged in the project. Finally, Environment design, i.e. the aesthetic composition of the scenarios.
The "Art Direction" course consists of an advanced study of concepts related to ideation, visualization and representation of characters, environments, creatures and mechanisms, with a particular reference to the development of Video Games.
A high-profile study, which starts from Jung's Archetypes and the color theory of Goethe, to get to practical group exercises, passing through the acquisition of techniques and mindset typical of professionals in the sector.
The ultimate goal of the course is therefore to prepare future professionals in an advanced way of the Games Industry, able to fit into creative and production processes in high-profile companies at national and international level.

Art Direction: Advanced Concepts
1 - Consistency with general AD
2 - Colors to indicate functions
3 - Identity through forms
Evolution of art
Cave paintings, Egyptian art (Ramses vs Akenathon) - Classical Greek art (Myron and Polycletus) - Middle Ages (Giotto, Duccio Di Boninsegna, Simone Martini) Renaissance (Michelangelo, Leonardo, Raphael) – Caravaggio, Velasquez – Van Gogh, Impressionists, Picasso – Modern Art – Contemporary Art – Art in Western Entertainment and eastern
The Games Industry
Value chain
Publisher and Developer
The making of a video game
Brainstorming
Keywords
The Concept
The Game Design Document
Pre-production
Production
The Art Direction
The Jungian Archetypes
Goethe's Theory of Colors
Western and Eastern Art Direction
Character Design
Creature Design
Mecha Design
Environment Design
Character Design
Anatomy and musculature
The archetypes

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Silhouette
Background
Function of the elements
Creature Design
Designing a Creature
Union of 3 species
Ecosystem Coherence
Influence of the world on creatures
Interaction and proportion between species
Mecha Design
Steampunk
Dieselpunk
Raypunk
Atompunk
Chassette Futurism
Cyberpunk
Real Robot vs Giant Robot
Enviroment design
From Ancient Greece to the Ideal City by Piero della Francesca
Environment vs Level Design
Photographic vs Pictorial
Using References
Perspective and vanishing points
Advanced visualization with Adobe Photoshop

RECOMMENDED PRE-REQUISITES (IF ANY)

Attendance of the Concept Art and 2D illustration course in the three-year degree course "Innovative Technologies for Digital Communication"

TEACHING METHODOLOGIES

The educational activities will be carried out through...

FINAL EXAMINATION METHODOLOGIES

Students will have to make a paper and a presentation, as well as discuss the materials during the exam.

EVALUATION CRITERIA

At the end of the course, the following skills of the student will be evaluated:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** With reference to knowledge and understanding, the final exam will evaluate the student's acquisition of the fundamental notions related to the topics listed in the detailed program.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS**: With reference to the application of the acquired knowledge and skills, the final exam will evaluate the student's ability to connect the different topics covered and the ability to analyze contents with a critical and conscious eye.
3. **AUTONOMY JUDGMENT:** having acquired a capacity of…
4. **COMMUNICATION SKILLS:** being able to…
5. **LEARNING ABILITY:** being able to use the conceptual and methodological tools

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acquired…

• Acquisition of critical analytical skills for Concept Art
• Creation of a presentation with all the criteria explained in the course
• Ability to design and represent creations that follow the criteria indicated
• Language Properties and Presentation Presentation Skills

FINAL GRADING INFORMATION AND CRITERIA

The grade is awarded in thirtieths. In the assignment of the final grade, the outcome of the oral interview. These criteria can be outlined as follows:

(1) less than 18, in the case of fragmentary and superficial knowledge of the contents, errors in applying the concepts, deficient exposition;

(2) between 18 and 20, in the case of sufficient but general knowledge of the contents, simple exposition, uncertainties in the application of theoretical concepts;

3) between 21 and 23, in the case of appropriate but not in-depth knowledge of the contents, apply theoretical concepts, ability to present content in a simple way;

4) between 24 and 25, in case of appropriate and extensive knowledge of the contents, a fair ability to application of knowledge, ability to present content in an articulate way;

5) between 26 and 27, in case of precise and complete knowledge of the contents, good ability to apply knowledge, analytical skills, clear and correct presentation;

6) between 28 and 29, in the case of a broad, complete and in-depth knowledge of the contents, good application of contents, good ability to analyze and synthesize, safe and correct presentation;

7) 30/30 laude, in case of very broad, complete and in-depth knowledge of the contents, well-established ability to apply content, excellent ability to analyse, synthesise and interdisciplinary connections, mastery of exposure.

COURSE MATERIAL

The student is required to study the teaching materials presented in class by the teacher and the materials as they have been made specifically for the course and are the best Vademecum for learning the notions and procedures covered.

OTHER ADVICES

Attendance in presence is suggested. Students belonging to the 'part-time/workers' category or being unable to take part in the lessons are suggested to directly contact the professor in order to analyze, together, specific training needs.